



291 **Foothill Transit**
MARKETPLACE

CLASS PASS

A STUDENT RIDER PROGRAM

291 POMONA
MKTPL

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1384544

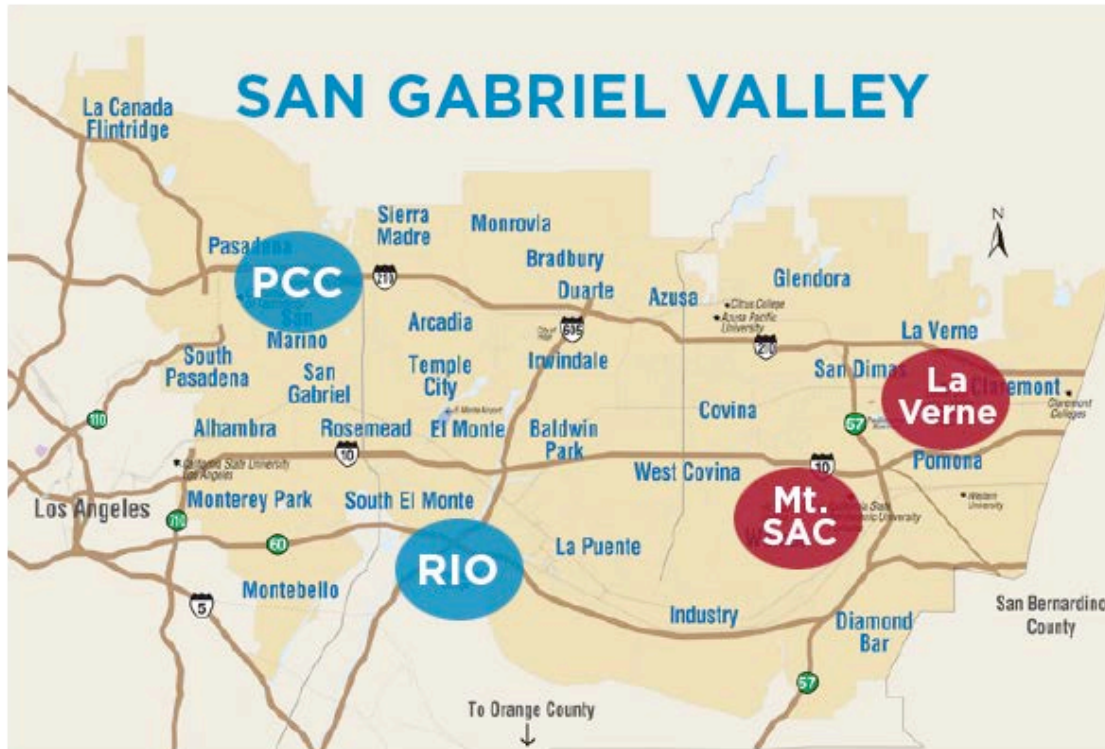
ABOUT Foothill TRANSIT

Foothill Fast Facts

- **Buses in service:** 330 (315 Compressed Natural Gas, 15 electric)
- **Routes:** 36 routes (local and express)
- **Area served:** 327 square miles of the San Gabriel and Pomona valleys
- **Agency Ridership:** ~ 14 million a year
- **Annual Operating Budget :** \$76.5 Million



FOOTHILL TRANSIT SERVICE AREA



Pasadena City College

Rio Hondo Community College

University of La Verne

Mt. San Antonio College



CLASS PASS BACKGROUND AND GOALS

Create a program
to offer to all
colleges we serve

Offer discounted
board rate



Increase ridership

Create lifetime riders



CURRENT CLASS PASS SCHOOLS



UNIVERSITY OF
LA VERNE

University of La Verne

- Private University
- 6,000 students
- 2 lines serving campus

Mt. San Antonio College (Mt. SAC)

- Largest single campus
Community College in
California
- 30,000 students
- 2 lines serving campus



Foothill Transit

PLANNING AND DISTRIBUTION

- What media will the pass be?
- How to prevent fraud as much as possible?
- How to distribute to students?
- What happens when a pass is lost?
- How can we accurately track ridership by school?



PLANNING

What media will the pass be?

- Student has ID with mag stripe (can't use)
- Foothill Transit has TAP enabled system
- Distribute a TAP card to each student

How to prevent fraud as much as possible?

- Need to link TAP card to student ID
 - Student drops classes
 - One card per student



IT TRACKING SYSTEM

Links student ID number and TAP card number

- Made process extremely quick
- Autoloads the next semester pass

What happens when a pass is lost?

- Report lost card at Foothill Transit Store
- \$10 for replacement pass



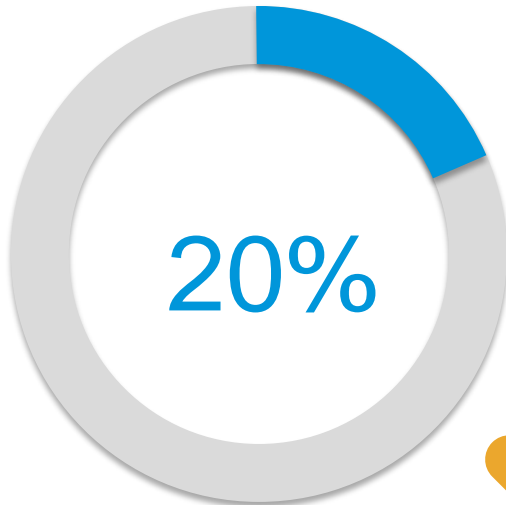
Distribution

5,435

Mt. SAC Class Passes



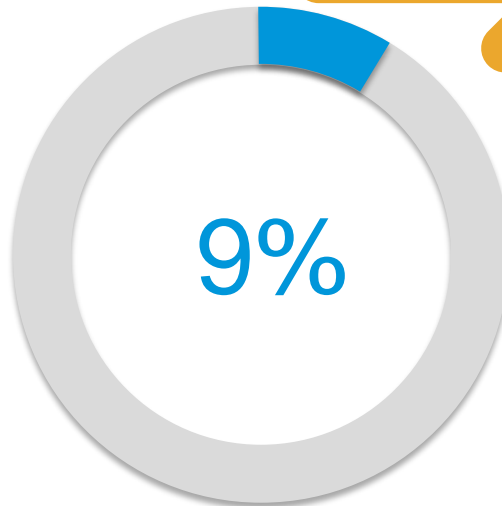
CLASS PASS DISTRIBUTION



Mt. SAC Students



Totaling
1.3M
Boardings

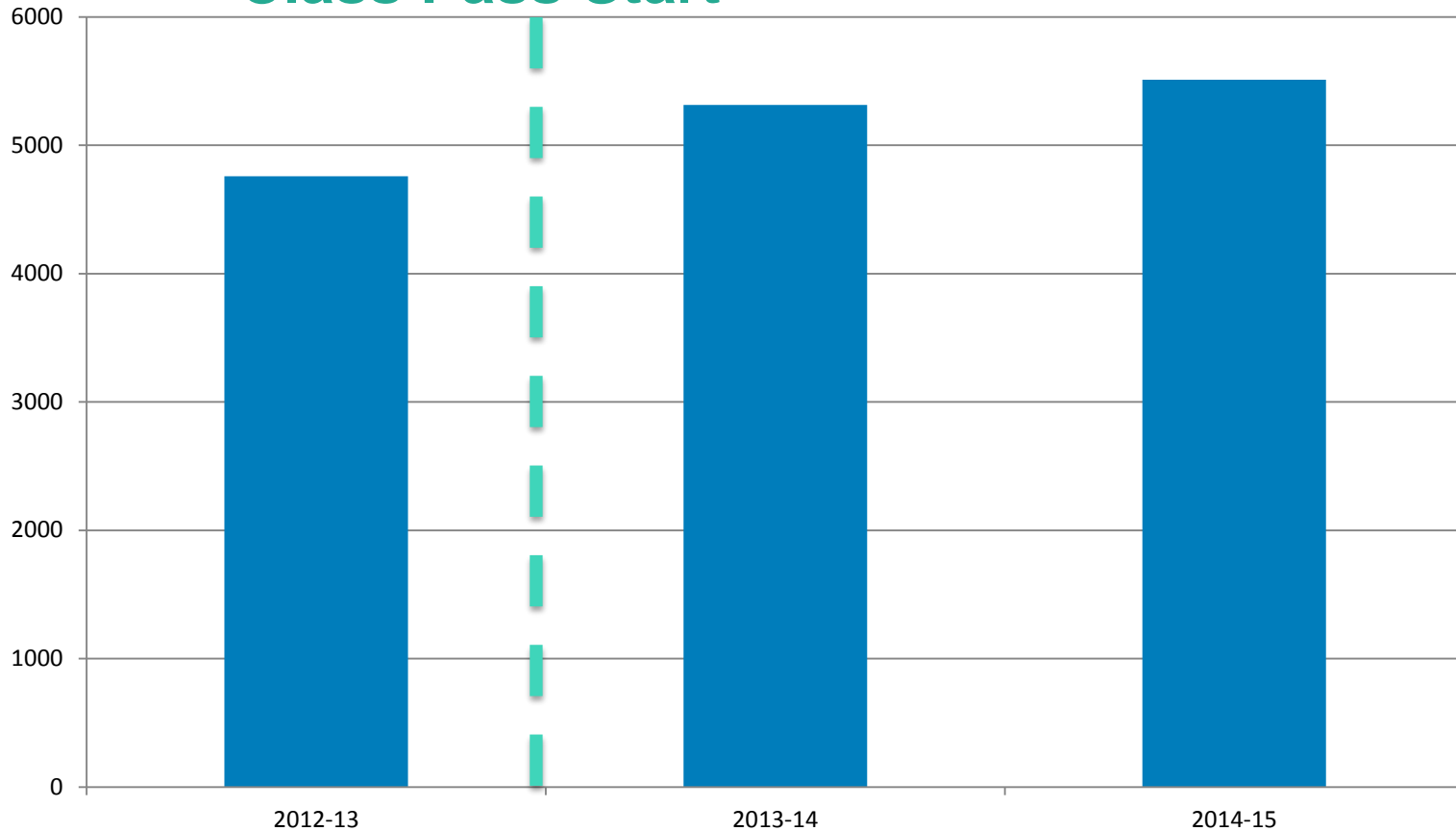


University of La Verne
students and staff



CLASS PASS RIDERSHIP

Class Pass Start



≈ 1,500 boardings/alightings per day two lines serving six campus stops



Line 486

Mt. SAC



MARKETING



MARKETING



Now Mt. SAC students can ride clean, green Foothill Transit buses for free! Check out the new, mobile-friendly **Class Pass** website at foothilltransit.org/mtsac.

Foothill Transit

Finding a parking space is no longer a college requirement.

Get the Class Pass - a reusable electronic farecard that lets La Verne students ride Foothill Transit buses for free!

[GET YOUR CLASS PASS](#)

[STAY CONNECTED](#)

[LEARN MORE](#)



FUNDING

Board Adopted \$0.60/boarding fee

- Charged to school by Foothill Transit

Schools then decide how to generate the funding

- Student fee (spread across all students)
- Per pass fee (discounted)
- Pay from general fund (mainly for private schools)



LESSONS LEARNED

- **High level college administrative support important**
- **IT, Marketing and Student Service are important College departments that need to be involved**
- **College administration wants as little man hours required as possible**





THANK YOU

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Foothill Transit