



College Pass Program



Innovating from every angle





OC BUS 360°

Innovating bus from all angles





Engage the public



ENGAGE THE PUBLIC



Inform



Collaborate



Consult



Empower



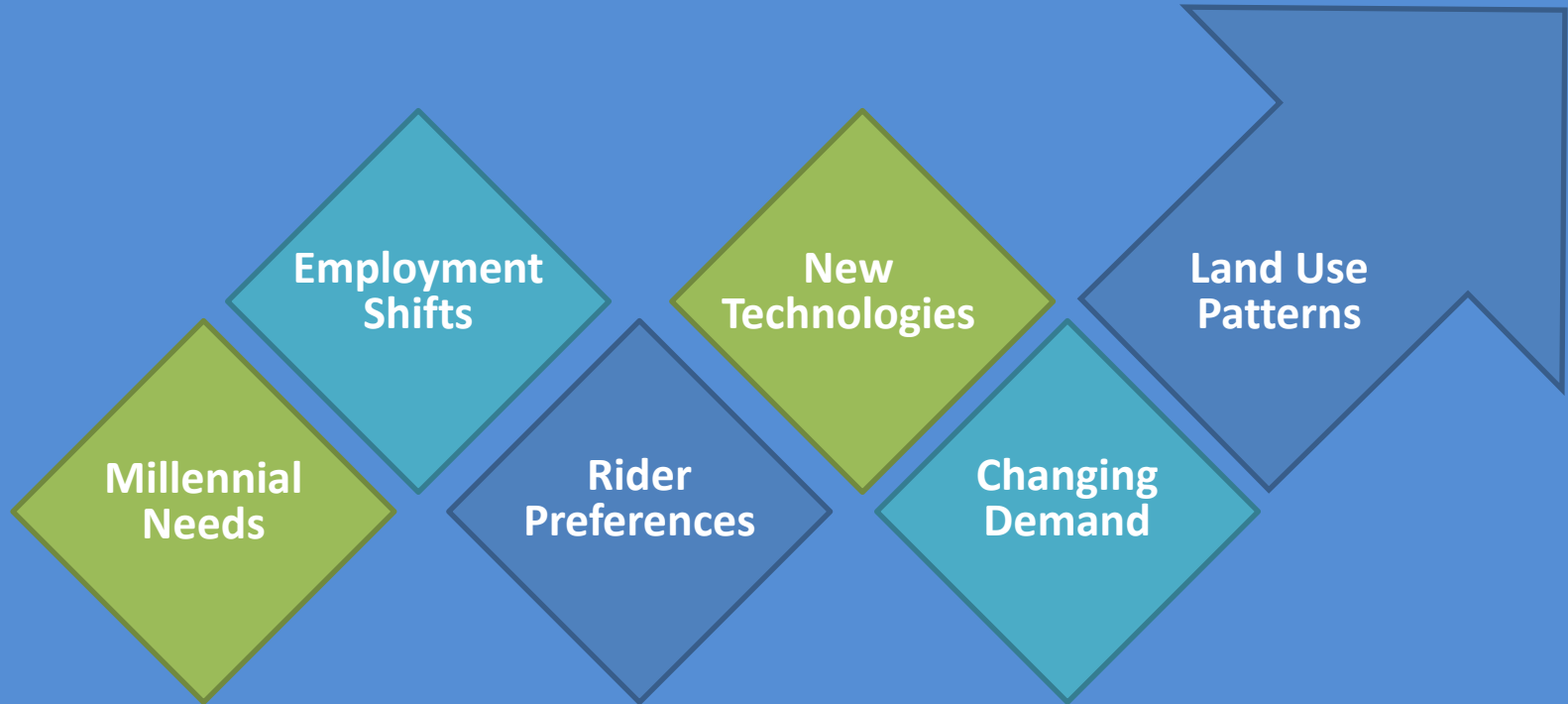
Involve



Adapt to new trends



ADAPT TO NEW TRENDS





Explore alternatives





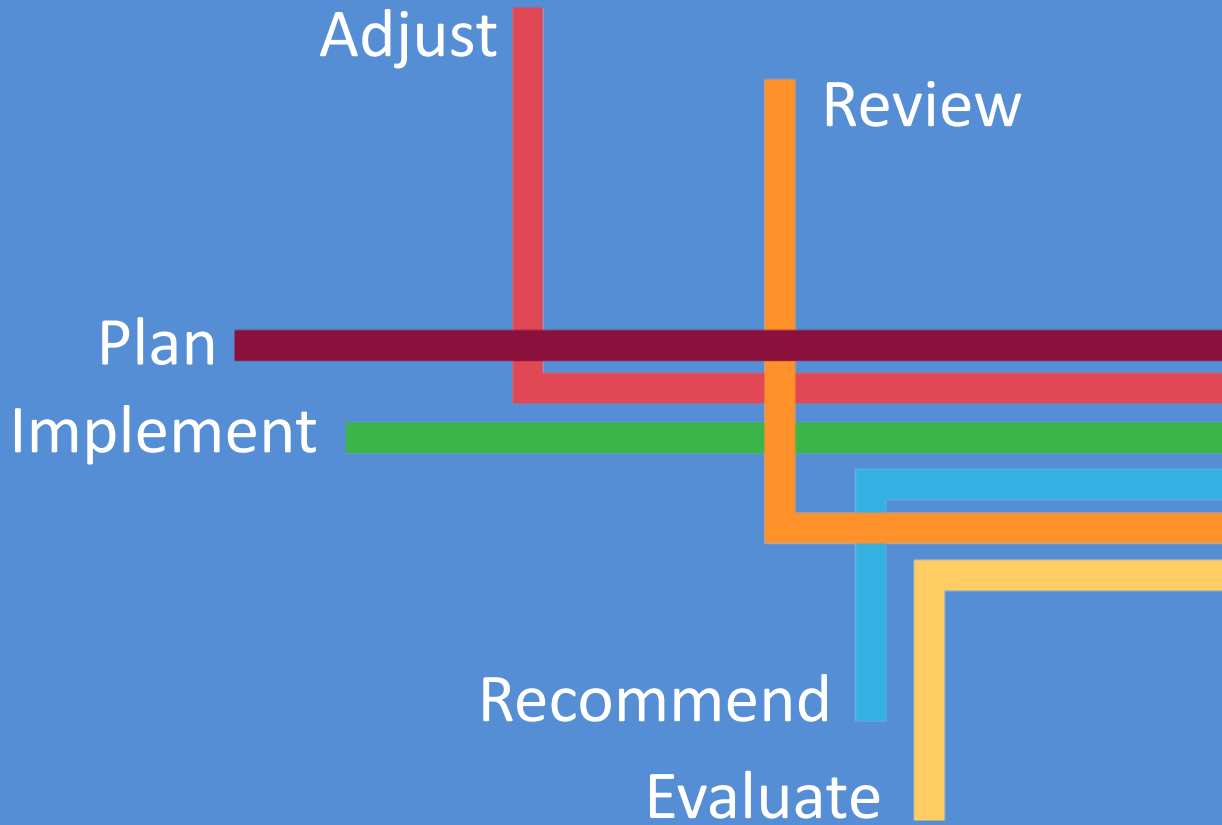
EXPLORE ALTERNATIVES

1. Circulator
2. Active transportation
3. OC Bus
4. TNCs
5. Dial-a-ride
6. Vanpool
7. Streetcar



Optimize service





OPTIMIZE SERVICE

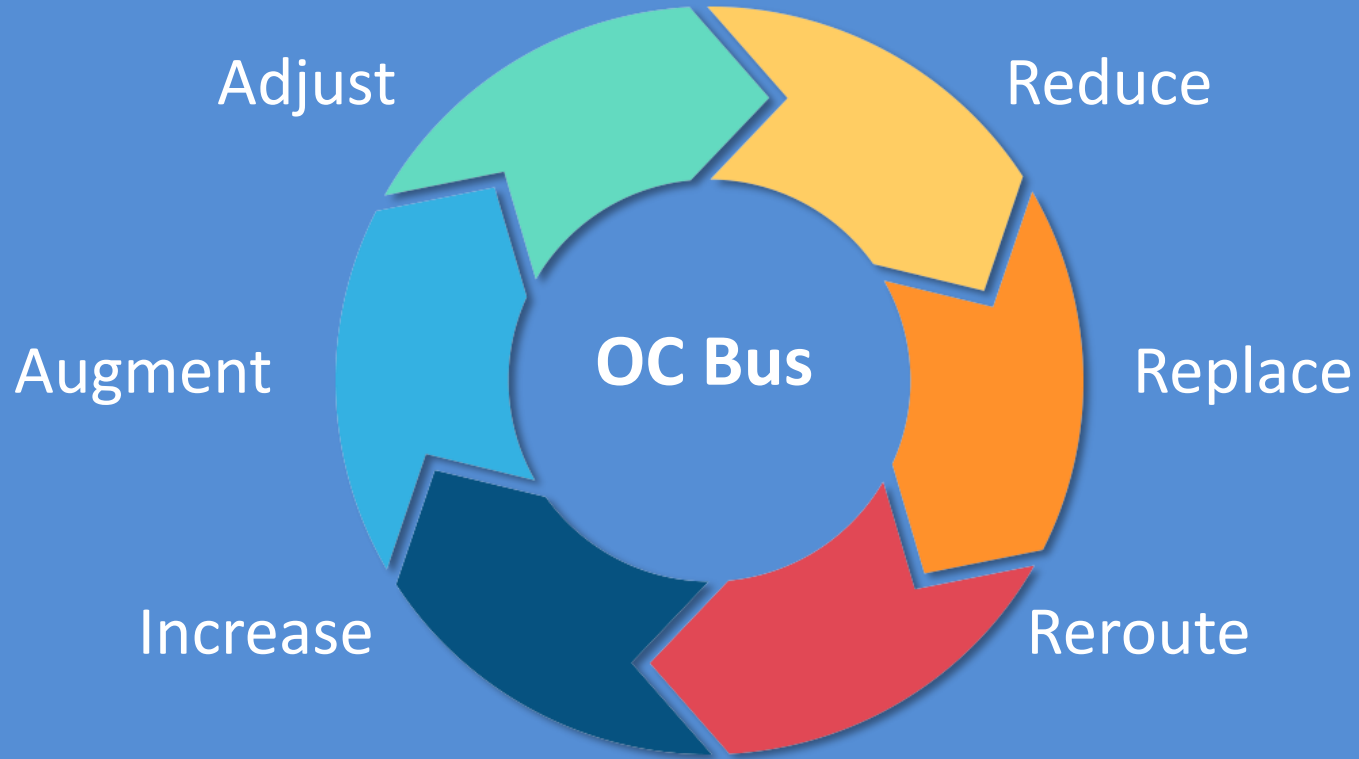




Maximize resources



MAXIMIZE RESOURCES

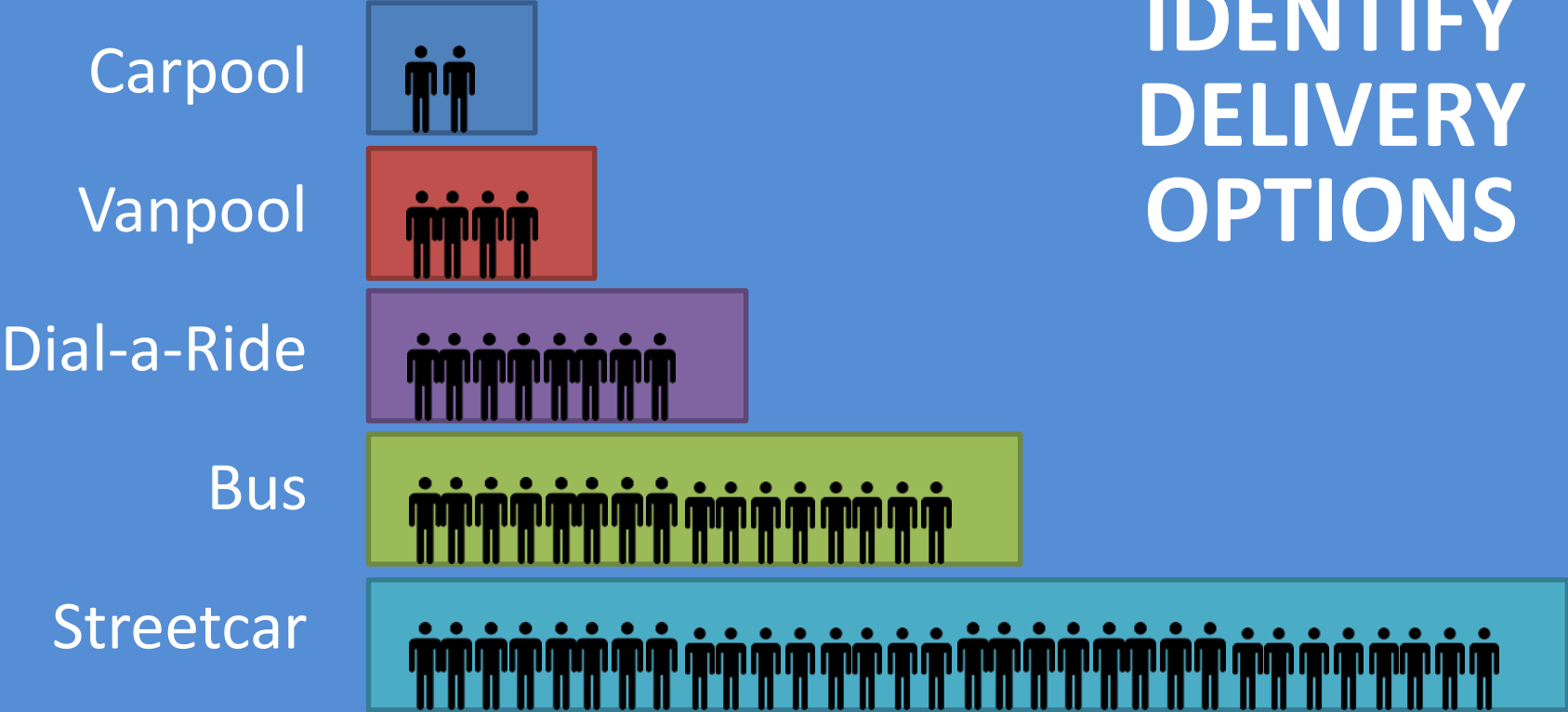




Identify delivery options



IDENTIFY DELIVERY OPTIONS



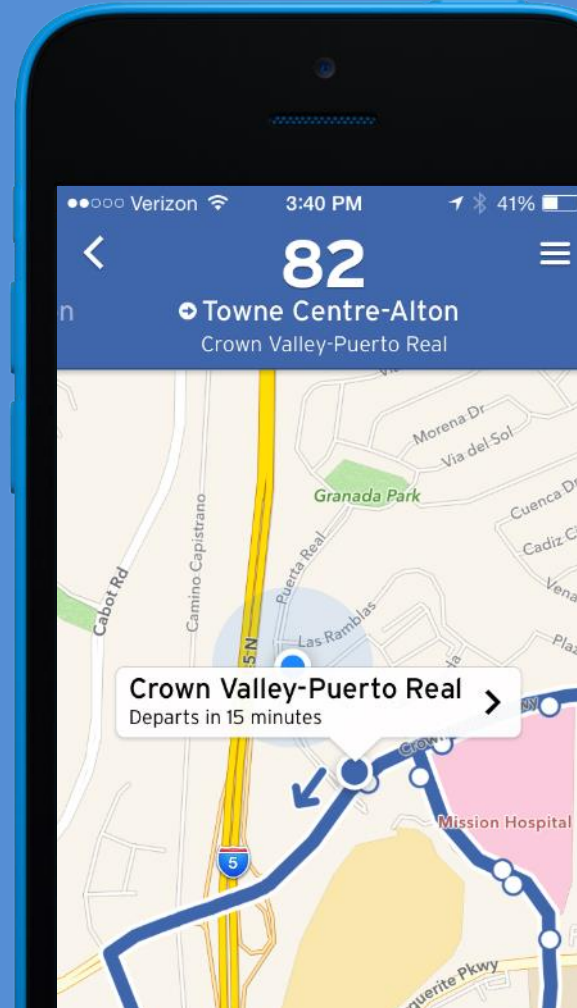


Advanced technology



ADVANCED TECHNOLOGY

1. Mobile ticketing
2. Planning
3. Text4Next
4. Next Bus
5. Sourcing
6. Online
7. Fares
8. Social





Explore funding



EXPLORE FARES & FUNDING





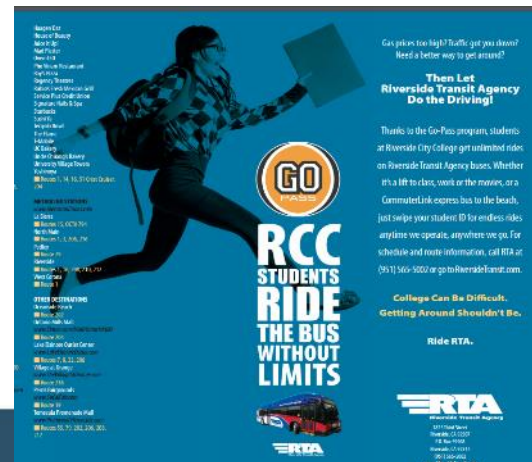
- **College Pass pilot program**
 - ANY full-time or part-time student can ride with ID on all 57 local OC routes any day
 - Students approve fees through referendum to ride with very low cost
 - Proven to generate increased student use
- **Benefits for Students & Schools:**
 - Reduce traffic congestion & parking demand/overflow
 - Improve access to education for students
 - Enhance sustainability goals
- **Benefits for OCTA:**
 - Increase ridership and market share
 - Introduce younger generation to riding transit
 - Optimize existing service capacity



*For additional information on routes and connections, visit ocbus.com

Riverside Community College District & Riverside Transit Agency

- 2 Year Pilot program
 - AB 2766 City/County Subvention Funds (100%)
- Usage grew from 2% to 10% of students
- Reduced need for 1,000+ parking spots
- In 2010 students voted to approve fees

Gas prices too high? Traffic get you stressed?
Need a better way to get around?

Then Let Riverside Transit Agency Do the Driving!

Thanks to the Go Pass program, students at Riverside City College get unlimited rides on Riverside Transit Agency buses. Whether it's a lift to class, work or the movies, or a Commuter Link express bus to the beach, just swipe your student ID for endless rides anytime we operate, anywhere we go. For schedule and route information, call RTA at (951) 566-1000 or go to riverside Transit.com.

College Can Be Difficult. Getting Around Shouldn't Be.

Ride RTA.

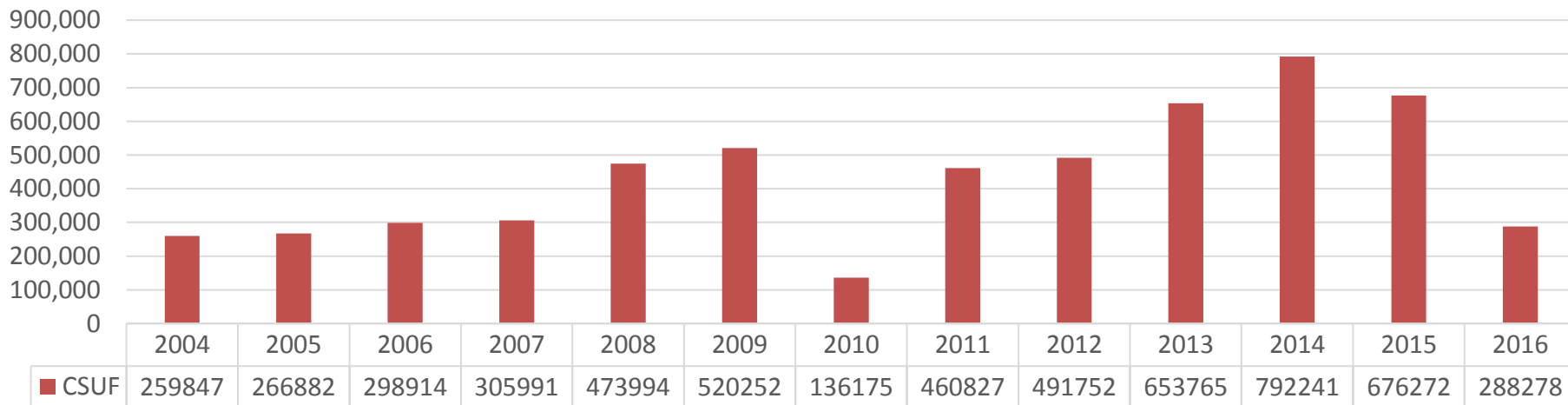
GO PASS

RCC STUDENTS RIDE THE BUS WITHOUT LIMITS

RTA

Riverside Transit Agency
1711 East Street
Riverside, CA 92507
Tel: 951-566-1000
www.riverside Transit.com

OCTA CSUF U-Pass



2004 – OCTA introduced U-Pass Program with CSUF & UCI with students ID cards. Both schools subsidized, paying OCTA \$.60 per boarding with cap equal to 30-day student pass.

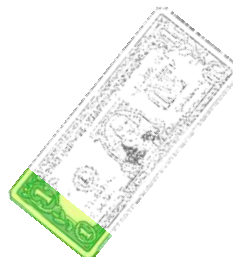
2010 – Student ID’s were discontinued to be accepted as the U-Pass. OCTA issued University passes in its place. Subsidies temporarily discontinued.

2010 – CSUF reinstated subsidy paying \$1.25 per boarding capped at \$45 per student per month.

Fall 2016 – CSUF went from the U-Pass being fully subsidized to initiating a \$92/semester fee

- OCTA offers a free pass program for one year through grant funding starting Fall 2017
- Students approve fees through a referendum to continue the program
Fall 2018 – Summer 2020
- Fees are assessed based on revenue-neutral approach
- SAC enrolled students: 6,257 full-time, 16,081 part-time (average based on Spring 2017 and Fall 2016)

Current Riders



Current Riders and Prospective Riders
(Full-Time and Part-Time Students)

- Revenue Neutral
- Shared cost for all students (student fee)
- Shared benefit encourages increase in ridership and trial usage by prospective riders

REVENUE NEUTRAL INITIAL MODEL

- Stops within ½ mile radius of SAC
- Includes all youth, college, U-Pass, CSUF passes
- **2.9x** multiplier based on only 34% of college students using student / college pass
- **2.8x** trips per day multiplier
- Average utilization of **255** days a year

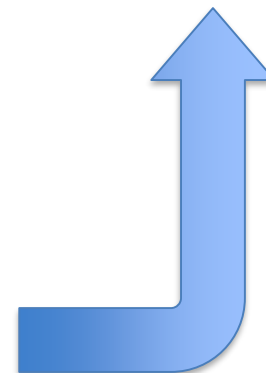
| Fare Name | Route 51 | Route 57 | Route 60 | Total |
|---------------------------------------------------|--------------|---------------|---------------|---------------|
| 1-Adult Full Fare | 4,733 | 43,443 | 34,063 | 82,239 |
| 2-S/D Full Fare | 78 | 936 | 921 | 1,935 |
| 3-Approved Free Ride | 745 | 6,922 | 9,983 | 17,650 |
| 4-Shortpay | 93 | 1,128 | 906 | 2,127 |
| 5-Metrolink Transfer | 11 | 76 | 76 | 163 |
| 6-Regular Day Pass Sold | 486 | 6,535 | 6,087 | 13,108 |
| 7-S/D Day Pass Sold | 280 | 2,968 | 2,922 | 6,170 |
| 8-Personal Care Assistant | 36 | 358 | 384 | 778 |
| 9-Inter-agency | | 65 | 128 | 193 |
| 12-Short Pay-Regular Day Pass Sold | 64 | 301 | 321 | 686 |
| 13-Misread Passes | 603 | 4,146 | 4,308 | 9,057 |
| 14-Short Pay-S/D Day Pass Sold | 29 | 157 | 214 | 400 |
| 15-S/D EXPRESS DAY PASS | 1 | 2 | 2 | 5 |
| 16-REG EXP DAY PASS | | 5 | 21 | 26 |
| 17-S/D OC EXP DAY PASS | | 1 | | 1 |
| 18-REG OC EXP DAY PASS | | 1 | 1 | 2 |
| 19-REG DAY PASS | 4,187 | 58,272 | 62,448 | 124,907 |
| 20-SD DAY PASS | 2,235 | 30,422 | 36,384 | 69,041 |
| 21-RG 30DAY | 3,726 | 40,793 | 39,978 | 84,497 |
| 22-ACCESS PASS | 108 | 1,084 | 995 | 2,187 |
| 23-SD 30DAY | 2,110 | 27,108 | 30,850 | 60,068 |
| 25-RG 7DAY | 135 | 2,185 | 1,806 | 4,126 |
| 26-SD 7DAY | 28 | 604 | 705 | 1,337 |
| 27-COLLEGE 30 DAY | 396 | 1,876 | 2,437 | 4,709 |
| 29-MARKETING PROMOTIONS | 1 | 4 | 16 | 21 |
| 30-PROMO DAY PASS ISSUE | 18 | 181 | 150 | 349 |
| 35-OCTA EMPLOYEE | 10 | 5 | 8 | 23 |
| 36-OCTA-DEPENDENT | 9 | 209 | 646 | 864 |
| 37-OCTA-RETIREE | | 10 | 7 | 17 |
| 38-E-PASS | 244 | 3,454 | 3,020 | 6,718 |
| 40-U-PASS | 62 | 1,108 | 486 | 1,656 |
| 41-SEASON PASS | 731 | 6,019 | 5,030 | 11,780 |
| 42-MOBILITY | 191 | 1,587 | 1,944 | 3,722 |
| 43-S RIDES CARD | 134 | 472 | 205 | 811 |
| 44-PROMO DAY PASS | 58 | 640 | 690 | 1,388 |
| 46-CSUF | 465 | 8,574 | 4,938 | 13,977 |
| 47-YOUTH 30DAY | 5,840 | 41,218 | 28,330 | 75,388 |
| 48-COLLEGE 75DAY | 92 | 500 | 982 | 1,574 |
| 50-COLLEGE 120DAY | 675 | 4,463 | 5,202 | 10,340 |
| 51-OTHR AGENCY ACCESS | 16 | 73 | 37 | 126 |
| 56-MTA | 3 | 48 | 1,974 | 2,025 |
| 61-Driver Employee Card | 4 | 14 | 29 | 47 |
| Total Boardings | 28,637 | 297,967 | 289,634 | 616,238 |
| Average Daily Boardings | 112 | 1,168 | 1,136 | 2,417 |
| Student Pass Boardings | 7,530 | 57,739 | 42,375 | 107,644 |
| Student Daily Boardings | 30 | 226 | 166 | 422 |
| % College Riders using College/Youth Pass (x 2.9) | 34% | 34% | 34% | 34% |
| Inflation for Return Trip and Transfers | 2.8 | 2.8 | 2.8 | 2.8 |
| Total Daily SAC Student Boardings | 243 | 1,865 | 1,369 | 3,476 |
| Annual Boardings (X 255 days) | 62,012 | 475,498 | 348,971 | 886,480 |
| 2015 Revenue per Boarding | \$ 1.12 | \$ 1.07 | \$ 0.95 | \$ 1.03 |
| 2015 Farebox Revenue | \$ 69,453.18 | \$ 508,782.48 | \$ 331,522.06 | \$ 909,757.72 |

REVENUE NEUTRAL REFINED MODEL

- Stops within ½ mile radius of SAC
- All college passes
- Excluded U-Pass, CSUF passes
- **9% portion** of Youth-30 day passes based on demographic statistics
- **4x** multiplier based on only 25% of college students using student / college passes
- **2.8x** trips per day multiplier
- Average utilization of **255** days a year

| Fare Name | Route 51 | Route 57 | Route 60 | Total |
|-------------------------------------------------|--------------|---------------|---------------|---------------|
| 1-Adult Full Fare | 4,733 | 43,443 | 34,063 | 82,239 |
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| 40-U-PASS* | 62 | 1,108 | 486 | 1,656 |
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| 44-PROMO DAY PASS | 58 | 640 | 690 | 1,388 |
| 46-CSUF* | 465 | 8574 | 4938 | 13977 |
| 47-YOUTH 30DAY | 5840 | 41218 | 28330 | 75388 |
| 47-YOUTH 30DAY Portion** | 517 | 3,647 | 2,507 | 6,670 |
| 48-COLLEGE 75DAY | 92 | 500 | 982 | 1,574 |
| 50-COLLEGE 120DAY | 675 | 4,463 | 5,202 | 10,340 |
| 51-OTHR AGENCY ACCESS | 16 | 73 | 37 | 126 |
| 56-MTA | 3 | 48 | 1,974 | 2,025 |
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| Total Boardings | 28,637 | 297,967 | 289,634 | 616,238 |
| Average Daily Boardings | 112 | 1,168 | 1,136 | 2,417 |
| Student Pass Boardings | 1,680 | 10,486 | 11,128 | 23,293 |
| Student Daily Boardings | 7 | 41 | 44 | 91 |
| % College Riders using College/Youth Pass (x4)* | 25% | 25% | 25% | 25% |
| Inflation for Return Trip and Transfers† | 2.8 | 2.8 | 2.8 | 2.8 |
| Total Daily SAC Student Boardings | 73 | 457 | 485 | 1,015 |
| Annual Boardings (X 255 days) | 18,666 | 116,525 | 123,655 | 258,845 |
| 2015 Revenue per Boarding | \$ 1.12 | \$ 1.07 | \$ 0.95 | \$ 1.02 |
| 2015 Farebox Revenue | \$ 20,905.68 | \$ 124,681.26 | \$ 117,472.10 | \$ 263,059.04 |

\$263,059
annual
revenue



COST CALCULATIONS

| Existing Bus Fare Revenue from Santa Ana College (Per Semester)* | Students | Spring 2017 | Fall 2016 | Average |
|------------------------------------------------------------------|--------------------|-------------|-----------|---------|
| \$132,547 | Full Time Students | 4,796 | 7,718 | 6,257 |
| | Part Time Students | 12,058 | 20,104 | 16,081 |

*Bus Fare Revenue = (Full Time Students * Full Time Fee) + (Part Time Students * Part Time Fee)*

*\$132,547 = (6,257 F.T. Students * Full Time Fee) + (16,081 P.T. Students * Part Time Fee)*

| Students | Fee per Semester |
|--------------------|------------------|
| Full Time Students | \$6.75 |
| Part Time Students | \$5.75 |

* Existing Bus Fare Revenue was calculated by Finance, and is based on the number of boardings next to Santa Ana College.

** The fee per student was rounded from \$6.47 (full time) to \$6.75, and from \$5.72 (part time) to \$5.75 for simplicity.

★ ★ ★ SANTA ANA COLLEGE ★ ★ ★

VOTE



FREE BUS RIDES/TRANSPORTATION FEE PILOT PROGRAM

WHO?

- All part-time and full-time students

WHY?

- Unlimited bus rides throughout OC
- Save money
- No driving & parking hassles
- Save the environment

HOW MUCH?

- First year free through OCTA grant
- After the first year, only \$6.75 (full-time student) \$5.75 (part-time) per semester
- Cost included in student fees (Fall/Summer, Spring/Winter)

For more information, please contact the Office of Student Life at /714-564-6214



Vote for OC Bus on May 8, 2017



Santa Ana College

Santa Ana College Pass Program

- 3 Year Pilot program began Fall 2017
 - LCTOP grant funds (1st year)
 - Student approved semester fees (2nd & 3rd year)
- Student referendum passed by 86%
- Survey conducted after one semester:
 - 88% of respondents haven't parked on campus since the pass program
 - 98% said the SAC Pass has helped them work towards or reach their educational goals





5,785

Unique participating students
(Aug. 20, 2017 to Oct. 8, 2018)

784,329

Boardings
(Aug. 20, 2017 to Oct. 8, 2018)

Santa Ana College Fall 2017 Student Survey

14%

Had never ridden the bus
before the pass program

77%

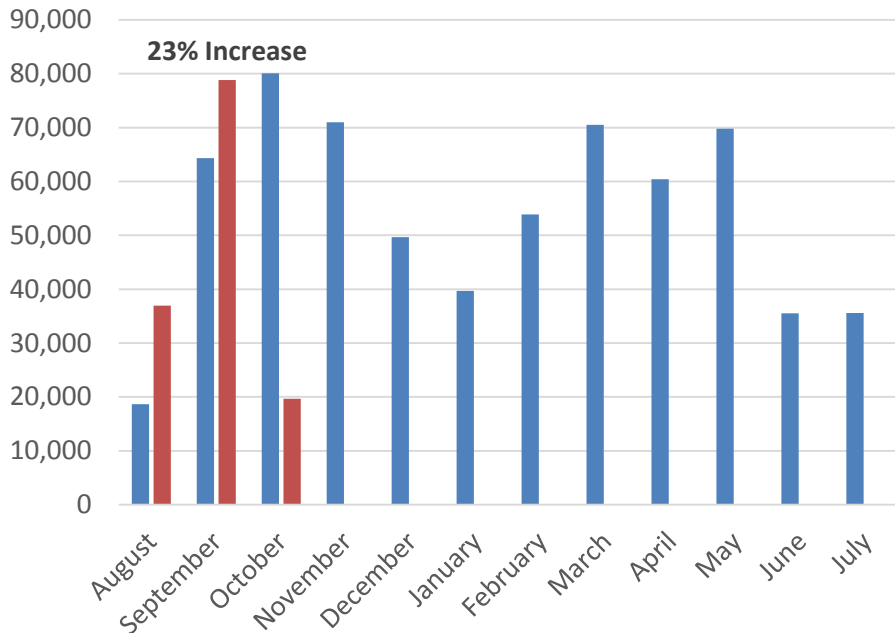
Of those who had used the
bus before, 77% said they
used the bus more frequently
with the pass program



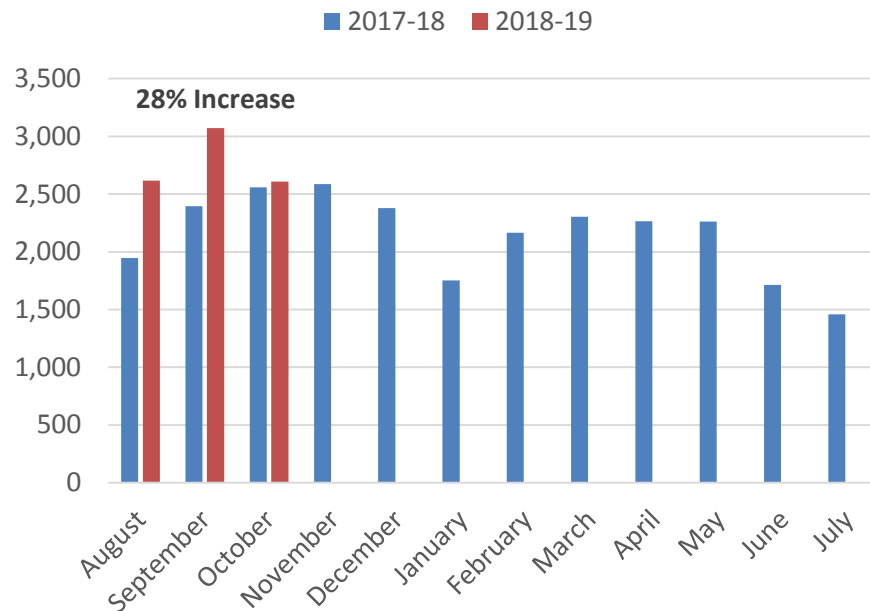
98%

Students say the program
helped them work towards or
reach their educational goals

Santa Ana College Credit Boardings



Santa Ana College Credit Unique Student Users



Data reported as of 10/8/18. October 2018 data is YTD.
 Santa Ana College (not including Continuing Education students) shown.



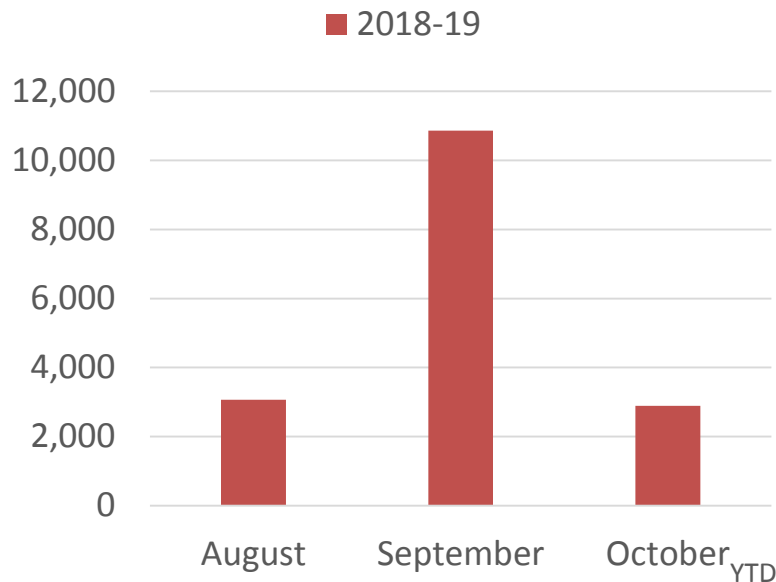
576

Unique participating students
(Aug. 12, 2018 to Oct. 8, 2018)

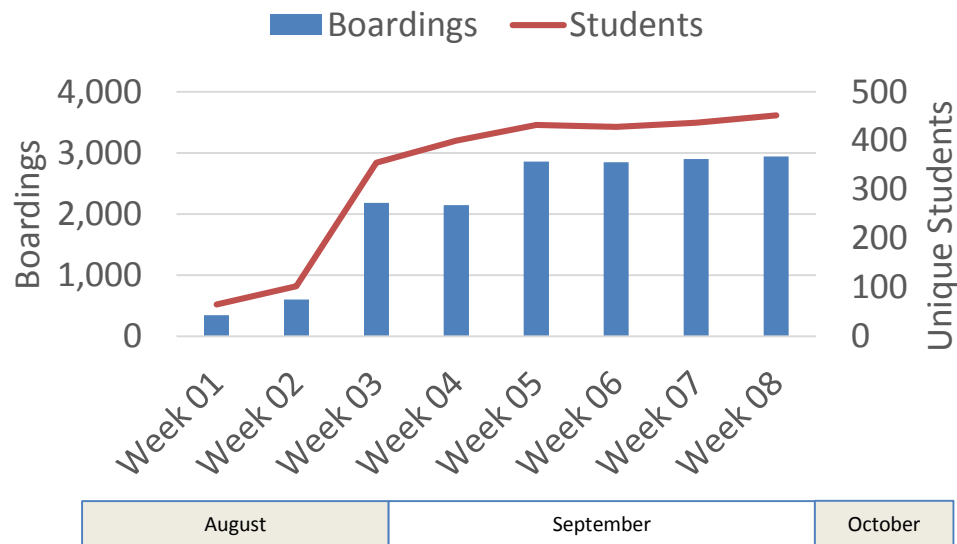
16,812

Boardings
(Aug. 12, 2018 to Oct. 8, 2018)

Santiago Canyon College Boardings



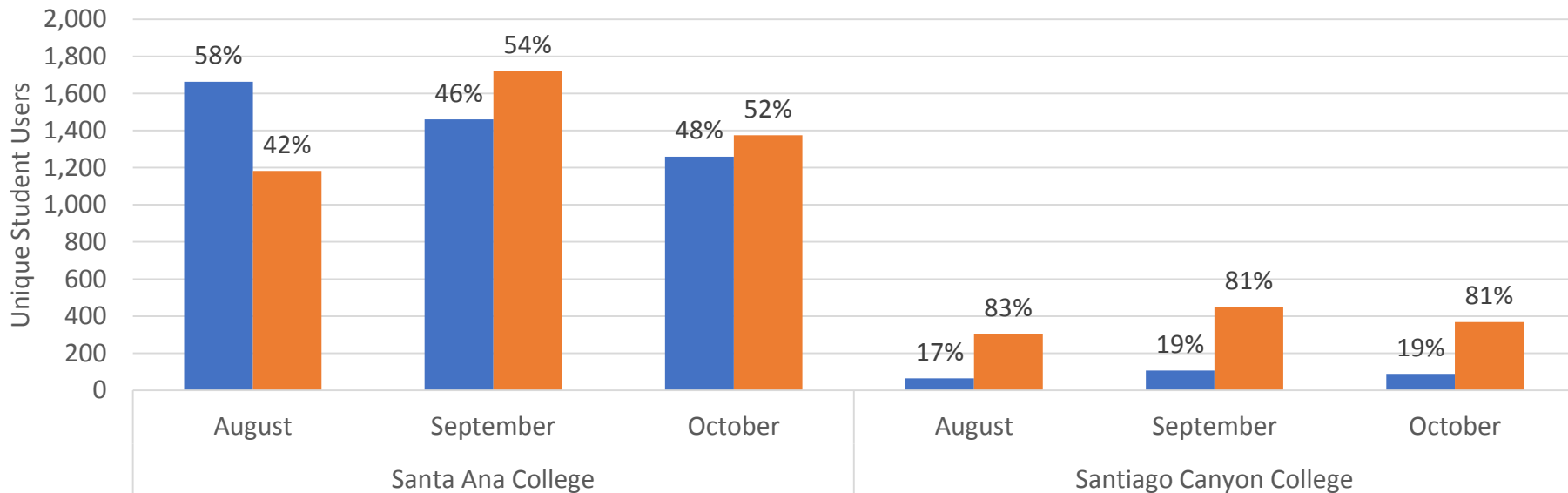
Santiago Canyon College Credit Boardings and Unique Student Users by Program Week



Data reported as of 10/8/18. October 2018 data is YTD.
Santiago Canyon College (not including Continuing Education students) shown.

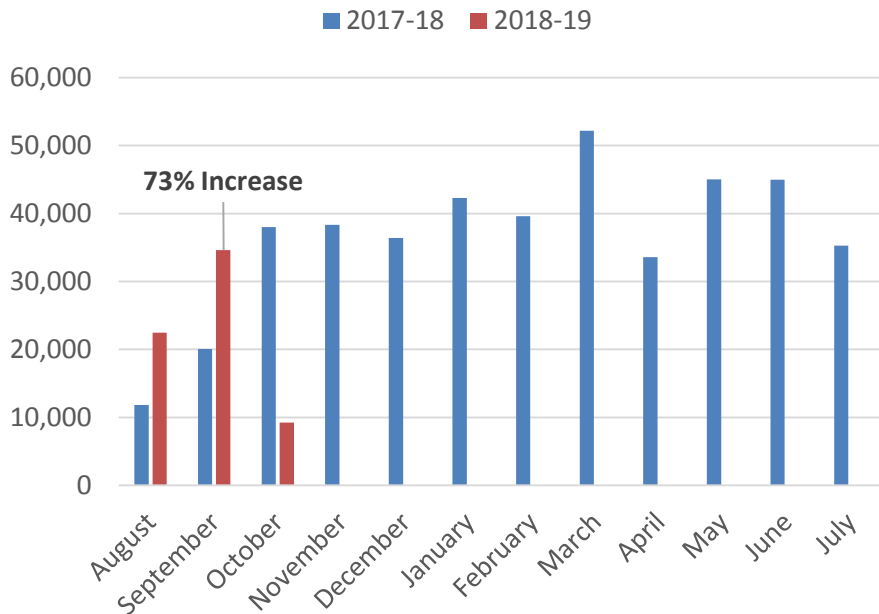
2018-19 Unique Student Users by Mode

■ Physical Student ID ■ Mobile

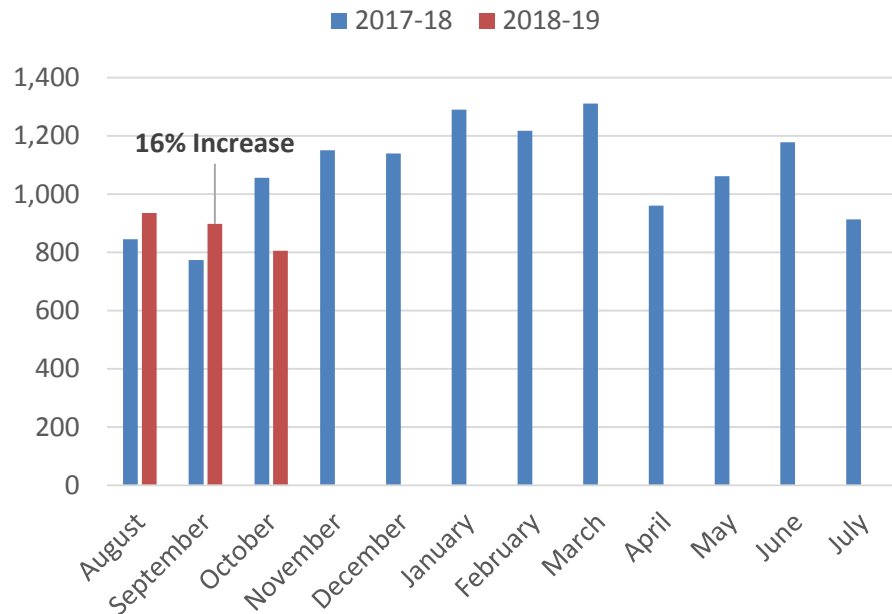


Data reported as of 10/8/18. October 2018 data is YTD.
 Santa Ana College and Santiago Canyon College shown. Excludes Continuing Education students which primarily use physical ID.

Continuing Education Boardings

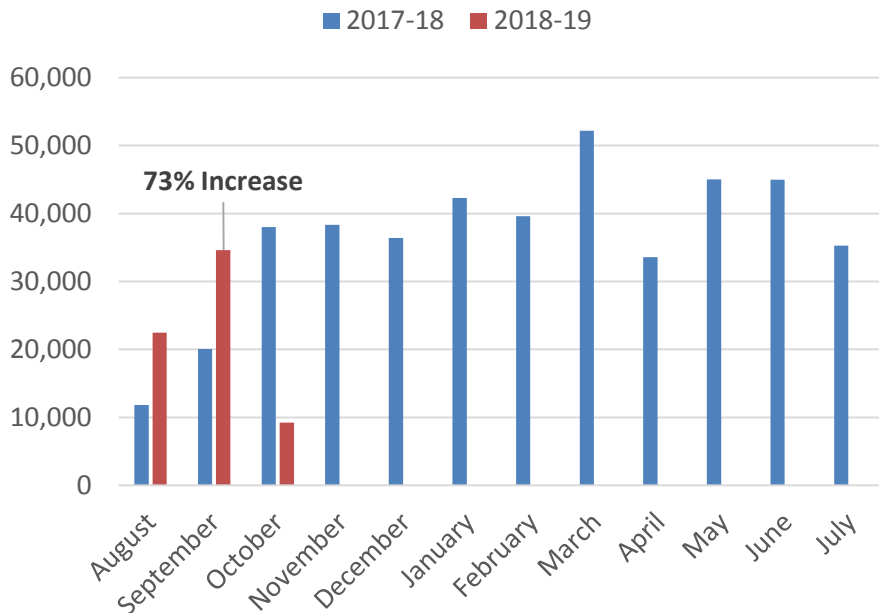


Continuing Education Unique Student Users

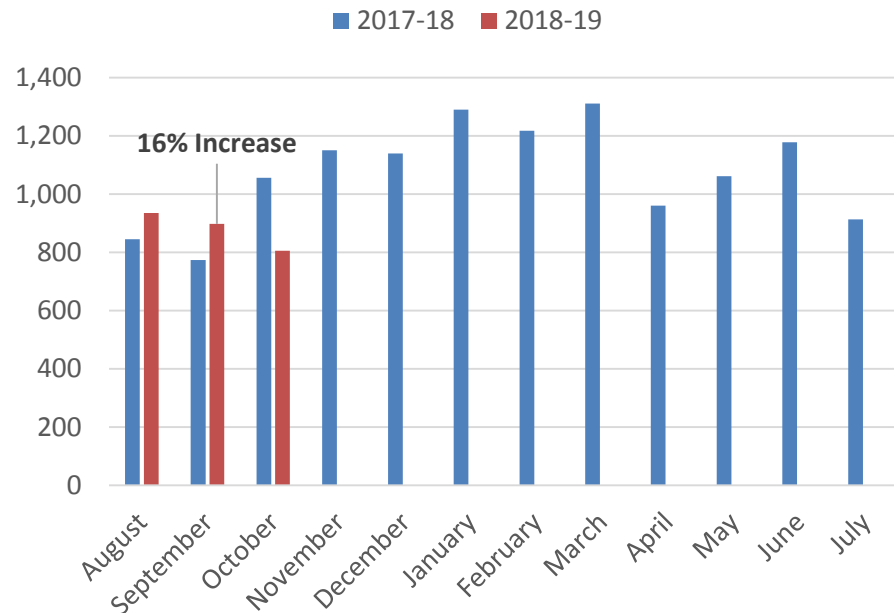


Data reported as of 10/8/18. October 2018 data is YTD.
 Santa Ana College Continuing Education and Santiago Canyon College Continuing Education shown.

Continuing Education Boardings



Continuing Education Unique Student Users



Data reported as of 10/8/18. October 2018 data is YTD.
 Santa Ana College Continuing Education and Santiago Canyon College Continuing Education shown.



SANTA ANA COLLEGE

VOTE

FREE BUS RIDES/TRANSPORTATION FEE PILOT PROGRAM

| WHO? | HOW MUCH? |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> High school and college students | <ul style="list-style-type: none"> It's completely free! Students who ride the bus pay only the cost of their student ID (approx. \$10 per year) Local bus fares are not covered (SAC Service, Sept 15, 2018) |
| WHY? | |
| <ul style="list-style-type: none"> It will help reduce transportation costs It's easy to use It's free parking It's available 24/7 | |

For more information, visit ocbus.com or call 949-461-1000

OCBUS Vote for OC Bus on May 8, 2017

1.3 mil

Student boardings
(Aug. 2017 to Oct. 2018)

9,291

Participating students
(Aug. 2017 to Oct. 2018)



SANTA ANA COLLEGE

APPLY CLASS SCHEDULE TUITION ASSISTANCE

PERSONALIZED SERVICES

WORLDWIDE COMMUNITY

UPCOMING EVENTS

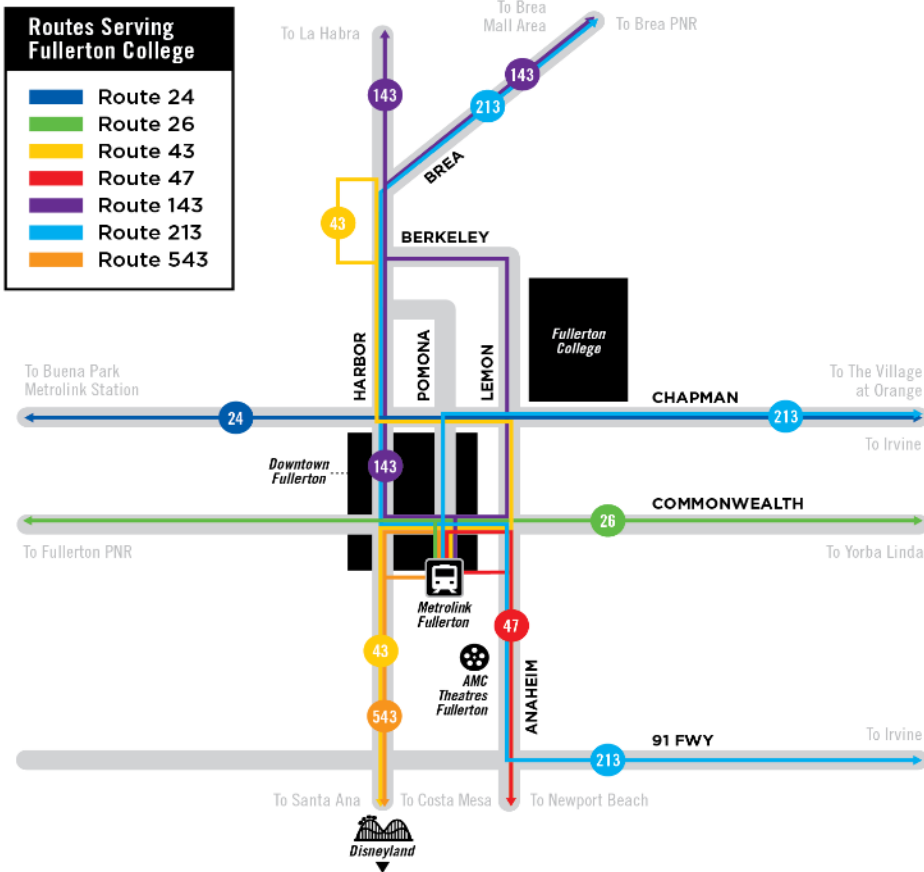
- MARK YOUR CALENDAR
- WE'VE ANNOUNCED OUR BEST COLLEGE PARTNER
- PHOTOGRAPHY EXHIBITION
- SAC Donor Event: Kaitlin Sackell

MOORE EVENTS

SPOTLIGHT

SAC Students Can Ride OC Bus For Free!
Update your SAC ID card for the spring 2018 semester!

Data reported as of 10/8/18. October 2018 data is YTD. College Pass Program includes: Santa Ana College, Santa Ana College Continuing Education, Santiago Canyon College (new in 2018-19), and Santiago Canyon College Continuing Education





Thank you