Youth Mobility Plan

Board of Directors
October 5, 2016
Agenda Item 4

Project Overview

- Study Purpose
- Geographic Reach
- Youth Travel Market
  - Middle School
  - High School
  - College
- Strategic Plan Action
  - Goal: Expand Mobility Options
Demographics

- Schools in county and enrollment projections
- Current Service (2-digit routes)
- 39% of SamTrans customers are ages 13-24

Youth Trends

- First-mile / last-mile
- Delay in obtaining driver’s license
- Sharing Economy
- Role of technology and smartphone usage
Opportunities Analysis

- Fare Options / Sales
- Technology
- Service Improvements
- Youth Engagement
- Marketing

Next Steps

- Opportunities Identification
  - Youth Outreach
  - Parent Outreach
- Recommended Actions and Strategies
- Board Update: early 2017