SamTrans Youth Mobility Plan

Board of Directors
June 7, 2017
SPD&S Item #4
Project Overview

- Study Purpose
- YLI partnership
  - Youth insight
  - Implementation partner
- Youth Travel Market
  - Middle School
  - High School
  - College
- Draft Plan and Recommendations
Potential Initiatives

• Categories
  - Organizational Improvements
  - Fare Options
  - Marketing and Technology Initiatives
  - Bus Operational Improvements
## Screening Criteria

- Resources Required
- Market Capture
- Ease of Implementation

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Resources Required</th>
<th>Market Capture</th>
<th>Ease of Implementation</th>
<th>Final Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a Youth Mobility Coordinator Position</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>10</td>
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<tr>
<td>Integrate Youth Sensitivity Training into Existing Bus Driver Training</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>10</td>
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<tr>
<td>Establish a Transit Youth Ambassador Program</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>10</td>
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<tr>
<td>Launch a Pilot Expansion of the Way2Go Program to Include Colleges</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>10</td>
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<table>
<thead>
<tr>
<th>Overall Score</th>
<th>Definition</th>
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<tbody>
<tr>
<td>🎈</td>
<td>Highest performing = 10 or more “likes”</td>
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<tr>
<td>🎈😊</td>
<td>Moderate performing = 7 – 10 “likes”</td>
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<tr>
<td>😞</td>
<td>Low performing = 4 – 6 “likes”</td>
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</tbody>
</table>
Recommended Initiatives

- Create a Youth Mobility Coordinator Position
- Establish a Transit Youth Ambassador Program
- Launch a Pilot Expansion of the Way2Go Program to Include Colleges
- Integrate Youth Sensitivity Training into Existing Bus Driver Training
- Increase Social Media Engagement with Youth and Parents
- Enable Purchase of Youth Fares on Mobile Ticketing App
- Launch a Clipper Card Awareness Campaign
- Increase Visibility of School-Related Route On-time Performance
Youth Leadership Institute

**YLI Vision:**
To lead youth to create equitable communities.

**TEAM Vision:**
Strengthen foundation for effective and affordable public transportation, and amplify the voice of transit riders most affected.

**YLI Mission:**
To build communities that invest in youth where young people and their adult allies come together to create positive social change.

- Leadership Development
- Research
- Community Solutions

**TEAM HMB**

**TEAM SSF**
What do you think is the best way to improve public transportation?

**Half Moon Bay**
- More frequent stops: 34%
- Feeling more safe while riding: 25%
- More affordable fares/monthly: 20%
- More bus lines: 13%
- Other: 8%

**South San Francisco**
- More frequent stops: 32%
- Feeling more safe while riding: 23%
- More affordable fares/monthly: 19%
- More bus lines: 19%
- Other: 5%

**Recommendations**

**Next Steps**

**TEAM Coalition**
Coalition of 20+ community based organizations, youth, diverse SMC geographical representation looking forward to working in partnership with decision makers.

Collect more data around types of resources community residents are accessing when utilizing public transit.
Next Steps

• Final Youth Mobility Plan
  – Finalize for Board review
• Implementation phase
• Strengthen ties with community and schools
Comments & Questions