

Youth Mobility Initiatives Update

SamTrans Board of Directors

November 7, 2018

Youth Mobility Plan

- ✓ 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
 - Improve/Increase Visibility of School-Related Route On-time Performance

Community and School Outreach

- 10 community events, 14,275 interactions with public at youth-related events
- 16 school outreach events, 1,303 interactions with parents, students and school administrators



Youth Mobility Newsletter

- Monthly newsletter launched February 16
- Highlights school-related service updates from bus operations, past and future outreach/events, information on future events and other exciting SamTrans News
- Sent to 345 contacts
 - Including school administrators, youth groups, PTA, SMCTD employees, SamTrans Board
- Average open rate 35% (industry average 22.8%)



Youth Ambassador Program


- Youth Ambassadors gain knowledge and access to day-to-day operations at SamTrans, carry out marketing campaigns, engage on social media, earn community service credit and conduct travel trainings
- Opened Youth Ambassador applications on August 6
- Received 19 applications
- 8 SamTrans Youth Ambassadors chosen, age 15-17 from Burlingame, Daly City, Half Moon Bay, Redwood City, San Bruno and San Mateo



Calling All High School And College Students In San Mateo County!

SamTrans is seeking eight Youth Ambassadors to help promote SamTrans transit services at their schools and in their communities.

You'll gain knowledge and access of the day-to-day operations at SamTrans, carry out marketing campaigns, engage on social media, earn community service credit and conduct travel trainings.

 To learn more, contact Christina Contreras at 650-508-7763 or contreras@samtrans.com

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