

samTrans



SAN MATEO COUNTY
TRANSIT DISTRICT

SamTrans
**Youth
Mobility
Plan**

FINAL
AUGUST 2, 2017

TABLE OF CONTENTS

Acknowledgements	6
Executive Summary.....	7
1 Introduction.....	14
Purpose of Youth Mobility Plan	14
SamTrans Bus Services and Service Area	15
Regional Context.....	18
Study Contents	25
2 Existing Conditions	26
Youth Demographics	26
Schools in San Mateo County.....	28
Population and School Enrollment Projections.....	29
SamTrans Youth Transit Services and Fares	32
Other School Transportation Services	38
3 Trends in Youth Travel.....	40
Travel Behavior of American Youth	40
Setting the Stage for Adult Transit Use	40
Technology and Choice	42
San Mateo County Trends	42
4 Outreach and Surveying.....	55
Youth Focus Groups	55
Parent Questionnaire	62
Other Outreach and Survey Efforts.....	67
5 Potential Youth Initiatives	71
SamTrans Organizational Improvements.....	71
Fare Options.....	74
Marketing and Technology	80
Bus Operational Improvements	83
6 Initiative Screening and Outcomes.....	87
Screening Criteria	87
Screening Outcomes.....	90
Cost/Benefit Analysis	92
7 Recommendations and Phasing.....	95
Advancing to Implementation	95
Phased Approach to Implementation	99

YOUTH MOBILITY PLAN
SamTrans

Interrelation of Initiatives.....103
Measuring Initiative Effectiveness104
8 Conclusion.....105
9 Appendices109

FIGURES

Figure 1: Youth Ridership Frequency8

Figure 2: Fare Payment on School-Related Routes by County Area9

Figure 3: SamTrans Bus Route Map (San Mateo County).....16

Figure 4: SamTrans Bus Route Map (Downtown San Francisco Service).....17

Figure 5: Under 18 Population Densities, San Mateo County19

Figure 6: Median Household Income by Census Tract, San Mateo County20

Figure 7: Percent of Students Eligible for Free and Reduced Price Meals
during the 2014-2015 school year, San Mateo County.....21

Figure 8: Zero-car Households by Census Tract, San Mateo County23

Figure 9: Minority Population by Census Tract, San Mateo County24

Figure 10: San Mateo County Youth Population by Age Group26

Figure 11: Language Spoken at Home by Youth SamTrans Passengers27

Figure 12: Ethnic Background of SamTrans Passengers27

Figure 13: Historic and Projected Population of 12 to 14 Year-Olds in San
Mateo County29

Figure 14: Historic and Projected Population of 15 to 18 Year-Olds in San
Mateo County30

Figure 15: Historic and Projected Population of 19 to 24 Year-Olds in San
Mateo County30

Figure 16: Historic and Projected Public School Enrollment in San Mateo
County.....31

Figure 17: Youth Ridership Frequency43

Figure 18: Youth Trip Purposes45

Figure 19: Youth Ridership and Fare Payment Distribution by Month.....46

Figure 20: Youth Ridership on North County Regular Routes48

Figure 21: Weekday Ridership (Averaged Over 12 Months) and Fare Payment
Type on North County School-Related Routes49

Figure 22: Weekday Ridership (Averaged Over 12 Months) and Fare Payment
Type on Mid-County Routes50

Figure 23: Weekday Ridership (Averaged Over 12 Months) and Fare Payment
Type on Mid-County School-Related Routes51

Figure 24: Weekday Ridership (Averaged Over 12 Months) and Fare Payment
Type on South County Routes52

YOUTH MOBILITY PLAN
SamTrans

Figure 25: Average Weekday Ridership (Averaged Over 12 Months) and Fare Payment Type on South County School–Related Routes52

Figure 26: Fare Payment on School–Related Routes by County Area53

Figure 27: Total ECR Weekday Boardings per Month54

Figure 28: Weekday Split in Non–Clipper Youth Fare Payment on ECR in 2016..54

Figure 29: Focus Group Participants by Age58

Figure 30: Type of School Attended by Children of Parent Questionnaire Participants.....63

Figure 31: “How Did You Pay for Transit Last Semester?” from Half Moon Bay Respondents.....69

Figure 32: “How Did You Pay for Transit Last Semester?” from South San Francisco Respondents70

Figure 33: Snapchat Spectacles97

TABLES

Table 1: Potential Youth Mobility Initiatives12

Table 2: Projections of Community College Enrollment in San Mateo County32

Table 3: Summary of School–Related SamTrans Routes33

Table 4: Summary of Routes Serving Community Colleges36

Table 5: SamTrans Fare Table37

Table 6: Average Weekday Ridership by Summer Youth Pass Holders47

Table 7: Youth Program Participants Invited to Participate in Outreach.....56

Table 8: Youth Mobility Plan Focus Groups.....57

Table 9: Questionnaire Response Rates64

Table 10: Evaluation Framework and Criteria.....87

Table 11: Overall Scoring Scale88

Table 12: Scoring Scale: Resources Required.....88

Table 13: Scoring Scale: Market Capture89

Table 14: Scoring Scale: Ease of Implementation89

Table 15: Overall Scoring Thresholds90

Table 16: Screening Outcomes by Initiative91

Table 17: Qualitative Cost/Benefit Analysis – Recommended Initiatives93

Table 18: Qualitative Cost/Benefit Analysis – Initiatives Not Recommended for Near–Term Implementation94

YOUTH MOBILITY PLAN
SamTrans

Table 19: Phasing of Youth Mobility Plan Recommended Initiatives (FY 2017
– FY 2018 – FY 2019)101

Table 20: List of Youth Organizations and Programs Contacted113

Table 21: County Connection Summer Youth Passes Sold.....121

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EXECUTIVE SUMMARY

The purpose of the SamTrans Youth Mobility Plan is to present strategies designed to foster and enhance youth awareness of and ease of access to SamTrans bus services and be a strategic blueprint for how SamTrans can address the mobility needs of youth in San Mateo County and cultivate the next generation of bus customers.

Recent studies indicate that young people increasingly seek lifestyles that are car-less and compatible with public transit. Further, today's youth passengers are tomorrow's adult passengers, as research has shown that adults are more likely to use transit if they are exposed to it as youth.¹ This Plan embodies the agency's commitment to providing responsive mobility options to this growing population today – and making investments in the transit riders of tomorrow.

The Youth Mobility Plan looks at the needs of youth between the ages of 12 to 24, the demographic that is often in school and has many transportation options. Within this age range, the Plan looks at the unique opportunities within three sub-groups: middle school age (12 to 14 years old), high school age (15 to 18 years old), and college-age residents (19 to 24 years old). The Plan recognizes that youth have travel needs related to school and non-school activities (e.g., after-school, weekends, summer).

The Youth Mobility Plan is a strategic blueprint for how SamTrans can address the mobility needs of youth in San Mateo County and cultivate the next generation of bus customers.

The Plan also summarizes survey results taken from youth and their parents at several county schools and community-based organizations. From these findings the Plan recommends a variety of organizational, fare policy, marketing, technology, and operational initiatives designed to enhance youth awareness of SamTrans bus services and improve ease of access to these services. The Plan also examines the current state of youth bus ridership in San Mateo County based on qualitative and quantitative analysis, and compares these local trends to national trends.

The Youth Mobility Plan is intended to be a living document to guide near-term and long-term efforts to address youth mobility needs. As funding, political, and demographic circumstances change, this Plan is expected to change as well.



Source: SamTrans, 2017

¹ Smart, Mark, Nicholas Klein. Remembrance of Cars and Buses Past: How Prior Life Experiences Influence Travel. Journal of Planning and Education Research, March 2017.

Current Conditions for Youth in San Mateo County

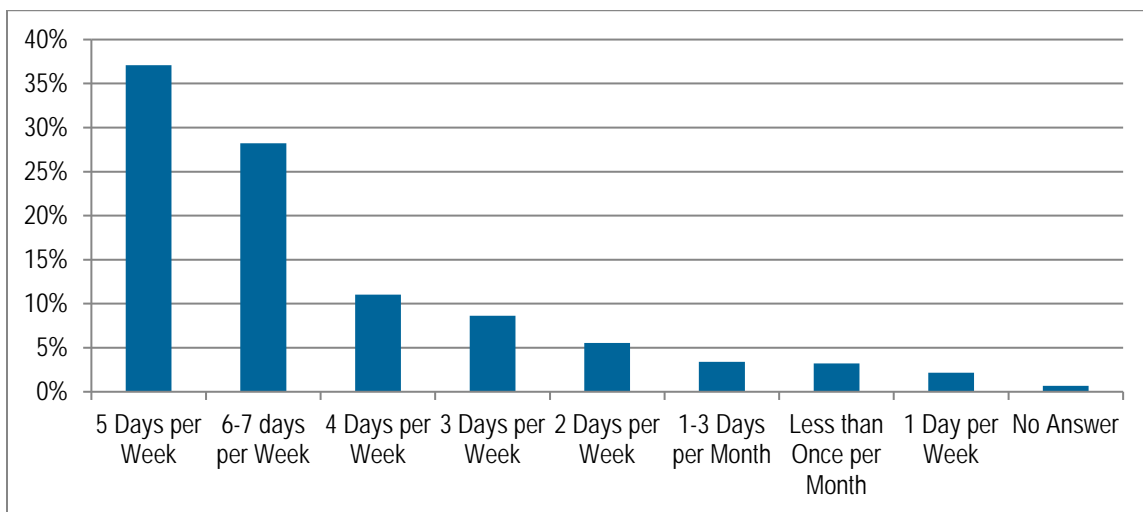
According to the California Department of Finance’s Demographic Research Unit, there were about 114,000 youth between the ages of 12 to 24 in San Mateo County in 2014. Youth in San Mateo County have access to a number of mobility options, including but not limited to regular and school-related SamTrans bus routes. SamTrans’s 34 school-related routes are delineated by a two-digit route numbering system and when possible, are scheduled to align with bell schedules and the academic calendar.

Youth age 18 and under are offered discounted fare options on SamTrans. SamTrans youth passengers have a range of fare payment options, including:

- Tokens (priced at 10 tokens for \$10)
- Youth Clipper cards which can be loaded with dollar value (offering a reduced youth fare of \$1.00) or monthly youth passes (\$27 for unlimited travel for the month)
- Paper monthly passes for youth (\$27 for unlimited travel in the month)
- Youth day passes (purchased at \$2.75 for unlimited travel on the day of purchase)
- Cash (youth cash fare for a single trip is \$1.10)
- Summer Youth Passes (offers youth unlimited travel on all SamTrans routes during the months of June, July, and August at a cost of \$40)

The SamTrans 2015 Triennial Passenger Survey shows that of youth surveyed, 65 percent report using SamTrans five or more days per week (see **Figure 1**). According to the survey, 72 percent of youth passengers surveyed walked or biked to get to a bus stop, 11 percent transferred from another SamTrans bus, and 12 percent transferred from either BART, Caltrain, San Francisco Muni, AC Transit, or a free shuttle. Approximately three percent were dropped off by a car and less than one percent drove themselves. More than half of youth respondents to the Triennial Survey reported using SamTrans for school trips (56 percent), while 23 percent said they use SamTrans to get to work.

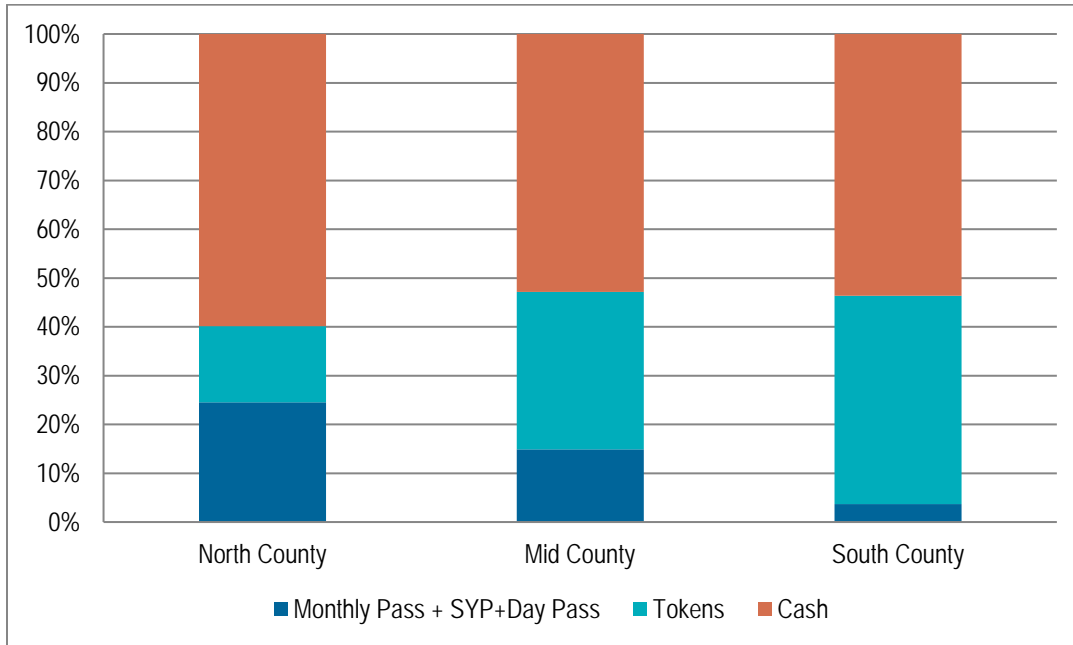
Figure 1: Youth Ridership Frequency



Source: SamTrans 2015 Triennial Passenger Survey

Cash was the most common form of payment among youth in 2016, with 52 percent of trips paid for using cash. About 14 percent of youth trips use the monthly youth pass. When considering fare payment on school-related routes by county area, monthly, summer, or daily youth passes are used more by North County and Mid-County youth, while tokens are more common among South County and Mid-County youth. Ridership on Mid-County school-related routes is higher than the other two county areas, as shown in **Figure 2**.

Figure 2: Fare Payment on School-Related Routes by County Area



Source: 2016 SamTrans Fare Data

According to the San Mateo County Office of Education, two percent of school trips in the county are made by transit, while the majority of trips (58 percent) are parent drop-offs.

National and Statewide Trends in Youth Mobility

In 1995, 63 percent of people between the ages of 16 and 19 in the U.S. had a driver's license. In 2010, this dropped to 45 percent.

National trends in mobility show that frequency of trip-making and distances traveled increase as youth get older. For example, youth under the age of 16 made an average of 3.2 trips per day in 2009, whereas youth and adults age 21 to 35 made 3.9 trips per day on average.²

Despite having lower car ownership than the general population, California youth (age 18 and under) still make 74 percent of their trips by car (either as a driver or a passenger) and only 15 percent by walking, per the Caltrans 2000-2001 Household Travel Survey.³ Transit, biking, and other modes of travel

² Santos, A et al. Summary of Travel Trends: 2009 National Household Travel Survey. U.S. Department of Transportation Federal Highway Administration, 2011. Web.

³ Blumenberg, E. et al. Literature Review on the Travel of Diverse Populations: Immigrants, Racial and Ethnic Groups, Native Americans, Elderly, and Youth. UC Davis Institute of Transportation Studies, 2007. Web.

equate to smaller percentages. On a national level, 16 to 18-year-olds make about half of their trips as car drivers.⁴

In 1995, 63 percent of people between the ages of 16 and 19 in the U.S. had a driver's license. In 2010, this dropped to 45 percent.⁵ Studies also show that youth have adopted the use of technology and the sharing economy (e.g., car share and on-demand rides) to meet their transportation needs.⁶ However, further study will be required in order to determine whether these trends remain consistent for the same population as they age or have been a temporary product of preferences of a certain phase in life, the health of the U.S. economy, or other factors.

Key Findings in Youth Outreach and Surveying



Source: SamTrans, 2017

Youth and parent outreach was conducted as part of the Youth Mobility Plan development process, including holding focus groups and disseminating a parent survey. SamTrans partnered with community youth organizations including the Youth Leadership Institute (YLI) and the County of San Mateo in order to promote and distribute outreach events and materials.

Among middle school participants, nearly every student had a smartphone and reported using Google Maps to access schedule and route information. Middle school participants suggested that SamTrans provide more phone-based information, offer free or discounted bus passes, and integrate passes with school IDs.

High school participants cited problems locating bus stops based on paper schedules and low frequency service as barriers to use of SamTrans. However, participants were encouraged at the idea of app-based fare payment and suggested that SamTrans introduce wireless internet on buses.

College-age participants cited coverage gaps as the largest barrier to use of SamTrans, particularly those enrolled at Cañada College attempting to connect to Caltrain. College-age residents also noted affordability as a challenge as this age group is not eligible for youth fares.

Respondents to the parent survey requested that bus schedules be better coordinated with the school schedule (especially on Wednesdays, when many schools release students earlier than on other days). Responses from both parents and youth emphasized the need to make Clipper/Youth Clipper cards more physically accessible, as well as simplify the process of reloading Clipper cards. More findings from the youth and parent outreach can be found in Chapter 4.

⁴ McDonald, N. 2006. An Exploratory Analysis of Children's Travel Patterns. Transportation Research Record: Journal of the Transportation Research Board 1977: 1-7.

⁵ Kuhnimhof, T., M. Wirtz, and W. Manz. "Decomposing Young Germans' Altered Car Use Patterns Lower Incomes, More Students, Decrease in Car Travel by Men, and More Multimodality." Transportation Research Record 2320 (2012): 64-71. Web.

⁶ Sigall Jonathan. "Planning for the Car-Free Generation." Planning Magazine May 2016. Web.

Youth Mobility Initiatives and Screening Process

Following existing conditions analysis and stakeholder outreach, staff developed a list of initiatives SamTrans could undertake to improve, expand or promote mobility options for youth in the county. These initiatives were categorized as organizational improvements, fare options, marketing and technology initiatives, and bus operational improvements. The list of potential initiatives is shown below. Full descriptions, benefits, and trade-offs are discussed in Chapter 5.

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Table 1: Potential Youth Mobility Initiatives

Improvement Category	Initiative Name	Problem Addressed
SamTrans Organizational Improvements	Create a Youth Mobility Coordinator Position	Currently there is no dedicated staff member for youth engagement or school liaison activities, complicating decision-making and communication across various departments.
	Incorporate Youth Sensitivity Training into Existing Bus Driver Training	Youth expressed concerns about the handling of emergencies, bullying or other youth-focused safety concerns by bus operators.
	Establish a Transit Youth Ambassador Program	SamTrans lacks grassroots, peer-to-peer engagement programs for youth.
Fare Options	Establish a School Year Youth Pass	Families currently must purchase a pass each month.
	Launch a Pilot Expansion of Way2Go Program to Include Colleges	The Way2Go program is not open to colleges; college-age residents also discussed transportation and affordability as a barrier to education during outreach.
	Offer Free Transit for Youth	Cost may be a barrier to use of SamTrans for some youth.
	Extend Youth Fares to College-Age Residents	College-age residents discussed cost as a barrier to use of SamTrans during outreach.
	Develop a Multi-Agency Youth Pass	Transfers are not widely available between transit operators in San Mateo County for youth or any passengers. This pass would streamline and incentivize transfers and use of transit.
Marketing and Technology	Increase Social Media Engagement with Parents and Youth	SamTrans struggles to reach youth through traditional outreach channels – and seeks to meet youth where they are.
	Enable Purchase of Youth Fares on Mobile Ticketing App	Youth are high users of technology, particularly smartphones and apps. Enabling youth fare purchase on the app includes youth in the market capture for the app itself.
	Launch a Clipper Card Awareness Program	Only 20 percent of trips made by youth are paid for using Clipper. Promoting Clipper allows youth to take advantage of discounted single ride fares.
Bus Operational Improvements	Increase Visibility of School-Related Route On-Time Performance	Reliability of school-related routes is currently tracked but not shared externally. Reporting reliability may increase transparency and improve confidence in SamTrans school-related routes.
	Offer Free Transit on School-Related Routes at Beginning of School Year	Offers youth the chance to try SamTrans free of charge at beginning of year, reducing affordability barriers temporarily.
	Serve Zero Period and After School Trip Needs Through Minor Modifications to Regular Routes	The Bus Operations and Communications Divisions currently receive requests for schedule changes to school-related routes. This would allow SamTrans to meet those requests without adding additional special trips on school-related routes.

Source: SamTrans, 2017

The full list of potential initiatives, presented above in **Table 1**, was screened based on a framework of three criteria: resources required, market capture, and ease of implementation. Recognizing that SamTrans currently operates in a fiscally-constrained environment, the screening process aimed to identify the initiatives expected to provide the most benefit for a small or reasonable financial investment. The screening process also considers the implementation feasibility of the initiatives in an effort to identify those particularly complex ideas which would require significant investment during implementation. The screening criteria and associated weighting and scoring parameters are discussed in more detail in Chapter 6.

Recommendations and Phasing

The evaluation framework was used to arrive at an overall score for each potential initiative. With the final scores in hand, potential initiatives were placed into one of three overall final scoring categories with the highest-performing group recommended for near-term implementation at SamTrans. The eight highest-performing initiatives include:

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

Chapter 7 outlines considerations and steps to implementation for each individual recommended initiative, as well as a phased approach to implementing the eight initiatives which recognizes and builds upon the interrelation of the programs. This chapter also acts as a guide with high-level steps staff in internal departments should consider when implementing these initiatives, including funding needs and required partnerships with external agencies or organizations.

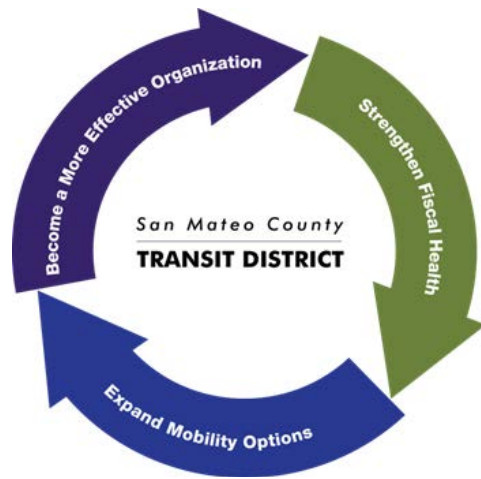
All of the recommended initiatives are envisioned for near-term implementation in the next couple of years. The actual implementation of these initiatives will occur separately from the Youth Mobility Plan itself with specific departments taking ownership of initiatives that most closely relate to their area of influence. As funding, political, and demographic circumstances change in future years, some initiatives not recommended for near-term implementation may become feasible or preferable and should thus be revisited for potential implementation.



Source: SamTrans, 2017

1 INTRODUCTION

The Youth Mobility Plan was first envisioned in the SamTrans Strategic Plan (2015-2019), which calls for expanded mobility options for SamTrans passengers, including youth, as a means to increase mobility, bus access, and bus ridership in San Mateo County. The Strategic Plan cites various trends that support youth's interest in using transit, such as a decrease in car ownership and an increase in transit use among youth from middle-income households. The Strategic Plan identifies the middle school and high school age groups as having the most potential for market growth and for retention as future transit users as they grow older. Improving transit services directed at youth will help the District become a mobility leader for San Mateo County.



Source: SamTrans, 2017

SamTrans hopes that by providing high quality school-related bus routes and initiatives aimed at encouraging the use of these routes for school-related trips, youth will become comfortable with SamTrans service during the week and then transition to also using SamTrans as their mode of transportation for trips on weekends or to other destinations, like recreation or part-time jobs.

PURPOSE OF YOUTH MOBILITY PLAN



Source: SamTrans, 2017

The purpose of the SamTrans Youth Mobility Plan is to present strategies designed to foster and enhance youth awareness of and ease of access to SamTrans bus services.

The Plan also summarizes survey results taken from youth and their parents at several county schools and community-based organizations. Drawing from these findings and best practices from around the nation, the Plan recommends a variety of organizational, fare policy, marketing, technology, and operational initiatives designed to enhance youth awareness

of SamTrans bus services and improve ease of access to these services. The Plan also examines the current state of youth bus ridership in San Mateo County based on qualitative and quantitative analysis, and compares these local trends to national trends. For the purposes of this Plan, youths are categorized into three age groups: 12 to 14 year-olds (middle schoolers), 15 to 18 year-olds (high schoolers), and 19 to 24 year-olds (college students and other young adults), with the assumption that these three groups have distinct transit service needs.

Although the Peninsula Corridor Joint Powers Board (Caltrain) and SamTrans are both administered by the San Mateo County Transit District (the District), the Youth Mobility Plan is specifically focused on SamTrans bus service. However, some improvements may also confer benefits to youth who connect to Caltrain via SamTrans services or typically ride Caltrain more regularly than SamTrans buses.

The SamTrans Youth Mobility Plan examines current trends, summarizes survey results, and proposes strategies designed to foster and encourage youth transit ridership.

The Youth Mobility Plan is intended to be a living document to guide near-term and long-term efforts to address youth mobility needs. As funding, political, and demographic circumstances change, this Plan is expected to change as well.

SAMTRANS BUS SERVICES AND SERVICE AREA

SamTrans is the primary fixed-route bus transit provider in San Mateo County. Other transit operators within San Mateo County include Caltrain and the Bay Area Rapid Transit District (BART). The Santa Clara Valley Transportation Authority (VTA) and the San Francisco Municipal Transportation Agency (SFMTA or Muni) also operate some bus routes with endpoints in the county.

SamTrans operates 76 bus routes throughout San Mateo County and into parts of San Francisco and Palo Alto (Santa Clara County). **Figure 3** shows the complete fixed-route system map in San Mateo County, while **Figure 4** shows a map of SamTrans service in San Francisco.

San Mateo County consists of 20 municipalities, which are divided into four main service areas for the purposes of operational planning. The Coastside service area consists of communities from Pacifica south to Half Moon Bay. North County consists of Daly City and Brisbane and communities to the south to Burlingame. Mid-County consists of the City of San Mateo and Hillsborough and communities to the south to Redwood City. South County consists of Atherton and communities to the south to East Palo Alto and Portola Valley. The North County, Mid-County, and South County service areas are located along the US 101/Caltrain/I 280 Corridor.

The SamTrans fixed-route bus network had 37,150 average weekday boardings⁷ and 12.7 million annual boardings.⁸ The Peninsula Corridor Joint Powers Board operates Caltrain commuter rail service along the entire length of San Mateo County, as well as in San Francisco and Santa Clara Counties. System-wide (including fixed-route bus, paratransit, Caltrain, and other shuttles), there were 108,920 average weekday boardings as of February, 2017.⁹ SamTrans provides many school-related routes, discussed further in Chapter 4.

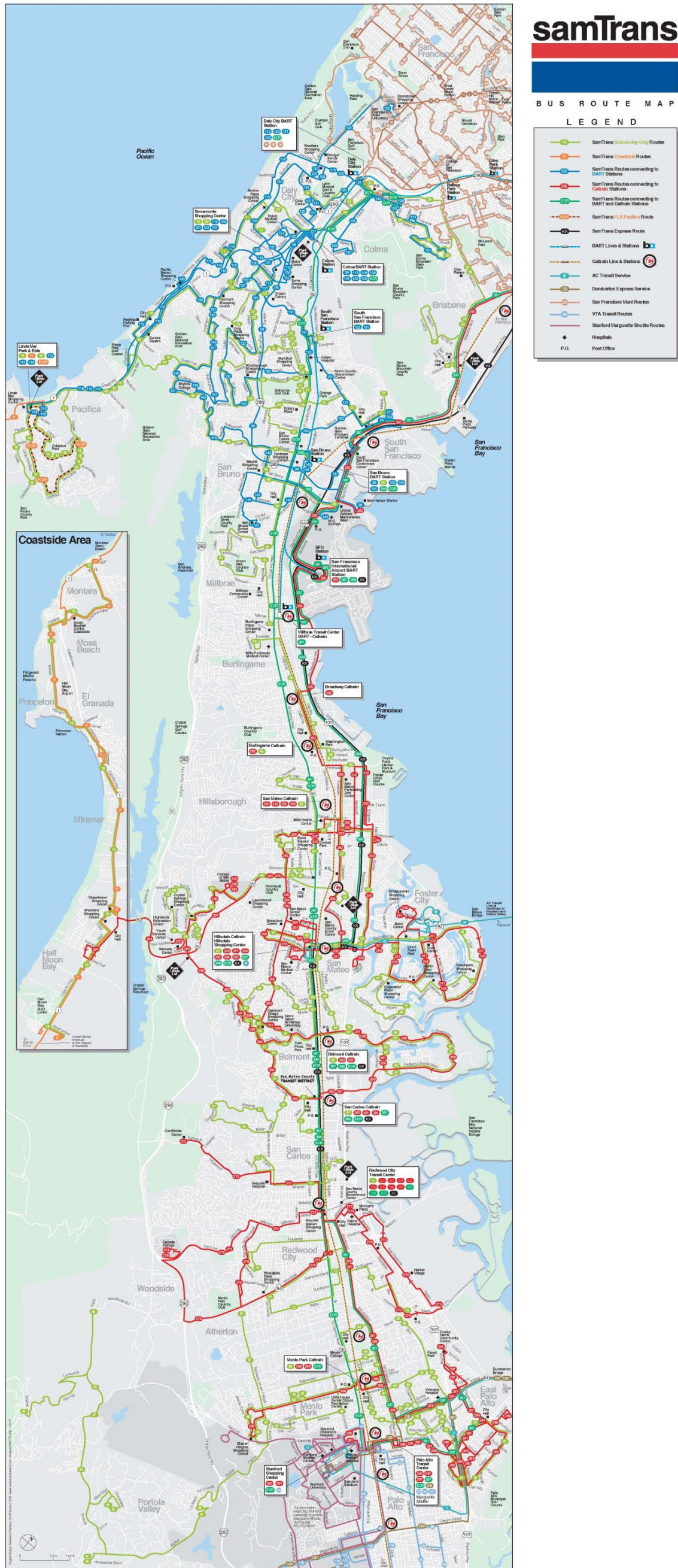
For more information on SamTrans services and performance, see the SamTrans Short Range Transit Plan (FY 2017 – FY 2026).

⁷ SamTrans, 2017.

⁸ San Mateo County Transit District. Draft Final Short-Range Transit Plan Fiscal Years 2017-2026. N.p., 2017. Web.

⁹ Ibid.

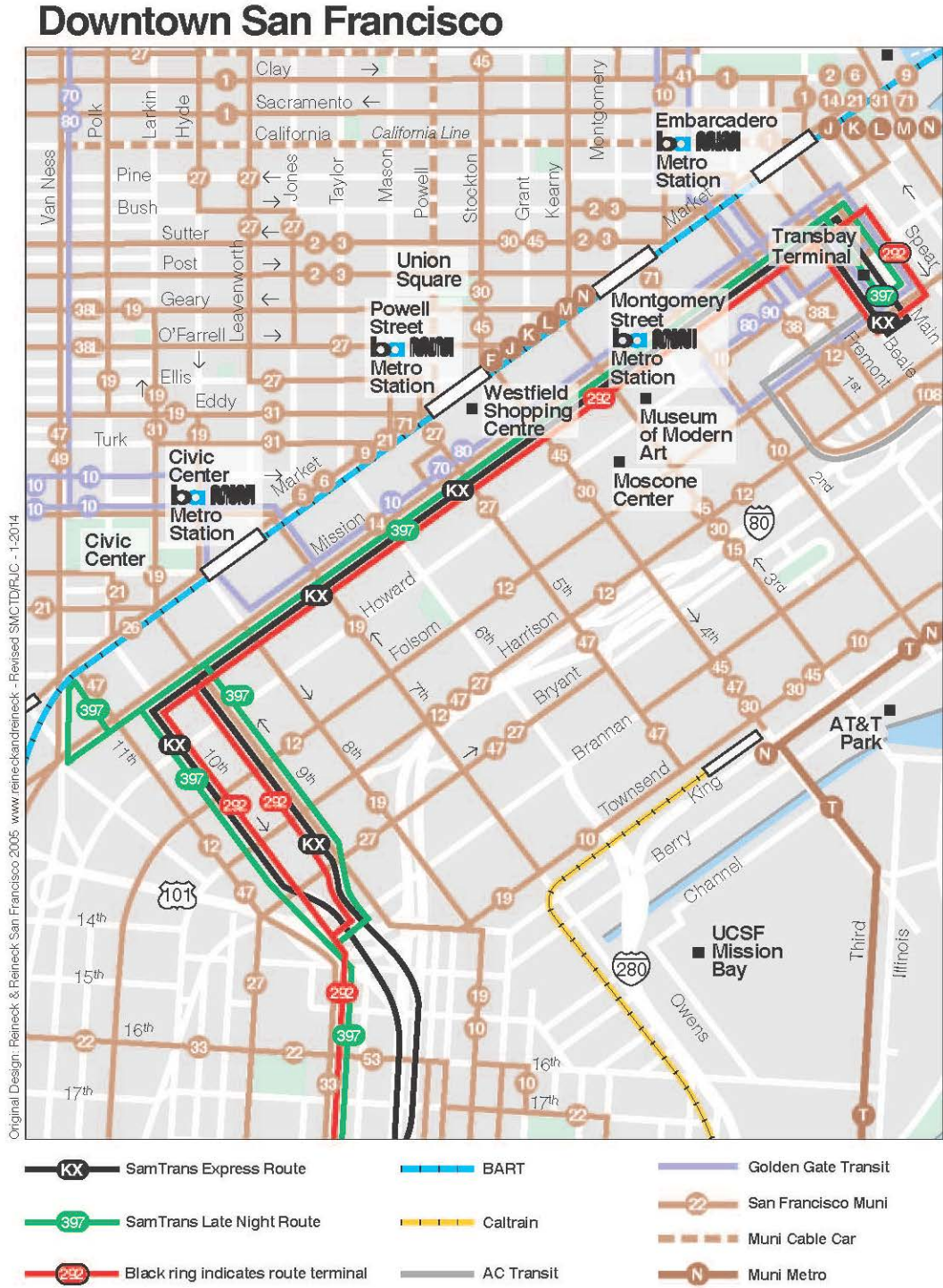
Figure 3: SamTrans Bus Route Map (San Mateo County)



Source: SamTrans, 2017

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Figure 4: SamTrans Bus Route Map (Downtown San Francisco Service)



REGIONAL CONTEXT

San Mateo County is located on the San Francisco Peninsula; to the south of San Francisco County, to the north of Santa Clara County, and between the Pacific Ocean and San Francisco Bay. According to 2016 estimates, the population is approximately 760,000 residents.¹⁰ **Figure 5** shows the population density for residents under the age of 18 in San Mateo County.

San Mateo County's median household income is \$91,421 (compared to the national median household income of \$53,482). **Figure 6** shows median household income by census tract. The poverty rate for the County is eight percent, compared to 15 percent nationally¹¹ (the poverty threshold for a family with two adults and two children is \$24,008¹²). Although San Mateo County residents are typically wealthy on average, there are two disadvantaged community areas, as defined by the California Environmental Protection Agency (CalEPA): one in Daly City near the Colma BART station and the other in East Palo Alto. In addition to household income census data, the number of students eligible for free or reduced-price school lunch is used as a proxy for how many students live in households at or below Federal poverty level. **Figure 7** shows the percent of students at each public school who were eligible for free or reduced price meals in the 2014/2015 school year. As shown, the City of East Palo Alto has the highest clustering of student poverty in San Mateo County.

¹⁰ U.S. Census Bureau, Population Division. "Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2016." Web.

¹¹ U.S. Census Bureau. "2011-2015 American Community Survey 5-Year Estimates." Web.

¹² U.S. Census Bureau. "Poverty Thresholds for 2015 by Size of Family and Number of Related Children Under 18 Years." 2015. Web.

Fig. 5 Under 18 Population Density, San Mateo County

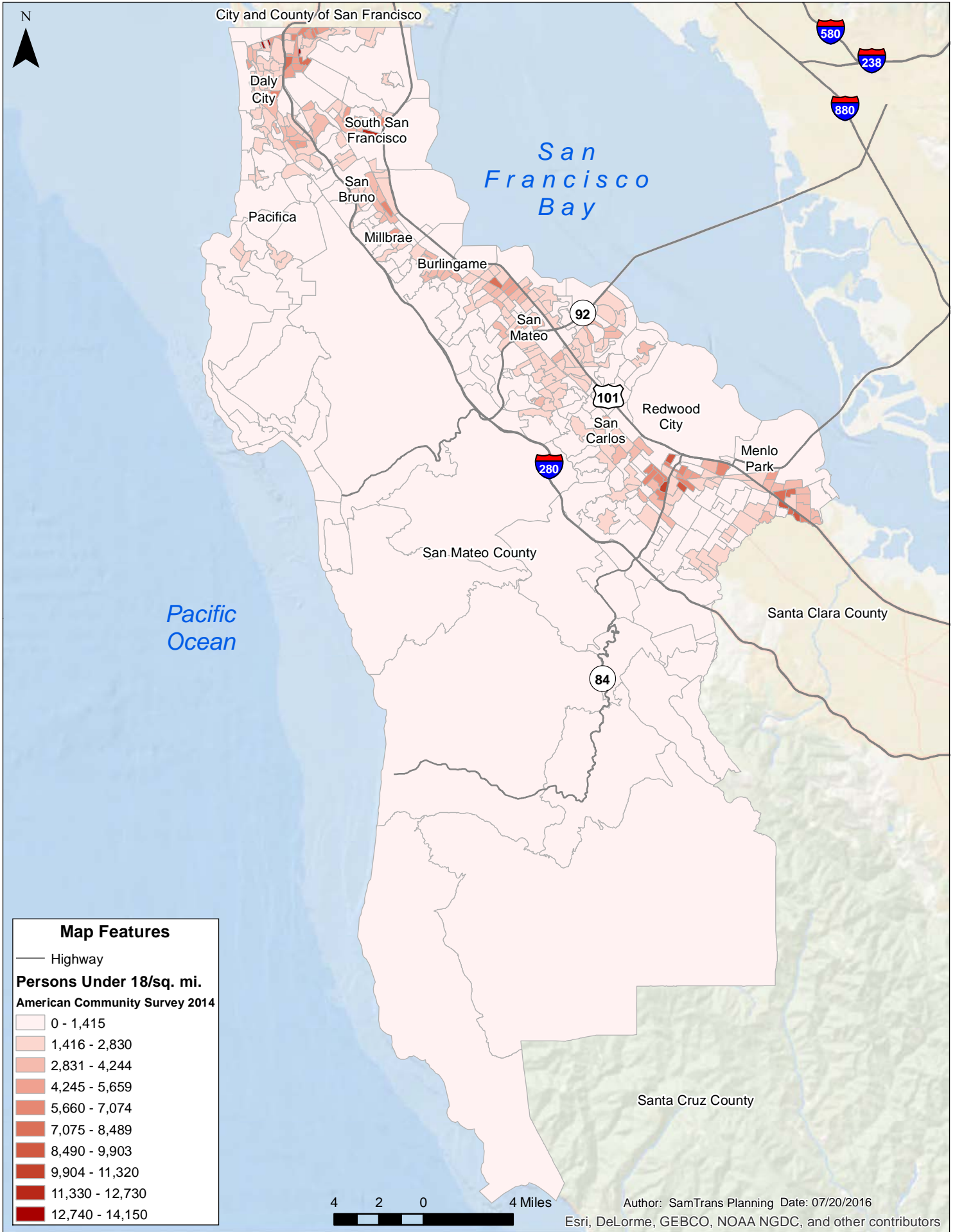


Fig. 6 Median Household Income by Census Tract, San Mateo County

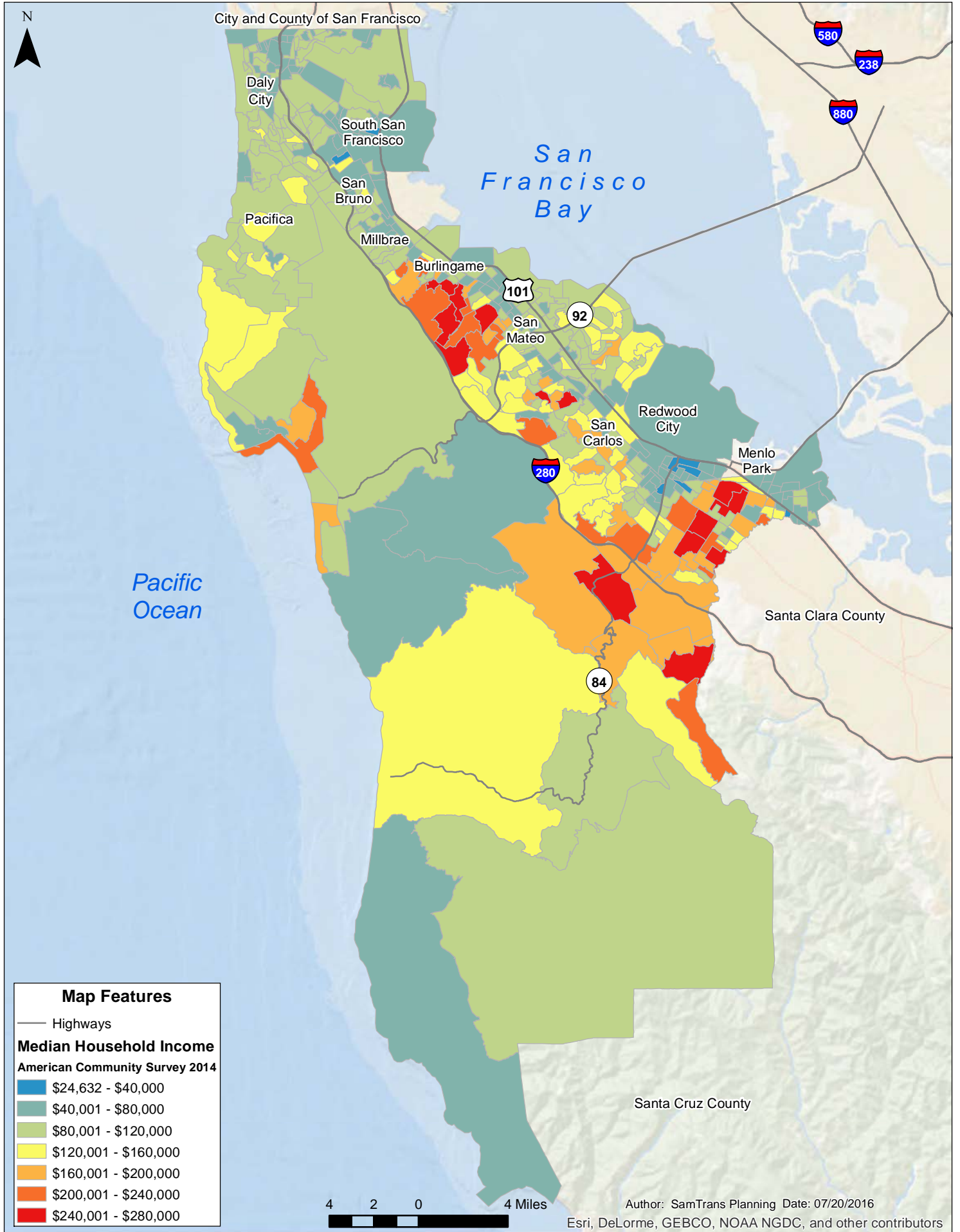


Fig. 7 Percent of Students Eligible for Free and Reduced Price Meals, during the 2014-2015 school year San Mateo County

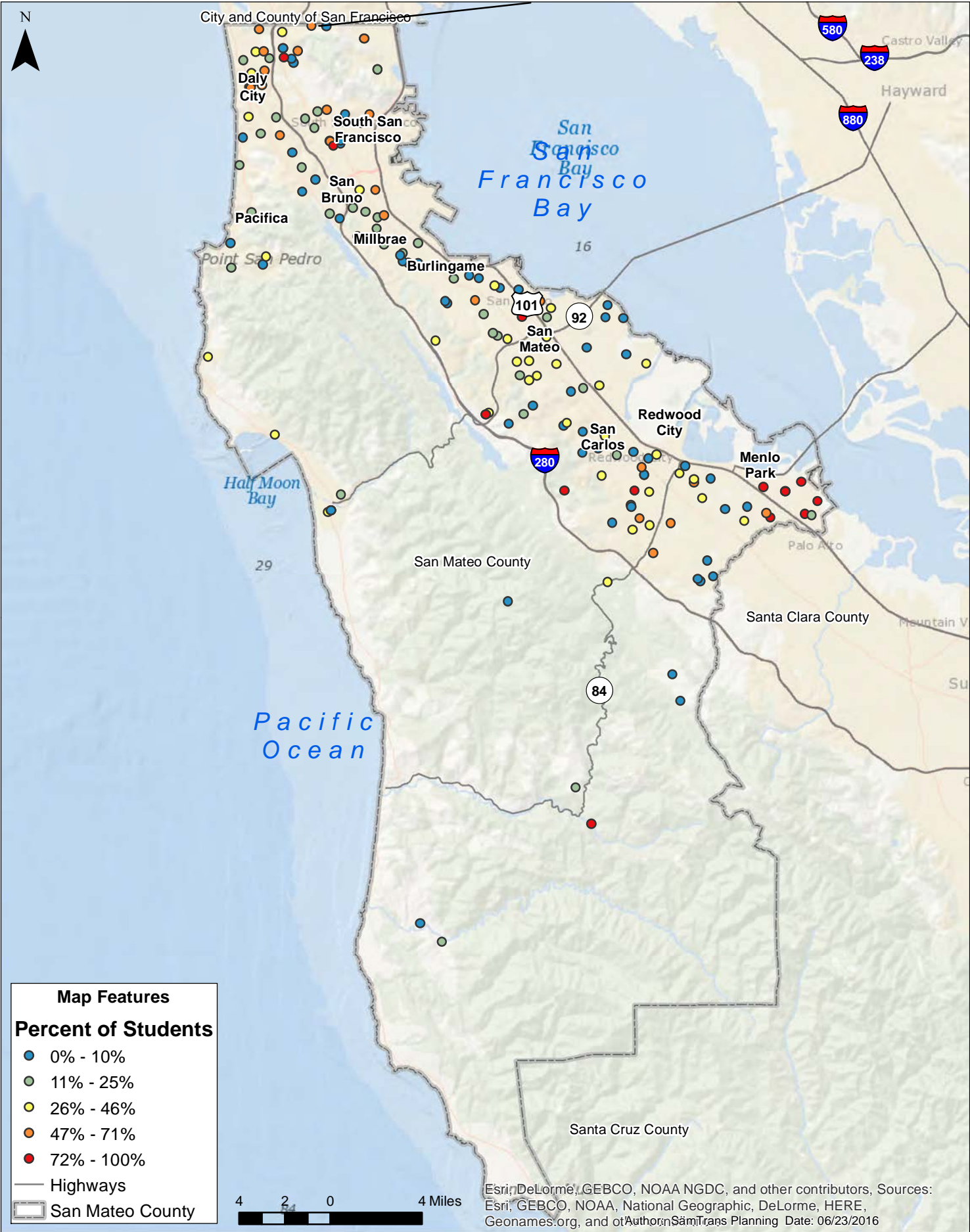


Figure 8 shows the percent of households without access to a private vehicle by census tract (referred to as zero-car households). The density of minority populations per census tract is shown in **Figure 9**.

Compared to the United States as a whole, 45 percent of San Mateo County residents have a bachelor's degree, compared to 29 percent nationally. Additionally, 46 percent of San Mateo County residents speak a language other than English at home, compared to 21 percent nationally.¹³

About 46 percent of San Mateo County residents speak a language other than English at home, compared to 21 percent nationally.

San Mateo County contains a mix of land uses, including mixed-use, urban residential, and suburban residential. In addition, there are a number of commercial shopping centers that range from walkable downtowns to more auto-oriented department stores. Due to its proximity to the San Francisco Bay and Pacific Ocean, there are large tracts of protected lands such as state parks, beaches, wetlands, and other ecologically sensitive areas.

Primary transportation infrastructure consists of State Route 82 (El Camino Real), US 101, and I 280. Public transportation services are provided by BART, Caltrain, and SamTrans. Additionally, the county is home to the region's major international airport (San Francisco International), as well as some smaller municipal airports. Redwood City is home to a deep water seaport.

San Mateo County is comprised of 448 square miles of land area, with an average population density of 1,600 people per square mile. Walking and bicycling are challenging in some areas of the County due to topography, infrastructure barriers (such as US 101), existing high-volume automobile thoroughfares, and curvilinear suburban street networks. However, gridded street networks that are conducive to biking and walking can be found in central business districts along the Caltrain corridor. San Mateo County's bikeway network had a total length of 141 miles as of 2010.¹⁴

El Camino Real is a major transportation corridor that traverses the county from the north to the south. It is also the key focus of the Grand Boulevard Initiative (GBI), a collaborative effort between SamTrans and municipal partners to encourage smart growth and transit-oriented development along El Camino Real. Such development is encouraged by Plan Bay Area (the Regional Transportation Plan/Sustainable Communities Plan), which establishes 17 Priority Development Areas (PDAs) located along the El Camino Corridor.¹⁵ Transit-supportive projects and developments that meet certain criteria in PDAs are eligible for special regional grants.

¹³ U.S. Census Bureau. "2011-2015 American Community Survey 5-Year Estimates." Web.

¹⁴ City/County Association of Governments of San Mateo County. "San Mateo County Comprehensive Bicycle and Pedestrian Plan." 8 Sept. 2011. Web.

¹⁵ Metropolitan Transportation Commission, and Association of Bay Area Governments. "Plan Bay Area 2040 Draft Plan." Mar. 2017. Web.

Fig. 8 Zero-car households by Census Tract, San Mateo County

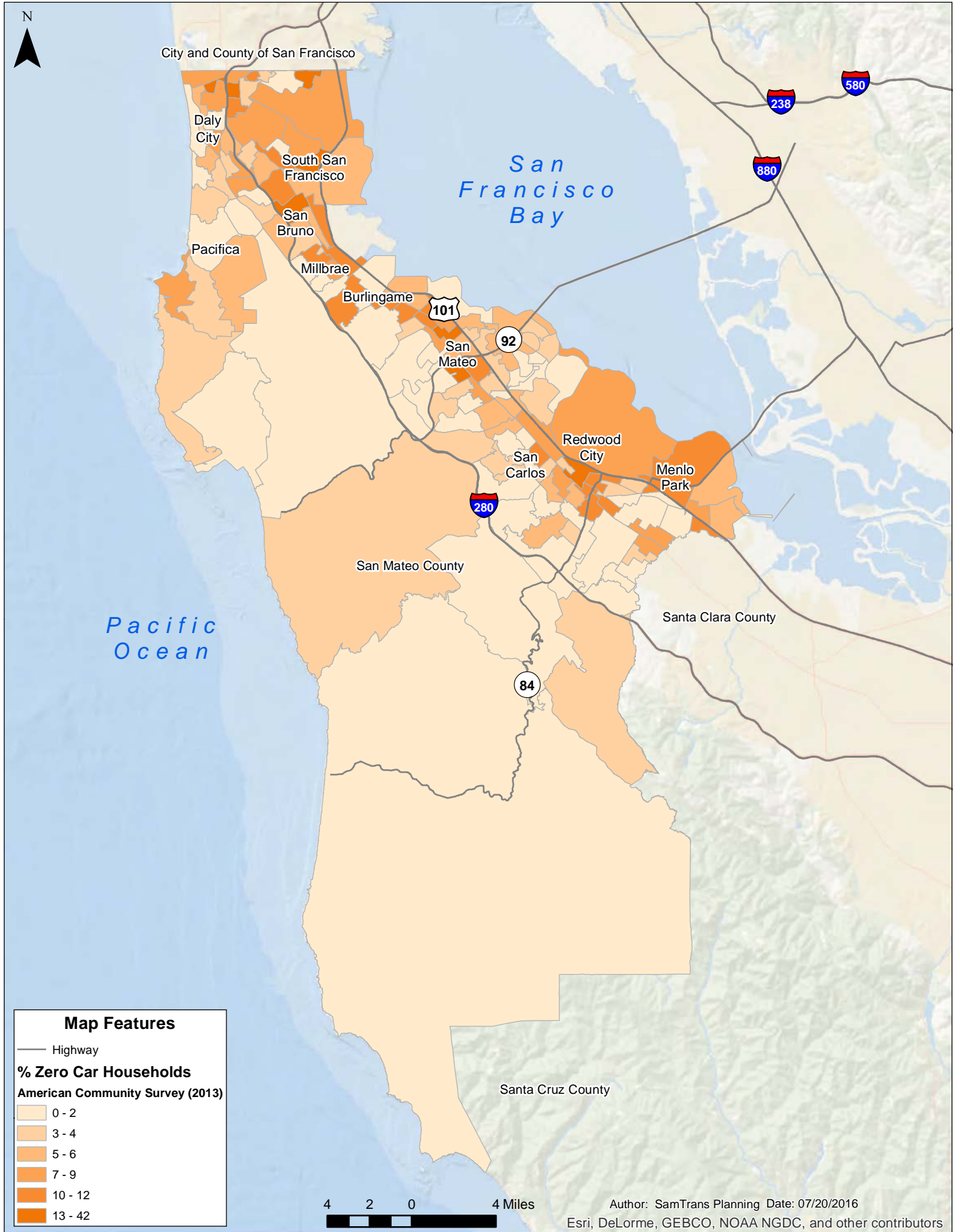
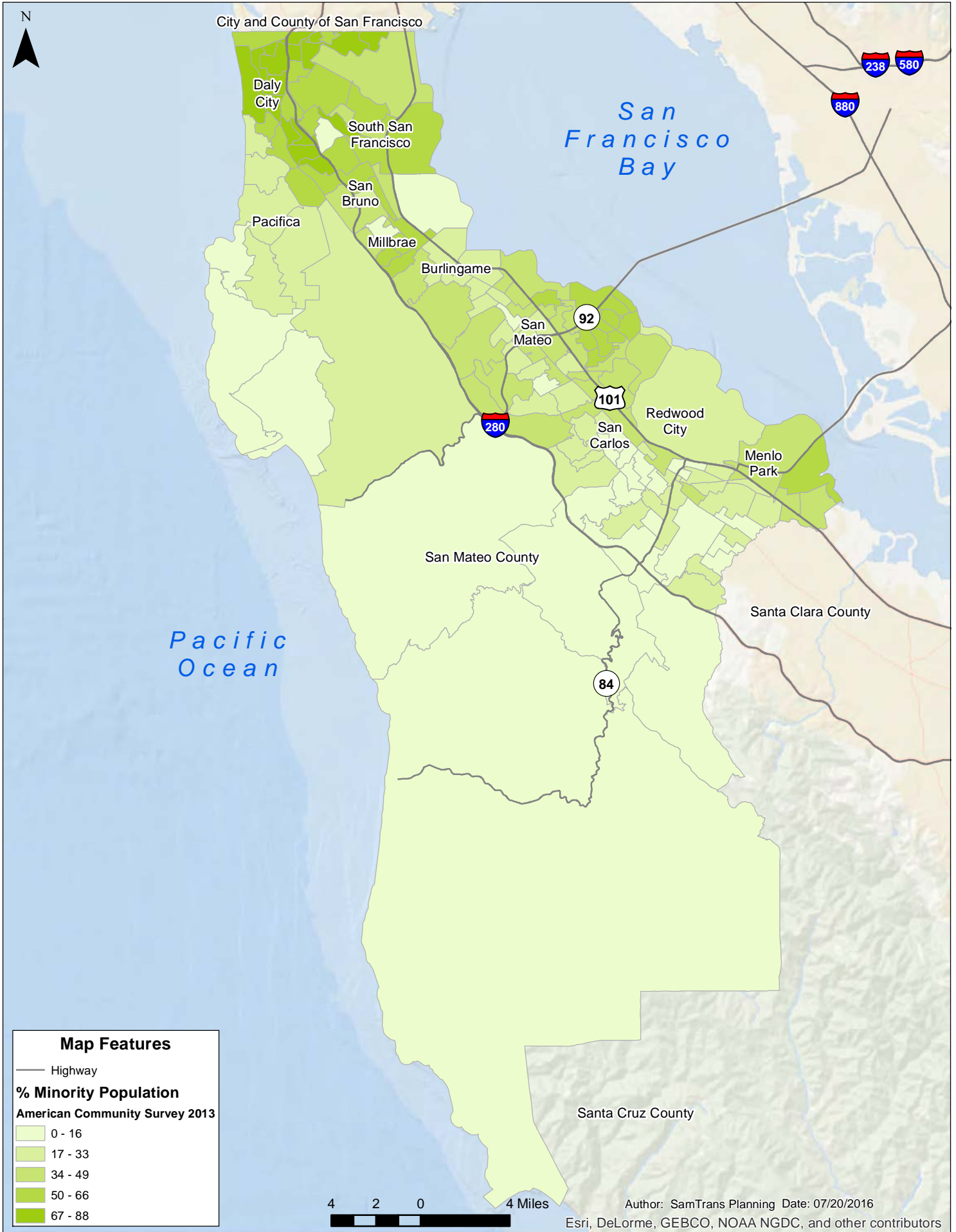


Fig. 9 Minority Population by Census Tract, San Mateo County



STUDY CONTENTS

The following is a brief overview of the contents and structure of the Youth Mobility Plan. The Plan is divided into eight chapters:

- **Chapter 1** is an introduction to the Plan, providing an overview of SamTrans bus services and the regional context of San Mateo County.
- **Chapter 2** presents existing conditions of youth demographics, schools in San Mateo County, population and school enrollment projections, as well as an overview of transit services and fares available to youths in San Mateo County.
- **Chapter 3** provides an overview of youth (ages 12 to 24) travel patterns both on the national and local level.
- **Chapter 4** summarizes the youth and parent outreach conducted as part of this Plan, including the results of youth focus groups, the parent questionnaire, and other surveys conducted by project stakeholders.
- **Chapter 5** describes the full set of potential initiatives considered as part of this Plan to enhance youth awareness of and ease of access to SamTrans bus services. Initiatives related to organizational improvements, fare options, marketing and technology, and bus operational improvements are explored.
- **Chapter 6** summarizes the process of screening the initiatives described in Chapter 5. The three screening criteria included 1) cost/resources required, 2) market capture, and 3) ease of implementation. Chapter 6 also includes discussion of a qualitative cost/benefit analysis and the outcomes of the screening process.
- **Chapter 7** discusses the highest performing initiatives in the screening process and thus, those which are recommended for near-term implementation at SamTrans. A phased implementation strategy is also discussed.
- **Chapter 8** concludes with final thoughts on the applicability of the Youth Mobility Plan and the next steps for implementation within SamTrans.



Source: SamTrans, 2017

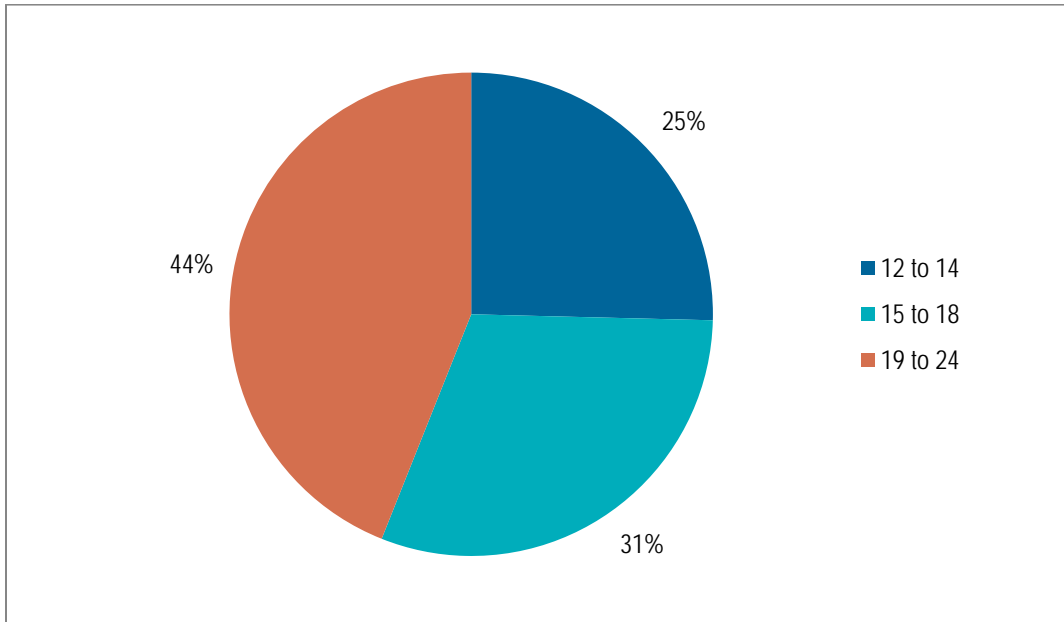
2 EXISTING CONDITIONS

This chapter presents existing conditions for youth mobility in San Mateo County in terms of youth demographics, school location and enrollment, bus services geared toward youths, fare categories and payment methods available to youths.

YOUTH DEMOGRAPHICS

According to estimates from the California Department of Finance, there were about 109,000 youth in San Mateo County between the ages of 12 and 24 in 2017. Of these, approximately 28,000 are between ages 12 and 14 (middle schoolers), 33,000 are between ages 15 and 18 (high schoolers), and 48,000 are between ages 19 and 24 (college age).¹⁶ The population density of residents under the age of 18 is shown in **Figure 10**, below.

Figure 10: San Mateo County Youth Population by Age Group

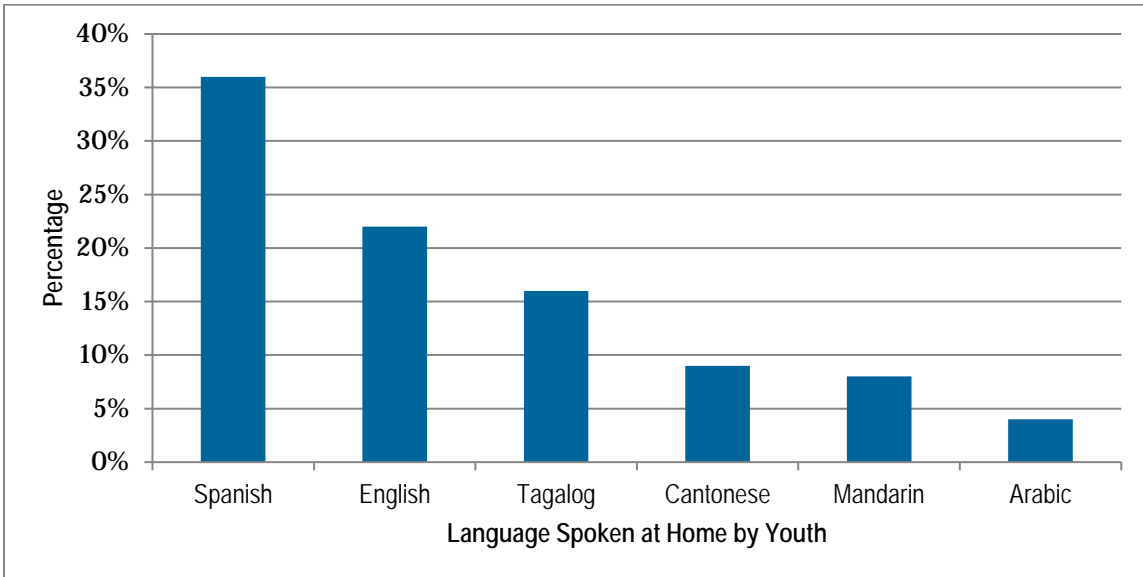


Source: California Department of Finance, Demographic Research Unit, 2014

The SamTrans 2015 Triennial Survey recorded demographic information about ridership among all age groups including youth. According to the survey (**Figure 11**), 36 percent of youth respondents reported speaking Spanish at home, 22 percent speak English, and 16 percent speak Tagalog.

¹⁶ State of California Department of Finance. "State and County Population Projections (2010-2060)." 8 Mar. 2017. Web.

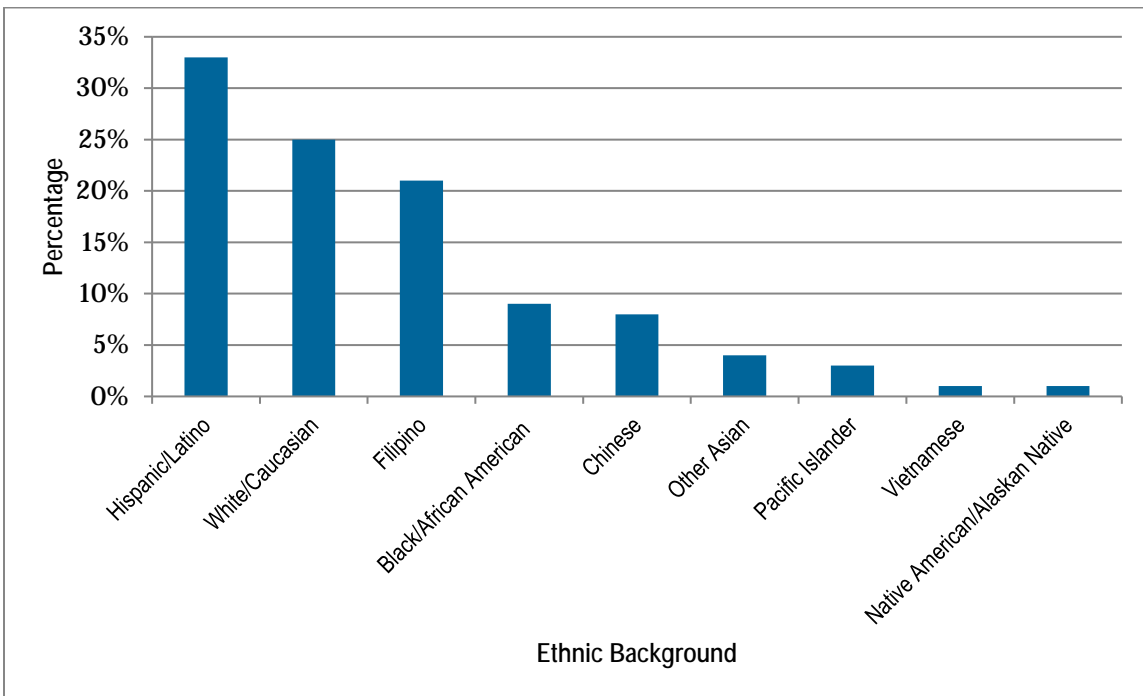
Figure 11: Language Spoken at Home by Youth SamTrans Passengers



Source: SamTrans 2015 Triennial Passenger Survey

Passenger ethnicity reported in the survey is shown below in **Figure 12**. Thirty-three percent of youth respondents reported their ethnicity as Hispanic/Latino, 25 percent reported their ethnicity as White/Caucasian, and 21 percent reported their ethnicity as Filipino.

Figure 12: Ethnic Background of SamTrans Passengers



Source: SamTrans 2015 Triennial Passenger Survey

SCHOOLS IN SAN MATEO COUNTY

San Mateo County is home to 66 public middle and high schools.¹⁷ For a map showing the location of these schools in relation to existing SamTrans bus service, see Appendix F. The land uses around schools vary. Elementary and middle schools tend to be located in residential neighborhoods, while some high schools are located near El Camino Real and other commercial districts or corridors. The community colleges are located in the hills in the western portion of the Peninsula and beyond walking distance from El Camino Real, BART, and Caltrain service.

Public Schools

San Mateo County has 30 public middle schools and 36 public high schools. Public schools in San Mateo County operate within school districts. Elementary school districts are described for informational purposes only as elementary school students are not a focus of the Youth Mobility Plan.

According to U.S. Census Bureau estimates, there are approximately 34,000 students enrolled in grades 5 to 8 and 37,000 enrolled in grades 9 to 12 in San Mateo County. Roughly 80 percent of those students attend a public school.¹⁸ There are also 12 charter schools.

Community Colleges

There are three community colleges located in San Mateo County. All three are part of the San Mateo County Community College District. Cañada College had 3,374 enrollees in 2012 by people under the age of 25 (and 6,778 in total). Cañada College is located in Redwood City and is served by SamTrans Routes 274 and 278. The College of San Mateo (CSM) had 5,926 enrollments in 2012 by people under the age of 25 (and 9,943 in total). CSM is located in the City of San Mateo and is served by SamTrans Routes 250, 260, and 294. Skyline College had 6,136 enrollments in 2012 by people under the age of 25 (and 10,104 in total). It is located in the City of San Bruno and is served by SamTrans Routes 140 and 121.¹⁹

Although they are not located in San Mateo County, Stanford University (Santa Clara County) and San Francisco State University (City and County of San Francisco) are both situated close to the County border. Given each campus' proximity to the County and students' dispersed household locations, SamTrans serves both schools with cross-county routes. Stanford University is generally served by SamTrans route(s) 280, 281, ECR, 297, and 397. San Francisco State University is served by SamTrans route 122.

Private Schools

Although SamTrans bus routes may serve or stop near private schools, private school service is not the focus of the Youth Mobility Plan, as some private schools provide transportation for their students. Public schools in contrast, rely heavily on publically-provided transit services.

¹⁷ County of San Mateo Information Services Department, 2016. Web.

¹⁸ U.S. Census Bureau, 2015 American Community Survey 1-Year Estimates

¹⁹ San Mateo County Community College District. "Students First: A Strategic Plan for the San Mateo County Community College District." 30 Sept. 2015. Web.

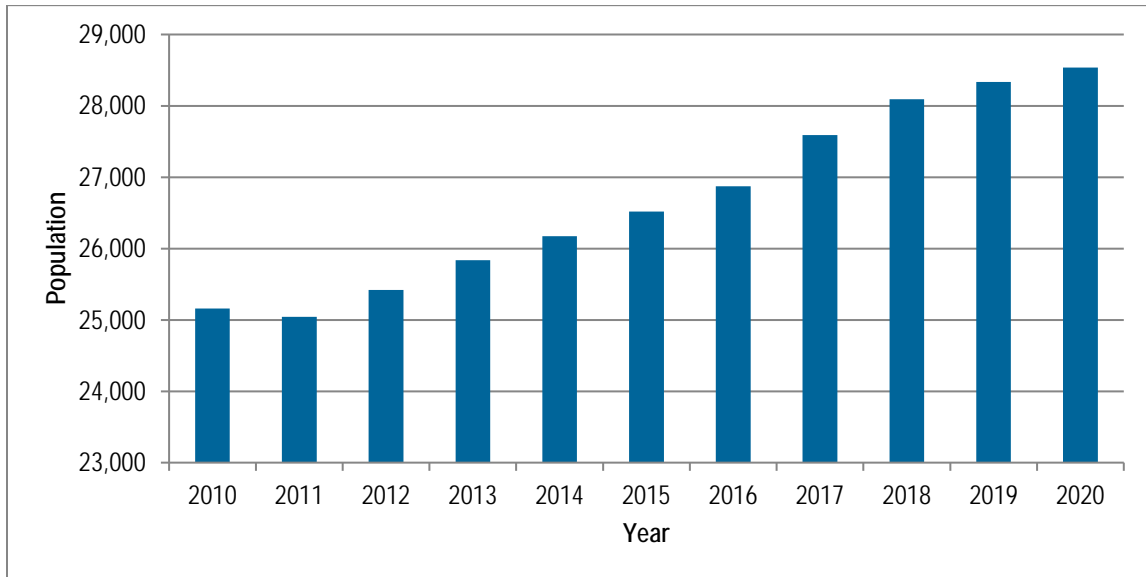
POPULATION AND SCHOOL ENROLLMENT PROJECTIONS

The following section provides a summary of historical and future estimates of youth population in San Mateo County.

Middle School – 12 to 14 Years Old

As shown in **Figure 13** below, the estimated population of 12 to 14 year-olds in 2010 was approximately 25,000. In 2017, the estimated population was approximately 28,000. The population of this age group is projected to reach approximately 29,000 in the year 2020; a growing trend.

Figure 13: Historic and Projected Population of 12 to 14 Year-Olds in San Mateo County

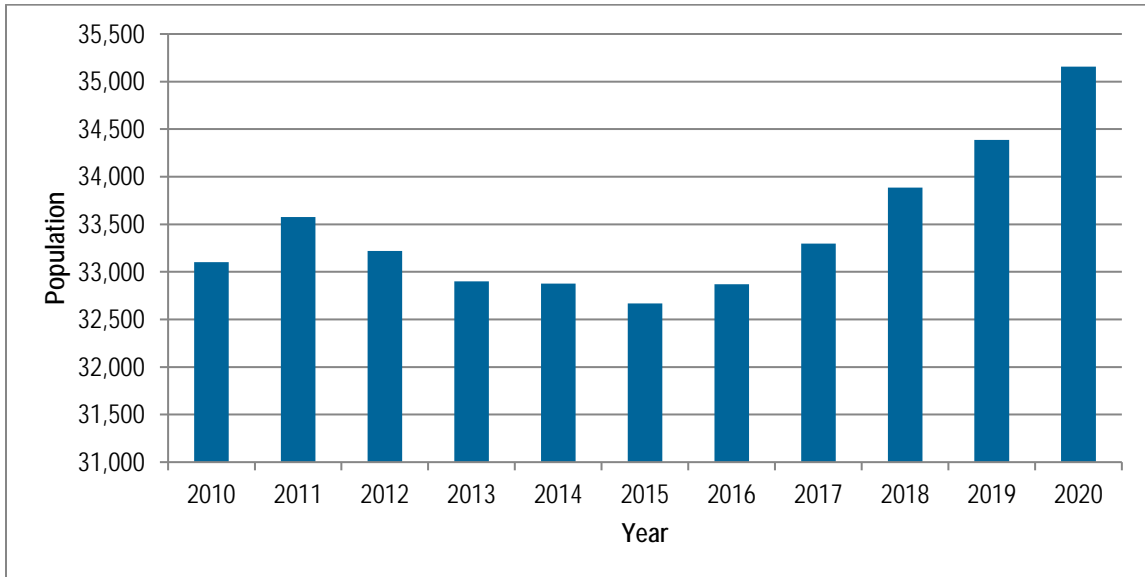


Source: California Department of Finance, Demographic Research Unit, 2014

High School – 15 to 18 Years Old

As shown in **Figure 14** below, the estimated population of 15 to 18 year-olds in 2010 was approximately 33,000. In 2017, the estimated population remains approximately the same. The population of this age group is expected to reach approximately 35,000 in the year 2020. This trend suggests that the population of 15 to 18 year olds will continue to grow.

Figure 14: Historic and Projected Population of 15 to 18 Year-Olds in San Mateo County

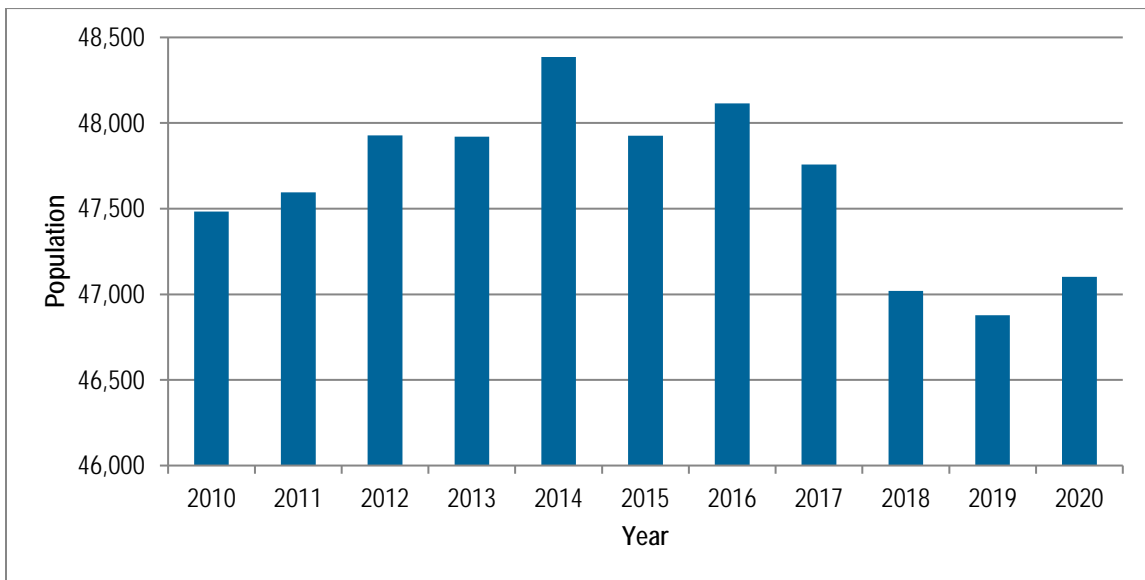


Source: California Department of Finance, Demographic Research Unit, 2014

College – 19 to 24 Years Old

As shown in **Figure 15** below, the estimated population of 19 to 24 year-olds in 2010 was approximately 48,000. In 2017, the estimated population increased to approximately 48,000. The population of this age group is expected to decrease to approximately 47,000 by 2020, in contrast to the growth projected for younger age groups. This trend suggests that the number of college-aged youths may continue to grow, but at a slower rate or to lower levels than previous years.

Figure 15: Historic and Projected Population of 19 to 24 Year-Olds in San Mateo County

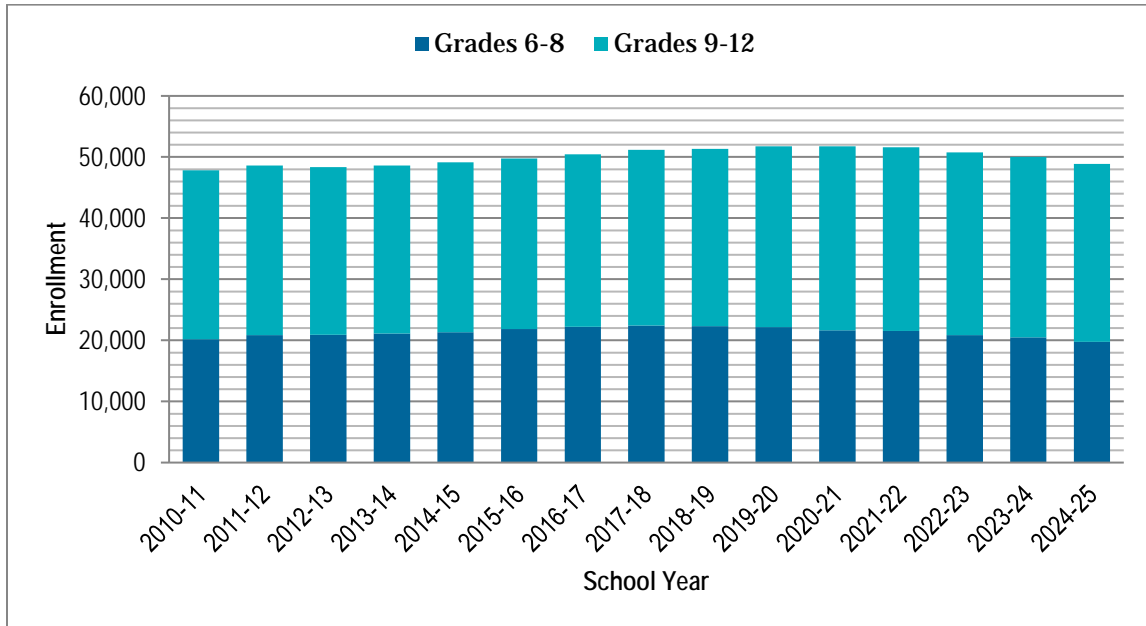


Source: California Department of Finance, Demographic Research Unit, 2014

Projections of Public School Enrollment

Public school enrollment for middle school and high school has remained fairly constant over the past five years but is expected to increase slightly from 2018 until 2020 before it decreases back to 2014-2015 levels through 2024-25.²⁰ Enrollment is expected to peak around 2019 (**Figure 16**). This is consistent with projected youth population growth trends in the County for ages 12 to 18.

Figure 16: Historic and Projected Public School Enrollment in San Mateo County



Source: California Department of Finance, Demographic Research Unit, 2014

Projections of Community College Enrollment

As **Table 2** shows, enrollment at San Mateo County community colleges is projected to continue to increase through the year 2030. Enrollees at San Mateo County community colleges does include students from outside the County as well. Community colleges also serve students from other age groups, such as older adults attending classes for continuing education purposes, but adults who fall into this category are not included in the data because they are not the focus of the Youth Mobility Plan. Nonetheless, they would potentially benefit from service enhancements aimed at the youth market as they also travel to campus to attend classes along with their younger peers.

²⁰ State of California Department of Finance. "State and County Population Projections (2010-2060)." 8 Mar. 2017. Web.

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Table 2: Projections of Community College Enrollment in San Mateo County

College	2015 (baseline)	2020	2025	2030
Skyline College	8,921	8,900	9,262	10,048
Cañada College	5,686	5,593	5,756	6,134
College of San Mateo	8,545	8,471	8,763	9,445
<i>District Total</i>	<i>23,152</i>	<i>22,964</i>	<i>23,781</i>	<i>25,626</i>
15 to 19 Age Group	5,456	5,555	5,925	6,478
20 to 24 Age Group	8,208	8,228	8,690	9,593

Source: San Mateo County Community College District Enrollment Projections and Scenarios, 2014

SAMTRANS YOUTH TRANSIT SERVICES AND FARES

SamTrans operates dozens of specialized school-related routes that run on weekdays and are generally timed to the class bells. Identified for the most part with a two-digit numbering system, these routes are open to the public and operate from late August through June (in line with the school year calendar). Some of these services overlap with regular bus routes for efficiency. Some school-related routes are operated by a bus contractor, while others are directly operated by SamTrans.

While school-related bus routes make up essentially half of all of SamTrans’ routes, they consist of a much smaller proportion of the total bus trips and revenue hours provided by the system. On a typical weekday, there are approximately 116 bus trips and 54 service hours provided by these school-related routes. Of course, youth can also ride the regular routes to school (or other destinations) if the timing and routing meet their travel needs. However, school-related routes pose challenges to SamTrans as they operate during the morning peak period, when bus operations must meet their highest service demands. SamTrans is constantly monitoring the performance and ridership on all routes, including school-related routes, in an effort to deploy limited resources efficiently and productively. SamTrans routes and schedule are updated three times annually: January, June and August. The implementation dates for these tri-annual updates generally coincide with the academic calendar. However, exact school term start and end dates, as well as bell times vary widely across the County.

Below, **Table 3** provides a list of school-related routes and specifies whether they overlap with a regular route, provide east-west connectivity, connect to BART or Caltrain, or connect to a bikeway facility. An overlap with another route is noted with the assumption that a full-day route would be able to serve a student who had either before school or after school activities. Connections to BART or Caltrain are also important ridership drivers for routes. Improved connectivity with the bicycle network is expected to improve the feasibility of combined bicycle-transit trips. In addition, SamTrans operates routes that serve the community colleges, as shown in **Table 4**. **Figure 3** shows the full SamTrans route map for reference.

YOUTH MOBILITY PLAN
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Table 3: Summary of School-Related SamTrans Routes

Areas Served	Route	Description	Trips per School Day	Overlaps with a Regular Route?	Connects to BART or Caltrain?	Bicycle Facility Connectivity?
Coastside Pacifica, Half Moon Bay	14	Linda Mar Park & Ride	5	yes	no	yes
	16	Terra Nova High - Serramonte Center	4	yes	no	yes
	18	Miramontes/Moonridge	2	yes	no	yes
	19	Lacy School - Linda Mar Park & Ride	3	yes	no	yes
North County Colma, Daly City, Brisbane, South San Francisco, San Bruno, Millbrae, Burlingame, San Mateo, Foster City	11	Southgate/Lakeshire - Gateway	3	yes	no	yes
	24	Westmoor High - Brisbane	2	yes	no	yes
	25	Ben Franklin School - Los Olivos/Santa Barbara	3	yes	yes	yes
	28	Serramonte Center - South San Francisco High	5	yes	no	yes
	29	Lipman School - Templeton/Brunswick	3	yes	no	yes
	35	El Camino High - Warwick/Christen	6	yes	yes	yes
	37	Alta Loma School - Hillside/Grove	2	yes	no	yes
	39	Alta Loma School - Hazelwood/Kenwood	2	yes	no	yes
	43	San Bruno BART	1	yes	yes	yes
	46	Burlingame School - Carolan	8	yes	yes	yes
	49	Terra Nova High - Airport/San Bruno	2	yes	yes	yes
53	Borel School - Peninsula/Humboldt	7	yes	no	yes	

YOUTH MOBILITY PLAN
SamTrans

Areas Served	Route	Description	Trips per School Day	Overlaps with a Regular Route?	Connects to BART or Caltrain?	Bicycle Facility Connectivity?
	54	Bowditch School - Hillsdale/Norfolk	7	yes	no	yes
	55	Borel School - Clark/El Camino	3	yes	no	yes
	57	Hillsdale High School - Edgewater/Beach Park	3	yes	yes	yes
	58	Borel School - Polhemus/Paul Scannell	5	yes	no	yes
	59	Aragon High - Hillsdale/Norfolk	7	yes	yes	yes
South County Belmont, San Carlos, Redwood City, Atherton, Menlo Park, Portola Valley	60	Ralston School - Bridge/Bowsprit	11	yes	yes	yes
	62	Carlmont High - Dale View/Old County	4	yes	yes	yes
	67	Ralston School - Bridge/Bowsprit	11	yes	yes	yes
	68	Ralston School - Hiller/Wessex	12	yes	yes	no
	72	Selby Lane School - Marlborough/Dumbarton	5	yes	no	no
	73	Clifford Middle School - G/Industrial	5	yes	no	yes
	79	Kennedy School - Florence/17th	12	yes	no	yes
	80	Santa Cruz/Elder	2	yes	yes	yes
	82	Hillview School - Bay/Marsh	3	yes	yes	yes

YOUTH MOBILITY PLAN
SamTrans

Areas Served	Route	Description	Trips per School Day	Overlaps with a Regular Route?	Connects to BART or Caltrain?	Bicycle Facility Connectivity?
	83	Hillview School - Bay/Menlo Oaks	6	yes	yes	yes
	84	Hillview School - Middlefield/Lane	3	yes	yes	yes
	85	Ormondale School - La Honda/Grandview	4	no	no	yes
	86	Menlo Atherton High - Indian Crossing/Alpine	4	yes	no	yes
	87	Woodside High - Portola Valley	4	no	no	yes
	88	Encinal School - Bay/Marsh	3	yes	no	yes
	89	Santa Monica/San Andreas	2	yes	no	yes
	95	Redwood City Transit Center - Alameda/Ralston	2	yes	yes	yes

Source: SamTrans, 2017

YOUTH MOBILITY PLAN
SamTrans

Table 4: Summary of Routes Serving Community Colleges

Route	Peak Headways	East-West Connectivity?	Connects to BART or Caltrain?	Bicycle Facility Connectivity?	City	College(s) Served
140	30 minutes	Yes	Yes	Yes	South San Francisco; San Bruno; Pacifica	Skyline College
121	30 minutes	No	Yes	Yes	Daly City; Colma	Skyline College
250	30 minutes	Yes	Yes	Yes	San Mateo	College of San Mateo
260	30 minutes	Yes	Yes	Yes	San Mateo; Belmont; San Carlos	College of San Mateo
261	60 minutes	Yes	Yes	Yes	Belmont; Redwood Shores	College of San Mateo
294	60 minutes	Yes	Yes	Yes	Half Moon Bay; San Mateo	College of San Mateo
274	30 minutes	Yes	Yes	Yes	Woodside; Redwood City	Cañada College
278	60 minutes	Yes	Yes	Yes	Redwood City	Cañada College

Source: SamTrans, 2017

SamTrans Youth Fare Categories and Payment Trends

SamTrans youth passengers have a range of fare payment options, as described below. In the SamTrans system, passengers age 5 to 18 are eligible for youth fares. In 2016, youth fares were extended to 18 year-olds and discounted relative to adult fares (as shown in **Table 5**). However, where and how youth could purchase fare products was not significantly changed. Currently, most forms of payment must be purchased in person at the San Mateo Transit District Administrative Office in San Carlos (Customer Service Window) or an authorized vendor, rather than online. As of 2016, the Summer Youth Pass is available for sale via the SamTrans website.

YOUTH MOBILITY PLAN
SamTrans

Table 5: SamTrans Fare Table

	Local, KX, 292, 397 Into San Francisco				KX, 292, 397 Out of San Francisco		
	Cash	Clipper	Day Pass	Monthly Pass	Cash	Clipper	Monthly Pass
Adult (Age 19 through 64)	\$2.25	\$2.05	\$5.50	\$65.60	\$4.00	\$3.60	\$96.00
Youth (Age 18 & younger)	\$1.10	\$1.00	\$2.75	\$27.00	\$1.10	\$1.00	\$27.00
Eligible Discount (Senior / Disabled / Medicare cardholder)	\$1.10	\$1.00	\$2.75	\$27.00	\$1.10	\$1.00	\$27.00

Source: SamTrans, 2017

Tokens: Discounted tokens may be used on all regular SamTrans bus routes and carry a local-ride value. Tokens can be purchased at specific vending locations, such as certain Safeway stores, San Francisco International Airport (SFO), the Customer Service Window, and a limited number of other locations.²¹ Youth tokens are sold in sets of 10 for \$10, in comparison to adult tokens sold in sets of 10 for \$18. When boarding the bus, youth can drop a token into the coin receptacle. Tokens do not allow for a free transfer and are good for one local ride. Tokens do not expire; passengers can purchase them in advance and use them over an extended period of time.

Clipper Fare Products: The Clipper card is an electronic, reloadable contactless smart card for transit fare payment issued and administered by the Metropolitan Transportation Commission (MTC). Youth Clipper cards can be ordered through postal mail, through email, by fax, or obtained in person at the San Mateo Transit District Headquarters in San Carlos. The card fee is waived for youth. Cards can be loaded with monetary value or monthly passes online or at Clipper vendor locations around the Bay Area, such as the San Mateo Transit District Administrative Office in San Carlos (Customer Service Window), Walgreens, BART stations, Caltrain stations, and VTA stations. Fare payment with a Clipper card offers youth a \$1.00 fare, which equates to a 10 cent discount in comparison to a fare paid with bills and coins. Monthly passes are \$27 for youth (a reduction since 2015 when they were \$36 per month). Clipper also accommodates free or reduced interagency transfers (for certain fare products) between SamTrans and Caltrain, VTA, and AC Transit, San Francisco Muni, and the Dumbarton Express.²²



Source: SamTrans, 2017

The Clipper card is an electronic, reloadable contactless smart card for transit fare payment issued and administered by MTC.

²¹ SamTrans, 2017

²² Ibid.

Discounted Paper Monthly Pass: In addition to the monthly pass available on Clipper cards, paper monthly passes are distributed by schools. They cost \$22 per month and are available to students who qualify for free/reduced cost school lunches.

Day Pass: Youth can purchase day passes for \$2.75 on the bus. They can then use this pass for unlimited trips for the rest of the day.

Cash: Youth can pay for their trip with cash. Youth pay the same fare for trips within San Mateo County as those to and from San Francisco (which requires a premium fare for adults). Youth cash fares are \$1.10 (reduced from \$1.25 in 2015). Cash fare payment does not allow for a free transfer to another SamTrans route.

Summer Youth Pass: This is a paper pass that entitles youth to unlimited travel on all SamTrans routes during the months of June, July, and August. The pass costs \$40 and can be ordered by mail, purchased at the San Mateo Transit District Administrative Office, or purchased via the SamTrans website starting in late May each year. They cannot be loaded onto Clipper cards. For those who wish to purchase a Summer Youth Pass later in the summer, the price of the pass is prorated.

OTHER SCHOOL TRANSPORTATION SERVICES

Yellow School Bus Services

Per a federal mandate, transit agencies cannot compete with existing yellow bus service.²³ San Mateo Union High School District, Sequoia Union High School District, and Menlo Park City School District provide yellow school bus services to students. Three high schools are served by the San Mateo Union High School District: San Mateo High School, Peninsula High School, and Aragon/Hillsdale High School. The school bus routes operated by the Sequoia Union High School District connect East Palo Alto and East Menlo Park to Carlmont, Woodside, and Redwood City High Schools and serve some middle and elementary schools. The Menlo Park City School District provides yellow school bus service to the Encinal and Laurel Elementary Schools.

Transportation Network Companies and Private Youth Transportation Providers

Besides SamTrans and yellow school bus routes, several ride-sharing companies provide youth mobility services in San Mateo County. Companies such as Zum, Kango, and HopSkipDrive provide combined ride/childcare service for children and youth up to high school age. These services require that parents and caregivers arrange the rides; children (youth under 18) are not allowed to do so.

Kango operates in San Francisco, the Peninsula, South Bay, San Jose, and the East Bay from El Cerrito to Hayward. Kango is licensed by the California Public Utilities Commission. Zum specifies that it serves passengers age 5 to 15 throughout the San Francisco Bay Area. HopSkipDrive is another ride/childcare service that serves San Francisco, the East Bay, the

²³ 49 USC, Sec. 5323f, 2015. Web.

YOUTH MOBILITY PLAN
SamTrans

Peninsula, San Jose, as well as Los Angeles. HopSkipDrive charges per trip. A similar company, called Shuddle, was in operation until recently. It closed on April 15, 2016 for financial reasons.

Some youth ride Uber and Lyft, although policies from each of these companies state that drivers will not carry passengers under 18 years of age.^{24,25}

²⁴ Lyft, inc. "Safety Policies - Lyft Help." Lyft.com. N.p., 2016. Web.

²⁵ Uber Technologies, inc. "Signing Up as a Minor | Uber." Uber.com. N.p., 2016. Web.

3 TRENDS IN YOUTH TRAVEL

This chapter provides a survey of existing research about travel trends among youth aged 12 to 24 in the United States. Overall, trends suggest that American youth today typically travel less and earn their driver licenses at a slower rate than when previous generations were the same ages. This trend, as well as the role of technology in youth travel, is examined further in this chapter.

TRAVEL BEHAVIOR OF AMERICAN YOUTH

Travel behavior of American youth is documented in the National Household Travel Survey (NHTS).²⁶ The NHTS is a survey conducted by the U.S. Department of Transportation (USDOT) in which selected respondents document their travels on a daily basis. Respondents also report details about themselves so that travel behavior can be associated with demographic information. According to the survey, as people grow older they tend to make longer and more frequent trips, mostly in private vehicles. However, both the length and number of driving trips for people 24 years old and younger are lower now than they were in 1995 and 2001.²⁷ It is unclear whether this decline is due to an inherently shared value system amongst youth today or is related to other external factors. Some believe that youth drive less because they prefer to take public transportation, while others posit that economic conditions have made car ownership unaffordable for most youth.

Youth Trends in Travel

The facts are clear: American youth today are traveling less and earning their driver's license later in life than previous generations at the same age.

Another trend is that youth today are less likely to earn a driver's license immediately upon their 16th birthday. In 1995, 63 percent of people between the ages of 16 and 19 in the U.S. had a driver's license; in 2010, this dropped to 45 percent. In 1995, 90 percent of 20 to 29 year-olds had a driver's license; in 2010, 82 percent of people in this age category had a driver's license.²⁸

These studies suggest that American youth are driving less and taking public transportation, but only when good transit service is available. As such, there may be a latent demand for transit service amongst youth in San Mateo County, given their current and projected population. By capitalizing on this demand with innovative programs and projects directed at youth, SamTrans could be a leader in providing mobility options – such as transit, shuttles, or other innovative shared modes.

SETTING THE STAGE FOR ADULT TRANSIT USE

²⁶ Santos, A et al. Summary of Travel Trends: 2009 National Household Travel Survey. U.S. Department of Transportation Federal Highway Administration, 2011. Web.

²⁷ McDonald, N. "Are Millennials Really the 'Go-Nowhere' Generation?" Journal of the American Planning Association 81.2 (2015): 90–103. Print.

²⁸ Kuhnimhof, T., M. Wirtz, and W. Manz. "Decomposing Young Germans' Altered Car Use Patterns: Lower Incomes, More Students, Decrease in Car Travel by Men, and More Multimodality." Transportation Research Record 2320 64–71. Web.

Studies show that those who use transit during their youth are more likely to be regular transit riders than those without childhood exposure to transit. In particular, one study finds that “exposure to transit during ones’ formative years (ages five to 18) ... is a strong predictor of later transit use and lower rates of auto ownership.” In addition, exposure to transit between the age of 20 and 30 is shown to have the highest correlation to use of transit in later decades of life.²⁹

Those who use transit during their youth are more likely to use transit as adults than those without childhood exposure to transit.

A recent study tried to determine if young adults born during 1980s and 1990s drove less than previous generations because of an increased reliance on public transportation. Researchers found that while young adults are less likely to drive and more likely to take transit than older adults, the trend can be largely explained by socio-economic factors.³⁰ In other words, a decrease in driving among youth was accompanied by increased transit use in areas with abundant public transportation service, and/or was correlated to non-white populations who were disproportionately young.³¹ Those without access to transit simply made fewer and shorter trips, or found other means of transportation entirely. The researchers also concluded that young people who ride transit more will not necessarily continue to do so into adulthood without transit agencies making concerted efforts to improve transit service attractiveness. Improving transit service frequency and reliability are common barriers to transit use among passengers of all ages and are important to customer satisfaction and the overall attractiveness of transit service.³²

Though facilitating transit use among youth has been shown to increase the likelihood of adult transit use later in life, studies also hypothesize that concerted efforts must be taken to retain the interest of youth as they transition into adult riders. This may include an emphasis on child and family-friendly services and vehicles, consistent reliability, increased frequency, and seamless transfers.³³ Thus, SamTrans should continue to focus on services that meet the needs of all passengers, including adults, youth, and families.

²⁹ Smart, Mark, Nicholas Klein. “Remembrance of Cars and Buses Past: How Prior Life Experiences Influence Travel.” *Journal of Planning and Education Research*, March 2017.

³⁰ Brown, A et al. “A Taste for Transit? Analyzing Public Transit Use Trends among Youth.” *Journal of Public Transportation* 19.1 (2016): 49–67. Print.

³¹ Ibid.

³² Ibid.

³³ Brown, Anne E., Evelyn Blumenberg, Brian D. Taylor, Kelcie Ralph, Carole Turley Voulgaris. “A Taste for Transit? Analyzing Public Transit Use among Youth.” *Journal of Public Transportation*, Vol. 19, No. 1, 2016.

TECHNOLOGY AND CHOICE



Source: SamTrans, 2017

Youth are at the forefront of using smartphones for accessing transit information and reserving transportation services. Youth today are considered “digital natives,” as they were born into a world in which technology was readily available. Instant information and peer reviews of services and products are key elements of their day-to-day decision-making.³⁴ Smartphone ownership among American 18 to 29 year-olds was 85 percent in December 2014 (compared to 64 percent of all Americans).³⁵ Ownership rates for

youth under 17 are not widely available, but it is estimated that nearly three-quarters of American teens have access to a smartphone, and 92 percent have access to and go online at least once per day.³⁶

According to data collected nationwide, 38 percent of people age 18 to 29 in the U.S. used a smartphone to find public transit information, and 17 percent used a smartphone to reserve a taxi or car service in October 2014.³⁷ This is compared to 24 percent of 30 to 49 year-olds who used a smartphone to find public transit information, 16 percent of 50 to 64 year-olds, and nine percent of 65 year-olds and older. As for reserving a taxi or car service, nine percent of 30 to 49 year-olds used their smartphone to do this, seven percent of 50 to 64 year-olds, and five percent of 65+ year-olds. Popularity of social media platforms also varied by age; see Chapter 4 for more information on social media use among San Mateo County youth.

SAN MATEO COUNTY TRENDS

The National Household Travel Survey (2009) estimates that 10 to 14 percent of all private automobile trips during the morning peak hours are school trips. Five to seven percent of vehicle miles traveled during the morning peak hours are also thought to be parents taking kindergarten through 12th grade students to school.³⁸ Approximately 40 percent of those parents made a trip solely to drop children off at school and returned home immediately afterwards.³⁹ This data suggests at least some portion of parents is not continuing on to a job or to run errands, for example, after dropping off their children.

In late 2016, the San Mateo County Office of Education conducted a survey of parents/care givers countywide. The Safe Routes to School Parent/Caregiver Survey of 11,000 parents found that 93

³⁴ Prensky, Marc. “Digital Natives, Digital Immigrants.” *On the Horizon* 9.5 (2001): 1–6. Print.

³⁵ Smith, Aaron. “Chapter One: A Portrait of Smartphone Ownership.” Pew Research Center: Internet, Science & Tech. N.p., 1 Apr. 2015. Web. 28 Apr. 2017.

³⁶ Amanda Lenhart. “Teens, Social Media & Technology Overview 2015.” Pew Research Center: Internet, Science & Tech. N.p., 9 Apr. 2015. Web. 28 Apr. 2017.

³⁷ Ibid.

³⁸ How Children Get to School: School Travel Patterns from 1969 to 2009. National Center for Safe Routes to School, 2011. Web.

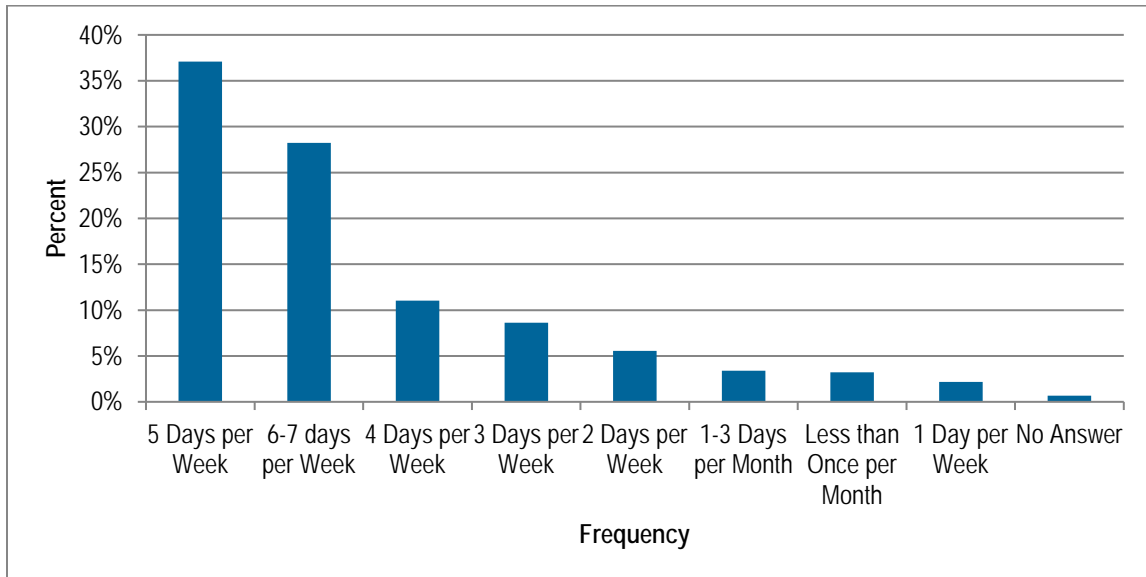
³⁹ Ibid.

percent of the respondents' children did not take a SamTrans bus to school.⁴⁰ It is important to note, however, that approximately 65 percent of survey responses are parents or caregivers of kindergarten to 5th grade students, a younger age group that is not the focus of the Youth Mobility Plan. It is possible that they are too young to ride a bus unsupervised, which would skew the results of the survey. Therefore transit currently plays a relatively small role in the transportation of youth for school trips, with two percent of school trips in San Mateo County made by transit. The following section describes how youth passengers currently use the SamTrans bus system.

Frequency of Use

According to the SamTrans 2015 Triennial Passenger Survey, 28 percent of youth respondents reported using SamTrans six to seven days a week, 37 percent used it five days a week, 11 percent used it four days a week, nine percent used it three days a week, five percent used it two days a week, 3 percent used it 1 day a week. Less frequent use includes the 3.5 percent who reported using SamTrans 1 to 3 days a month, and 3.4 percent used it less than once a month, as shown below in **Figure 17**.

Figure 17: Youth Ridership Frequency



Source: SamTrans 2015 Triennial Passenger Survey

Access to Bus Stops

Youth use a mix of modes to get to and from SamTrans bus stops. According to the 2015 SamTrans Triennial Survey, 72 percent of youth passengers surveyed walk or bike to get to a bus stop. Approximately 11 percent transferred from another SamTrans bus, and 12 percent transferred from either BART, Caltrain, San Francisco Muni, AC Transit, or a free shuttle. Approximately three percent were dropped off by a car and less than one percent drove themselves.

By comparison, 69 percent of all survey respondents reported accessing a bus stop by walking or biking, 14 percent transfer from another transit service, and three percent arrived by car (either dropped off or drove themselves). Eleven percent of those surveyed transferred from another SamTrans bus. Because the sample of youth in the survey are more likely to walk and less likely to transfer from another agency, they are probably traveling more within San Mateo County.



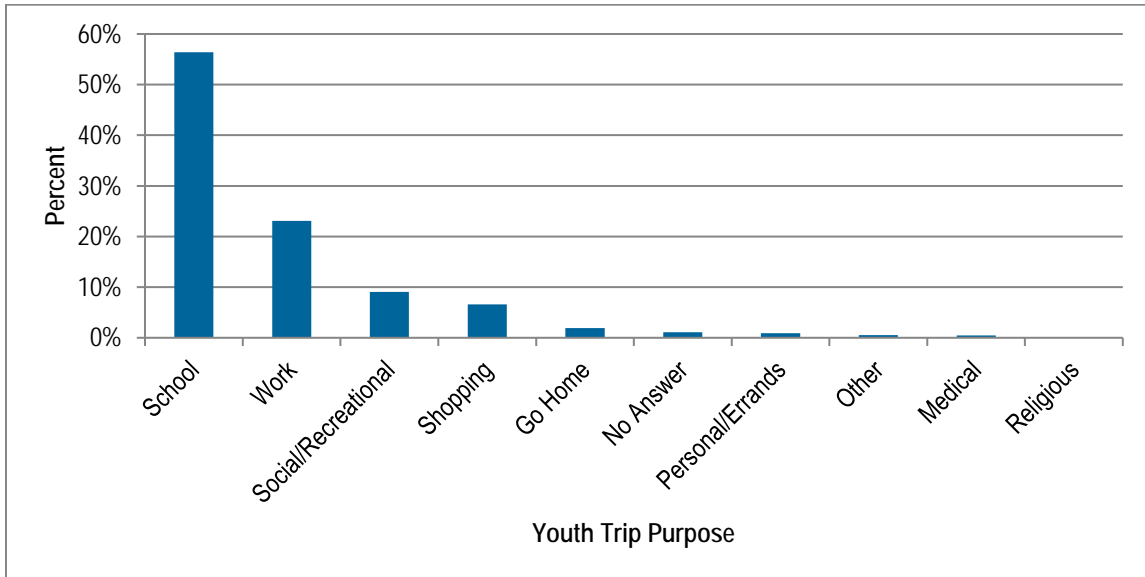
Source: SamTrans, 2017

72 percent of youth passengers surveyed access a bus stop by walking or biking, compared to 69 percent of all passengers.

Trip Purpose

Youth trip purposes are shown below in **Figure 18**, according to the 2015 SamTrans Triennial Survey. Over half of the youth surveyed reported they were traveling for a school-related purpose, while just over 20 percent of respondents indicated a work-related purpose. These findings indicate that although a small percentage of students take public transit overall, those youth that do ride transit overwhelmingly do so for a school-related purpose.

Figure 18: Youth Trip Purposes



Source: SamTrans 2015 Triennial Passenger Survey

Fare Payment Trends

SamTrans farebox data provides records of ridership by route, fare payment, month, and day type. They are gathered by the fare collection system that requires input by the bus operators. This section describes the analysis of 2016 farebox data. Understanding how youth pay for their trip provides insight into where youth are riding SamTrans buses, when they are riding, and what fare types are available and most cost-effective given transit usage patterns.

Even though this data provides detailed insight into how passengers, including youth, use the SamTrans system, limitations to the data need to be noted. Firstly, the data may not identify when youth ride using another form of discounted fare (e.g., disabled fare) or borrow an adult's Clipper card. Secondly, the youth ridership includes boardings by youth age 5 to 11, as they have the same fare products available to them. Thirdly, it does not reflect the transit usage of 18 to 24 year-olds (college-age) separately as those passengers pay adult fares. Lastly, boardings associated with payment by Clipper card are provided as a single value in the data. This data cannot be broken down into youth and adult fares or monthly pass use and electronic cash use. However, it is assumed that 11 percent of Clipper card use is by youth in the 5 to 17 year-old category based on the results of the 2015 SamTrans Triennial Survey. The 2015 survey data also suggests that 34 percent of passengers under the age of 25 pay their fare with a Clipper card.

Fare Payment by Month

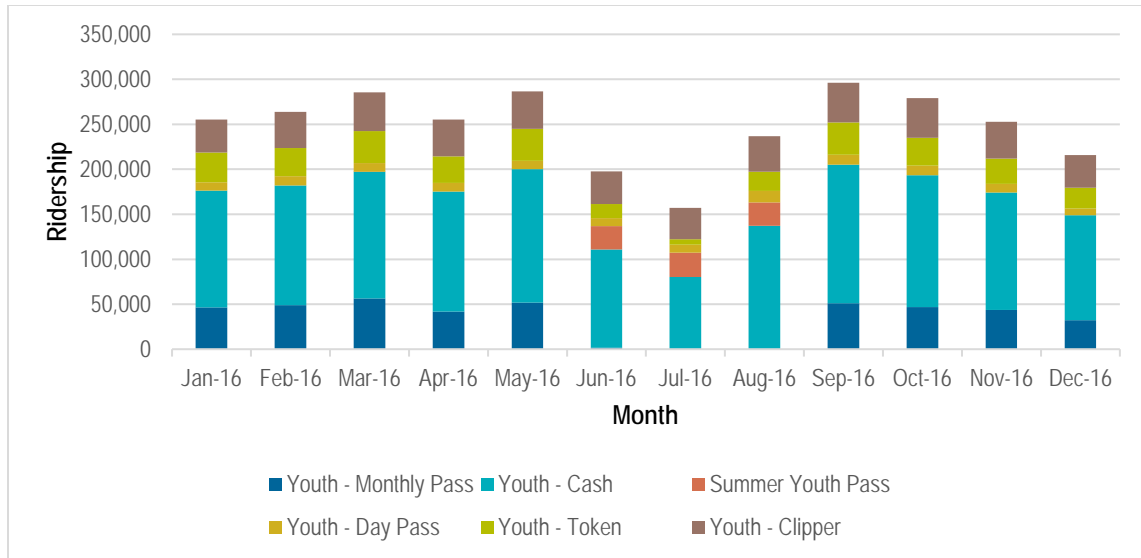
Cash was the most common form of fare payment among youth in 2016, with 52 percent of all youth trips made using cash. In terms of bulk trip passes, the paper monthly pass is used for the most youth trips at 14 percent of all trips. This is followed by the day pass at four percent of all trips and the Summer Youth Pass at three percent of all trips. Finally, tokens were used to pay for 11 percent of youth trips in 2016.

In 2016, SamTrans youth ridership peaked in September and was the lowest in July, as shown in **Figure 19**. This low ridership aligns with summer vacation when the school-related bus services are not operating. Cash appears to be the most common form of payment. Possible reasons for this may be that cash payment is more economical than a monthly pass for some (e.g., if a student only traveled to school by bus in the morning). Some families may encounter financial barriers making the upfront payment for a monthly pass, finding information about alternative forms of payment (e.g., Clipper), or accessing other forms of fare payment (e.g., monthly passes) that require a credit card, internet access, or a trip to a specific location. The Clipper card and paper monthly pass options appear to be the second most popular fare products after cash for youth passengers. Tokens appear to be less popular than Clipper cards or monthly passes, but more popular than day passes.

Fare Payment Trends

Overall, youth tend to pay in cash more often than other forms of fare payment.

Figure 19: Youth Ridership and Fare Payment Distribution by Month



Source: 2016 SamTrans Fare Data

YOUTH MOBILITY PLAN
SamTrans

Table 6 shows the frequency of Summer Youth Pass use by route. The ECR is used most by those with a Summer Youth Pass, followed by the 120 and 121 in North County, but Summer Youth Pass use is distributed on many other routes as well. Routes with less than twenty Summer Youth Pass uses are not shown; for a complete list of Summer Youth Pass usage for each route see Appendix A.

Table 6: Average Weekday Ridership by Summer Youth Pass Holders

Route	Descriptor	Location	Boardings
ECR	Daly City BART – Palo Alto Transit Center	Full County	200
120	Brunswick/Templeton – Colma BART	North County	192
121	Lowell/Hanover – Skyline College	North County	106
296	Redwood City Transit Center – Bayshore/Donohoe	South County	66
122	SSF BART – Stonestown/SF State	North County	59
110	Linda Mar Park & Ride - Daly City BART	Coastside	57
250	5th/El Camino Real – College of San Mateo	Mid-County	54
140	SFO AirTrain – Manor/Palmetto	North County	49
131	Airport/Linden – Serramonte Center	North County	46
112	Linda Mar Park & Ride - Colma BART	Coastside	31
130	Daly City BART – Colma BART	North County	29
281	Onetta Harris Center – Stanford Mall	South County	26
260	San Carlos Caltrain – College of San Mateo	Mid-County	23
274	Redwood City Transit Center – Cañada College	Mid-County	21
292	San Francisco – Hillsdale Mall - Serves SFO Airport	Full County	21
17	Linda Mar Park & Ride - Miramontes/Moonridge; Pescadero (limited service)	Coastside	20
Other			93
TOTAL			1090

Source: 2016 SamTrans Fare Data

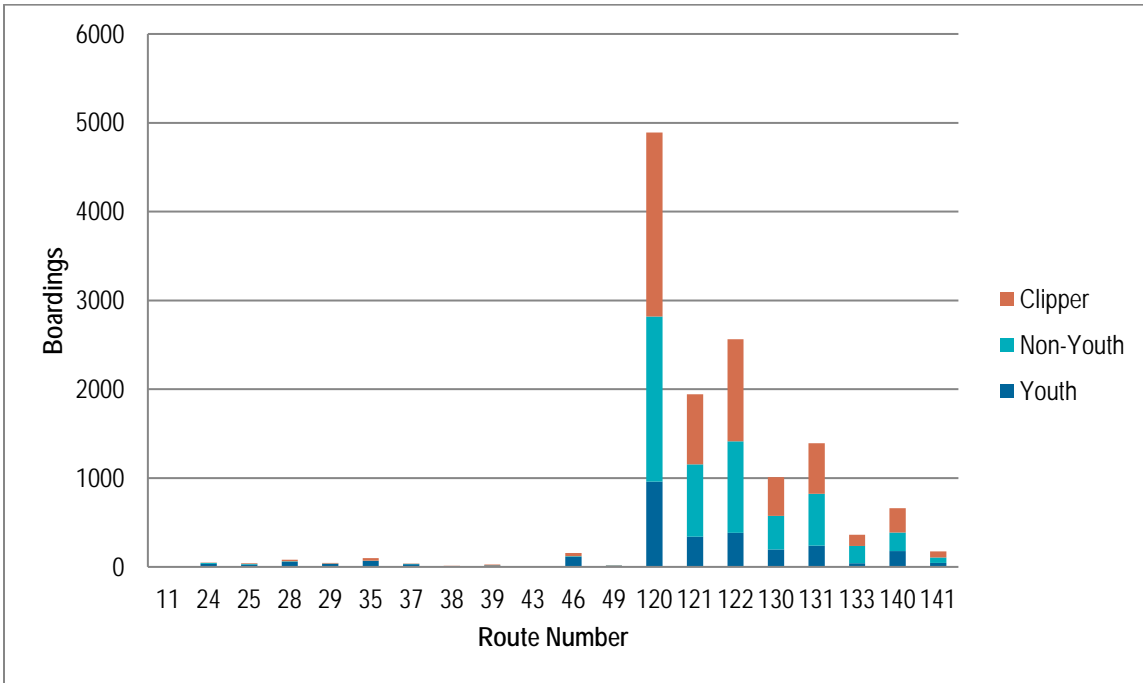
Fare Payment by SamTrans District

Youth passengers ride a variety of SamTrans routes on a daily basis, but tend to ride school-related routes for school trips. The following figures show the ridership by route in North County, Mid-County, and South County including all routes and on school-related routes. In these figures, youth ridership is the total of fares paid with youth day passes, youth cash, youth tokens, and youth monthly passes, while non-youth ridership is the total of fares paid by adult day passes, adult cash fares, adult tokens, adult monthly passes, and any other forms of payment that are not youth-related or not Clipper. Fares that are paid with a Clipper card are shown, but the data does not allow for this value to be split between youth and non-youth fares.

North County

For the areas surrounding Daly City, South San Francisco, and San Bruno, **Figure 20** illustrates the large portion of youth ridership that use non-school-related routes, as well as how youth ridership compares to non-youth ridership on North County routes. Route 120, the highest ridership route, feeds the Colma and Daly City BART Stations.

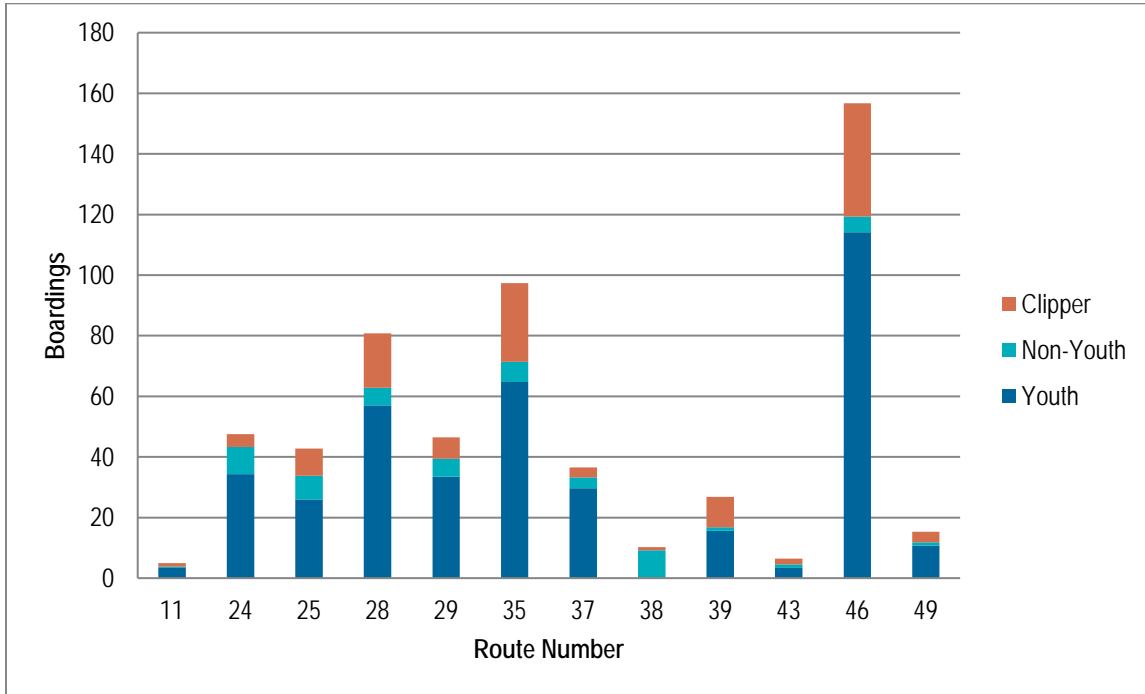
Figure 20: Youth Ridership on North County Regular Routes



Source: 2016 SamTrans Fare Data

Figure 21 shows ridership on North County school-related routes. Routes 46, 35, and 28 experience the highest ridership. This figure also shows that there is a range of Clipper card use on the different routes, ranging from about one in nine trips to one in three trips paid for using fares loaded on Clipper cards.

Figure 21: Weekday Ridership (Averaged Over 12 Months) and Fare Payment Type on North County School-Related Routes



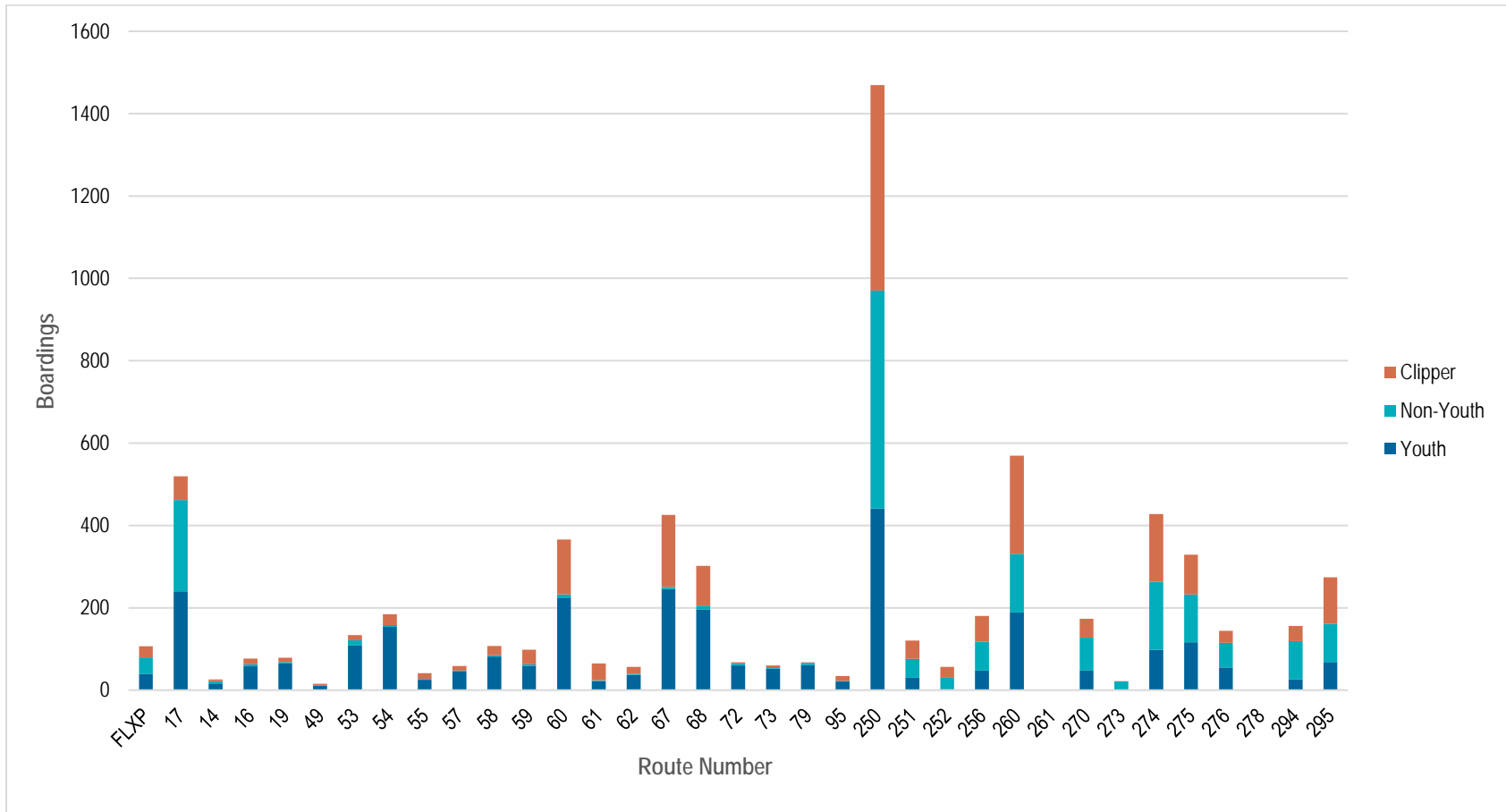
Source: 2016 SamTrans Fare Data

Mid-County

Route 250, the highest ridership route in Mid-County, serves two Caltrain stations and the College of San Mateo, among other parts of San Mateo. In Mid-County, the school-related routes have usage that is comparable to usage on the non-school-related routes, unlike in North County where usage of some of the non-school-related routes is particularly high. Coastside regular and school-related routes are shown on the following Mid-County tables and graphs. This is illustrated in **Figure 22**.

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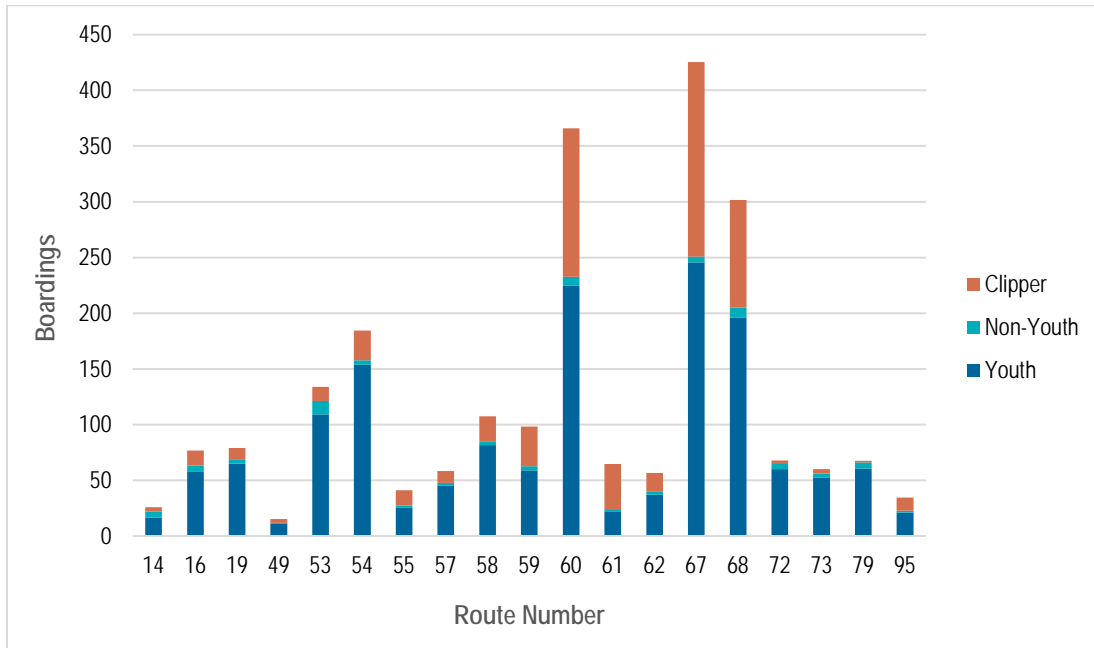
Figure 22: Weekday Ridership (Averaged Over 12 Months) and Fare Payment Type on Mid-County Routes



Source: 2016 SamTrans Fare Data

Figure 23 shows that the high-usage school-related routes are Routes 68, 67, and 60, and unsurprisingly, these routes have more bus trips per day. Routes 72, 73, and 79 have notably low Clipper card usage.

Figure 23: Weekday Ridership (Averaged Over 12 Months) and Fare Payment Type on Mid-County School-Related Routes



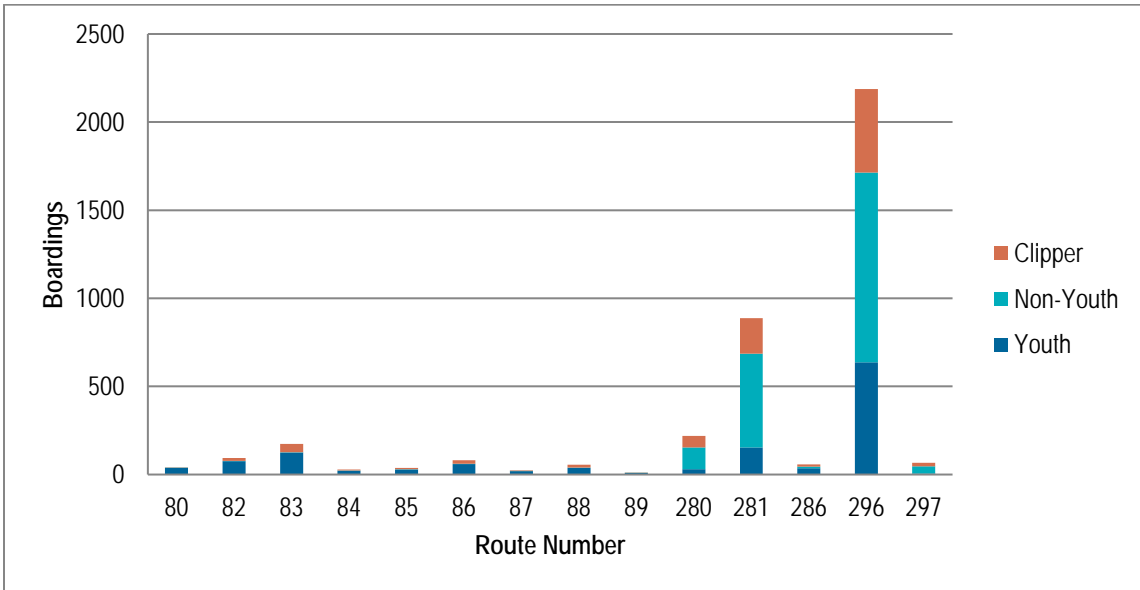
Source: 2016 SamTrans Fare Data

South County

The highest ridership South County route, Route 296, feeds into the Menlo Park and Redwood City Caltrain Stations. Like North County, school-related route ridership is very low compared to the non-school-related route usage, as shown in **Figure 24**. South County school-related routes are notable because they have low usage of monthly passes, as shown in **Figure 25**.

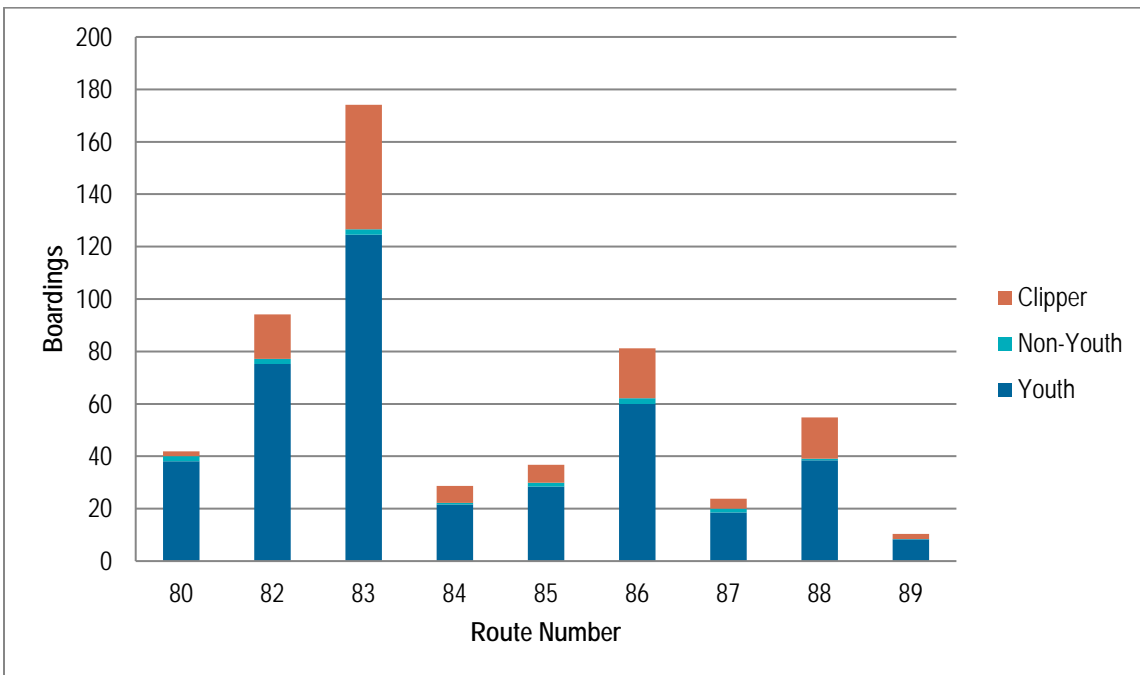
YOUTH MOBILITY PLAN
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Figure 24: Weekday Ridership (Averaged Over 12 Months) and Fare Payment Type on South County Routes



Source: 2016 SamTrans Fare Data

Figure 25: Average Weekday Ridership (Averaged Over 12 Months) and Fare Payment Type on South County School-Related Routes

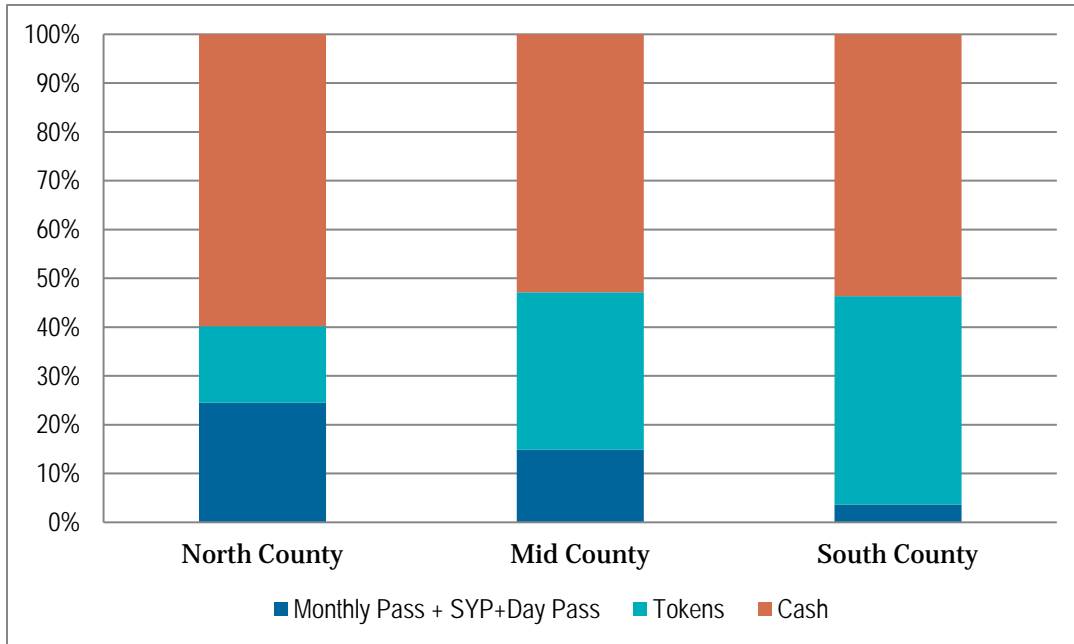


Source: 2016 SamTrans Fare Data

Comparison of Fare Payment Method on School-Related Routes

Ridership on Mid-County school-related routes is significantly higher than North County or South County routes. North County school-related route passengers purchase and use monthly passes and Summer Youth Passes at higher rates than South County passengers. South County passengers use tokens much more than North County passengers, as shown in **Figure 26**. Youth in all County areas are overwhelmingly paying by cash.

Figure 26: Fare Payment on School-Related Routes by County Area



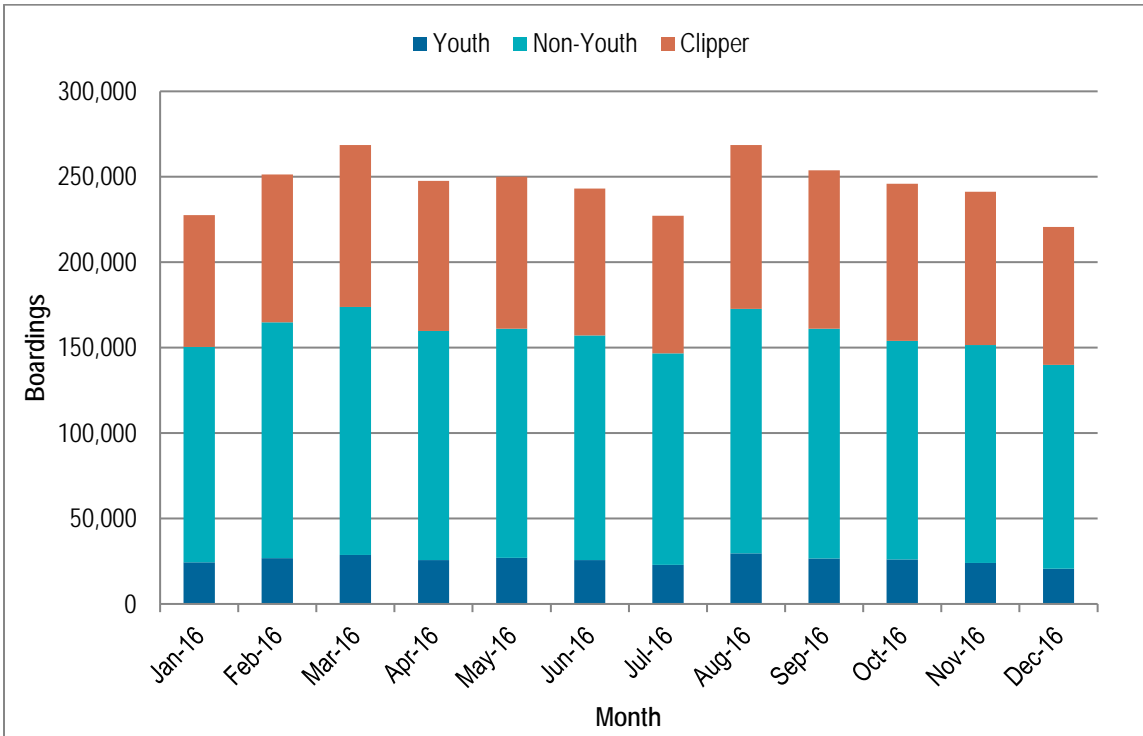
Source: 2016 SamTrans Fare Data

Route ECR Ridership

Route ECR on El Camino Real does not fit into the North County/Mid-County/South County designation because it spans all three service areas. Along with Route 292, ECR is considered 'mainline' service (e.g., long-distance travel with high frequency). As such, ECR is the most used route in the SamTrans system. **Figure 27** shows weekday boardings and fare type throughout the year, showing that youth ridership on the ECR remains fairly constant throughout the year. **Figure 28** breaks down the youth fare payment distribution, showing that cash is the most common way for youth to pay for their fares on the ECR.

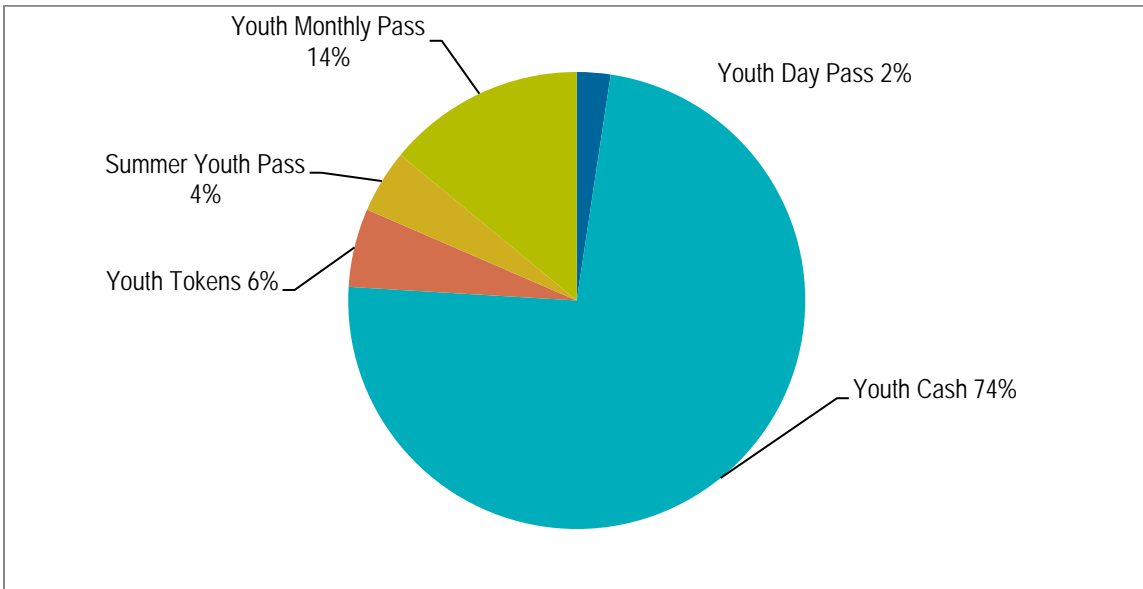
YOUTH MOBILITY PLAN
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Figure 27: Total ECR Weekday Boardings per Month ⁴¹



Source: 2016 SamTrans Fare Data

Figure 28: Weekday Split in Non-Clipper Youth Fare Payment on ECR in 2016



Source: 2016 SamTrans Fare Data

⁴¹ Clipper is shown as a separate category in boarding data. Data shown as "Clipper" in the chart may be a combination of youth and non-youth passengers.

4 OUTREACH AND SURVEYING

SamTrans conducted outreach to youth and parents in July, October, and November 2016. The purpose of this outreach was to gain a better understanding of the motivations for choices made by youth related to transit and the barriers to riding transit. Outreach was designed to gather input from all three age groups (middle schoolers, high schoolers, and college-age students) representative of the four different geographic areas of the county (North County, Mid-County, South County, and Coastsides), as well as parents/caregivers of these age groups. The project team partnered with youth and community organizations, including the Youth Leadership Institute (YLI), Youth United in Community Action (YUCA), and the County of San Mateo to engage youth and spread the word about the focus groups and surveys conducted as part of the Youth Mobility Plan. The outreach results supplemented the findings from existing conditions analysis and informed the development of youth mobility initiatives presented in Chapter 5.

YOUTH FOCUS GROUPS

Methodology

The team conducted six focus group discussions with youth throughout the County (see **Table 8**). The goals of these informal, 60 to 90 minute discussions (depending on group interest and availability) were to:

- Explore current trends among youth passengers,
- Determine barriers, both real and perceived, to use of transit, particularly SamTrans busses, among youth during the school year and summer,
- Determine the preferred sources of information for youth and their parents/guardians, and
- Brainstorm solutions for reducing the barriers to using transit and increasing the distribution of information about transit.

As part of the youth focus groups, the team distributed a one-page, 11-question questionnaire to the participants. The sections below summarize the responses and the focus group meetings. Materials used to conduct the focus group meetings can be found in the appendices. Appendix B details the schools targeted for outreach participation as well as the guiding questions posed in the focus group sessions. Appendix C includes the Youth Outreach Questionnaire. Key takeaways are discussed later in this chapter.⁴²

Participant Recruiting, Selection, and Characteristics

SamTrans recruited participants for youth focus groups by inviting youth involved in the programs listed in **Table 7**. These focus group sessions are summarized in **Table 8**. Youth organization partners were selected based on their scheduling availability and their geographic and age distribution, with a goal of having at least 10 to 15 youth available for discussion.

⁴² In order to be eligible to participate, all participants under the age of 18 had a parent/guardian sign a release form in advance of the focus groups. No personal identifying information was asked of the students as part of the outreach.

YOUTH MOBILITY PLAN
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Table 7: Youth Program Participants Invited to Participate in Outreach

Location	Program	Ages/Grades Served
Redwood City (City)	Leaders in Training (L.I.T.) Summer Program	Ages 13 to 15
Belmont (City)	Teen Center/Belmont Library	Ages 12 to 18
Brisbane (City)	Youth Advisory Committee/City	Ages 12 to 18
Burlingame (City)	Burlingame Adventure Camp; Leaders in Training	Ages 13 to 18
Daly City (City)	Volunteer Leadership Program (teens work summer rec camps)	Ages 13 to 18
East Palo Alto (City)	Lewis and Joan Platt East Palo Alto Family YMCA	Grades K to 12
East Palo Alto (City)	Youth United for Community Action	Ages 13 to 18
Foster City (City)	<i>The VIBE Teen Center</i>	Ages 13 to 18
Menlo Park (City)	Sky's the Limit	Grades 6 to 8
North San Mateo County/ South San Francisco	Boys & Girls Club of North San Mateo County	Grades K to 12
Redwood City (City)	Sequoia YMCA	Grades K to 12
San Mateo	Peninsula Family YMCA	Grades K to 12
San Mateo (City)	Teen Flex Camps, Leaders in Training, Xtreme Summer Days	Grades 6 to 9, Grades 6 to 11, Grades 9 to 12
San Mateo College	Associated Students of College of San Mateo	Ages 18 to 27
San Mateo County	San Mateo County Sherriff's Explorer Program	Ages 13 to 18
San Mateo County	San Mateo Youth Leadership Institute	Ages 13 to 18
San Mateo County	4-H	Grades K to 12
San Mateo County	San Mateo Youth Commission	Ages 13 to 18
San Mateo/Foster City	Boys & Girls Club of the Peninsula	Grades K to 12
South San Francisco (City)	Teen Summer Camp	Ages 13 & 14

Source: SamTrans, 2016

YOUTH MOBILITY PLAN
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Table 8: Youth Mobility Plan Focus Groups

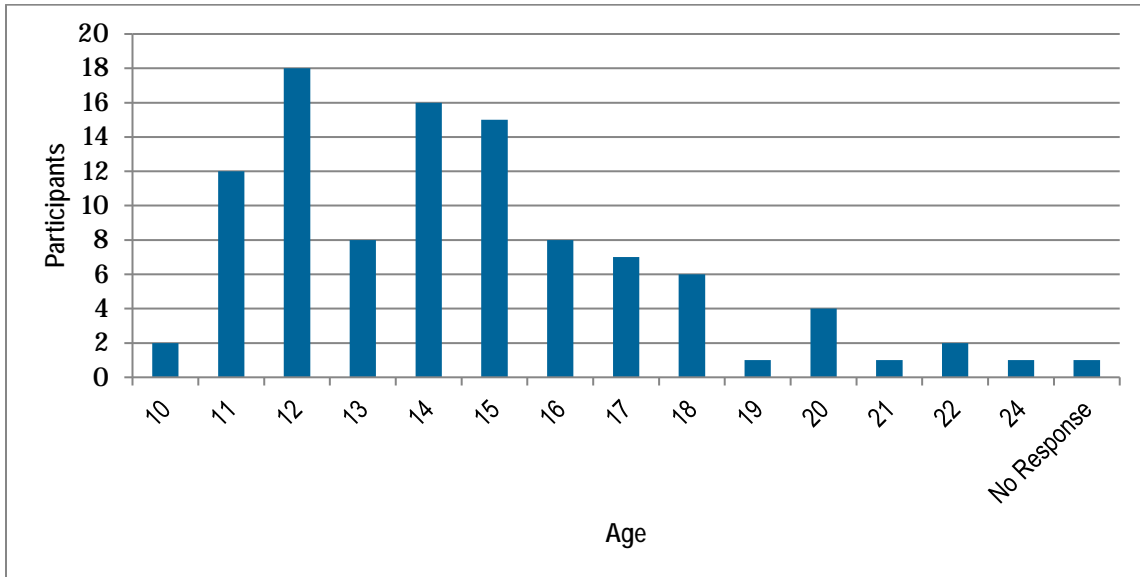
Session	Date	Time	Organization	Location	Number of Participants
1	July 27, 2016	12:00pm – 1:00pm	City of Burlingame Adventure Camp/Leaders in Training	Burlingame, CA	18
2	July 28, 2016	11:00am – 12:00pm	Lewis and Joan Platt East Palo Alto Family YMCA	East Palo Alto, CA	13
3	October 26, 2016	10:55am – 11:50am	Half Moon Bay High School / Young Leaders Initiative	Half Moon Bay, CA	22
4	October 26, 2016	2:30pm – 3:30pm	North San Mateo County Boys and Girls Club	South San Francisco, CA	26
5	October 27, 2016	4:00pm – 4:30pm	Cañada College	Redwood City, CA	18
6	November 21, 2016	11:30am – 12:30pm	Youth United for Community Action (YUCA)	East Palo Alto, CA	7

Source: SamTrans, 2016

A total of 104 students participated in the focus groups. The mean or average participant age was 15 years, the median age was 14, and the mode or numerically most common age was 12. Focus group participation by age is shown in **Figure 29.**

For the purpose of describing the focus group participants, they were categorized into the following three groups: middle school students, high school students, and college-age students. Since overlap can exist between these groups (e.g., 14 year-olds can be in either middle or high school while 18 year-olds can be in high school or college), categorization was not always made strictly on age. The full questionnaire provided to focus group participants is found in Appendix C.

Figure 29: Focus Group Participants by Age



Source: SamTrans, 2017

Key Findings: Middle Schoolers

About 55 middle school students participated at the Burlingame, South San Francisco, and East Palo Alto focus groups. Nearly all participating middle school students were familiar with SamTrans. Most participants self-identified as occasional transit users. The majority of focus group participants said that being dropped off by a parent is their most frequent means of getting to school. Half said they ride buses without parent supervision and most reported that their parents had not expressed discomfort about them riding the buses independently. Approximately half of the participants reported using a SamTrans bus in the summer for visiting family or attending camp or summer school.

Access

The majority of participants reported the presence of a bus stop within a five-minute walk of their homes and almost all reported that they walk to access the bus stop, as opposed to riding a bike or being dropped off. About half of the participants from North County said their homes are within walking distance of a BART station.

Ridership Barriers

Cost was not identified as a significant barrier to transit use during the group discussions. Safety, however, was identified as a significant barrier and was a concern to participants and/or their parents particularly at night. Participants felt that taking the bus at night would give them a high probability of encountering potentially unfriendly strangers or waiting an uncomfortably long time at bus stops.

Fares/Payment

The majority of participating students who had used the bus reported using cash to do so, while one or two had used Clipper. However, approximately half of participants had heard of Clipper.

Information Sources

Nearly every participating student had a smartphone and most reported using Google Maps as their source of schedule/route information. About 25 percent of the participants reported getting the routing/scheduling information from the bus stop itself or from Google or Apple maps. Some participants reported receiving information from their school regarding bus passes and discounted fares through an app called “School Loop” (www.schoolloop.com). When asked if they would use a future SamTrans app to find information about schedules and routes, several students responded positively. Finally, nearly every participant reported using Snapchat and Instagram; very few use Facebook and Twitter.



Source: SamTrans, 2017

Nearly every participating middle-school student reported having a smartphone and primarily used Snapchat for social media; very few used Facebook or Twitter.

What would increase usage of buses?

More route-level information on smartphones, a more accessible, free or discounted bus pass, and the integration of a school ID and transit pass were among the ideas that the middle school participants offered to increase their use of the bus.



Source: SamTrans 2017

About a quarter of high-school students identified as daily transit users; almost all who rode the bus said they walked about five minutes to a stop.

Key Findings: High Schoolers

About 36 participants in the focus groups were between 15 and 18 years old. High school students were most represented at the Half Moon Bay and East Palo Alto focus group meetings. Nearly all participating high school students were familiar with the existence of SamTrans services. About a quarter of participants self-identified as daily transit users, while a few participants had never used SamTrans. The

remaining participants used SamTrans several times per week, several times per month, or several times per year.

Access

All participants who reported riding the bus said they walked to their origin station or stop, rather than biking or being dropped off. For nearly all students, the bus stop was less than a five-minute walk from their point of origin. Routes 17 and 18 were the most popular bus routes mentioned by participants.

Ridership Barriers

Participants noted poorly-marked bus stops with too little information, poor lighting, bus shelters that were rudimentary/non-existent, and trees that made the bus stop partially invisible as barriers to ridership. Participants also noted the difficulty in locating stops based on the paper schedules. In terms of social perception, most students do not find riding the bus to be “embarrassing” or “uncool,” though private vehicles are still perceived as “cooler.” Participants cited frustrations with uncommunicated schedule/bus stop location changes and full buses passing without stopping.

Fares/Payment

Almost all participants paid with cash and tokens, rather than using a Youth Clipper card or other fare payment option. None of the participants had heard of the Summer Youth Pass. Many were aware of the monthly youth pass through the morning public announcements at their schools. In general, students were not sufficiently aware of the full range of fare products and SamTrans bus routes available to them. Participants were excited at the idea of having app-based ticket purchasing and scanning phones when entering a bus. Participants reacted most positively to ideas of the annual youth pass, universal pass, and multi-trip pass opportunities. Some viewed not having a bank account as a barrier to getting a Clipper card.

Information Sources

All high school students in the focus groups had and used smartphones. The two most popular apps they used for social media were Snapchat and Instagram. None claimed to have used a paper bus map or schedule. Few had used Google trip Planner, NextBus, or the SamTrans website via their smartphone to find transit information. Participants reported not knowing the schedule of the bus, and instead simply waiting until they heard or saw one coming.

What would increase usage of buses?

Participants reported that buses do not arrive on-time, run at sufficient frequencies, or reach recreational destinations (restaurants/cafes/other student hangouts). Participants suggested that the buses have on-board amenities such as wireless internet and outlets for charging cell phones, and that service should come at least every 30 minutes.

Other Observations

Participants noted that the cord to alert the bus driver of a stop request was sometimes broken. They also requested bus shelters near the stops with the highest ridership. Half Moon Bay high school students specifically requested a bus shelter at the local Safeway (located at 70 Cabrillo Highway, Half Moon Bay).

Key Findings: College Students

Eleven focus group participants attended the college-age focus group held at Cañada College. Skyline and College of San Mateo students were also invited to participate at the focus group hosted at the Cañada College campus. All participating college students were familiar with the existence of SamTrans service and only one participant reported having never used SamTrans. About half of the participants said they ride transit daily or at least once or twice per week. The other half of participants said they ride only a few times per month or year.

Access

Participants reported awareness of only one bus route connecting to Cañada College, and that this route connects to the Redwood City Caltrain Station. When going to the bus stop, the majority of students walk, with a few participants reporting biking, driving, or being dropped off at the bus stop.



Source: SamTrans, 2017

All college-aged participants had smartphones; all used Instagram, 50 percent used Facebook, and less than 10 percent used Twitter.

Ridership Barriers

The principal ridership barrier identified was the lack of bus routes serving Cañada College and popular origin points. Participants pointed out that up to three (non-timed) transfers were required to complete trips by transit serving the college. Several participants pointed out that Redwood City, on the other hand, is relatively simple for them to reach from campus. Participants also noted the absence of a timed transfer between Caltrain and the SamTrans buses that connect to campus. Participants identified the requirement to transfer as the most substantial reason for not using SamTrans.

Service timing/scheduling was identified as another key barrier to riding SamTrans. Some participants reported occasionally leaving class early, or arriving late or extremely early, in order to meet SamTrans bus schedules. Participants requested that the bus schedule be coordinated with class schedules, identifying 15 to 20 minutes as the time that they would need to arrive before classes start or after classes finish.

A majority of participants, including most women participants, reported that safety at night was a barrier to their using SamTrans.

Fares/Payment

Approximately half of the participants who use the bus reported paying with cash or tokens, while the other half used a Clipper card. The majority reported that it would be preferable for the school to provide discounted Clipper cards rather than discounted tokens. Several students expressed their desire for the extension of youth Clipper card discounts to cover adult students.

Information Sources

All participants reported having smartphones. The majority reported using Google Maps to determine schedule/route information, while approximately 15 percent reported using the SamTrans website to access this information. All participants reported using Instagram, approximately 50 percent used Facebook and Snapchat, and less than 10 percent used Twitter.

What would increase usage of buses?

Timed transfers with Caltrain, more buses that run directly to Cañada College, more convenient modes of fare payment, extension of fare discounts to college students, more frequent service, and bus schedule coordination with class schedules were noted as efforts to increase youth ridership on SamTrans.

PARENT QUESTIONNAIRE

Methodology

A 43-question survey was disseminated by SamTrans to parents in San Mateo County in order to develop a better understanding of how children are using SamTrans and how parents perceive the service. Questions were related to the following themes: familiarity with SamTrans, perception of SamTrans service, fare payment, barriers to ridership, ways to encourage ridership, and demographics. The survey was open to all members of the public, but targeted specifically for parents of children between the ages of 12 and 18.

The questionnaire was conducted using the Survey Monkey platform. It was open to parents September 29, 2016 through October 17, 2016. The questionnaire was distributed and promoted via:

- Youth organizations and partners in San Mateo County, including YLI, YUCA, and County of San Mateo
- Local PTAs
- SamTrans email list of school administrators
- NextDoor
- SamTrans Facebook page
- SamTrans Twitter account

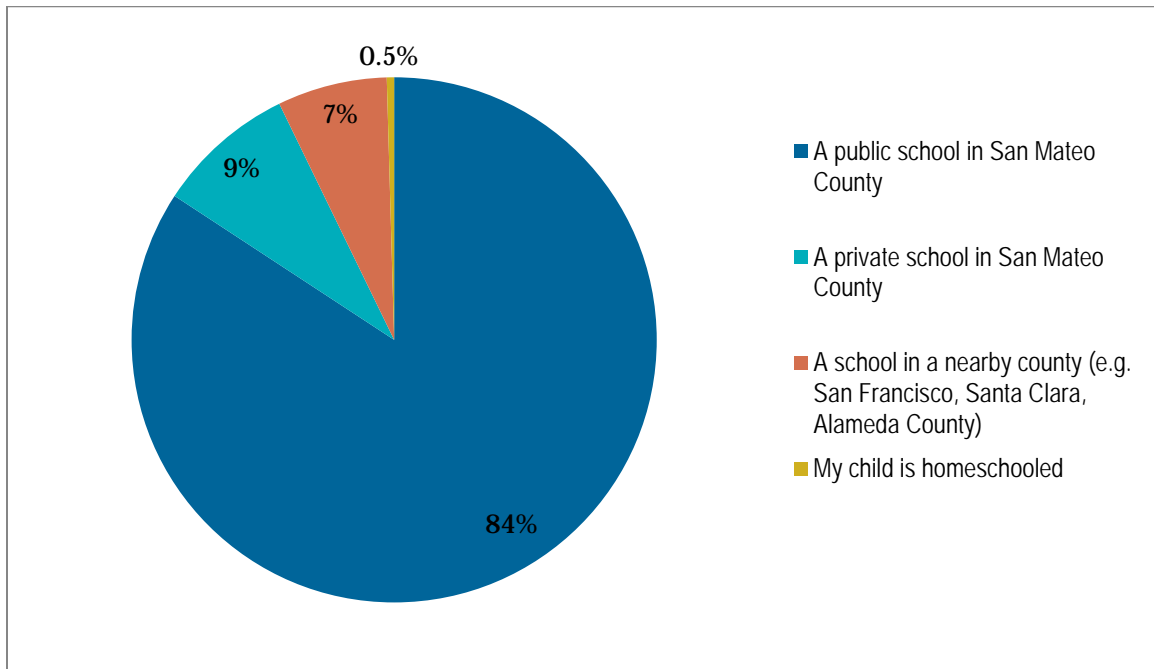
SamTrans received a total of 516 responses to the parent questionnaire. The questions and summary of results provided in Appendix D. Key takeaways are discussed later in this chapter.

Questionnaire Participation

Of the 516 individuals who completed the questionnaire, 86 percent were parents of San Mateo County children between the ages of 12 and 18. Data from the remainder of respondents who did not fall into this category but filled out the questionnaire were not included in this analysis. When asked to indicate their household income, 78 percent reported a household income of more than \$100,000, while five percent reported their household as earning less than \$50,000. Note that the median annual household income in San Mateo County is \$91,421, thus there was an overrepresentation of wealthier households in the responses.

Figure 30 summarizes the type of school that students of participants attended. The majority attended public schools in the County, while nine percent of respondents had children in private schools and seven percent of respondents' children attend school in a nearby county.

Figure 30: Type of School Attended by Children of Parent Questionnaire Participants



Source: SamTrans Parent Questionnaire, 2016

Parents of students enrolled at the following schools were represented in the questionnaire:

- Woodside High School (seven percent of survey respondents)
- Ralston Middle School (six percent)
- Burlingame Intermediate School (five percent)
- Sequoia High School (five percent)
- Bowditch Middle School (four percent)

YOUTH MOBILITY PLAN
SamTrans

- Terra Linda High School (four percent)
- Aragon High School (three percent)
- Burlingame High School (three percent)
- Carlmont High School (three percent)
- Terra Nova High School (three percent)

Participants were asked to indicate their city or town of residence. Because this was not a randomized survey, questionnaire participation was not evenly distributed by city. The five most common responses were Redwood City (12 percent of respondents), San Carlos (12 percent), Pacifica (11 percent), San Mateo (10 percent), and Burlingame (nine percent). Countywide, 1.3 questionnaire responses were submitted per 10,000 residents. However, at the municipal level, the rate of survey completion per 10,000 residents varied from as high as 31.1 submissions per 10,000 residents in Pescadero to 0.3 submissions per 10,000 residents in East Palo Alto. See **Table 9** for this summary.

Table 9: Questionnaire Response Rates

Rank	Location	Responses per 10,000 Residents
1	Pescadero	31.1
2	San Carlos	17.4
3	El Granada	16.5
4	Moss Beach	16.1
5	Brisbane	15.8
6	Emerald Hills	14.0
7	Burlingame	12.0
8	Pacifica	11.4
9	Portola Valley	11.1
10	Belmont	10.8
11	Montara	10.3
12	Foster City	8.6
13	Half Moon Bay	8.3
14	Menlo Park	8.2
15	Redwood City	6.3
16	San Bruno	4.5
17	San Mateo	4.1
18	Atherton	2.8
19	Millbrae	2.7
20	Woodside	1.8
21	South San Francisco	1.5

YOUTH MOBILITY PLAN
SamTrans

Rank	Location	Responses per 10,000 Residents
22	Unincorporated San Mateo County	1.3
23	Daly City	1.1
24	Hillsborough	0.9
25	Redwood Shores	0.7
26	East Palo Alto	0.3

Source: SamTrans Parent Questionnaire, 2016

Key Findings: Parents

In order to solicit qualitative input from questionnaire respondents, two questions were created in the survey that allowed for open-ended answers. The first question asked for recommendations for making it easier to get around San Mateo County, and the second question asked participants to indicate any transportation needs that they personally feel are not being met by transit services in the county.

Responses varied widely. Common responses to both questions included:

- Requests for new routes, often between individual schools and nearby town centers, transit connections (BART and Caltrain), and other major centers, including Stanford University
- Reduction of transfers
- Timed transfers with other modes of transit
- Schedules that better accounted for afterschool or extracurricular activities
- Clearer instructions for how to use the system for first time users
- Increase frequencies/reduce wait times
- Increase the number of stops in order to reduce the walking distance to stops

Many parent respondents of both age groups asked for schedules that are more coordinated with the school schedule (especially on Wednesdays, when many schools release students earlier than on other days). Both groups' responses emphasized the need to make Clipper cards more physically accessible, as well as making reloading the card simpler and more convenient.

However, there were some clear distinctions between the concerns related to middle school and high school age children. Parents with 12 to 14-year olds who responded to the questionnaire expressed more concerns over safety, both at the bus stops and while on the bus. They expressed concerns about other passengers. These parents expressed extra concern about their child getting stranded after a full bus passes.

Parents of high school age children who responded to the questionnaire emphasized the importance of improved connectivity to BART and Caltrain. These respondents also requested timed transfers, direct routes, and express buses to better connect to these trunk line services. These parents also requested better connectivity to the community colleges. Lastly, a consistent

theme was that SamTrans bus schedules need to be better coordinated with class schedules and also take into account high schoolers' more complex after-school schedules and requirements. This translated into comments requesting for more frequent service, service that is extended later into the evening, and coordinated services from questionnaire respondents.

Parent Ridership Characteristics

- 12 percent of parent respondents reported riding SamTrans at least once per month. Of these respondents, six percent reported riding SamTrans three or more times per week.
- 88 percent of parent respondents have either never ridden, no longer ride, or have only ridden SamTrans once or twice in their lifetime.

Child/Youth Ridership Characteristics

- 70 percent of respondents' children have ridden SamTrans in their lifetime.
- The top reason for using SamTrans during the summer was recreation/socializing with friends (63 percent).
- 59 percent of respondents' children have taken SamTrans to school in at least one direction.
- 81 percent of respondents' children who take SamTrans to and/or from school do so at least three days per week.
- 58 percent of respondents' children who take SamTrans to and/or from school do so five days per week. This group was a subset of the 81 percent of respondents' children who take SamTrans to and/or from school at least three days per week.
- 21 percent of respondents' children use SamTrans for after-school activities.
- 36 percent of respondents' children use SamTrans in the summer; 40 percent of these use it only occasionally while 60 percent use it at least once per week.
- 89 percent of respondents' children did not have a SamTrans Summer Youth Pass in the summer of 2016.

Parent Familiarity with SamTrans and its Services

- 98 percent of parent respondents had heard of SamTrans prior to taking the survey.
- 72 percent had heard of SamTrans' bus routes that are scheduled around middle school and high school bell times.
- 50 percent of parent respondents had heard of the SamTrans Summer Youth Pass. Of these, 35 percent had heard of the SamTrans Summer Youth Pass through their child's school. Others had heard about the pass through word of mouth, the SamTrans website, a school website, or social media.

Parent Perception of SamTrans

- When asked to rate the overall quality of SamTrans bus service, 299 respondents gave an average rating of 68 out of 100. A large number of respondents did not provide input to this question.

Payment

- 92 percent of parent respondents pay their children's fares.

- 35 percent of parent respondents use a debit/credit card to put money on a Clipper card for their child's use.
- 20 percent of parent respondents give their children cash to pay the fare.
- 48 percent of respondents' children use a Clipper card for on-board fare payment.

Barriers to Ridership

- 48 percent of parent respondents identified routes that do not take their child where he/she needs to go as the primary reason for their child not using SamTrans. About 28 percent cite safety concerns as the primary reason and seven percent identify high cost as the primary reason.

Ways to Encourage Ridership

- 24 percent of parent respondents indicated that closer bus stops to school or home would encourage their child to ride SamTrans more often.
- 20 percent of parent respondents indicated that schedule adjustments would encourage their child to ride SamTrans more often.
- 16 percent of parent respondents indicated that their child would ride SamTrans more often if their friends/classmates were also riding it.
- 39 percent of parent respondents identified making transit passes available through school as the best way to make paying for SamTrans easier.
- 38 percent identified a mobile app as the best way to make paying for SamTrans easier.

Communications Channels Used by Parents

- 88 percent of parent respondents reported that email is the most common mode of communication with their child's school.
- 52 percent of parent respondents used Facebook.
- 32 percent parent respondents used Nextdoor.
- 52 percent of parent respondents indicated that they get information about public transit from the transit agency website, while 30 percent use Google Maps for this type of information.

OTHER OUTREACH AND SURVEY EFFORTS

The Youth Leadership Institute (YLI) served as a key community partner throughout the youth outreach phase. Through a parallel effort, YLI conducted surveys of high school students in Half Moon Bay and South San Francisco to assess how they traveled and gather input on their perceptions of transit. The surveys were conducted using the SurveyMonkey platform in October 2016 and resulted in 200 responses from Half Moon Bay students and 151 responses from South San Francisco students, most of which attended South City High School.

Youth Leadership Institute's TEAM Initiative

YLI is a youth advocacy organization focused on training young leaders to create positive change and by teaching communities to invest in their youth. One of YLI's current programs is the Transportation Equity Allied Movement (TEAM) coalition, where youth leaders aim to strengthen

the foundation for accessible and affordable public transportation, particularly for disadvantaged communities in San Mateo County that are affected the most by economic and social inequality. By building leadership skills, strengthening community engagement, implementing research strategies, and partnering with decision makers and community leaders, TEAM advocates for public transportation to improve the health outcomes of San Mateo County transit passengers.

TEAM youth participated in travel diaries recording their travel patterns, conducted focus groups to qualitatively collect stories of passengers most affected, and administered surveys to gather youth input and perspectives on public transportation. Based on the findings, youth developed recommendations and opportunities to partner with decision makers and agencies in leadership positions related to public transportation. Throughout this process, some of the outcomes and accomplishments included building youth leadership of San Mateo County residents, expanding community engagement, and opening up an initiative for unlikely partners to come together.

In November 2016, YLI hosted a community-led press conference with more than 70 participants representing community agencies, youth, community residents, and key transit decision makers, including SamTrans staff and Board members, at the District's headquarters to uplift public transportation as a vital issue in San Mateo County. SamTrans partnered with YLI on this event, which was hosted in the SamTrans Board Room in San Carlos. Residents from South San Francisco, Half Moon Bay, Redwood City, Menlo Park, San Carlos, San Mateo, Foster City, and Pescadero joined in community to highlight that despite geographical or socioeconomic disparities, the need for effective and affordable public transportation unites them all. Representatives from SamTrans Planning & Development Department and the Citizens Advisory Committee spoke during the panel portion of this event, following the youth-led presentations on TEAM research and survey findings.



Source: YLI, 2016

In November 2016, SamTrans hosted a YLI-led community event bringing together youths, families, and community advocates and stakeholders from around the County.

With a year of work and community outreach, TEAM is now moving toward a coalition model that continues to engage these partners, develop community capacity, and aims to work with decision makers and community leaders to lead and strengthen San Mateo County's public transportation efforts with over 20 community based organizations, more than 20 youth leaders, and broad geographical representation. Additionally, working in partnership with SamTrans Youth Mobility Plan staff has been an accomplishment in developing a relationship that values the voice of San Mateo County youth to both work internally in the agency and externally in the community.

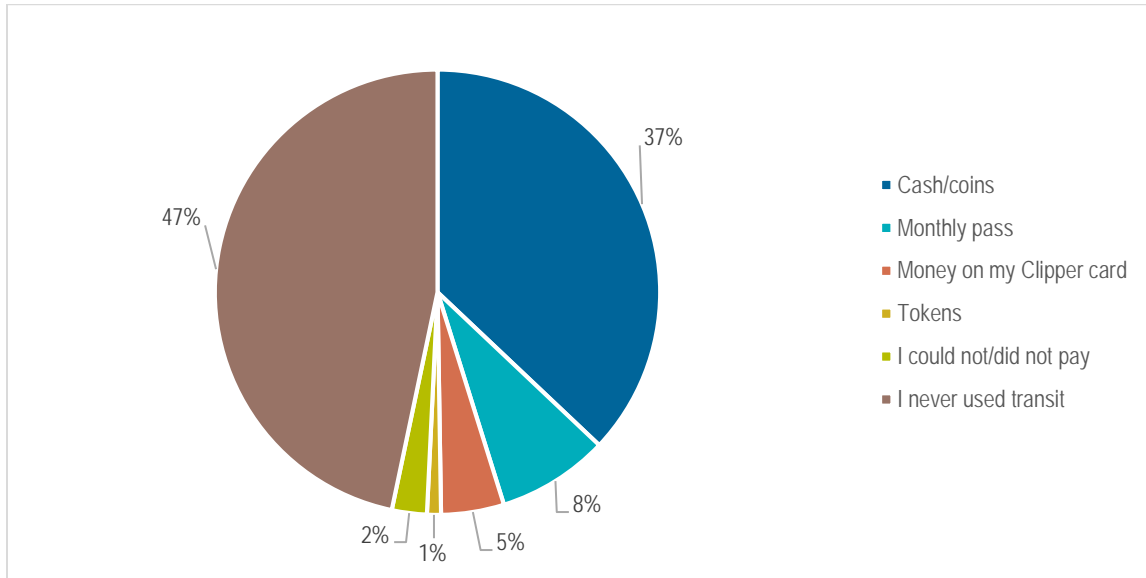
Youth Leadership Institute Public Transit Youth Surveys

YLI administered two Public Transit Youth Surveys in October 2016. These surveys were taken by high school students in Half Moon Bay and South San Francisco. YLI welcomed SamTrans' input on the survey questions before administering the survey and shared the results with SamTrans staff. The Half Moon Bay survey received 200 responses, while the South San Francisco survey received 151 responses. The survey asked youth about the mode they use to access school and other destinations, how they pay for transit, and their assessment of various features of SamTrans service, such as whether it was frequent enough, safe enough, or affordable enough.

Of the survey respondents from Half Moon Bay, being driven by an adult was the most common mode of travel for all types of trips, followed by driving themselves. The third most common mode of travel was by transit, and SamTrans was the most commonly used transit provider. "Riding public transit allows me to become more independent" was the most commonly cited reason for using public transportation among these respondents, with 50 percent of respondents responding positively to this.

Figure 31 summarizes responses to the question of how youth paid for transit during their last semester. Of the respondents, 47 percent had not taken transit in the last semester, and the majority of students who had taken transit in the last semester had paid their fare with cash or coins. A monthly pass was the second most common form of fare payment. Of all respondents, two percent reported not paying a fare when they used the bus.

Figure 31: "How Did You Pay for Transit Last Semester?" from Half Moon Bay Respondents



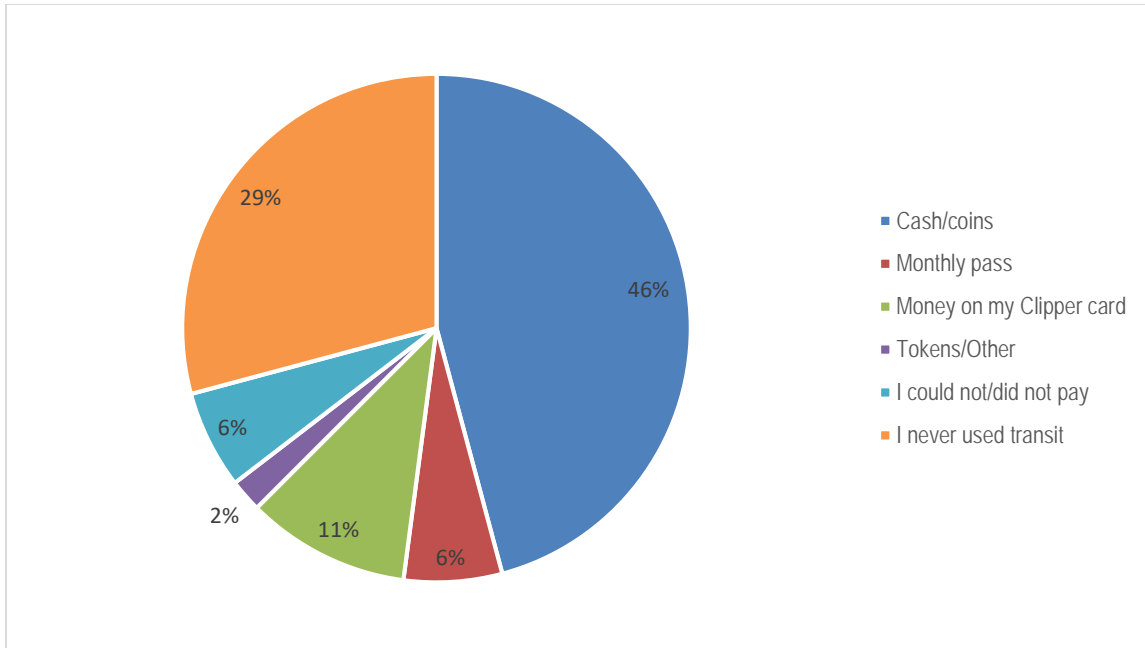
Source: YLI Public Transit Youth Survey, 2016

Of the survey respondents from South San Francisco, being driven by an adult was the most common mode of travel for all types of trips, followed by walking. The third most common mode of travel was by transit, and SamTrans was the most commonly used transit provider. Being able to explore new places was the most commonly cited reason for using public transportation among these respondents, with 38 percent of respondents saying this.

YOUTH MOBILITY PLAN
SamTrans

Figure 32 summarizes responses to the question of how youth paid for transit during their last semester. Of the respondents, 29 percent had not taken transit in the last semester, and the majority of students who had taken transit in the last semester had paid their fare with cash or coins. Stored value on a Clipper card was the second most common form of fare payment. Of respondents, six percent were not able to or did not pay their fare.

Figure 32: "How Did You Pay for Transit Last Semester?" from South San Francisco Respondents



Source: YLI Public Transit Youth Survey, 2016

5 POTENTIAL YOUTH INITIATIVES

This section evaluates potential initiatives that can increase youth mobility options through improved transit access, community engagement, and usability. Best practices and case study research informed the development of the initiative list, as well as input from SamTrans staff, focus group participants, student survey respondents, parent questionnaire respondents, and other community stakeholders in San Mateo County.

The initiatives fall into four categories: SamTrans organizational improvements, fare options, marketing/technology, and bus operational improvements. Each is an action or initiative SamTrans can take, either acting alone or in partnership with other organizations and community partners, to improve youth mobility and access to SamTrans bus services.

SAMTRANS ORGANIZATIONAL IMPROVEMENTS

1.1 Create a Youth Mobility Coordinator Position

This initiative consists of creating a new position at SamTrans focused primarily on strengthening relationships with middle schools, high schools, colleges, and youth-oriented organizations in San Mateo County. The creation of this position would allow for the coordination of school-related activities and youth outreach/marketing by a single point of contact.

The staff member in this position would carry out the following activities/responsibilities:

- Strengthen relationships with schools and youth-oriented organizations.
- Gather feedback from schools and youth-oriented organizations (e.g., San Mateo Youth Commission) about transit services, fare media, and other transit-related concerns or questions.
- Process and resolve feedback, especially related to route change requests, and distribute it to the appropriate SamTrans department(s).
- Promote and market SamTrans service, fare products, and mobile application to schools and youth-oriented groups. In particular, the coordinator should work to increase advertising and promotion of the Summer Youth Pass to both parents and youth in an effort to increase sales and awareness of this fare product as it offers a steep discount on unlimited SamTrans rides during the summer months.
- Launch and manage the Youth Transit Ambassadors program (discussed later in this Chapter).
- Coordinate with Communications Division on youth-related social media efforts.
- Work with the Bus Operations Planning Group on school-related route change requests SamTrans can accommodate with run book releases.
- Attend monthly Service Planning Meetings and relay feedback from stakeholders as needed.
- Work with the Bus Operations Planning Group on summarizing school-related route on-time performance and ridership on a monthly or quarterly basis for possible presentation to Board and Citizens Advisory Committee (CAC) as appropriate.

- Expand opportunities for selling transit passes at schools, perhaps in conjunction with the many decisions parents and students make at the start of school year such as choosing lunch options, registering for classes, or submitting health forms.
- Coordinate distribution of SamTrans information to students through school announcements, school newspapers, flyers, website, etc.

Benefits: This position would allow the school-related activities of the Communications Department, Bus Operations Planning Group, and Planning Division to be coordinated by a single point of contact for schools and stakeholders of school-related routes.

Problem Addressed: Currently, there is no dedicated staff member for youth engagement and programs or school liaison activities. This has complicated internal decision-making, as well as engagement with the public.

Implementation: This initiative would be implemented by SamTrans.

Trade-Offs and Challenge: No major trade-off or challenges have been identified.

1.2 Incorporate Youth Sensitivity Training into Existing Bus Driver Training

Bus operators are currently trained to address the needs of certain customer groups, including seniors and disabled customers. SamTrans' current bus driver training program would be enhanced by training on the distinct needs and sensitivities of youth customers.



Source: SamTrans, 2017

Introduction of the U.S. Department of Transportation (DOT) Transportation Safety Institute training curriculum, which includes curriculum related to the specific needs of youths in the public transit setting, is set to launch in spring 2017 for new bus operators. This is a new curriculum for SamTrans bus operators that are intended to be more streamlined and consistent with national best practices. This initiative includes the recommendation that existing bus operators be provided with the additional youth-specific training and eight hours of annual refresh training for existing bus operators.

Problem Addressed: During the outreach phase of this project, some youth participants shared stories of situations they perceived to be unsafe or uncomfortable while riding SamTrans buses, especially in bullying situations or emergency situations (i.e., passenger on-board has medical emergency and requires assistance). The Transportation Safety Institute curriculum's children/youth module includes discussion and tools for addressing safety for youths on the bus, including when and how to safely intervene in bullying or emergency situations.

Benefits: SamTrans bus operators are the main face of the SamTrans system, and making them effective in serving youth customers would benefit the system and overall safety. There are many national examples of bus operators receiving special training related to interacting with students with autism, providing a positive environment for LGBTQ students, and being considerate of

students with physical disabilities. These programs have given bus operators a better understanding of the needs of their passengers and have decreased the anxiety of parents who may not know if their children will be safe and treated with consideration on the bus.^{43,44,45,46}

Implementation: SamTrans will carry out this initiative as noted in the description section. Program administrators may consider supplementing U.S. DOT training programs with presentations by local youth passengers and/or Youth Transit Ambassadors (see Initiative 1.3) with coordination by the Youth Mobility Coordinator (see Initiative 1.1).

Trade-Off and Challenges: No challenges have been identified. The budget for this new curriculum was approved in the fiscal year 2017 budget.

1.3 Establish a Transit Youth Ambassador Program

This new program would invite interested high school and college-age youth, who are knowledgeable and regular users of SamTrans, to promote SamTrans transit services at their schools and in their communities. SamTrans Youth Ambassadors would have the opportunity to carry out informational meetings, present information in public settings, conduct travel trainings to help their peers learn how to use transit/become more comfortable using transit, engage on social media, and make use of their influence to change travel behavior among their peers. Youth would apply to be part of the program for a one-school year duration, with new classes of ambassadors joining at the beginning of each school year.

The program would seek to engage eight youth ambassadors per school year, distributed evenly throughout the County (e.g., two ambassadors from North County, two from Mid-County, two from South County, and two from the Coastsides). Ambassadors would commit to about six hours of work per month and receive a monetary stipend at the end of the school year (approximately \$150 to \$200), as well as free monthly youth passes for the entire school year (nine passes).

Problem Addressed: SamTrans seeks to increase engagement with youth in San Mateo County. A transit youth ambassador program would leverage grassroots peer-to-peer engagement in order to expand SamTrans' presence among youth. Opportunities for youth to connect across the

YLI County-wide Youth Collective

Youth Leadership Institute (YLI) is currently working to launch a youth collective to bring together non-traditional youth leaders often most impacted by issues affecting San Mateo County in order to build leadership skills, create a safe environment, and work collectively to support each other in different projects, campaigns, or opportunities available for youth. YLI's goal is to build a collective identity and a space for young people to come together to build skills through trainings on different community issues, such as housing and public transportation to be better prepared to be civically

YLI anticipates geographically diverse representation in the Collective including youth who are currently part of TEAM, which would be beneficial in partnering with SamTrans on the Mobility Youth Ambassador program.

⁴³ "Autism Sensitivity and Skills Training for School Bus Drivers." Autism Speaks. N.p., 4 Dec. 2015. Web. 5 May 2017.

⁴⁴ Richmond Centre for Disability. Disability Awareness & Sensitivity Training. Richmond Centre for Disability. Web.

⁴⁵ "MSBA's Center for Education Safety." MSBA. Web. 5 May 2017.

⁴⁶ Kuzmich, Cady. "Bus Drivers Trained to Be Sensitive to LGBTQ Students Experience." Your Clifton Park. N.p., 27 Dec. 2016. Web. 5 May 2017.

county are limited; this would provide youth a chance to engage with their peers throughout the county, develop valuable leadership skills, and help spread information about SamTrans bus services.

Benefits: Per the feedback received during youth outreach, this would be a win-win opportunity for San Mateo County youth and SamTrans. It would provide leadership opportunities for youth, while also helping SamTrans connect with its youth customers and promote its services. One potential partner for this initiative is YLI.

Implementation: SamTrans could implement this initiative potentially in partnership with interested community youth organizations. SamTrans would lead the development of materials (e.g., maps, videos) for the ambassadors, but give the ambassadors some freedom to propose activities and campaigns to implement the program. The Youth Mobility Coordinator (see Initiative 1.1) would serve as the program facilitator and be the main point of contact for ambassadors and program-related inquiries.

YLI has indicated an interest in partnering on this effort and assisting with ambassador recruitment and program promotion, easing the burden on the Youth Coordinator and forging an important relationship with this community organization. YLI is planning to launch a county-wide youth collective (see sidebar) in which public transit will be the focus of at least one participation track in the collective. SamTrans may seek grant funding to cover the cost of annual stipends for ambassadors.

Trade-Offs and Challenges: No major trade-offs or challenges have been identified.

FARE OPTIONS

Fare option-related opportunities involve policy or program changes related to the different forms of fare payment that are available to youth and other customers. The options have different eligibility requirements and price points, allowing customers to choose the fare option most beneficial to them in terms of cost and convenience. Currently, youth can use the following fare payment methods to ride SamTrans (see Chapter 2 for more detail):

- Tokens for single rides
- Cash for single rides or day passes
- Clipper cards for single rides, monthly passes, or discounted transfers on limited trip types involving Caltrain monthly passes
- Paper monthly passes for unlimited rides for a given time period
- Summer Youth Passes for unlimited rides in June, July, and August



Source: SamTrans, 2017

Comprehensive Fare Study

In FY 2017-18, SamTrans will conduct a Comprehensive Fare Policy Study (Fare Study). This study will inform future fare changes and increase revenue by making the system easier to

administer. Using the Codified Tariff as a baseline, the Fare Study will take a detailed look at fare structure, elasticity, farebox recovery goals, indexing, equity, equipment and administration. Each of the different fare categories, including youth fares, will be evaluated across various metric of performance and revenue yield. As a result, the opportunities listed below are for preliminary consideration. Unless indicated otherwise, the highest performing opportunities will be considered for further study in the upcoming Fare Study.

2.1 Establish a School Year Youth Pass

An annual youth pass would be a new fare product offering unlimited trips on all SamTrans routes, including school-related routes, for the months when school is typically in session (September – May). This new fare product would complement the existing Summer Youth Pass, which is valid the months of June, July, and August.

This pass would be an alternative for youth customers currently buying monthly passes throughout the year. There are many pricing options to consider. The pass can be priced as the equivalent of nine monthly youth passes, an already discounted fare product offered to youths, providing a logistical benefit to youth and families. Alternatively, the pass may be priced as the equivalent of fewer monthly youth passes, offering a discount as well as a logistical benefit. A greater or smaller discount may be applied depending on fare revenue yield projections, an issue to be explored in more detail in the Fare Study.

As an example, the Santa Clara Valley Transportation Authority (VTA) offers an annual pass subscription for youth ages 5 to 18 that is priced at \$495 or equals the cost of 10 monthly youth passes.⁴⁷

Problem Addressed: A school year pass for youth would eliminate the requirement that parents and/or youth purchase a monthly youth pass each month and would supplement the existing Summer Youth Pass, allowing families to purchase passes twice in one calendar year, if they so choose, and have unlimited rides on SamTrans for the entire year. A pass designed with a further price discount would ease the cost burden on some families.



Source: SamTrans, 2017

Benefits: This initiative has potential benefits both for SamTrans and for youth customers. For SamTrans, a school year youth pass has the potential to encourage customers to switch to Clipper card, if MTC is able to accommodate the addition of a new fare product for youths. For youth customers and parents, it reduces the burden to seek out a new pass every month and can potentially increase consistent ridership as the pass is valid for a full school year.

Implementation: This new fare product would require a change to the

⁴⁷ Santa Clara Valley Transportation Authority, 2017

SamTrans Codified Tariff, which is likely to require an implementation time of about six months. The ideal payment and storage method for the pass is the Clipper card. This initiative would be implemented by SamTrans in partnership with MTC to add the new fare option to the choices available on the Clipper card. Study of this new fare product would be integrated into the upcoming Fare Study.

Trade-offs and Challenges: Introducing a new fare product requires significant effort on the part of SamTrans. Multi-agency coordination with MTC/Clipper can present implementation challenges beyond SamTrans' control.

2.2 Launch a Pilot Expansion of Way2Go Program to Include Colleges

The SamTrans Way2Go Program offers organizations and residential communities the opportunity to purchase transit passes for their employees or residents in bulk, often as a benefit of belonging to that particular organization. Currently, participation in the SamTrans Way2Go program is priced at \$125/participant and offers an unlimited use transit pass for a full calendar year.

Expanding this program as a pilot to include select colleges in San Mateo County (e.g., colleges within the San Mateo County Community College District) and potentially colleges just outside the County borders (e.g., Stanford and SF State) is an opportunity to extend the benefits of bulk transit pass purchases to college-age residents. Consistent with the existing Way2Go program, participating colleges would be required to purchase the pass for all full-time employees and full-time students, whether or not all intend to use the pass. Part-time students can potentially be accommodated too. The individual passes would allow for unlimited use of SamTrans for the duration of the pilot period.

Programs like Way2Go, also called universal or unlimited pass programs, have been developed for many academic institutions. In these programs, all students, staff, and/or faculty receive transit passes, with the cost of these passes sometimes included with tuition or fees. In other cases, fees are paid directly by the academic institution. Often a student ID or faculty/staff ID will double as a transit pass, resulting in every member of the academic community having a transit pass in their wallet.

Outreach participants regarded a universal pass program positively but also inquired about program specifics like whether part-time students would be included and whether students with very low-incomes could be exempt from the additional fees, should those apply. The potential parameters of this initiative will be studied in a SamTrans Fare Study to be conducted in 2017.

VTA EcoPass for Colleges

Santa Clara Valley Transportation Authority (VTA) offers an unlimited annual pass program called EcoPass which enrolls all full time students and employees at participating employers, residential complexes, and colleges in the VTA service area.

Pass prices vary depending upon the number of employees/students, as well as the location and service level of the college's location (i.e., downtown San Jose, bus and light rail service, bus service only).

10 to 16 percent of registered EcoPass holders at participating colleges use the passes, according to VTA staff.

Problem Addressed: This is an opportunity to facilitate purchase of transit passes by additional types of groups. A pilot to open up the Way2Go program would require moderate staff efforts but may result in large group purchases of transit passes (at Way2Go program rates) and the ability for expanded transportation options for college-age residents. San Mateo County's community colleges have no on-campus housing, so all students must travel to and from campus, and transportation costs can be a significant part of a student's budget. Due to varied class schedules, college students often travel in the off-peak periods when there is extra capacity on buses, creating efficiencies in the transit network.

Benefits: Universal or unlimited passes offer free or reduced costs for transit service and reduce barriers passengers encounter to taking transit. These programs have led to significant increases in transit ridership. An unlimited student pass program at California State University in Sacramento began in 1992 and student ridership increased by 71 percent in one year. Subsequent growth was two percent per year. A similar program at University of California, Davis, resulted in a student ridership increase of 79 percent in the first year of the program and 10 percent per year in subsequent years.⁴⁸

Implementation: A six-month pilot program would not require a change to the Codified Tariff. Agreements would be developed with participating colleges. The Youth Mobility Coordinator (see Initiative 1.1) is likely to assist in promotion of the Way2Go program pilot and in development of agreements with partner schools or organizations, including communicating the role they play in the distribution of passes and administrative coordination with students to register and receive payment, as applicable.

Passes gained through participation in the Way2Go program would be housed on Clipper or on existing student badges. This fare product is already programmed into Clipper, though a Memorandum of Agreement (MOU) may be required with Clipper as part of implementation.

A permanent expansion of the Way2Go program to include colleges or other youth organizations would require a change to the Codified Tariff.

Trade-Offs and Challenges: Due to increased demand from the expansion of Way2Go, SamTrans may need to consider increasing service levels on certain routes that serve more remote college locations. Colleges may also have to forgo some parking revenue from students if more students shift to transit. The program may introduce an administrative burden on the schools to approve, implement the fees, distribute and keep track of Clipper cards, and market the new program. Finally, any additional fees may need to be approved by the student body at public universities (e.g., San Mateo Community College District).

2.3 Offer Free Transit for Youth

This initiative would allow youth, ages 5 to 18 with a youth Clipper card, to ride SamTrans for free. The program could apply to all youth in San Mateo County or could be limited to youth from low-income households.

In March 2013, SFMTA started a pilot program offering free transit passes to youth aged five to 18 with a gross annual family income at or below 100 percent of the Bay Area Median Income level. By November 2015, 31,000 youth were using the program. The program advanced from a pilot to

⁴⁸ Brown, Jeffrey, Daniel Baldwin, and Donald Shoup. "Unlimited Access." *Transportation* 28 (2001): 233–267. Web.

a fully-funded program through a \$6.8 million donation from Google. SamTrans may consider similar program specifications.

Problem Addressed: Cost may be a barrier to using or trying SamTrans service for some youth and families. This initiative would reduce barriers to transit access and expand mobility for low-income students.



Source: SamTrans, 2017

Benefits: A Free Transit for Youth program would improve access to SamTrans bus services and encourage transit ridership among youth for all types of trips. Better school attendance and the elimination of youth fare evasion are other potential outcomes of a free transit for youth program. Additionally, this was a popular idea among youth participants of the focus groups.

Implementation: This initiative would be implemented by SamTrans in

conjunction with MTC, administrators of the Clipper card program. The free transit program would be implemented as a new fare product on Clipper, allowing youth to retrieve lost passes and giving SamTrans the opportunity to gather ridership data and other metrics on the program's impact. A free transit for youth program would also require a change to the SamTrans Codified Tariff. These steps would likely each require about six months to implement.

Trade-Offs and Challenges: A free transit for youth program would result in lost fare revenue for SamTrans. It may also, depending on the youth response and demand, result in crowding on SamTrans routes. There is limited data demonstrating long-term ridership benefits from such free transit programs. This program is expected to be of significant expense and thus, SamTrans would likely need a private funding partner or large-sum grant to implement this program.

2.4 Extend Youth Fares to College-Age Residents

This initiative would extend the eligibility for youth fares to residents up to 24 years of age who are members of low-income households. Currently, college-age residents (approximately 19 to 24 years old) pay an adult fare to use SamTrans buses; this opportunity proposes extending the discounted youth passes to the 19 to 24 age group.

Youth fares were recently extended to those up to 25 years of age in the Boston region following a one-year pilot in which the youth pass was extended to those up to 21 years of age through a partnership between the Massachusetts Bay Transportation Authority (MBTA) and several cities.

The pilot resulted in an increase in transit usage by 30 percent for college-age residents during school months and 60 percent during the summer months.⁴⁹

Problem Addressed: During the outreach phase, some college-age participants reported that either they or their peers had encountered problems attending community college due to the cost of transportation to get to campus. Offering youth fares to college age residents would alleviate the burden of transportation costs on community college attendees in San Mateo County.

Benefits: This initiative would reduce the cost of transit for college-age residents and facilitate college attendance. For SamTrans, this opportunity may also encourage Clipper card use.

Implementation: Extending youth fares to college-age residents would require a change to the SamTrans Codified Tariff. This initiative would be implemented by SamTrans, possibly in conjunction with cities or a private organization/donor as the funders of the discounts, as well as MTC, the operator of the Clipper card.

Trade-Offs and Challenges: Implementing this policy change would be inconsistent with a recent regional coordination effort that determined a regional maximum youth age of 18 years old across all operators. As such, SamTrans would have a different fare policy than BART, Caltrain, VTA, and SFMTA, which might be confusing for youth who want to connect to routes from other operators. Extending the youth fares to older students would also lead to fare revenue reductions, which suggests that for this to be a financially viable initiative, funding partners would be needed.

2.5 Develop a Multi-Agency Youth Pass

This initiative would involve developing an unlimited use, multi-agency youth pass for San Mateo County, allowing for unlimited travel on services by operators who join the partnership for a duration of time (e.g., per month). This pass would ideally include any transit mode or transit agency within San Mateo County, including SamTrans, Caltrain, and BART.



Source: SamTrans, 2017

As an example, the SFMTA monthly 'A' pass allows for unlimited use of all Muni routes plus BART when entering and exiting stations within San Francisco. This pass costs \$91 per month, which is \$18 more than a Muni M pass that only provides unlimited use of Muni.

Benefits: A multi-agency youth pass for San Mateo County would increase access to more places for youth

⁴⁹ Massachusetts Bay Transportation Authority. *MBTA Youth Pass Evaluation*. Massachusetts Bay Transportation Authority, 2016. Web.

and provide youth with greater choice in how they travel by transit. Trips that make use of Caltrain or BART's speed, but which do not penalize youth with higher fares, can potentially encourage youth to take transit more often. A special provision for youth traveling longer distances is already in effect to some extent through the pricing of SamTrans routes that travel into San Francisco; on these routes, youth do not pay the premium amount.

Problem Addressed: Currently, transfers are only available for certain fare types (e.g., Caltrain two-zone pass holders receive a fare credit when transferring to SamTrans buses). This product would make traveling on multiple operators for individual trips more seamless and attractive.

Implementation: This initiative would be carried out by SamTrans in partnership with Caltrain and/or BART. MTC, as the operator of the Clipper card, would also be involved to enable the fare collection systems to recognize a new type of fare.

Trade-Offs and Challenges: Negotiating fare products and shared revenue arrangements with BART and Caltrain would be very challenging, as each agency has their own set of restrictions and revenue needs.

MARKETING AND TECHNOLOGY

3.1 Increase Social Media Engagement with Parents and Youth

This initiative aims to increase SamTrans' reach on social media through the expansion of SamTrans' current presence on social media and the introduction of a presence on additional platforms. The initiative includes actions to reach both youth and parent audiences. Youth-focused campaigns should be carried out on Snapchat and Instagram. Parent focused-campaigns should be focused on NextDoor and Facebook, as they tend to use these platforms more than their children. Acknowledging that the two target groups of this initiative use different social media platforms, implementation of this initiative includes steps on two tracks: youth-focused social media and parent-focused social media.

Track 1 – Youth Social Media Engagement: Social media engagement with youth today happens primarily on Snapchat and secondarily, on Instagram. This national trend was confirmed through public outreach to local youth (see Chapter 4). Older youth, such as the college-age residents, may also use Facebook occasionally. Components of a youth social media campaign include social media ambassadors and a follower campaign. Youth social media ambassadors would be offered school credit or other incentives such as Snapchat Spectacles in exchange for regularly posting on SamTrans' behalf. Recruitment of youth to act as social media ambassadors would be done strategically and through partnership with the CAC, community college digital media programs at local colleges, or other partner youth organizations to ensure ambassadors are professional and trustworthy representatives of SamTrans social media accounts.



Source: SamTrans, 2017

As an example, Los Angeles Department of Transportation (LADOT) has a Snapchat account that typically advertises where TAP cards (equivalent of a Clipper card in Los Angeles County) can be reloaded through its outreach teams each day, such as libraries, farmer's markets, or other civic facilities. Occasionally, their Snapchat channel offers other content, such as videos on how to apply for a youth TAP card, videos taken inside of new buses, or clips of speeches given by

LADOT officials.

The second component of track 1 includes a follower campaign, through which SamTrans would pay to have potential followers identified and targeted to “follow” SamTrans on Instagram and Snapchat. This is a paid campaign, coordinated with the social media company, but would likely result in additional reach for the social media pages.

Track 2 – Parent Social Media Engagement: Engaging with parents regarding youth issues should occur on NextDoor and Facebook, as these are the social media platforms parents tend to use most. SamTrans already has built a presence on both NextDoor and Facebook. Through this initiative, existing Communications Department staff would increase the number of posts SamTrans makes on these platforms to engage and share information with parents about youth-related issues such as Summer Youth Pass sale dates and school-related route changes.

Problem Addressed: SamTrans struggles to reach youth through traditional outreach channels. Increasing its social media presence will allow SamTrans to reach youth where they are.

Benefits: This is a potential way to reach a greater number of San Mateo County youth and parents about SamTrans services and changes targeted for youth. It is also an effort to meet these customer groups on the platforms they are already using today.

Implementation: This initiative would be implemented by SamTrans' Communications Department staff, who may seek participation and insight from youth who want to take an active role in the promotion of transit services throughout San Mateo County (see Initiative 1.3: Transit Youth Ambassador Program).

Trade-Offs and Challenge: Gaining a solid following of youth and parents on social media will require that SamTrans produces and posts interesting content on a regular basis.

3.2 Enable Purchase of Youth Fares on Mobile Ticketing App

SamTrans is currently in the process of developing a mobile ticketing app for the agency. This initiative focuses on emphasizing specific youth-focused capabilities on the SamTrans app. SamTrans app developers should consider and explore app capabilities which enable users to carry out the following:

- Purchase a youth fare online that can be validated upon boarding a bus
- Link to trip Planning and schedule sites like 511, Google Maps, or SamTrans.com
- Link to SamTrans social media channels

Problem Addressed: The ability to purchase youth fare products on the mobile ticketing app would increase the market capture of the app to include youth. If youth fares are not included in the app, youth are less likely to use the app often, making it irrelevant for a significant user group. During outreach, youth responded positively to this idea.

Benefits: Development of a mobile app offers a community benefit to SamTrans users as they can access SamTrans route and schedule information on-the-go, as well as purchase tickets and other SamTrans fare products. It would also enable customers to purchase fares with credit or debit cards when they do not have cash. It may also allow more customers to purchase fare media during off-peak hours when fare sales outlets tend to be closed.

Implementation: This initiative will be carried out by SamTrans and an app development vendor.

Trade-Offs and Challenges: Upon launch of the app, the SamTrans Communications Department should conduct extensive promotion and education on the capabilities of the app. Additionally, resources will be required to maintain the app and keep content fresh. A mechanism for confirming youths purchasing the discounted fare are under the age of 18 can be explored, potentially through verification of a youth Clipper card.

3.3 Launch a Clipper Card Awareness Program

This awareness program would aim to increase adoption of the Clipper card by SamTrans customers who currently pay to ride SamTrans using cash. This program would aim to reach all residents and passengers but would also include efforts to reach youth in particular, such as utilizing advertising channels directed at youth as well as parents and developing youth-oriented programs to maximize partnerships and exposure at schools, community events, and on social media. An opportune time of year to launch this initiative would be in late summer, just before the school year starts. The Youth Mobility Coordinator or other SamTrans staff can attend back-to-school events and help youths and their parents fill out the paperwork required to apply for a Clipper card and teach them how to use/reload the card.

Benefits: Single ride youth fares are reduced to \$1.00 when paid by Clipper, as compared to the \$1.10 fare for youth single rides paid by cash. Additionally, use of Clipper allows for transfers between SamTrans services and mitigates logistical barriers presented by regular use of cash for fare payment. Parents can load monetary value onto Clipper cards, rather than count cash and coins.

Problem Addressed: Clipper card adoption among youth is low. Only 20 percent of trips made by youth are paid for through Clipper.

Implementation: This program would be led and implemented by the SamTrans Communications Department in partnership with the new Youth Coordinator. This would not require external partners, though partnerships and outside vendors or volunteers may be pursued to staff or advertise for events.

Trade-Offs and Challenges: No challenges have been identified with conducting this program. However, the application for youth Clipper cards is time-intensive and requires significant paperwork, including presenting proof of age in the form of a birth certificate or student identification card with a birthday shown.

BUS OPERATIONAL IMPROVEMENTS

4.1 Increase Visibility of School-Related Route On-time Performance

SamTrans regularly monitors the on-time performance of all routes and shares these findings with the Board of Directors on a quarterly basis. This initiative encourages SamTrans and the Bus Operations Planning Group to continue this practice on both regular and school-related routes and to distribute this information both internally and externally. Through tracking and promoting school-related route on-time performance, SamTrans will be better able to respond to input from schools, bus operators, students, and parents. As reliability on community or school-related routes improves, this information should be disseminated externally in an effort to improve the perception of school-related route reliability among youth and parents.

Benefits: During outreach, some parents shared a concern about their children getting to school on time. With monitoring, operational issues with the school-related routes can be tracked and addressed if they occur on a regular basis.

Problem Addressed: Currently, the reliability and on-time performance of school-related routes is internally tracked and reported internally. Reporting these metrics to the public can help identify areas for improvements in scheduling or routing, if needed, increase transparency, and improve the perception of school-related route reliability.

Implementation: Implementation of this initiative would be led by SamTrans. The Youth Mobility Coordinator (see Initiative 1.1) would be expected to communicate reports of unreliability from the community to the Bus Operations Planning Group, as well as disseminate positive information regarding school-route reliability

Trade-Offs and Challenges: On-time performance is affected by multiple external factors, including traffic congestion, some of which are outside of the control of SamTrans. School-related service reliability is also highly dependent on communication with schools regarding changes to bell schedules. Ensuring on-going communication with schools and other external partners regarding bell times is crucial to on-time performance.

4.2 Offer Free Transit on School-Related Routes at Beginning of School Year

SamTrans would offer free transit trips at the beginning of the school year, perhaps for a one or two-week duration. This would give students an incentive to try taking transit to school and help them make a decision about whether or not they would like to make transit part of their daily routine and potentially buy a monthly pass.

As an example, Livermore Amador Valley Transit Authority (LAVTA) offers a Try Transit to School promotion every year at the beginning of the school year. Transit services are free on all school-related routes the second and third weeks of the school year. In 2015, approximately 15,500 free rides were taken during this promotion, representing a 30 percent increase over typical LAVTA school trip ridership.⁵⁰ However, staff noted that while the LAVTA program experiences high participation during the period of free transit, it appears that few students become regular bus passengers.⁵¹

A second option would be to offer free transit on other days strategically throughout the year, such as “Take Transit to School” Days. As an example, the Pacifica School District has monthly Lower Your Carbon Footprint days. SamTrans may potentially offer free transit to students on some of those days.



Source: SamTrans, 2017

Benefits: Students who might not otherwise try transit may do so at no cost and then decide to make a habit of using transit to access school for the rest of the school

year. It can also help first-time passengers learn the logistics of riding transit and become more comfortable integrating it into their daily routine.

Problem Addressed: Many youth in San Mateo County do not use SamTrans regularly. This initiative allows them to try the service without a financial penalty for a limited time and increases comfort with using transit.

Implementation: SamTrans would implement this initiative. Promotion and coordination may be conducted by the Youth Mobility Coordinator (see Initiative 1.1).

Trade-Offs and Challenges: Based on outcomes of similar programs at other agencies (i.e., LAVTA), this effort may not result in sustained increases in student ridership alone. Other incentives may be needed over the course of the school year to encourage youth to continue to ride transit when they need to pay.

⁵⁰ Wegener, Christy. *Staff Report: Try Transit to School Results*. Livermore Amador Valley Transit Authority, 2014. Print. Web.

⁵¹ Livermore Amador Valley Transit Authority Planning Director, 5 Jan. 2017. E-mail.

Additionally, academic calendars may vary widely across schools and districts in the County. This would present scheduling and operational problems for planning when to offer this service.

4.3 Serve Zero Period and After School Trip Needs Through Minor Modifications to Regular Route

This initiative proposes that SamTrans' Bus Operations Planning Department consider the ability to serve zero period or after-school activities through modifications to current operational schedules and/or routes of regular routes. Many school-related routes only serve students starting at the first period and ending at the last bell, but at some schools, a significant number of students need to arrive at school for zero period (a period before first period) or stay after school for extracurricular activities.

If schedule or route changes are made, changes should be noted on both the regular and school-related route schedules and communicated to the school so that students know to take advantage of the modified schedule.

Benefits: The ability to use the regular routes in conjunction with the school-related routes would increase the value of the youth transit passes and provide more opportunities to ride the bus. It may also allow SamTrans to provide better school service without adding additional school-related routes or trips.

Problem Addressed: Currently, the Bus Operations Planning Group and Communications Department receive requests for small scheduling changes to accommodate zero period bell schedules or occasional after school activities. For the most part, these requests are not granted due to resource constraints and/or the timing of the requests in relation to the run book launches. Any changes to SamTrans service are timed with the release of run books, which occur in January, June and August annually.

Implementation: This initiative would be implemented solely by SamTrans in coordination with schools. The Youth Mobility Coordinator will work with the Bus Operations Planning Group on run book changes and promote any modifications to the appropriate schools (see Initiative 1.1).



Source: SamTrans, 2017

As an example, Bowditch Middle School in Foster City is served by school-related route 54, as well as regular routes 251 and 256. The Bus Operations Planning Group could seek a small modification to the 251 or 256 routes to accommodate any service changes, if they were required, to the school.

Trade-Offs and Challenges: Because these zero periods occur during the morning peak hours when SamTrans resources (i.e., operators, buses) are at their highest demand, new bus trips and/or operators are needed to meet this demand. This

YOUTH MOBILITY PLAN SamTrans

effort will require staff time to carry out the analyses. The rescheduling or rerouting of regular routes to better serve schools may impact the travel time for existing bus passengers. SamTrans' Service Planning Committee, in conjunction of the Communications Department, publicizes all service changes to the community at the release of each run book. The Youth Mobility Coordinator may conduct additional outreach to schools to help youth understand how non-school-related routes can meet zero period or after school trip needs.



Source: SamTrans, 2017

6 INITIATIVE SCREENING AND OUTCOMES

In order to evaluate and select initiatives to advance toward implementation at SamTrans, the universe of youth mobility initiatives presented in Chapter 5 were evaluated against a set of criteria described in more detail below. Given the current fiscal situation at SamTrans and a focus on making smart investments, the criteria aimed to identify the initiatives expected to provide the most benefit for a small or reasonable financial investment on behalf of SamTrans. The screening process also considers the implementation feasibility of the initiatives in an effort to identify those particularly complex ideas which would require significant investment during implementation.

Smart Investments

SamTrans is seeking to make smart transit investments that will help the District expand the mobility options offered to the communities it serves within a fiscally-constrained environment.

SCREENING CRITERIA

Three main evaluation criteria form the basis of the framework: resources required, market capture, and ease of implementation. A summary of these three evaluation criteria and their relative weights are provided in **Table 10**. Market capture is weighted twice as much as resources required and ease of implementation in order to reflect the Youth Mobility Plan’s primary goal of increasing mobility.




Table 10: Evaluation Framework and Criteria

Evaluation Criteria	Qualitative Assessment	Weight
Resources Required	<ul style="list-style-type: none"> ▪ Does the initiative require an additional staff position(s) at SamTrans? ▪ Does the initiative require additional SamTrans operating or capital funds? 	1
Market Capture	<ul style="list-style-type: none"> ▪ Does the initiative expand mobility options for multiple trip types, including school trips, work trips, leisure trips, etc.? ▪ Does the initiative expand the mobility options for multiple age groups or everyone, regardless of age? 	2
Ease of Implementation	<ul style="list-style-type: none"> ▪ Does the initiative expand or strengthen a process or program SamTrans already follows? ▪ Does the initiative require a process or program that is new to SamTrans but has been implemented by other transit agencies? ▪ Does the initiative require implementation of a process new to SamTrans with few examples to follow? ▪ Does the initiative require partnerships or coordination with multiple external organizations? 	1

Source: SamTrans, 2017

Each initiative received a score for each criteria based on a three-point scale visually depicted as “thumbs-up” or “likes” emoticons, as illustrated below in **Table 11**.

Table 11: Overall Scoring Scale




Overall Scoring Scale		
		
Highest Performing (3 points)	Moderate Performing (2 points)	Low Performing (1 point)

Source: SamTrans, 2017

Criteria 1: Resources Required

The first of three criteria used to screen the initiatives considers the anticipated cost and resources required by SamTrans. Acknowledging that SamTrans is fiscally-constrained, the highest performing initiatives in this category are deemed cost-neutral, while the lowest-performing would require either new staff positions or additional operating funds. The parameters for the Resources Required scoring criteria are summarized in **Table 12** below.

Table 12: Scoring Scale: Resources Required

Scoring Scale: Resources Required	
	Cost-Neutral; can be carried out with existing staff and budget.
	Requires additional operating funds.
	Requires new staff position(s) and additional operating or capital funds.

Source: SamTrans, 2017

Criteria 2: Market Capture










Market capture for each initiative is assessed based on the anticipated impact on potential ridership. The metrics include the number of age groups and trips types each initiative is expected to affect; metrics are summarized in **Table 13** below.

Three groups are considered throughout this report: middle-school age passengers, high school age passengers, and college-age passengers. Scoring for market capture includes two factors: 1) number of impacted groups and; 2) share of trips made by impacted groups. In terms of number of groups, “One/Two Age Groups” means that either one or two of the three age groups are impacted by the initiative. “Three Age Groups” means all of the groups are impacted, including middle school, high school, and college-age passengers. “All Passenger Groups” means the entire SamTrans market (i.e., youths, adults, and seniors) are impacted, as some improvements aimed

at youths may also benefit other passenger age groups (i.e., adults and seniors) using SamTrans service.

In terms of share of trips, a “low” share refers to occasional trips by the age group, such as leisure trips made in the summer. A “medium” share refers to recurring trips for a single purpose for the age group, such as trips to school and back home on weekdays. A “high” share refers to all trips for the age group (e.g., school, afterschool job, leisure, and recreational).

Table 13: Scoring Scale: Market Capture




# of Impacted Groups	Share of Trips Made by Impacted Group(s)		
	Low	Medium	High
One/Two Age Groups			
Three Age Groups			
All Passenger Groups			

Source: SamTrans, 2017

Criteria 3: Ease of Implementation

Ease of implementation is included in order to identify those initiatives that would require lengthy or complex processes for implementation. The highest performing initiatives in this category are those that involve expanding an existing SamTrans program, while the lowest performing initiatives would involve a brand new process or partnership(s) with multiple external partners. Scoring for the ease of implementation criteria is summarized in **Table 14** below.

Table 14: Scoring Scale: Ease of Implementation




Scoring Scale: Ease of Implementation	
	Expansion or strengthening of a process or program SamTrans already follows.
	A process or program new to SamTrans, but with a model to follow from other agencies.
	A new process for SamTrans, with few examples to follow. A program which would require partnerships with one or more external partners such as MTC, BART, or other organizations

Source: SamTrans, 2017

SCREENING OUTCOMES

The full evaluation framework, including all three criteria, results in an overall numerical score for each initiative. With the final scores in hand, initiatives were placed into one of three overall final scoring categories, as summarized below. The highest performing initiatives had more than 10 “likes”, while the lowest performing initiatives received six or fewer “likes.” Overall scores are expressed through different emoticons shown in **Table 15** below.

Table 15: Overall Scoring Thresholds

Overall Score	Definition
	Highest performing = 10 or more “likes”
	Moderate performing = 7 – 10 “likes”
	Low performing = 4 – 6 “likes”

Source: SamTrans, 2017

The outcome of the screening process for all initiatives outlined in Chapter 5 is shown in **Table 16**. Of the 14 total initiatives, eight received the highest performing rating overall, as shown by the large yellow smiley face emoticon. Each of these scored highly by requiring few resources, affecting multiple markets in terms of passenger groups and trip types, and/or anticipating a simple implementation process.

The highest performing initiatives are recommended for near-term implementation at SamTrans. Moderate and low performing initiatives, indicated by the orange and red faces in **Table 16**, may be considered for implementation in the future should internal funding or organizational interest become available. Some initiatives, such as “2.3 Offer Free Transit for Youth”, would require significant contribution from an external funding partner.

































As shown in **Table 16**, the eight highest performing initiatives are:

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

YOUTH MOBILITY PLAN
SamTrans

























These eight initiatives are recommended to advance to near-term implementation at SamTrans. Implementation and phasing is discussed next in Chapter 7.

Table 16: Screening Outcomes by Initiative

ID	Initiative ⁵²	Resources Required	Market Capture	Ease of Implementation	Final Score
1.1	Create a Youth Mobility Coordinator Position	1 	6 	3 	10 
1.2	Integrate Youth Sensitivity Training into Existing Bus Driver Training	3 	4 	3 	10 
1.3	Establish a Transit Youth Ambassador Program	2 	6 	2 	10 
2.2	Launch a Pilot Expansion of the Way2Go Program to Include Colleges	3 	4 	3 	10 
3.1	Increase Social Media Engagement with Youth and Parents	3 	4 	3 	10 
3.2	Enable Purchase of Youth Fares on Mobile Ticketing App	2 	6 	2 	10 
3.3	Launch a Clipper Card Awareness Program	3 	6 	2 	11 
4.1	Increase Visibility of School-Related Route On-Time Performance	3 	4 	3 	10 

⁵² Fare options will be the focus of an upcoming SamTrans Fare Study.

YOUTH MOBILITY PLAN
SamTrans

ID	Initiative ⁵²	Resources Required	Market Capture	Ease of Implementation	Final Score
2.1	Establish a School Year Youth Pass	2 	4 	2 	8 
4.2	Offer Free Transit on School-Related Routes at Beginning of School Year	2 	4 	3 	9 
2.3	Offer Free Transit for Youth	1 	4 	2 	7 
2.4	Extend Youth Fares to College-Age Residents	2 	4 	1 	7 
2.5	Develop a Multi-Agency Youth Pass	2 	4 	1 	7 
4.3	Modify Regular Routes to Serve Zero Period or After School Trip Needs	2 	2 	3 	7 

Source: SamTrans, 2017

COST/BENEFIT ANALYSIS

A qualitative cost/benefit analysis for initiatives recommended for near-term implementation is presented in **Table 17**. While the majority of these initiatives are cost-neutral, a cost is presented where applicable and known at the time of completing the Youth Mobility Plan. The expected cost or investment required to implement the recommended initiatives is also shown.

The anticipated “return” on the required investment is described in the context of market capture, as well as other benefits not captured within ridership metrics, such as community benefits, technological advancement, and organizational efficiency. Some of the initiatives characterized more by soft benefits are not expected to correlate strongly with ridership gains but would help overall youth mobility efforts in terms of youth access and confidence with using SamTrans bus services. See page 98 for more discussion of measuring the effectiveness of the recommended initiatives.

YOUTH MOBILITY PLAN
SamTrans

Cost/benefit analysis is also presented for initiatives not recommended in **Table 18**, though the initiatives in this table were not recommended for near-term implementation.

Table 17: Qualitative Cost/Benefit Analysis – Recommended Initiatives

ID	Initiative ¹¹	Cost	Benefit / Market Capture
1.1	Create a Youth Mobility Coordinator Position	Included and approved in FY 2018 budget.	Will interface with all youth age groups in regards to all trips types. Will provide a single point of contact for schools and parents within the county.
1.2	Integrate Youth Sensitivity Training into Existing Bus Driver Training	Included and approved in FY 2017 budget.	Youth sensitivity training benefits all youth age groups and all trip types.
1.3	Establish a Transit Youth Ambassador Program	Approximately \$1,600 per year in stipends (eight ambassadors per year, \$200 stipend per ambassador), plus nine monthly youth passes for each ambassador (\$2,000 value per year).	Will affect one or two youth age groups but all trip types. Contributes to high school community service requirements and community engagement.
2.2	Launch a Pilot Expansion of the Way2Go Program to Include Colleges	Cost-neutral in terms of added cost; may result in some amount of revenue loss dependent upon pass pricing structure. Intent is to pass on costs to students and/or the college. No added fees anticipated with respect to the Clipper card.	Available to one youth age group (college-age) for use on all trips. Contributes to equity in access to education.
3.1	Increase Social Media Engagement with Youth and Parents	\$1,000 estimated cost for social media follower campaign and other prizes/incentives, plus staff time.	Would affect all age groups for all trips types.
3.2	Enable Purchase of Youth Fares on Mobile Ticketing App	\$50,000 estimated cost for app development + staff time. Included and approved in FY 2018 budget.	Would affect all age groups for all trip types. Demonstrates technological advancement of the agency.
3.3	Launch a Clipper Card Awareness Program	Staff time + events/advertising costs of approximately \$30,000 to \$50,000 per campaign implementation.	Broad market capture - would affect all passengers for all trips types.
4.1	Increase Visibility of School-Related Route On-Time Performance	Cost-neutral, staff time only required.	Would affect all age groups for school trips only. Highlights reliability of school-related routes within the community.

Source: SamTrans, 2017

YOUTH MOBILITY PLAN
SamTrans

Table 18: Qualitative Cost/Benefit Analysis - Initiatives Not Recommended for Near-Term Implementation

ID	Initiative ⁵³	Cost	Benefit / Market Capture
2.1	Establish a School Year Youth Pass	Cost-neutral in terms of added cost; may result in some amount of revenue loss depending upon pricing structure.	Will be available for two youth age groups (middle and high school students) for use on all trips. Offers logistical benefit to youth and parents.
2.3	Offer Free Transit for Youth	Cost-neutral in terms of added cost; would result in revenue loss and thus require an external funding partner.	Would be available to two youth age groups (middle and high school) for all trip types.
2.4	Extend Youth Fares to College-Age Residents	Cost-neutral in terms of added cost; may result in some amount of revenue loss.	Would affect only one age group but for all trips.
2.5	Develop a Multi-Agency Youth Pass	Cost-neutral in terms of added cost; may result in some amount of revenue loss depending upon pricing structure or revenue sharing agreement among operators. Significant staff time required.	Would affect all age groups for all trip types. Could impact all SamTrans passengers in the future.
4.2	Offer Free Transit on School-Related Routes at Beginning of School Year	Cost-neutral in terms of added cost; may result in some amount of revenue loss.	Would affect all age groups for school trips only.
4.3	Modify Regular Routes to Serve Zero Period or After School Trip Needs	May add extra run time to routes, which may incur additional operational costs.	Would affect all age groups for school trips only. Bus Operations Department does not anticipate extensive ability to address mobility needs through this initiative.

Source: SamTrans, 2017

⁵³ Fare options will be the focus of an upcoming SamTrans Fare Study.

7 RECOMMENDATIONS AND PHASING

The Youth Mobility Plan was first envisioned in the SamTrans Strategic Plan (2015-2019), which calls for expanded mobility options for SamTrans passengers, including youth, as a means to increase mobility, bus access, and bus ridership in San Mateo County. It is intended to be a living document to guide near-term and long-term efforts related to youth mobility. All of the recommended initiatives are envisioned for near-term implementation in the next few years. The actual implementation of these initiatives will occur separately from the Youth Mobility Plan itself with specific SamTrans departments taking ownership of initiatives that most closely relate to their area of influence. As funding, political, and demographic circumstances change in future years, the lower scoring initiatives may become feasible or preferable and should thus be revisited for potential implementation.

Following the screening process described in Chapter 6, the eight highest-performing initiatives were identified for near-term implementation at SamTrans. Chapter 7 outlines considerations and steps to implementation for each individual recommended initiative, as well as a phased approach to implementing the eight initiatives which recognizes and builds upon the interrelation of the programs. This chapter also acts as a guide with high-level steps staff internal departments should consider when implementing these initiatives, including funding needs and required partnerships with external agencies or organizations.

ADVANCING TO IMPLEMENTATION

This section discusses considerations and recommended steps to implementation of the individual initiatives. A phased timeline approach is discussed in the next section.

1.1 Create a Youth Mobility Coordinator Position

A new full-time position at SamTrans dedicated to engaging with and implementing youth-focused programs requires the identification of budget to hire for this position, as well as internal organization to identify a manager and roles/responsibilities for the position. The position, which will be known as the Youth Mobility Coordinator or Mobility Coordinator, would be part of the Communications Department under the Chief Communications Officer. The required funds to hire for this position have been requested as part of the Fiscal Year 2018 budget. If the funds are allocated, the department anticipates seeking candidates in fall 2017 and hiring in late 2017.

As discussed in the previous section, many of the other initiatives recommended in this chapter are tied to the creation and hiring of a Youth Mobility Coordinator to provide either implementation leadership or support. No external partners are required to implement this initiative.

1.2 Integrate Youth Sensitivity Training into Existing Bus Driver Training

Implementation of this initiative is already underway. The new U.S. Department of Transportation training curriculum has been adopted by SamTrans driver training staff and will be taught to all new classes of operators beginning in spring 2017. Funding to purchase the curriculum was included in the Fiscal Year 2017 budget. Training professionals to administer the curriculum are already on staff at SamTrans.

No external partners are required to implement this initiative. However, program administrators may consider supplementing U.S. DOT training programs with presentations by local youth passengers and/or Youth Transit Ambassadors (see Initiative 1.3) with coordination by the Youth Mobility Coordinator (see Initiative 1.1).

1.3 Establish a Transit Youth Ambassador Program



Source: SamTrans, 2017

Implementation of the Transit Youth Ambassador program is highly dependent on the hiring of a Youth Mobility Coordinator (see Initiative 1.1). Since the Youth Mobility Coordinator is not likely to be hired until late 2017, staff anticipates the first class of ambassadors will be identified to start in fall 2018. Staff can begin to promote, recruit, and develop program guidelines in partnership with internal and external stakeholders, as well as community youth organizations, such as the YLI, in spring and summer 2018.

The Youth Mobility Coordinator would manage the program and be the main point of contact for ambassadors and program-related inquiries. SamTrans would lead the development of materials (e.g., maps, promotional videos) for the ambassadors, but give the ambassadors opportunities to propose and develop grassroots activities and campaigns in order to carry out the program and help develop the participants' leadership skills. SamTrans staff should request the necessary funding for ambassador stipends and other program needs during the Fiscal Year 2019 budget process in early 2018 (and for all subsequent years,

assuming the program is successful). SamTrans may also seek grant funding to cover the cost of annual stipends for ambassadors.

YLI has indicated an interest in partnering on this effort and assisting with ambassador recruitment and program promotion, easing the burden on the Youth Coordinator and forging an important relationship with this community organization. YLI is planning to launch a county-wide youth collective in which public transit will be the focus of at least one participation track in the collective.

2.2 Launch a Pilot Expansion of the Way2Go Program to Include Colleges

A six-month pilot program is recommended as an initial implementation process for the Way2Go expansion. A six-month pilot program would not require a change to the Codified Tariff, and would allow staff to test agreements, pricing structures, and implementation processes before launching into a full, permanent program with multiple colleges.

Early steps to implementation of the Way2Go program expansion include coordination and development of agreements with the participating college(s). This will include roles and responsibilities both for SamTrans staff and college staff in promoting and administering the program, enrolling students and staff in the program, distributing passes, paying and collecting fees, and fielding questions from enrollees.

In addition to SamTrans Communications Department and Bus Operations Planning Group staff, the Youth Mobility Coordinator (see Initiative 1.1) is likely to play a critical role in promoting the Way2Go program, developing and monitoring agreements and responsibilities, and acting as the SamTrans point of contact for the program.

Way2Go program passes would be housed on Clipper or on existing student badges. This fare product is already programmed into Clipper, though a Memorandum of Agreement (MOU) may be required with Clipper as part of implementation. Staff should coordinate with Clipper to identify the process for pass distribution well in advance of program launch.

A permanent expansion of the Way2Go program to include colleges or other youth organizations would require a change to the Codified Tariff, which is estimated at a six-month internal process requiring public outreach including a formal hearing and Board approval.

3.1 Increase Social Media Engagement with Parents and Youth

This initiative would be implemented internally by the SamTrans' Communications Department staff. Acknowledging that the two target groups of this initiative use different social media platforms, implementation of this initiative includes steps on two tracks: youth-focused social media and parent-focused social media.

Track 1 – Youth Social Media Engagement: Components of a youth social media campaign include social media ambassadors and a follower campaign. Youth social media ambassadors would be offered school credit or other incentives such as Snapchat Spectacles in exchange for regularly posting on SamTrans' behalf. Ambassadors would be

Figure 33: Snapchat Spectacles



Source: www.spectacles.com

recruited through the CAC, community college digital media programs at local colleges, or other partner youth organizations to ensure trustworthy and professional youth are selected to serve in this role.

The second component includes a follower campaign, through which SamTrans would pay to have potential followers identified and targeted to “follow” SamTrans on Instagram and Snapchat. This is a paid campaign, coordinated with the social media company, but would likely result in additional reach for the social media pages.

Track 2 – Parent Social Media Engagement: Engaging with parents regarding youth issues should occur on NextDoor and Facebook, as these are the social media platforms parents tend to use most. SamTrans already has built a presence on both NextDoor and Facebook. Through this initiative, existing Communications staff would increase the number of posts SamTrans makes on these platforms to engage and share information with parents about youth-related issues such as Summer Youth Pass sale dates and school-related route changes.

No external partners are required for this initiative. However, the Communications Division staff may seek participation and insight from youth who want to take an active role in the promotion of transit services throughout San Mateo County as part of the Transit Youth Ambassador Program (see Initiative 1.3) or a separate program for youth social media ambassadors.

3.2 Enable Purchase of Youth Fares on Mobile Ticketing App

This initiative will be carried out by SamTrans and an app development vendor. A vendor will be procured around January 2018, with a target to launch the app by January 2019. The app is estimated to cost about \$50,000. These funds have been requested in the proposed FY 2018 budget under the Bus Transportation Division.

The mobile ticketing app will provide the initiative for youth and parents to purchase multiple fare products on-the-go, including the daily youth pass and a one-way youth fare. Purchase of a monthly youth pass and the Summer Youth Pass on the app is not anticipated in the first iteration of the app but may be pursued in future iterations, if possible.

While focused mostly on the mobile purchasing of fares, the app will also potentially include links to bus schedule information and real-time bus tracking information provided by 511.org.



Source: SamTrans, 2017

3.3 Launch a Clipper Card Awareness Program

This Program would be implemented by the SamTrans Communications Department staff in partnership with the proposed Youth Mobility Coordinator. Envisioned as an initiative to be launched and undertaken annually, Communications Department staff would develop the parameters of the program, and would seek opportunities to implement in a youth-focused way (e.g., on social media youth use or through engagement at school events). As shown in the following section on phasing, the program is targeted for implementation in August and September of each year in conjunction with Back-to-School nights or student enrollment days.

While all efforts will be made to reduce costs around the program (e.g., engaging a street team volunteers or existing SamTrans customer service representatives, conduct advertising at existing SamTrans bus stops), any required costs for supplemental materials should be requested during the appropriate budget process or through a mid-year adjustment.

This initiative would not require external partners, though outside vendors or volunteers may be pursued to staff or advertise for events. SamTrans may choose to partner with MTC or another public transit operator to promote the use of Clipper, but this initiative does not rely upon that level of coordination for success.

4.1 Increase Visibility of School-Related Route On-Time Performance

Internal SamTrans staff would lead implementation of this initiative. No additional budget needs are anticipated. Currently, SamTrans monitors school-related route on-time performance but does not market or advertise the findings of such oversight externally. The Youth Mobility Coordinator (see Initiative 1.1) would be expected to communicate findings of school-related route reliability to the community to increase transparency with parents and youth, and work directly with schools to ensure bus schedules reflect the latest bell schedules. In addition, the Youth Mobility Coordinator would be responsible for receiving reports of unreliable school-related route service from the community and communicating these issues to the Bus Operations Department.

Future application of this initiative may include using technology to conduct ongoing monitoring to provide real-time arrival information to passengers through a mobile app or website in the future (see Initiative 3.2).

No external partners are required to implement this initiative. SamTrans staff may choose to identify external organizations to assist in the communication of this information to youth and parents throughout the county.

PHASED APPROACH TO IMPLEMENTATION

One of the key drivers behind the phasing of new initiatives is the resources required, in terms of staff time, operating budget, and capital budget. Budget cycles at SamTrans occur on the fiscal year, which begins in July and ends in June, straddling two calendar years. The operating and capital budget cycles at SamTrans typically begin at the start of each calendar year. During this time, leadership within each department works with staff to determine budgetary needs in terms

YOUTH MOBILITY PLAN
SamTrans

of new projects, capital purchases, staff salaries, and staff expansion (new hires and/or new positions).

Table 19 presents a phased approach for implementing the nine recommendations from this Plan.

YOUTH MOBILITY PLAN
SamTrans

Table 19: Phasing of Youth Mobility Plan Recommended Initiatives (FY 2017 - FY 2018 - FY 2019)

Recommendations	FY 2017				FY 2018				FY 2019			
	Q1: July - Sept 2016	Q2: Oct - Dec 2016	Q3: Jan-Mar 2017	Q4: Apr - June 2017	Q1: July - Sept 2017	Q2: Oct - Dec 2017	Q3: Jan-Mar 2018	Q4: Apr - June 2018	Q1: July - Sept 2018	Q2: Oct - Dec 2018	Q3: Jan-Mar 2019	Q4: Apr - June 2019
	Fall Semester Begins Aug/Sep		Winter Semester Begins January		Fall Semester		Winter Semester		Fall Semester		Winter Semester	
Youth Sensitivity Training for Bus Drivers				★			\$				\$	
Social Media Part 1: Follower Campaign and Parent Engagement on NextDoor					★		\$				\$	
Youth Mobility Coordinator						★	\$				\$	
Regular Reporting on School-Related Route On-Time Reporting to Board/Parents							★\$				\$	
Clipper Card Awareness Program - FAST TRACKED							★\$				\$	
Social Media Part 2: Snapchat Ambassadors							\$		★		\$	
Transit Youth Ambassador Program							\$		★		\$	
Way2Go Pilot Program with Local Colleges - FAST TRACKED							\$		★		\$	
Youth Fare Purchase on Mobile Ticketing App											★\$	

Source: SamTrans, 2017

Table Key	
Program Development Phase	
Approximate Program Launch	★
Potential Early Launch Dependent upon FY 2019 Funding or Staff Capacity	
Practical Time Frame for Implementation Given Known Staff Capacity and Budget Cycles	
Next Fiscal Year Budget Cycle Begins	\$

Source: SamTrans, 2017

YOUTH MOBILITY PLAN
SamTrans

The time frames in the chart represent SamTrans' staff best estimates for reasonable implementation of the recommended initiatives, given known staff capacity and current funding availability. Any initiatives that occur in FY 2018 that require additional operational or capital budget not already accounted for may require a mid-year budget request adjustment to the Board. However, where possible, as discussed in Chapter 6, priority was given to initiatives that could be implemented with existing staff and budget. In addition, potential early launch time frames are indicated for a handful of initiatives in which staff has expressed interest in fast tracking to launch in fall 2017 or winter 2018. Early launch is contingent on a number of factors including:

- Available SamTrans staff capacity
- Available budget (if additional operating or capital funds are necessary)
- Coordination with external stakeholders, including community groups, administration and student body leadership at schools and colleges SamTrans may seek to partner with for implementation

Different departments would take the lead based on the type of initiative. Often times, implementation will be an inter-departmental effort involving primarily Communications, Planning and Development, Customer Service, and the Bus Operations Planning Group.

The phasing is broken out by fiscal quarter. The general semester start and end dates (academic schedule) are also shown in the table for reference, although exact dates vary by institution. In addition, some colleges operate on the quarter rather than semester system (e.g., a Way2Go program pilot with Stanford University, if pursued, for example). In general, the most opportune time to launch a youth-related initiative is in line with the start of a new school year in the fall or the start of the winter semester in January when parents and students tend to establish and reset daily routines. For college students, most tuition cycles are also based on academic schedules. This is especially relevant to the Way2Go pilot, as the funding would potentially be rolled into student fees for each term or school year with approval from the school administration and/or student body.

Lastly, the Youth Mobility Plan is a Strategic Document meant to lay the groundwork for implementing the recommended initiatives. Further analysis and coordination internally and externally will be necessary to implement most of these initiatives. The leadership of the various departments at SamTrans will need to work together on the more finite logistical details to transform these initiatives into reality.



Source: SamTrans, 2017

INTERRELATION OF INITIATIVES

One of the key drivers for implementing these programs is the creation of a new position at SamTrans – the Youth Mobility Coordinator (Initiative 1.1). As previously mentioned, funding for this position has been included in the FY 2018 operating budget for the Communications Department. Assuming the funds are allocated for this position, and that a new full-time employee is hired and on board by December of 2017, the person selected for this position can begin working on implementing many of the youth-related initiatives recommended by this Plan. For those programs which have already been launched by that point, the coordinator will play an integral role in overseeing, maintaining, and growing the programs. While the coordinator is expected to be involved in all youth programs and issues, the following programs will be heavily reliant on the coordinator’s leadership and efforts: the Youth Transit Ambassador Program (initiative 1.3), the Way2Go program expansion (initiative 2.2), and the Clipper Card Awareness Program (initiative 3.3).

Implementation has both internal and external dimensions. Internally, the Youth Mobility Coordinator would gather the necessary staff resources and expertise across various departments, such as the Communications Department, Bus Operations Planning Group, Customer Service, and Planning & Development, to launch the program. Externally, the Youth Mobility Coordinator would work with schools, colleges and community groups to gather input on program implementation, develop partnerships, and disseminate information to boost participation and/or enrollment in a program.

Should the Youth Mobility Coordinator position not be funded, existing staff will be looked to lead the implementation of the advancing initiatives. Given the current workload and growing responsibilities of Communications Division staff, the hiring of a dedicated Youth Mobility Coordinator would allow for a more robust and swift implementation of additional youth-focused programs. Should the Coordinator not be hired, some initiatives may be delayed or decrease in scope.

MEASURING INITIATIVE EFFECTIVENESS

Identifying and measuring the effectiveness of all new initiatives is an important component of organizational investments at SamTrans. See page 87 for a qualitative cost/benefit analysis conducted at a strategic level consistent with the intent of this plan. Baseline metrics are in the process of being identified and gathered at the time of plan finalization in order to facilitate future comparisons on performance and progress. This Plan does not seek to be overly prescriptive in terms of the exact metrics of success and instead looks to departmental leaders implementing the initiatives to strongly consider and determine the best metrics available to facilitate and monitor ongoing program evaluation. These metrics may include data related to: average weekday ridership and on-time performance of current SamTrans community or school-related routes, youth fare sales, and followers or activity on SamTrans social media accounts.

It is important to note the most appropriate metric for success or effectiveness is likely to vary widely across initiative and implementing department. While it may be possible to measure the results of some initiatives quantitatively, others may require a more qualitative approach to evaluating efficacy. As an example, the initiative related to SamTrans' social media presence may be evaluated by the number of Snapchat or Instagram followers SamTrans gains, while the Youth Mobility Coordinator's impact may be more qualitative and noted based on an improved or more streamlined working relationship between SamTrans and school representatives throughout the County.

8 CONCLUSION

The purpose of the SamTrans Youth Mobility Plan is to present strategies designed to foster and enhance youth awareness of and ease of access to SamTrans bus services. The Plan is a strategic document borne out of the SamTrans Strategic Plan which, among other actions, called for a review of potential initiatives to engage with the next generation of bus passengers in San Mateo County.

SamTrans hopes that by providing high quality school-related bus routes and initiatives aimed at encouraging the use of these routes for school trips, youth will become comfortable with SamTrans service during the week and then transition to also using SamTrans as their mode of transportation for trips on weekends or to other destinations, like recreation or part-time jobs.

In addition to improving and expanding mobility options for today's youth in San Mateo County, SamTrans seeks to foster the next generation of transit users within the County. As well as providing an important community service (i.e. transportation for school-related trips) for youth today, facilitating youth mobility may pay off decades into the future for transit operators like SamTrans. In this vein, transit operators like SamTrans have both a reason to provide crucial social services through youth-focused mobility initiatives – and a business case for investing in youths.

As discussed in Chapter 7, The Plan is intended to be a living document to guide near-term and long-term efforts related to youth mobility. All of the recommended initiatives are envisioned for near-term implementation in the next few years. As funding and political circumstances change, initiatives identified within this Plan but designated for longer term consideration may become feasible and should be reconsidered for implementation by SamTrans staff and the Board.

Next Steps and Future Considerations

- **External Coordination with Key Partners:** Staff should prioritize and continue to build relationships with external partners to ensure the successful implementation of initiatives which benefit from such partners, namely the Transit Youth Ambassador Program, Clipper Card Awareness Program, and Youth Mobility Coordinator. These partners, such as the Youth Leadership Institute (YLI), Youth United in Community Action (YUCA), the County of San Mateo and the schools and school districts, are anticipated to play a critical role on programs for which staff cannot manage all tasks, such as recruiting ambassadors and distributing Clipper card information at schools.
- **Interdepartmental Coordination:** Though some of the initiatives recommended for near-term implementation do not require external partners, all require coordination between multiple internal SamTrans departments or groups. Successful and proactive coordination should be an immediate next step toward streamlined implementation of these initiatives.
- **Budget Requests as Needed:** Similarly, many of the near-term initiatives are designated as such due to their status as a cost-neutral or low cost initiative. However, staff is advised to stay ahead of processes related to mid-year budget adjustments or FY 2019 budget requests to support initiatives, particularly those for which initial budget has been secured but future rounds of implementation will require additional funding.
- **Integrate Fare Initiatives with Fare Policy Study:** All initiatives considered as part of the Fare Options category should be considered for inclusion in the upcoming

YOUTH MOBILITY PLAN
SamTrans

SamTrans Comprehensive Fare Policy Study. In particular, the appropriate pricing structure for the Way2Go program expansion initiative (see initiative 2.2) should be considered as part of the fare study. The fare study is slated to kick off in late FY 2017/early FY 2018.

- **Undertake Process to Alter Codified Tariff as Necessary:** None of the recommended near-term initiatives require changes to the Codified Tariff. However, some of the long-term initiatives may require a change, such as the Way2Go program expansion should it become a permanent program expansion. This process should be considered in all future implementation or program changes and staff should allocate the appropriate amount of time (about six months) for this process.
- **Continue to Revisit Plan in the Future:** As noted above, this Plan is intended as a living document, to be revisited as priorities and resources shift in the coming years. Many ideas presented in Chapter 5 are good ideas with positive responses from youth – but for some, implementation is precluded at this time based on the availability of funding, technology, organizational capacity, or external coordination. The time may be right to implement some of these in the future.



Source: SamTrans, 2017

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9 APPENDICES

Appendix A Summer Youth Pass usage across all SamTrans Routes

Route	Average Weekday SYP Usage
ECR	200
120	192
121	106
296	66
122	59
110	57
250	54
140	49
131	46
112	31
130	29
281	26
260	23
292	21
274	21
17	20
275	9
133	8
FLXP	8
294	8
60	6
270	5
280	5
16	4
24	3
276	3

YOUTH MOBILITY PLAN
SamTrans

118	3
295	2
Other	2
141	2
67	2
68	2
256	2
18	2
35	2
251	1
28	1
53	1
49	1
19	1
297	1
252	1
55	1
14	1
62	1
59	1
397	1
KX	1
25	0
39	0
37	0
46	0
11	0
286	0
29	0
54	0
79	0
57	0
95	0
38	0
273	0

YOUTH MOBILITY PLAN
SamTrans

58	0
80	0
43	0
73	0
84	0
FLXS	0
85	0
72	0
86	0
83	0
89	0
82	0
87	0
88	0
80	0
72	0

Source: SamTrans 2016

Appendix B Focus Group Recruiting and Guiding Questions

Table 20: List of Youth Organizations and Programs Contacted

Location	Program	Ages/Grades Served
Redwood City (City)	Leaders in Training (L.I.T.) Summer Program	Ages 13 to 15
Belmont (City)	Teen Center/Belmont Library	Ages 12 to 18
Brisbane (City)	Youth Advisory Committee/City	Ages 12 & 18
Burlingame (City)*	Burlingame Adventure Camp; Leaders in Training	Ages 13 to 18
Daly City (City)	Volunteer Leadership Program (teens work summer rec camps)	Ages 13 to 18
East Palo Alto (City)	Lewis and Joan Platt East Palo Alto Family YMCA	Grades K to 12
East Palo Alto (City)	Youth United for Community Action	n/a
Foster City (City)	<i>The VIBE Teen Center</i>	Ages 13 to 18
Menlo Park (City)	Sky's the Limit	Grades 6 to 8
North San Mateo County/ South San Francisco	Boys & Girls Club of North San Mateo County	Grades K to 12
Redwood City (City)	Sequoia YMCA	Grades K to 12
San Mateo	Peninsula Family YMCA	Grades K to 12
San Mateo (City)	Teen Flex Camps, Leaders in Training, Xtreme Summer Days	Grades 6 to 9, Grades 6 to 11, Grades 9 to 12
San Mateo College	Associated Students of College of San Mateo	Ages 18 to 27
San Mateo County	San Mateo County Sherriff's Explorer Program	Ages 13 to 18
San Mateo County	San Mateo Youth Leadership Institute	Ages 13 to 18
San Mateo County	4-H	Grades K to 12

YOUTH MOBILITY PLAN
SamTrans

San Mateo County	San Mateo Youth Commission	Ages 13 to 18
San Mateo/Foster City	Boys & Girls Club of the Peninsula	Grades K to 12
South San Francisco (City)	Teen Summer Camp	Ages 13 & 14

Source: SamTrans, 2016

Guiding Outreach Questions for Youth Engagement

***BOLD** Indicates primary questions*

The District is the mobility manager for the principal public transit and transportation programs in San Mateo County: SamTrans bus service, including Redi-Wheels & RediCoast paratransit service, Caltrain commuter rail service and projects funded by the San Mateo County Transportation Authority.

SamTrans is currently conducting analyses to inform the SamTrans Youth Mobility Plan. As part of this effort, SamTrans is studying current youth transit ridership and ways to increase youth ridership in the future. We are interested in talking directly with youth and their parents in San Mateo County to better understand how travel choices are made. We are working with several organizations that serve youth as a way to learn more about travel choices and perceptions regarding transit.

Ridership Info:

- Have you heard of SamTrans buses?
- Have you ever taken a ride on a SamTrans bus?
- Do your parents or other members of your household use the bus to get around San Mateo County?
- Do you usually ride the bus during the summer?
 - If so/if not, why?
 - If so, how often?
- Do you usually ride the bus during weekends?
 - If so/if not, why?
 - If so, how often?
 - Where are you typically traveling to (trip purpose)?
- If yes, do you currently ride SamTrans buses to school?
 - Have you heard about special school routes?
 - How did you hear about it?
- Do you currently ride the bus for leisure or after school activities?
 - If so, how often?
 - Where are you typically traveling to (trip purpose)?

First Mile, Last Mile:

- How do you typically get to bus stops from your home/school?
 - Dropped off, drive, walk, bike, skateboard/scooter, rideshare?

- How do you get to your final destination?
- Do you ride your own bike to school? To work? For recreation?
 - Do you combine bike riding with taking the bus to complete a trip?
- Do you currently use bikeshare? If so, how often?
 - For what purpose do you typically use bikeshare?
- Do you currently use Uber or Lyft? If so, how often?
- For what purpose do you typically use Uber or Lyft?

Fare Payment:

- Who pays for your transit fare or selects how you pay for your transit fare?
- How do you pay your transit fare? What would make it easier to pay for bus fare?
 - Would access to other fare payment options, such as online payments or more passes available through school make it easier?
- Have you heard about the SamTrans Summer Youth Pass?
 - If so, how did you hear about it?
 - Do you currently have a Summer Youth Pass?

Information Sources:

- Do you have smartphone?
- What social media platforms do you use most? Facebook? Instagram? Snapchat?
- Do use any specific app(s) to plan your bus trip?
- If SamTrans had a mobile application available where you could check bus times and buy tickets, would you be more likely to ride a SamTrans bus?

Barriers:

- What is stopping you from riding the bus? To school? For recreation?
- How do you parents or other members of your household feel about bus service in San Mateo County?
 - Does this impact how often you use the bus?
- If there was one thing that could make you take the bus more, what would it be and why?
- If there was one thing that would help you get around San Mateo County more easily, what would it be and why?

Test opportunities:

-Fare Options

- Annual Youth Pass

YOUTH MOBILITY PLAN
SamTrans

- Universal Pass for Colleges or School Districts (Everyone who is enrolled gets a pass, regardless of whether they use it or not)
- Multi-Trip Youth Pass
- Free Transfers for Youth Clipper Card Users

-Fare Sales

- Schools
- On-line / Mobile Fare Purchasing
- Combine With Adult Fares

-Smartphone Apps

- For Purchasing Fares
- For Collecting Rewards
- For Finding Information About the Services for Trip Planning
- Real-time Bus Location Information

-Traditional Services

- More Service Connecting to ECR and Caltrain
- More Service for After School Activities
- More Service for Before School Activities
- More Service to BART on Weekends
- More Destinations on School-Related Routes
- More Direct Service

-On-Demand Services

- Enhanced Parent Carpooling
- Uber for Youth
- Bikeshare for Youth

- **If time: gamification question**

Appendix C Focus Group Questionnaire

The San Mateo County Transit District (SamTrans) is the mobility manager for the principal public transit and transportation programs in San Mateo County: SamTrans bus service, including Redi-Wheels & RediCoast paratransit service, Caltrain commuter rail service and projects funded by the San Mateo County Transportation Authority.

SamTrans is currently conducting analyses to inform the SamTrans Youth Mobility Plan. As part of this effort, SamTrans is studying current youth transit ridership and ways to increase youth ridership in the future. **Please anonymously provide responses to the questions below. The information you share will be evaluated and the findings incorporated into the Youth Mobility Plan. Thank you helping us to provide better transit service for our residents!**

1. How old are you? _____
2. What city do you live in? _____
3. How did you get here today? _____
4. What school do you attend? _____
5. Have you ever ridden a SamTrans bus? _____ About how often? _____
6. In the last school year, did you take a SamTrans bus to or from school? _____ If so, about how often? _____
7. Do you have a driver's license or will you get one when you turn 16? _____
8. Does anyone in your household (including you) own a car? _____ If not, will anyone in your household try to purchase one in the near future? _____
9. Do your parents or other members of your household use the bus to get around San Mateo County? _____

YOUTH MOBILITY PLAN
SamTrans

10. Do you ride BART or Caltrain on a regular basis? _____

11. Feel free to provide any additional information about your current or anticipated use of SamTrans transit to get around for school, work or play.

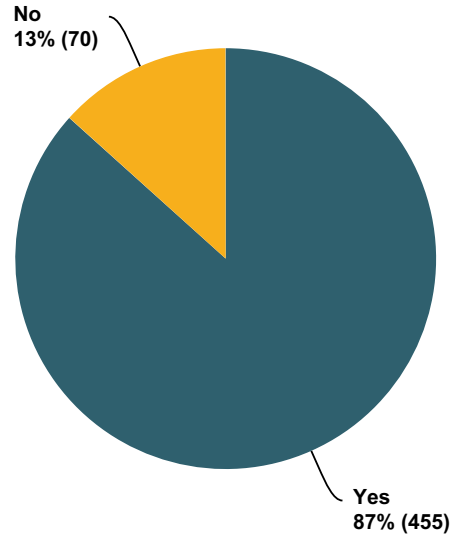
Thank you for your participation!

For more information on SamTrans youth transit service, visit www.samtrans.com/riderinformation/Youth.html or call 800-660-4287.

Appendix D Parent Questionnaire and Summary of Results

Q1 Are you the parent or guardian of a child/ young adult between the ages of 12 and 18?

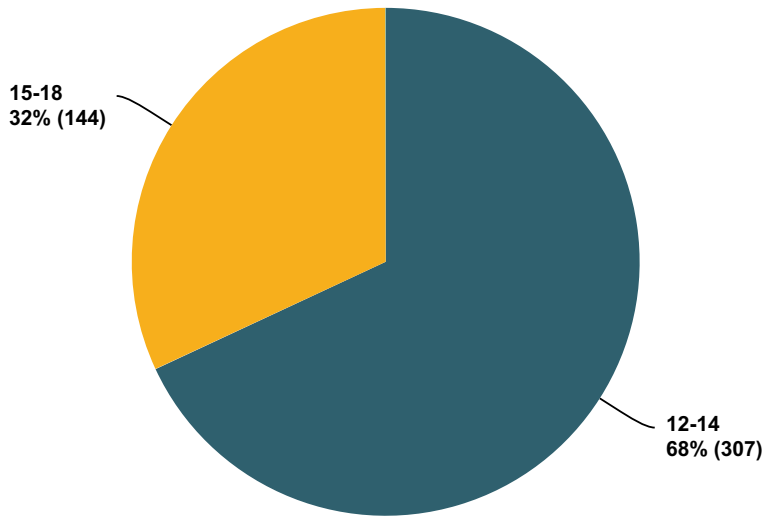
Answered: 525 Skipped: 0



Answer Choices	Responses	
Yes	87%	455
No	13%	70
Total		525

Q2 What is the age category of your child?

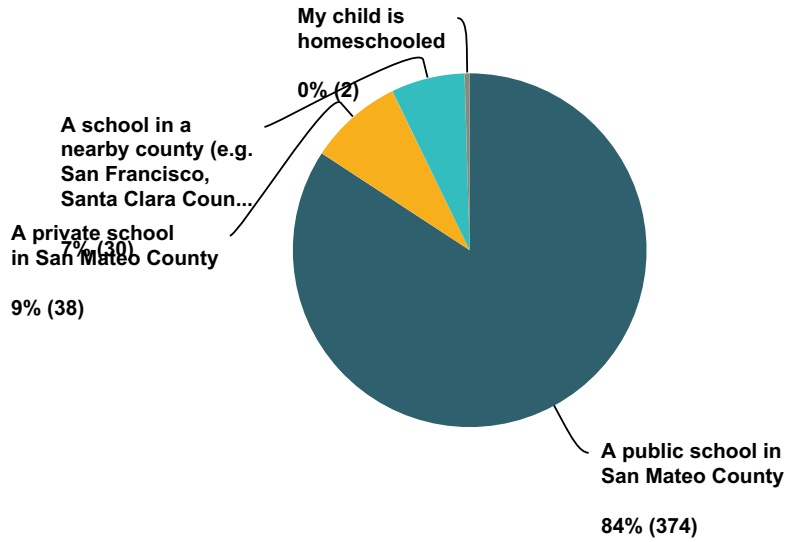
Answered: 451 Skipped: 74



Answer Choices	Responses
12-14	68% 307
15-18	32% 144
19-24	0% 0
Total	451

Q3 What type of school does your child attend?

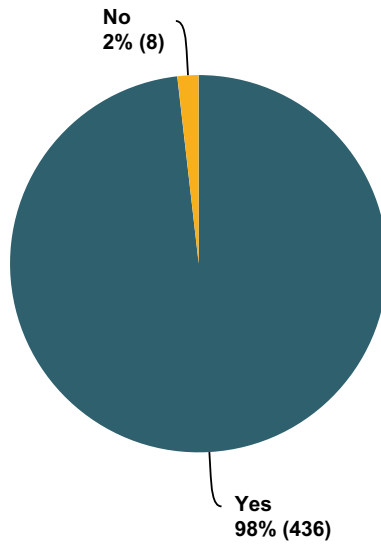
Answered: 444 Skipped: 81



Answer Choices	Responses	
A public school in San Mateo County	84%	374
A private school in San Mateo County	9%	38
A school in a nearby county (e.g. San Francisco, Santa Clara County, Alameda County)	7%	30
A school outside of the region (e.g. my child does not live at home during the school year)	0%	0
My child is homeschooled	0%	2
My child is not currently in school	0%	0
Total		444

Q4 Have you heard of SamTrans before today?

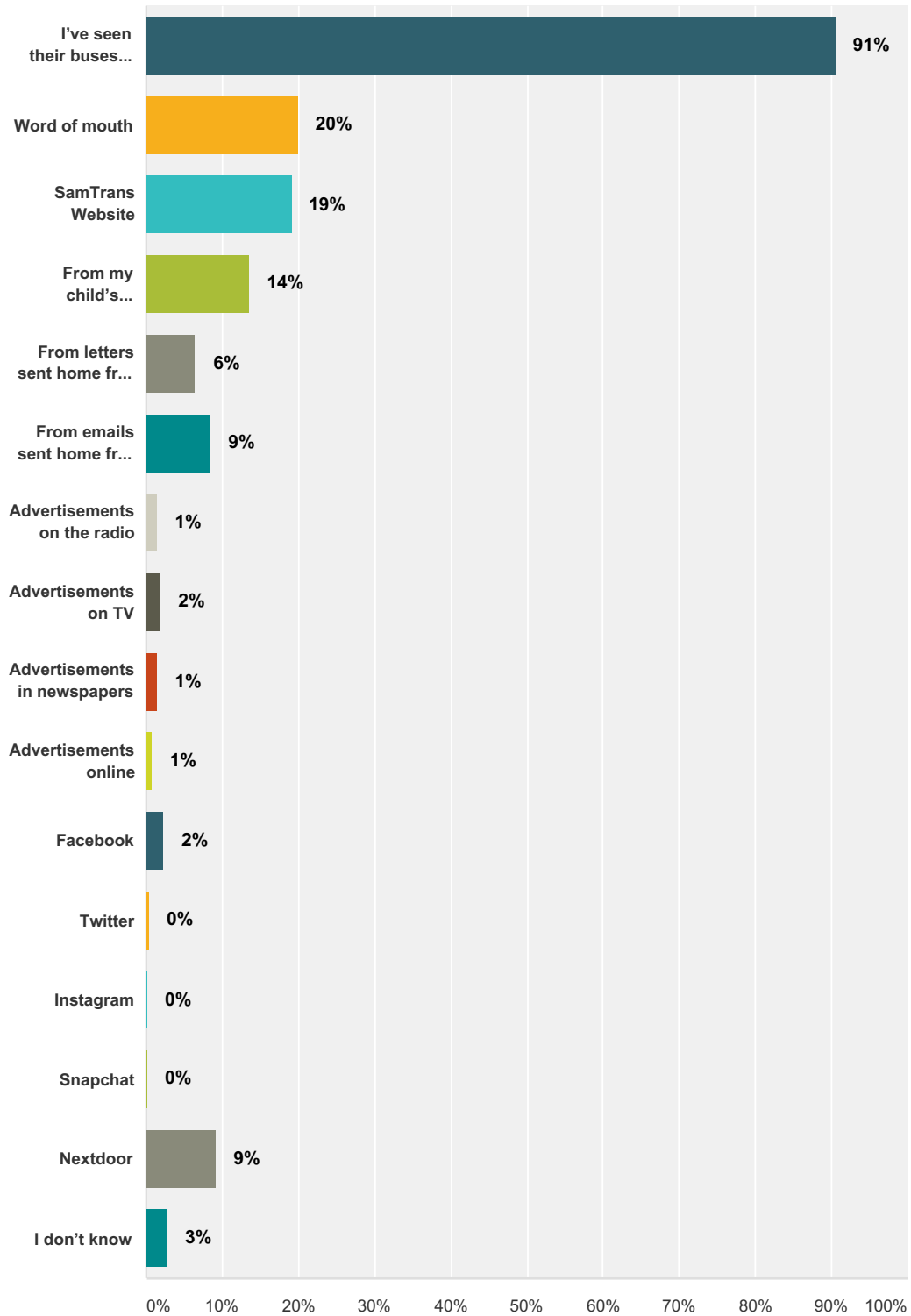
Answered: 444 Skipped: 81



Answer Choices	Responses	
Yes	98%	436
No	2%	8
Total		444

Q5 How did you hear about SamTrans?

Answered: 435 Skipped: 90



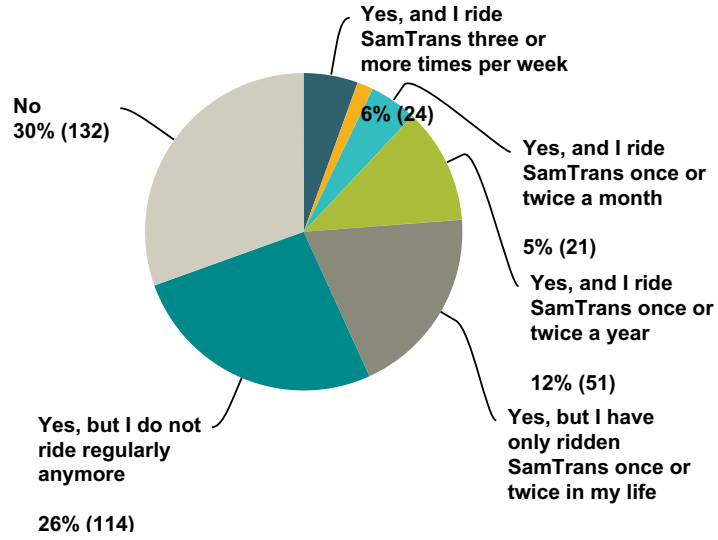
Answer Choices	Responses
I've seen their buses and/or bus stops	91% 394

SamTrans Youth Ridership Survey

Word of mouth	20%	87
SamTrans Website	19%	84
From my child's school's website	14%	59
From letters sent home from my child's school	6%	28
From emails sent home from my child's school	9%	37
Advertisements on the radio	1%	6
Advertisements on TV	2%	8
Advertisements in newspapers	1%	6
Advertisements online	1%	4
Facebook	2%	10
Twitter	0%	2
Instagram	0%	1
Snapchat	0%	1
Nextdoor	9%	40
I don't know	3%	13
Total Respondents: 435		

Q6 Have you ever ridden on a SamTrans bus?

Answered: 433 Skipped: 92

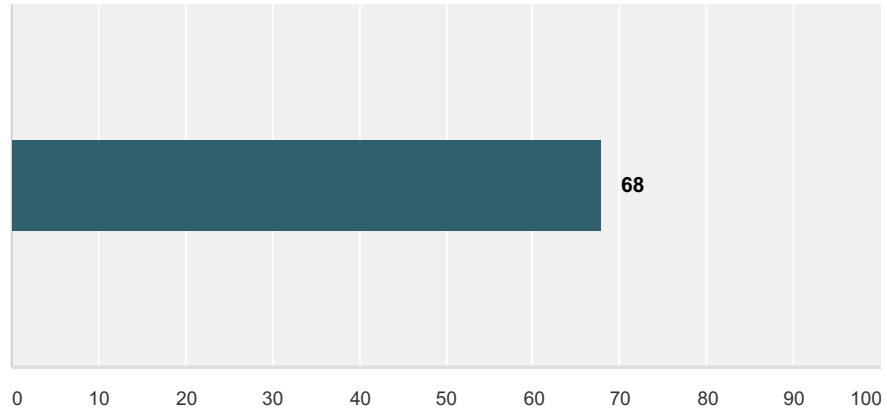


Answer Choices	Responses	
Yes, and I ride SamTrans three or more times per week	6%	24
Yes, and I ride SamTrans once or twice a week	2%	7
Yes, and I ride SamTrans once or twice a month	5%	21
Yes, and I ride SamTrans once or twice a year	12%	51
Yes, but I have only ridden SamTrans once or twice in my life	19%	84
Yes, but I do not ride regularly anymore	26%	114
No	30%	132
Total		433

SamTrans Youth Ridership Survey

Q7 On a scale of 1-100, 1 being the lowest, how would you rate the overall quality of SamTrans bus service?

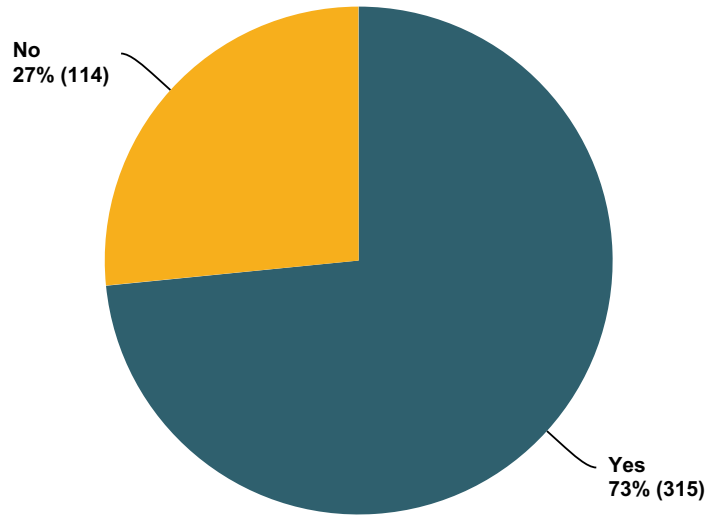
Answered: 299 Skipped: 226



Answer Choices	Average Number	Total Number	Responses
	68	20,299	299
Total Respondents: 299			

Q8 Have you heard of SamTrans' bus routes that are scheduled around middle school and high school bell times (not including yellow school bus services)?

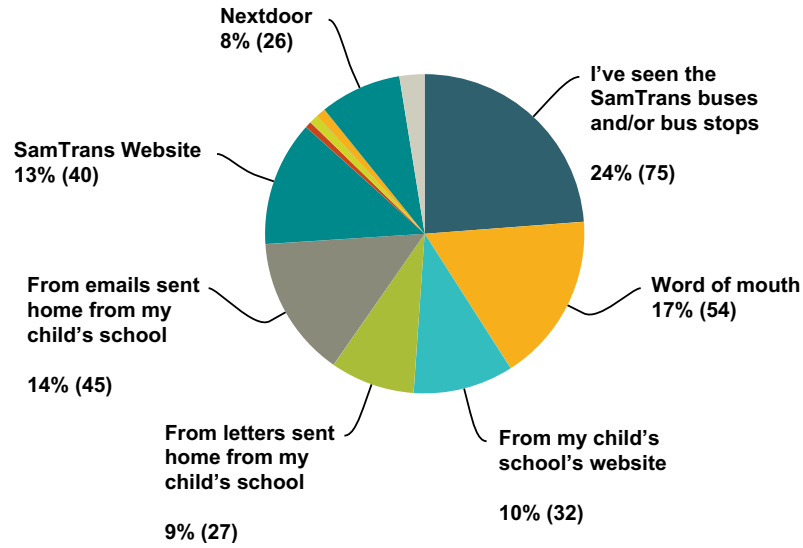
Answered: 429 Skipped: 96



Answer Choices	Responses	
Yes	73%	315
No	27%	114
Total		429

Q9 How did you hear about the school-related routes?

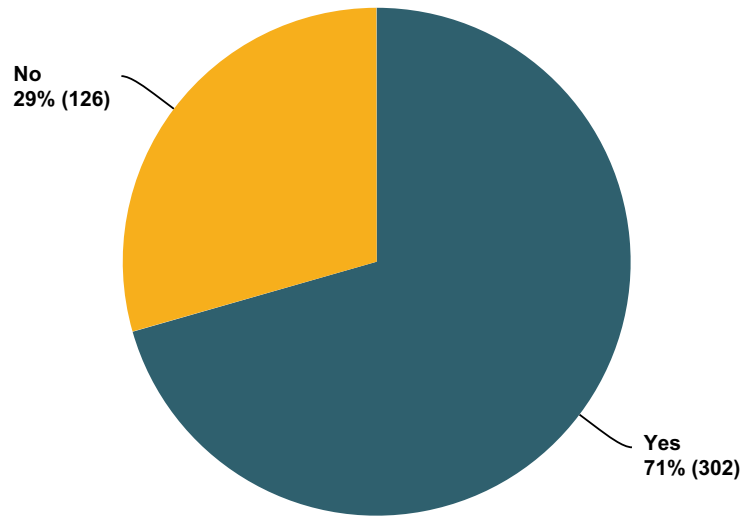
Answered: 315 Skipped: 210



Answer Choices	Responses
I've seen the SamTrans buses and/or bus stops	24% 75
Word of mouth	17% 54
From my child's school's website	10% 32
From letters sent home from my child's school	9% 27
From emails sent home from my child's school	14% 45
SamTrans Website	13% 40
Advertisements on the radio	0% 0
Advertisements on TV	0% 0
Advertisements in newspapers	1% 2
Advertisements on-line	1% 3
Advertisements on the sides of the bus	0% 0
Facebook	1% 3
Twitter	0% 0
Instagram	0% 0
Snapchat	0% 0
Nextdoor	8% 26
I don't know	3% 8
Total	315

Q10 Has your child ever ridden on a SamTrans bus?

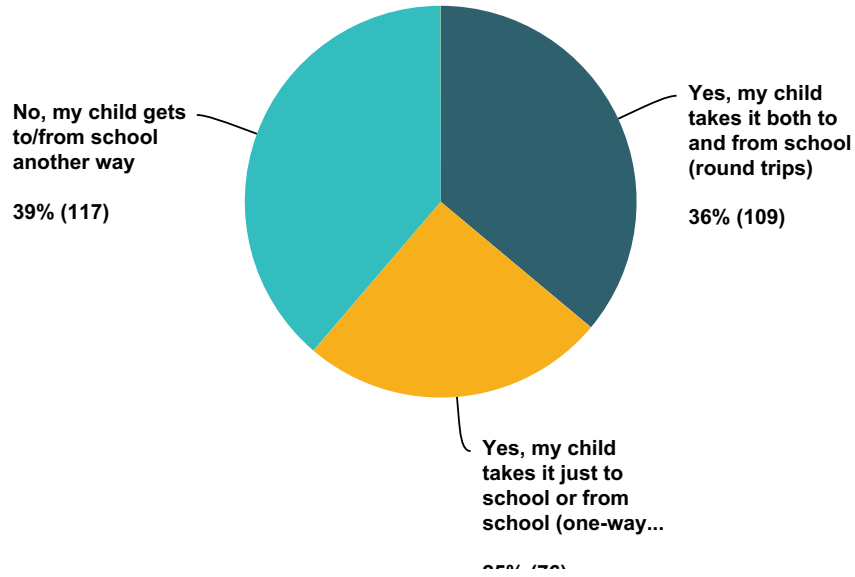
Answered: 428 Skipped: 97



Answer Choices	Responses	
Yes	71%	302
No	29%	126
Total		428

Q11 Does your child ride SamTrans buses to and/or from school?

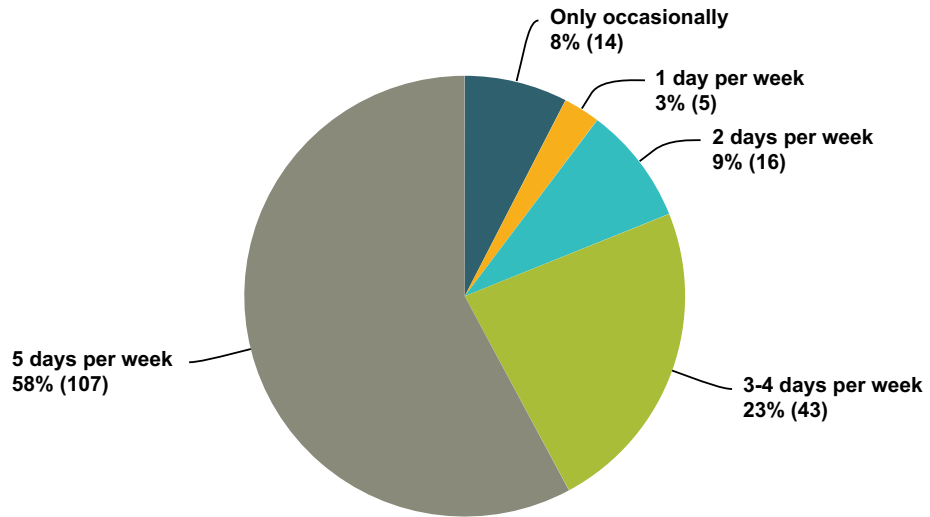
Answered: 302 Skipped: 223



Answer Choices	Responses	
Yes, my child takes it both to and from school (round trips)	36%	109
Yes, my child takes it just to school or from school (one-way trips)	25%	76
No, my child gets to/from school another way	39%	117
No, my child is not in school	0%	0
Total		302

Q12 How often does your child ride SamTrans buses to and/or from school?

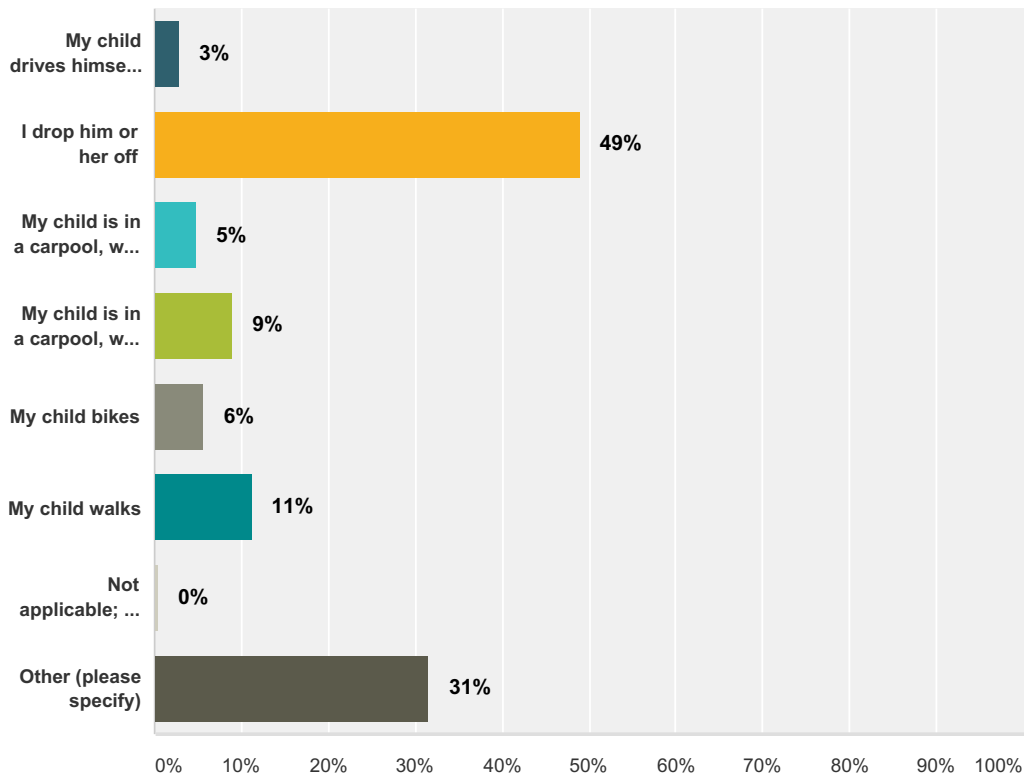
Answered: 185 Skipped: 340



Answer Choices	Responses
Only occasionally	8% 14
1 day per week	3% 5
2 days per week	9% 16
3-4 days per week	23% 43
5 days per week	58% 107
Total	185

Q13 How does your child travel to school, other than riding the bus?

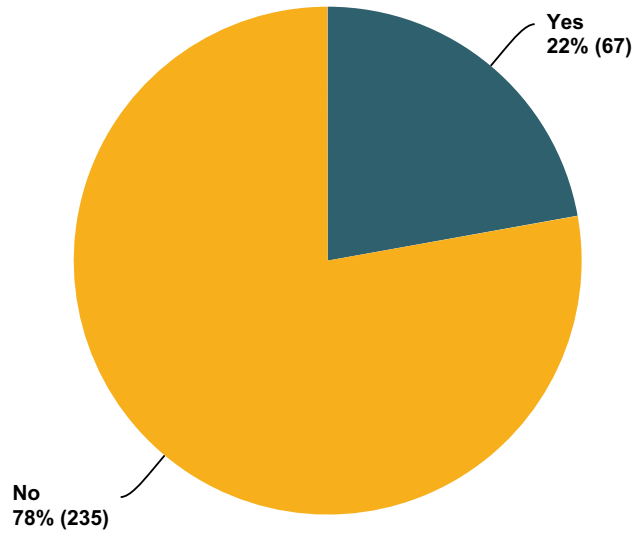
Answered: 267 Skipped: 258



Answer Choices	Responses
My child drives himself or herself to school	3% 8
I drop him or her off	49% 131
My child is in a carpool, with one or more classmates	5% 13
My child is in a carpool, with an adult driver	9% 24
My child bikes	6% 15
My child walks	11% 30
Not applicable; my child is not currently in school	0% 1
Other (please specify)	31% 84
Total Respondents: 267	

Q14 For this school year, does your child currently ride SamTrans to or from after-school activities?

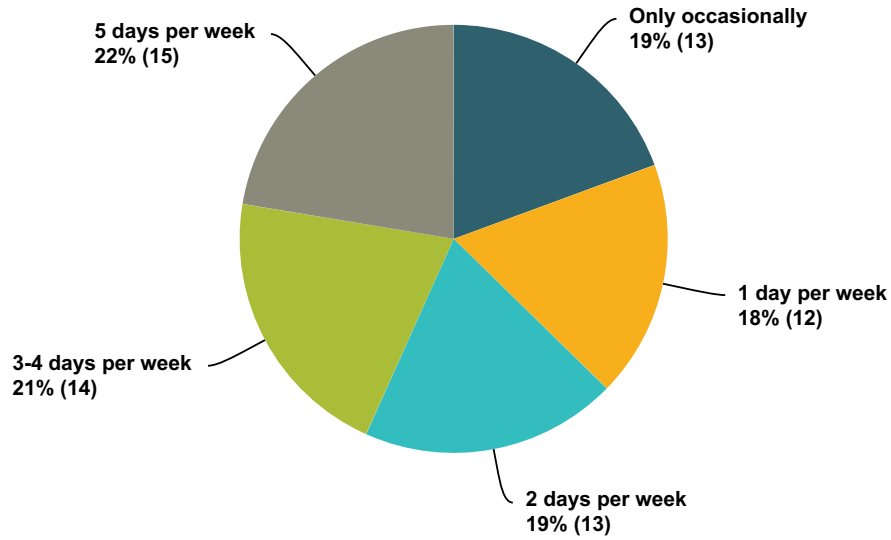
Answered: 302 Skipped: 223



Answer Choices	Responses
Yes	22% 67
No	78% 235
Total	302

Q15 How often does your child currently ride the bus to or from afterschool activities this school year?

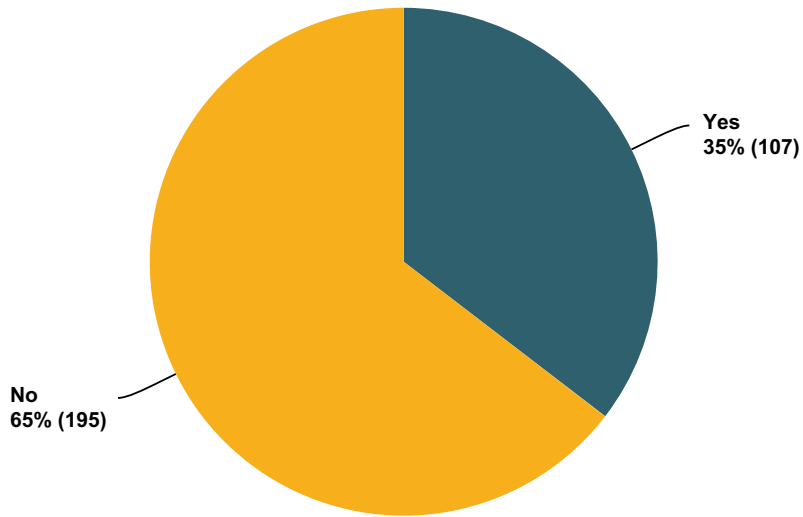
Answered: 67 Skipped: 458



Answer Choices	Responses	
Only occasionally	19%	13
1 day per week	18%	12
2 days per week	19%	13
3-4 days per week	21%	14
5 days per week	22%	15
Total		67

Q16 Does your child ride the bus during the summer?

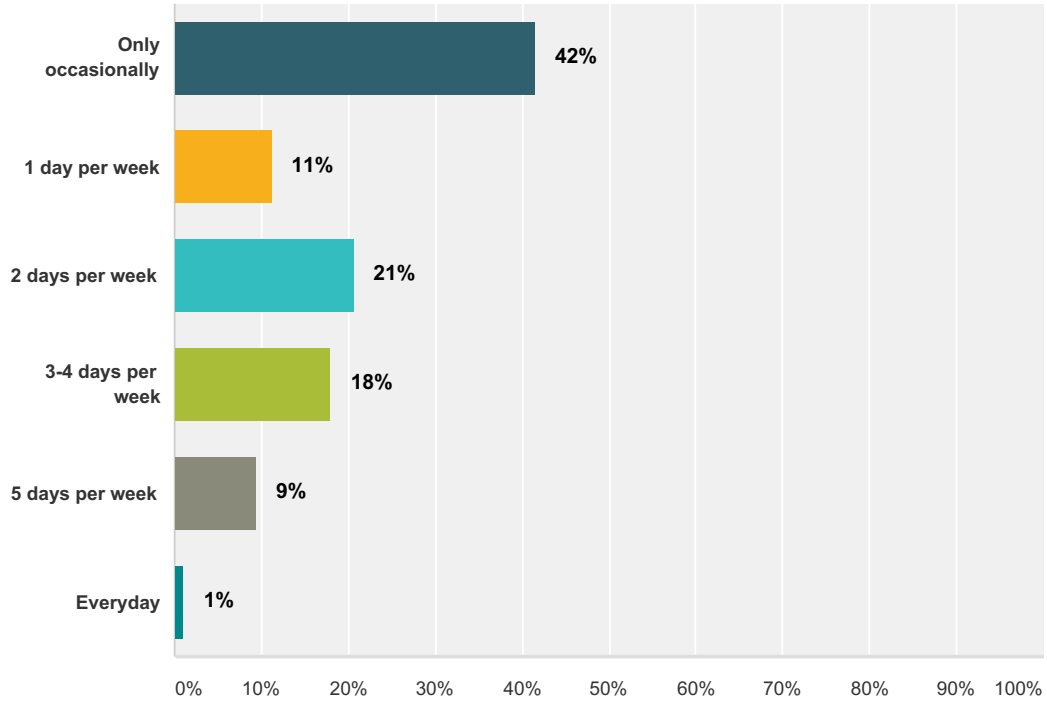
Answered: 302 Skipped: 223



Answer Choices	Responses	
Yes	35%	107
No	65%	195
Total		302

Q17 How often does your child ride SamTrans during the summer?

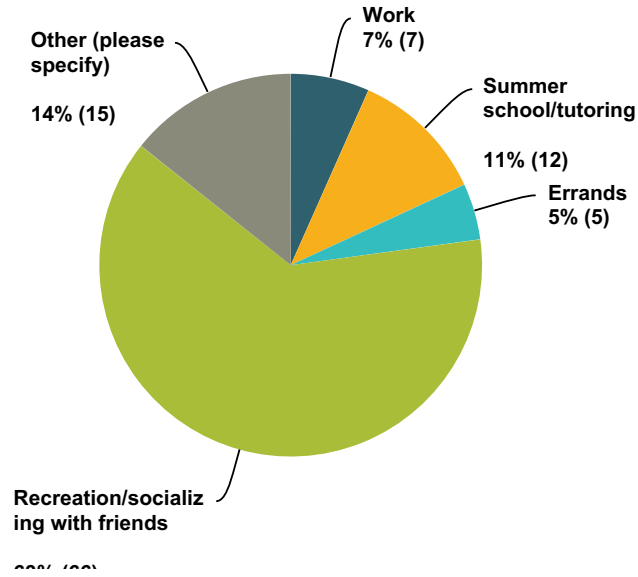
Answered: 106 Skipped: 419



Answer Choices	Responses	
Only occasionally	42%	44
1 day per week	11%	12
2 days per week	21%	22
3-4 days per week	18%	19
5 days per week	9%	10
Everyday	1%	1
Total Respondents: 106		

Q18 For what purpose does your child ride the bus in the summer?

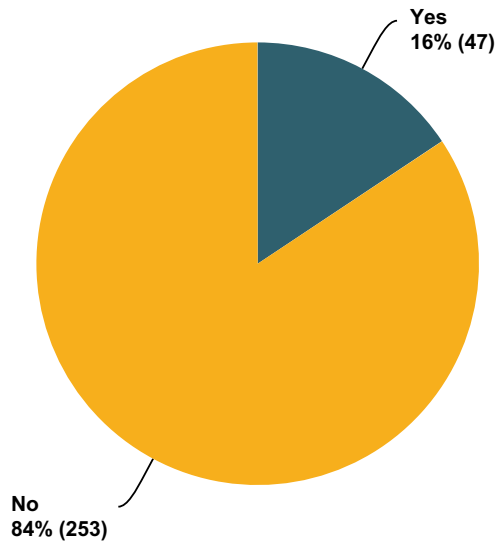
Answered: 105 Skipped: 420



Answer Choices	Responses
Work	7% 7
Summer school/tutoring	11% 12
Errands	5% 5
Recreation/socializing with friends	63% 66
Other (please specify)	14% 15
Total	105

Q19 Does your child ride the bus during weekends?

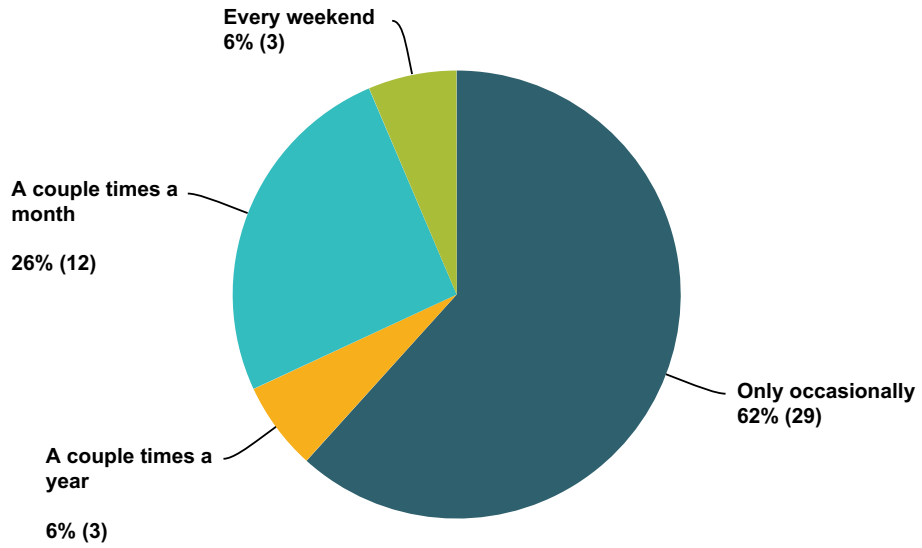
Answered: 300 Skipped: 225



Answer Choices	Responses	
Yes	16%	47
No	84%	253
Total		300

Q20 How often does your child ride the bus during weekends?

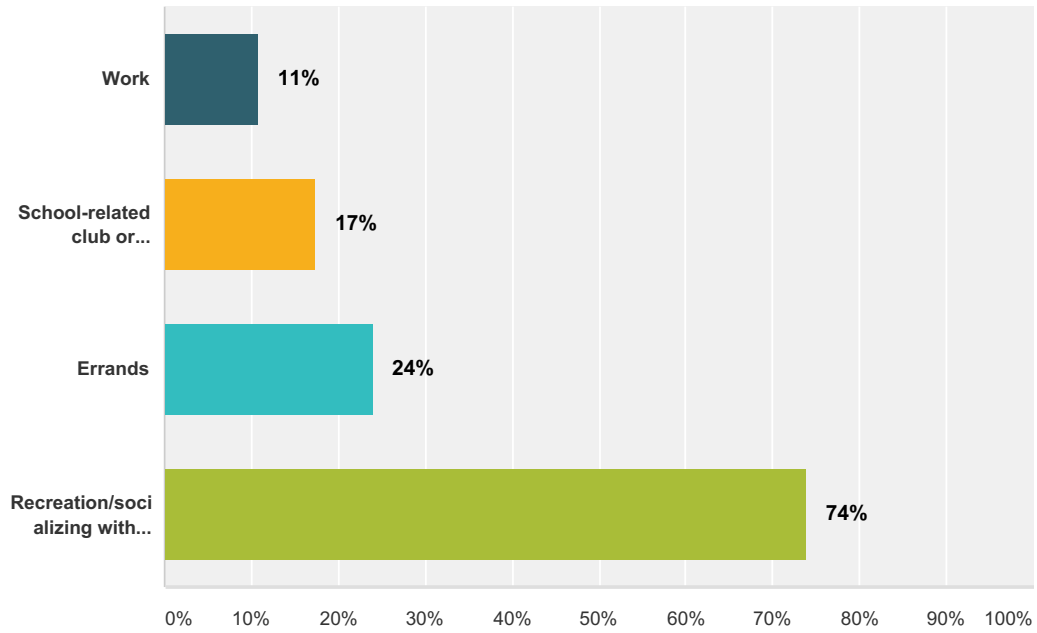
Answered: 47 Skipped: 478



Answer Choices	Responses
Only occasionally	62% 29
A couple times a year	6% 3
A couple times a month	26% 12
Every weekend	6% 3
Total	47

Q21 For what purpose does your child ride the bus during the weekend?

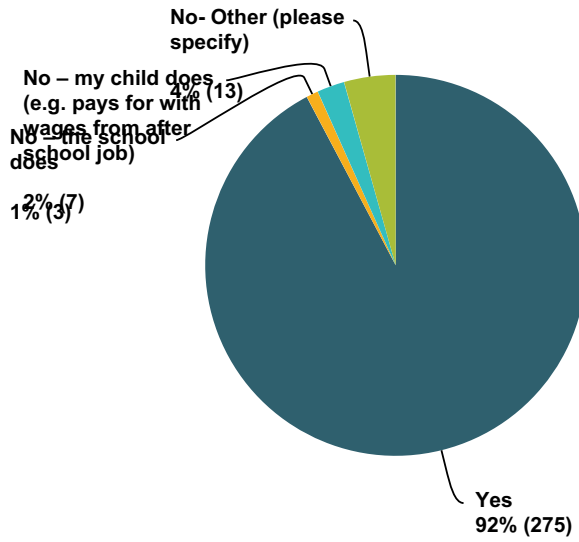
Answered: 46 Skipped: 479



Answer Choices	Responses
Work	11% 5
School-related club or activity on the weekend	17% 8
Errands	24% 11
Recreation/socializing with friends	74% 34
Total Respondents: 46	

Q22 Do you pay for your child's transit fare?

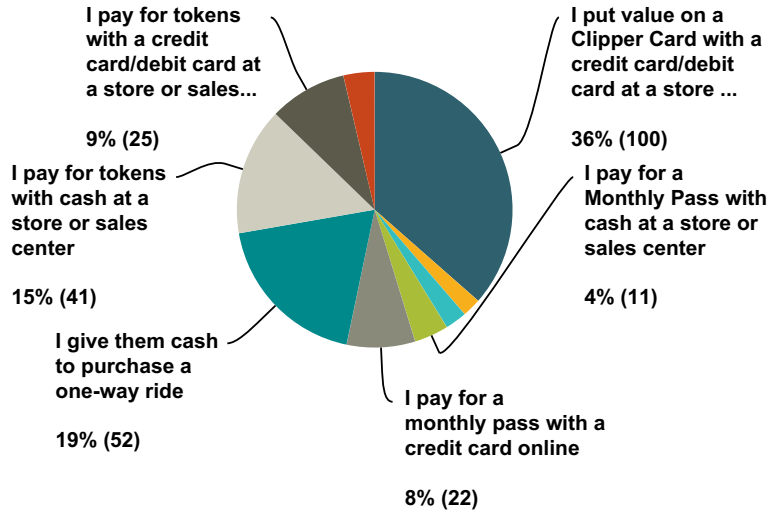
Answered: 298 Skipped: 227



Answer Choices	Responses	
Yes	92%	275
No - the school does	1%	3
No - my child does (e.g. pays for with wages from after school job)	2%	7
No- Other (please specify)	4%	13
Total		298

Q23 How do you pay for your child's transit fare?

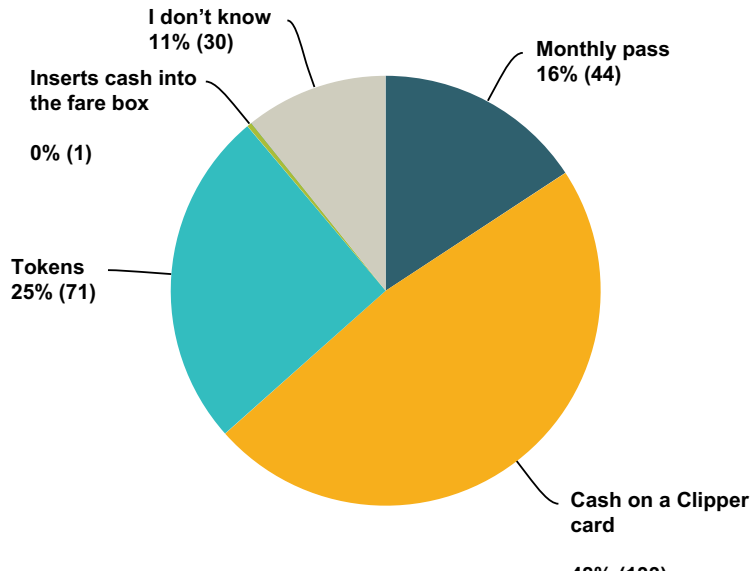
Answered: 274 Skipped: 251



Answer Choices	Responses	
I put value on a Clipper Card with a credit card/debit card at a store or sales center	36%	100
I put value on a ClipperCard with cash at a store or sales center	2%	6
I pay for a Monthly Pass with a credit card/debit card at a store or sales center	3%	7
I pay for a Monthly Pass with cash at a store or sales center	4%	11
I pay for a monthly pass with a credit card online	8%	22
I give them cash to purchase a one-way ride	19%	52
I pay for tokens with cash at a store or sales center	15%	41
I pay for tokens with a credit card/debit card at a store or sales center	9%	25
Other	4%	10
Total		274

Q24 How does your child pay the transit fare upon boarding a bus?

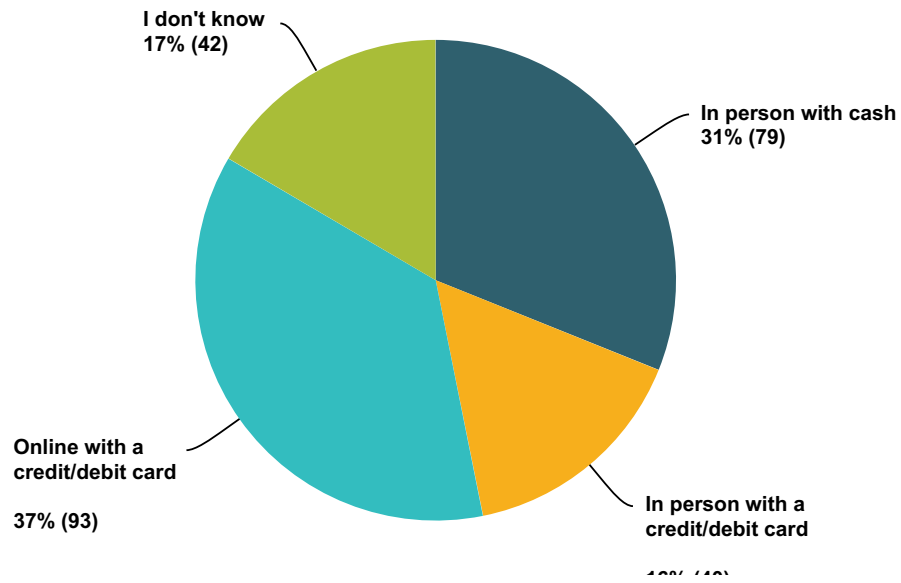
Answered: 279 Skipped: 246



Answer Choices	Responses	
Monthly pass	16%	44
Cash on a Clipper card	48%	133
Tokens	25%	71
Inserts cash into the fare box	0%	1
Inserts a token into the fare box	0%	0
Other (please specify)	0%	0
I don't know	11%	30
Total		279

Q25 How does your child purchase the transit fare?

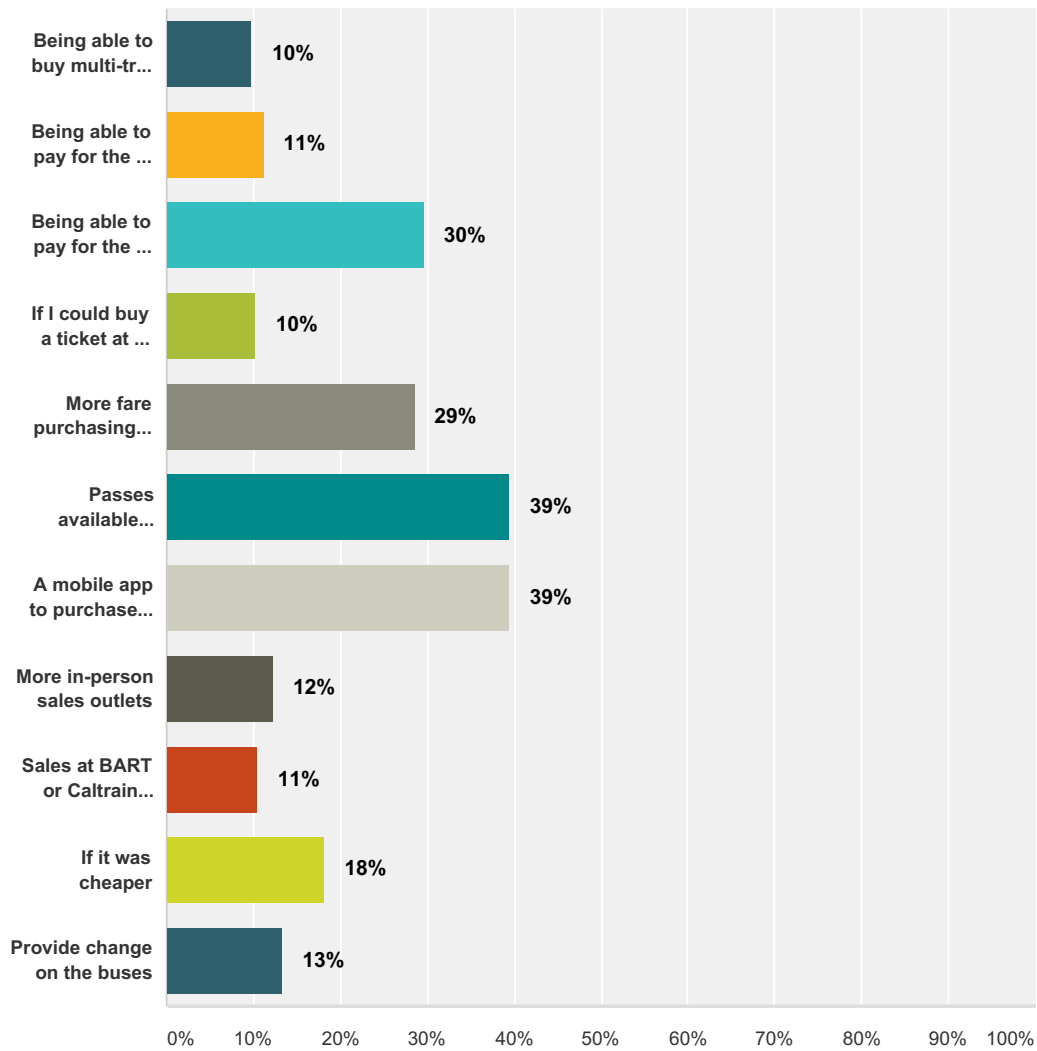
Answered: 254 Skipped: 271



Answer Choices	Responses
In person with cash	31% 79
In person with a credit/debit card	16% 40
Online with a credit/debit card	37% 93
I don't know	17% 42
Total	254

Q26 What would make paying for SamTrans transit fare easier?

Answered: 276 Skipped: 249



Answer Choices	Responses
Being able to buy multi-trip punch cards	10% 27
Being able to pay for the bus on board with a credit card	11% 31
Being able to pay for the bus on board with a cell phone	30% 82
If I could buy a ticket at a ticket vending machine at the bus stops	10% 28
More fare purchasing options available online	29% 79
Passes available through school	39% 109
A mobile app to purchase tickets	39% 109
More in-person sales outlets	12% 34
Sales at BART or Caltrain stations	11% 29

SamTrans Youth Ridership Survey

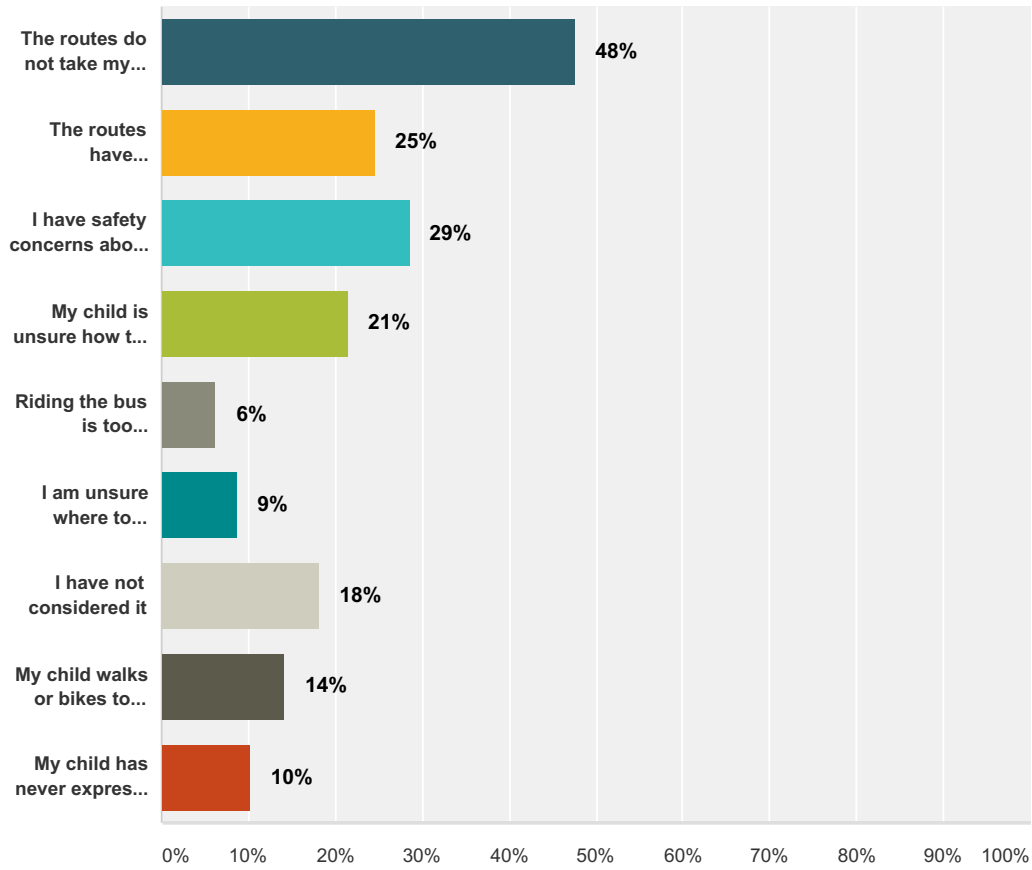
If it was cheaper	18%	50
Provide change on the buses	13%	37
Total Respondents: 276		

Q27 Based on any information your child has given you, what is his or her impression of the quality of SamTrans service?

Answered: 290 Skipped: 235

Q28 What are the main reasons that your child has never ridden SamTrans?

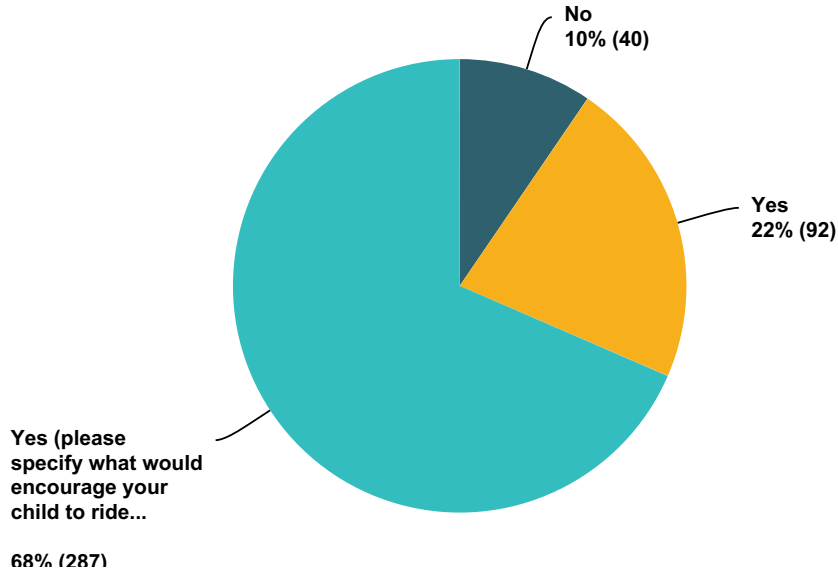
Answered: 126 Skipped: 399



Answer Choices	Responses	Count
The routes do not take my child where he/she needs to go	48%	60
The routes have inconvenient schedules/ long travel times	25%	31
I have safety concerns about my child riding the bus	29%	36
My child is unsure how the bus routes work	21%	27
Riding the bus is too expensive	6%	8
I am unsure where to purchase fares	9%	11
I have not considered it	18%	23
My child walks or bikes to school	14%	18
My child has never expressed an interest in taking the bus	10%	13
Total Respondents: 126		

Q29 In your opinion, would your child be willing or interested in taking SamTrans, now or in the future?

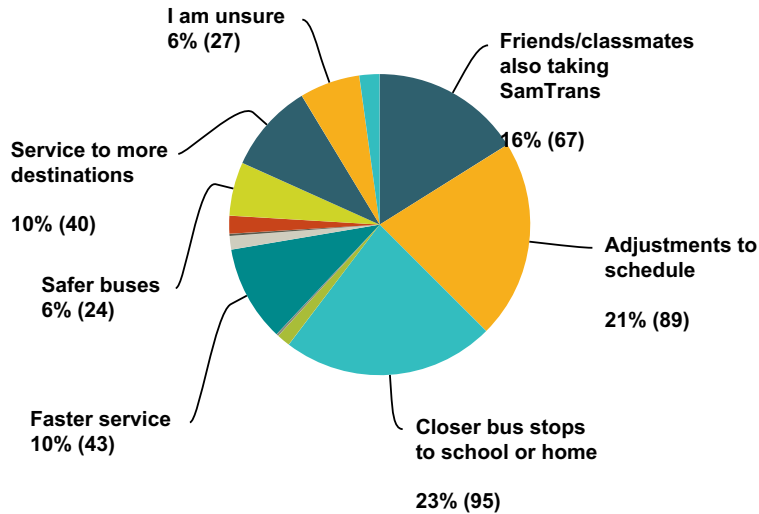
Answered: 419 Skipped: 106



Answer Choices	Responses	
No	10%	40
Yes	22%	92
Yes (please specify what would encourage your child to ride SamTrans)	68%	287
Total		419

Q30 If there was one thing that would encourage your child to ride SamTrans more often (or at all), what would it be?

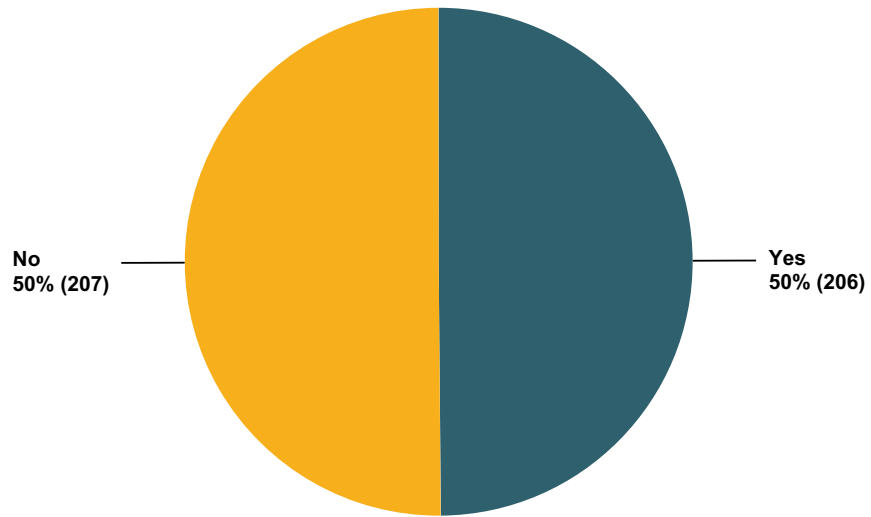
Answered: 416 Skipped: 109



Answer Choices	Responses	
Friends/classmates also taking SamTrans	16%	67
Adjustments to schedule	21%	89
Closer bus stops to school or home	23%	95
Safer roadway crossings to get to the bus stops	1%	6
Better lit bus stops	0%	1
Faster service	10%	43
Easier payment options	1%	6
Cleaner buses	0%	1
Wi-Fi/electronic device charging stations	2%	8
Safer buses	6%	24
Service to more destinations	10%	40
I am unsure	6%	27
None, my child has no interest in riding the bus	2%	9
Total		416

Q31 Have you heard about the SamsTrans Summer Youth Pass?

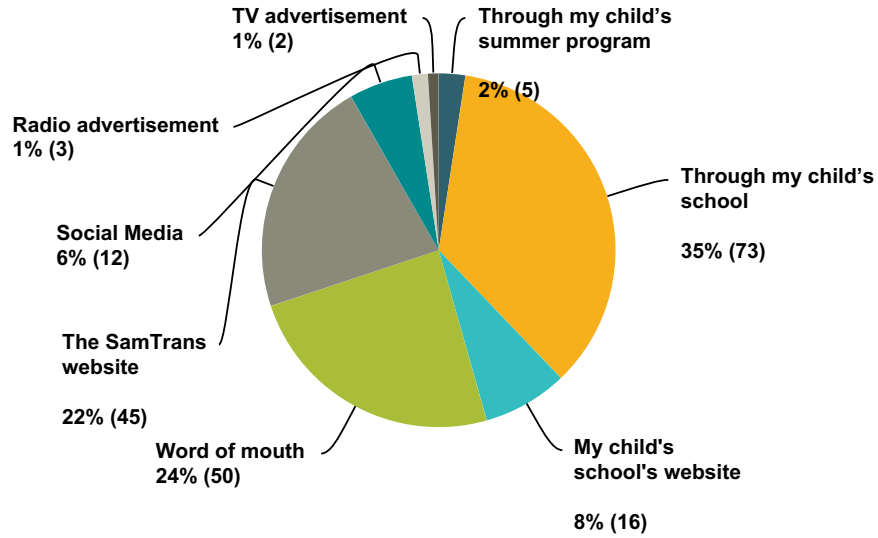
Answered: 413 Skipped: 112



Answer Choices	Responses	
Yes	50%	206
No	50%	207
Total		413

Q32 How did you hear about the SamTrans Summer Youth Pass?

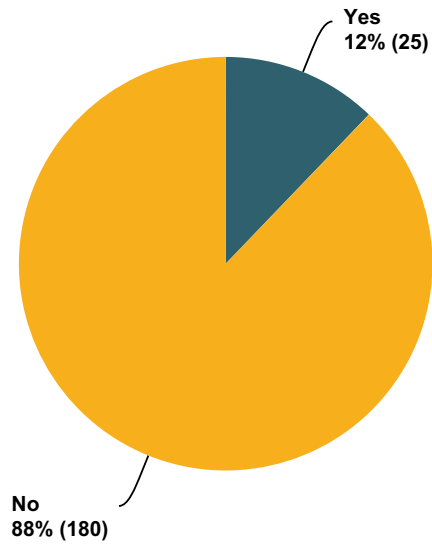
Answered: 206 Skipped: 319



Answer Choices	Responses	
Through my child's summer program	2%	5
Through my child's school	35%	73
My child's school's website	8%	16
Word of mouth	24%	50
The SamTrans website	22%	45
Social Media	6%	12
Radio advertisement	1%	3
TV advertisement	1%	2
Total		206

Q33 Did your child have a SamTrans Summer Youth Pass this past summer?

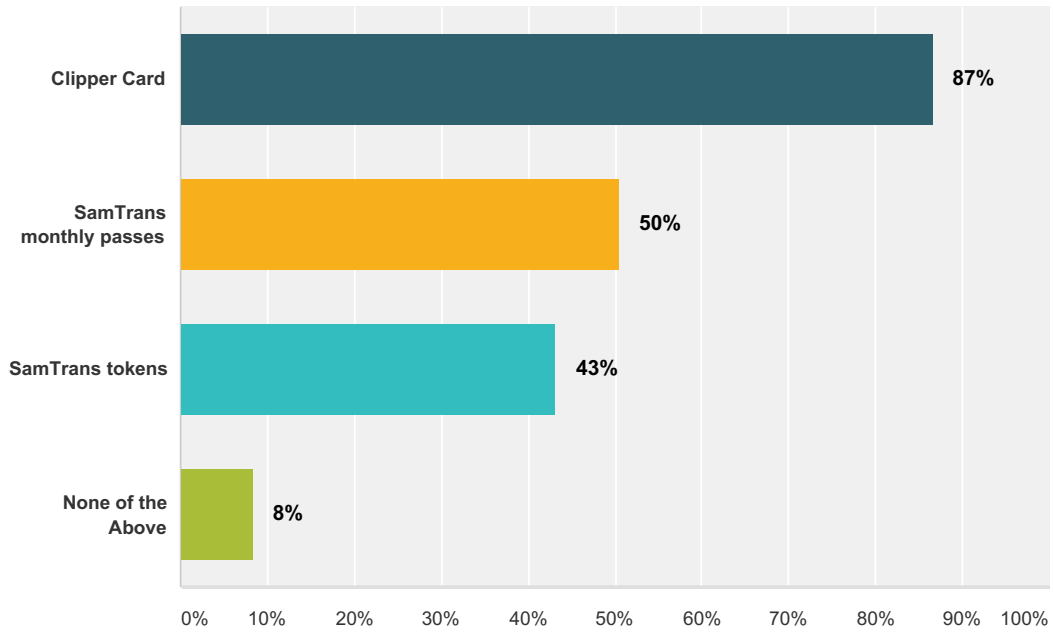
Answered: 205 Skipped: 320



Answer Choices	Responses
Yes	12% 25
No	88% 180
Total	205

Q34 Have you heard of any of the following:

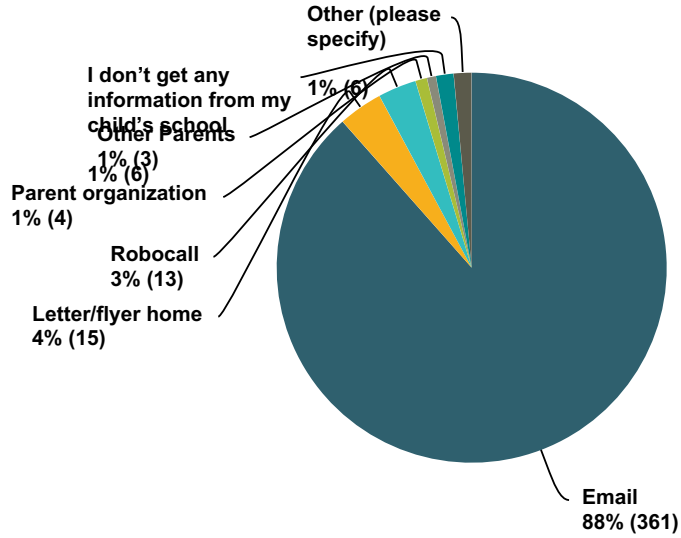
Answered: 412 Skipped: 113



Answer Choices	Responses
Clipper Card	87% 357
SamTrans monthly passes	50% 208
SamTrans tokens	43% 178
None of the Above	8% 34
Total Respondents: 412	

Q35 What is the most common mode of communication you receive from your child's school?

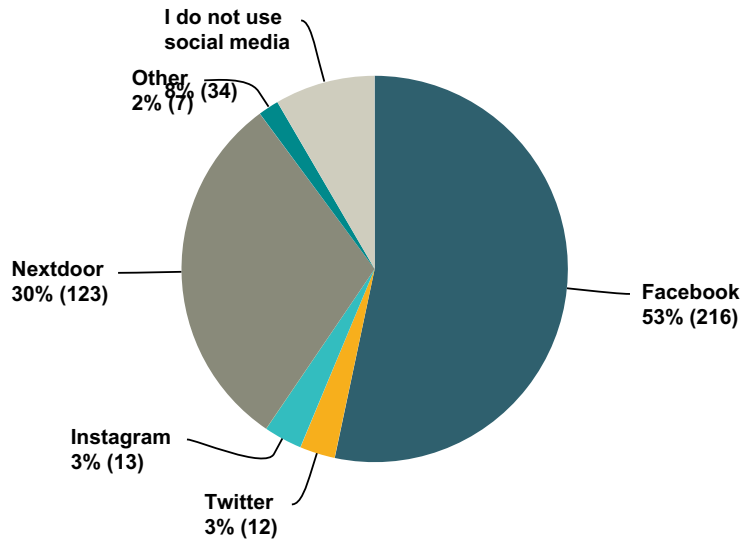
Answered: 408 Skipped: 117



Answer Choices	Responses
Email	88% 361
Letter/flyer home	4% 15
Robocall	3% 13
Parent organization	1% 4
Other Parents	1% 3
I don't get any information from my child's school	1% 6
My child is not in school	0% 0
Other (please specify)	1% 6
Total	408

Q36 What social media platform do you use most, if at all?

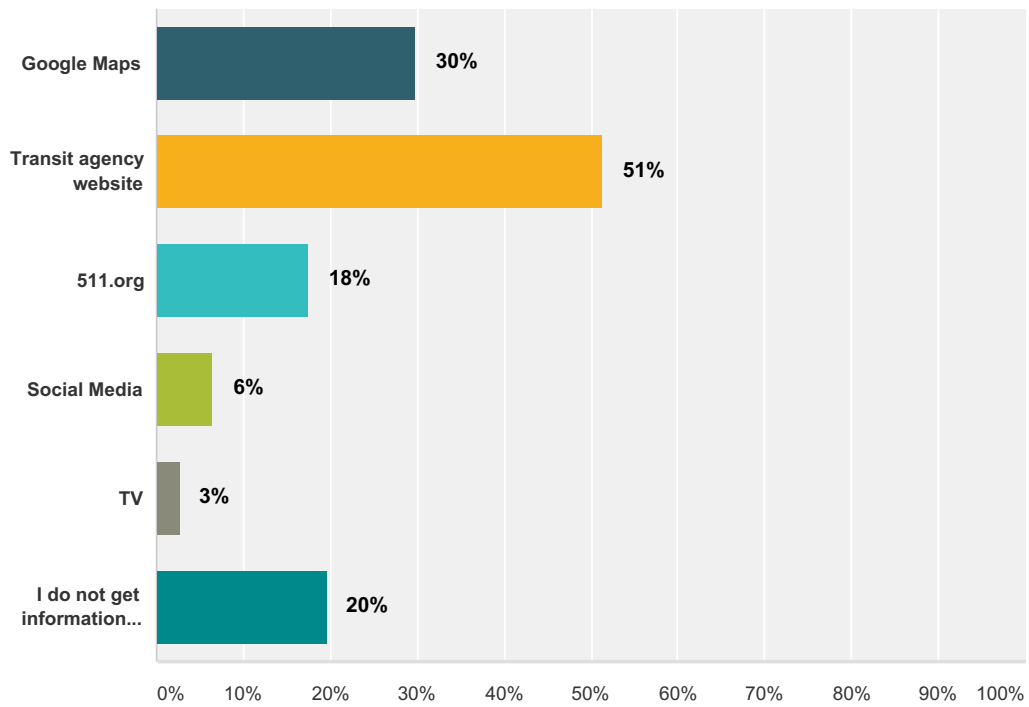
Answered: 405 Skipped: 120



Answer Choices	Responses	Count
Facebook	53%	216
Twitter	3%	12
Instagram	3%	13
Snapchat	0%	0
Nextdoor	30%	123
Other	2%	7
I do not use social media	8%	34
Total		405

Q37 How do you get information about public transit?

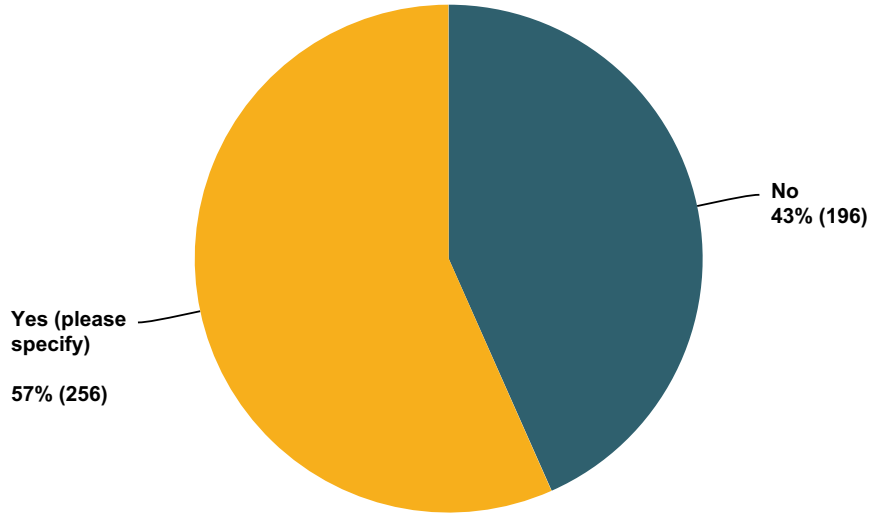
Answered: 403 Skipped: 122



Answer Choices	Responses
Google Maps	30% 120
Transit agency website	51% 207
511.org	18% 71
Social Media	6% 26
TV	3% 11
I do not get information about public transit	20% 79
Total Respondents: 403	

Q38 Do you have any recommendations for making it easier for youth to get around San Mateo County?

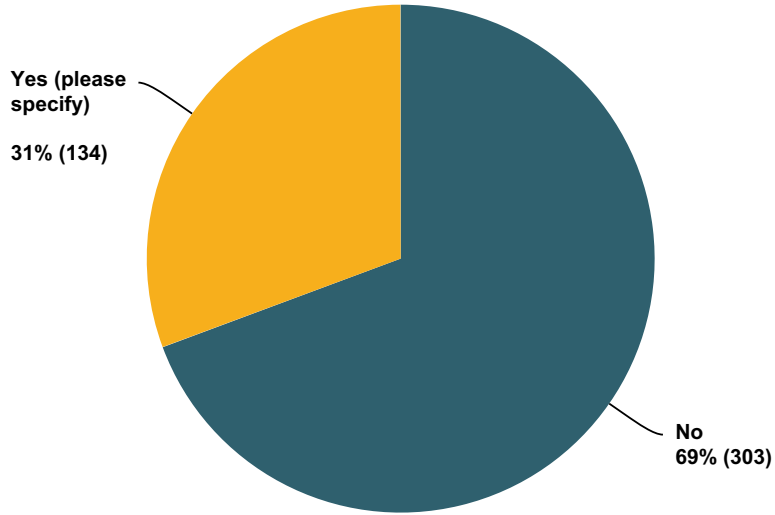
Answered: 452 Skipped: 73



Answer Choices	Responses	
No	43%	196
Yes (please specify)	57%	256
Total		452

Q39 Do you have any transportation needs yourself that are not currently met by transit services in San Mateo County?

Answered: 437 Skipped: 88



Answer Choices	Responses	
No	69%	303
Yes (please specify)	31%	134
Total		437

Q40 What city or town do you live in?

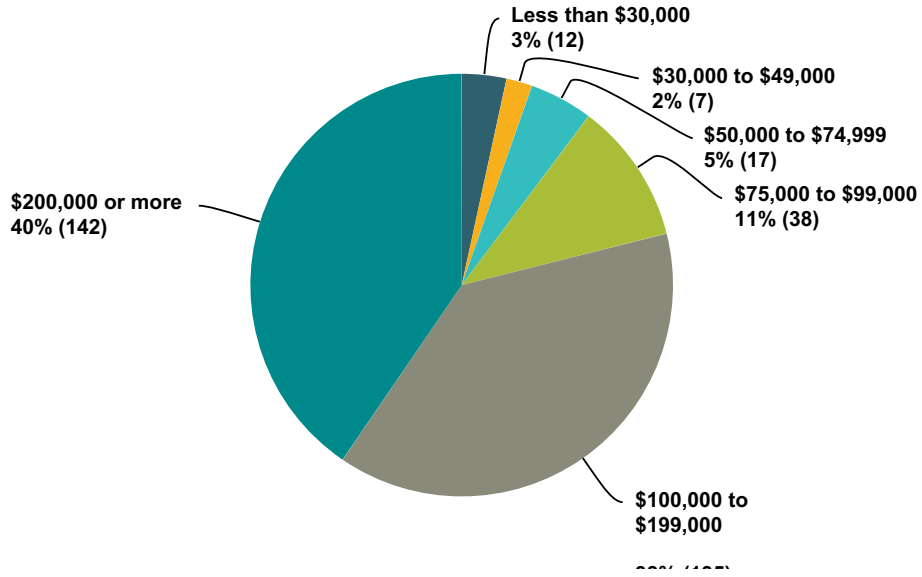
Answered: 416 Skipped: 109

Q41 What school does your child attend?

Answered: 404 Skipped: 121

Q42 What is your approximate annual household income (before taxes)?

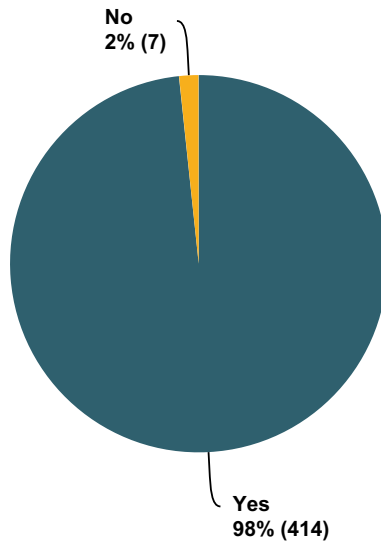
Answered: 351 Skipped: 174



Answer Choices	Responses	
Less than \$30,000	3%	12
\$30,000 to \$49,000	2%	7
\$50,000 to \$74,999	5%	17
\$75,000 to \$99,000	11%	38
\$100,000 to \$199,000	38%	135
\$200,000 or more	40%	142
Total		351

Q43 Do you or a family member of your household own or have access to a car?

Answered: 421 Skipped: 104



Answer Choices	Responses	
Yes	98%	414
No	2%	7
Total		421

Appendix E Youth Programs at Other Transit Agencies

San Francisco Municipal Transportation Agency (Muni)

In March 2013, Muni started a pilot program offering free transit passes to youth. These free services are delivered via Youth Clipper cards, so participants need to acquire a card to enter the program. The program is for youth age 5 to 18 whose family has a gross annual income at or below 100 percent of Bay Area Median Income⁵⁴ and for 19 to 22 year-olds who are in the SFUSD Special Education Services or English Learning program. By November 2015, 31,000 youth were making use of this program, which was funded through a \$6.8 million donation from Google.⁵⁵ This program is now permanent.

Alameda County Transportation Authority

The Alameda County Transportation Commission (ACTC) is embarking on a series of transit fare pilot programs at schools throughout Alameda County during the 2016-2017 school year. These pilot programs include free and universal transit passes for all students, free BART Orange and Red tickets (discounted BART tickets for elementary, middle and secondary school students) upon request, informational programs, free passes for certain grades only, and discounted passes. The purpose will be to test the effectiveness of these programs and after three years, develop recommendations for a universal affordable transit pass program for students throughout Alameda County.

Marin Transit

Marin Transit offers six-month and 12-month passes for students. The six-month passes are \$175 and the annual passes are \$325, although low-income students are eligible for free passes. They can be acquired by a school coordinator. This fare product is not offered on Clipper but is a sticker attached to a student pass. These passes allow for unlimited use on local routes within Marin County.

Livermore Amador Valley Transit Authority (Wheels)

LAVTA offers a Try Transit to School promotion every year at the beginning of the school year. Transit services are free on all school-related routes the second and third weeks of the school

⁵⁴ <https://www.sfmta.com/getting-around/transit/fares-passes/free-muni-youth>

⁵⁵ <http://www.techtimes.com/articles/3929/20140301/googles-6-8-mn-gift-to-san-francisco-free-muni-for-youth-program-earns-citys-praise.htm>

year. In 2015, approximately 15,500 free rides were taken during this promotion. While the LAVTA program experiences high participation during the period of free transit, it appears that few students become regular bus passengers.⁵⁶

County Connection

County Connection has offered a Summer Youth Pass for more than 20 years to encourage transit use by youth during non-school months. The Summer Youth Pass offers passengers age 6 to 18 20 rides for \$15, which is only \$0.75 per ride and \$0.25 less than the cash fare. It is a punch card that a passenger hands to the bus driver upon boarding and which is valid from June 11 to September 30. It is sold online, in stores, and through the mail. Recent sales volumes for this fare pass are as follows:

Table 21: County Connection Summer Youth Passes Sold

Year	Summer Youth Passes Sold
2009	2,545
2010	1,717
2011	1,651
2012	1,812
2013	1,424
2014	1,332
2015	1,524

Source: County Connection 2016

The drop of pass sales in 2009 was likely to do a 25 percent service cut. County Connection currently only markets these passes through Facebook and its website, as there is no budget for other forms of marketing.

Massachusetts Bay Transportation Authority (MBTA)

Boston area school districts buy monthly passes in bulk (and at a discount) and handle the distribution to the students and the collection of payments. In July 2016, the discounted passes were made valid for the entire year rather than just the ten-month school year period.

Portland Tri-Met School Year Pass

TriMet offers a student pass for the school year that allows youth with a valid student ID to board all transit vehicles for free. The Portland School District does not offer yellow school bus services. The youth fares are also available to anyone pursuing a GED. Some colleges and universities in the area also provide discounted or free transit to students.

⁵⁶ LAVTA Staff Report, *Try Transit to School Results*, 26 October 2015

Minneapolis Youth Discounts

In Minneapolis, youth discounts are only available up to the age of 12; those 13 years and older must pay adult fares. However, student passes are available to students who are qualified for yellow school bus transportation or who meet some other income requirements. These passes get distributed automatically through the schools.

Other Free Transit for Youth Programs

Los Angeles County carried out a study that estimated that making transit free for youth would have the following impacts:

- One percent decrease in unexcused absences from school
- \$71 million in lost fare revenues to the Los Angeles County Metropolitan Transportation Authority
- \$273 million in transportation cost savings to the Los Angeles County school district
- Six to 14 percent ridership increase in the short term and a 26 percent increase in transit ridership in the long term for the Los Angeles County Metropolitan Transportation Authority

This initiative was never carried out. However, in Decatur, Alabama, free transit passes were distributed to youth in neighborhoods after bus operators observed that many youth were not at school during the day. The program resulted in better school attendance for low-income, minority youth.⁵⁷

⁵⁷ TCRP Synthesis 49: Yield to Bus - State of the Practice. Transportation Research Board, 2003. Print. Transit Cooperative Research Program.

Appendix F SamTrans Service Proximity to Schools

Fig. Proximity of Schools to SamTrans Bus Routes by School Type, North County

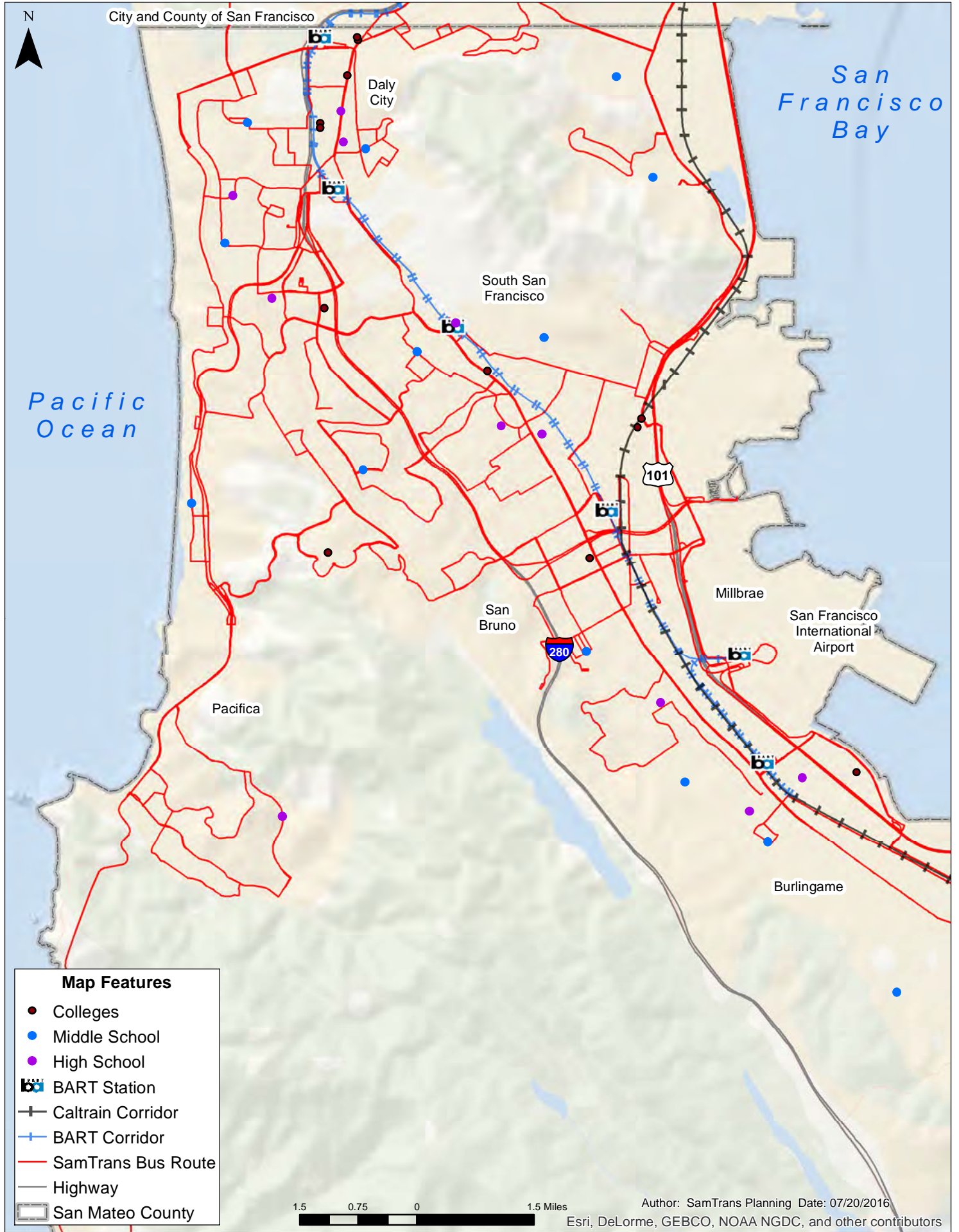


Fig. Proximity of Schools to SamTrans Bus Routes by School Type, Mid County

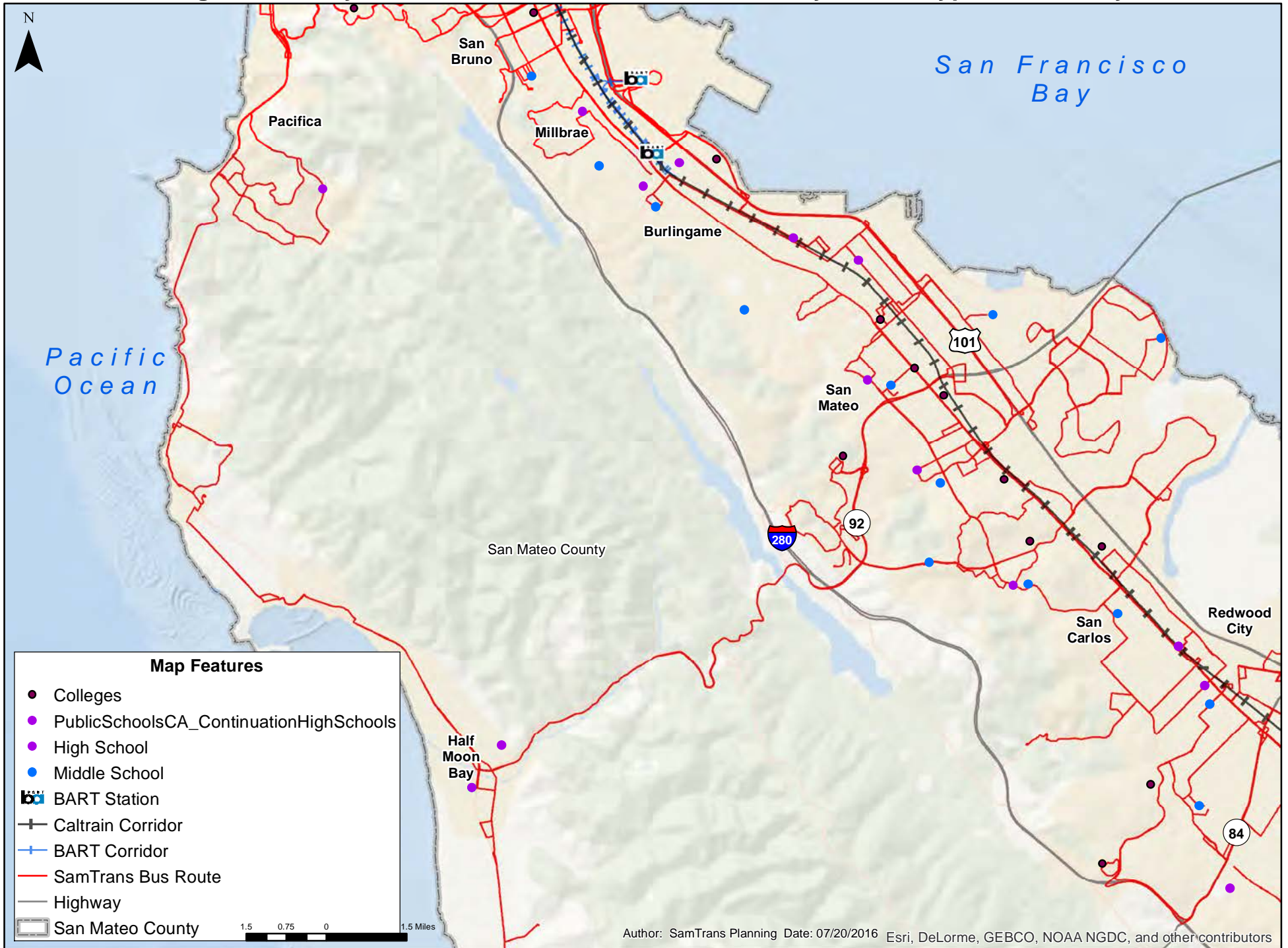
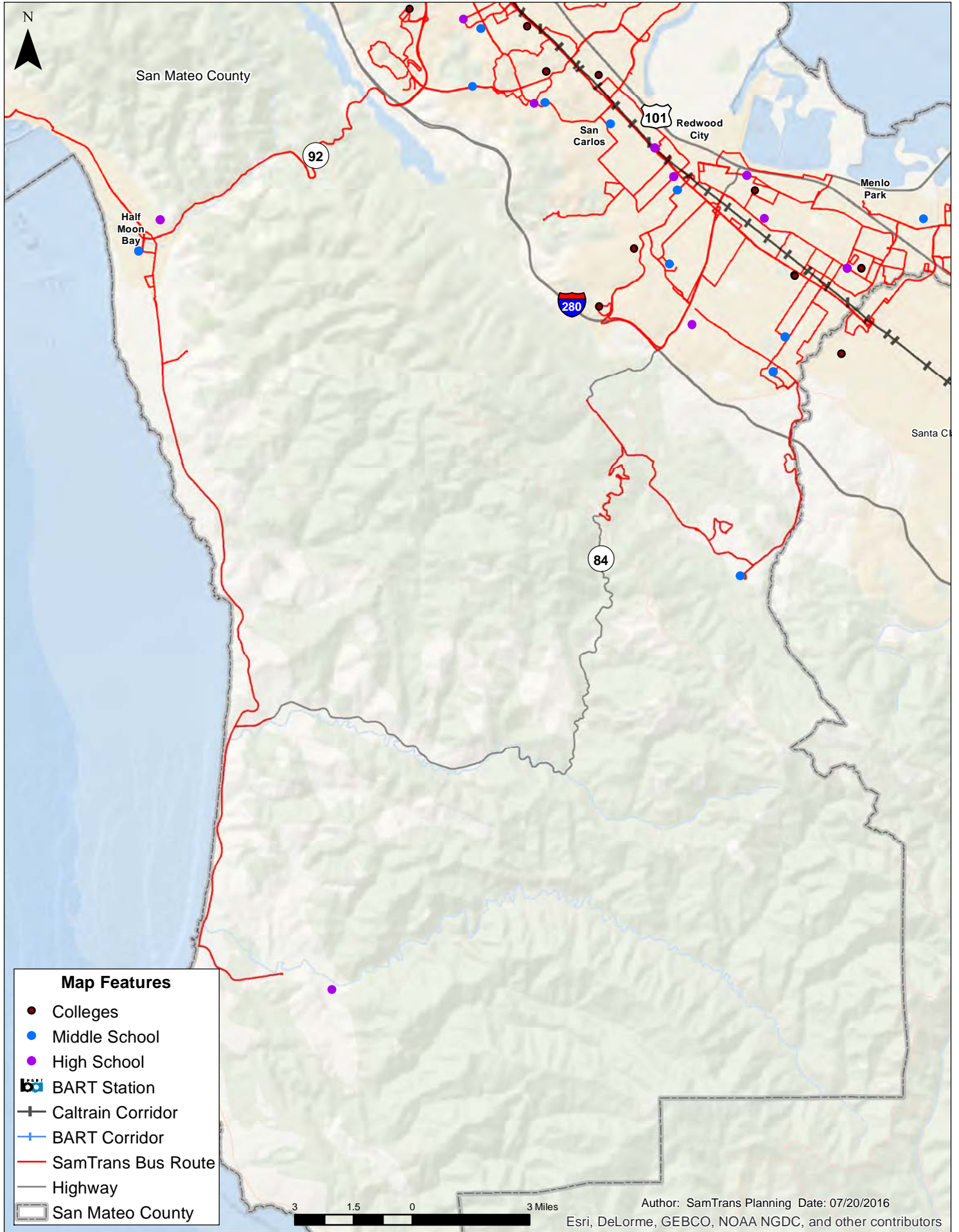


Fig. Proximity of Schools to SamTrans Bus Routes by School Type, South County





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Find us on social media outlets

