

# SamTrans Youth Unlimited Pilot Program Evaluation

Community Meeting  
May 24, 2022

# Youth Unlimited Pilot Program Overview

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- Free fares for qualifying low-income students (age 18 and under)
  - 30,000 eligible students in San Mateo County
- Pilot launched in January 2022 and extended through August 2022
- Close collaboration with schools and districts to distribute passes and evaluate pilot

# Youth Unlimited Pilot Goals

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1. Reduce transportation costs for low-income families
2. Attract new or more frequent SamTrans riders and improve mobility options for low-income families
3. Understand the operational impacts of providing free fares to some or all youth

# Evaluation Approach

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- Participant survey - schools distributed to students/families
  - Results will inform required fare equity analysis and pilot evaluation
  - Approximately 300 responses
- Internal data analysis – monitor ridership, farebox revenue impact, and crowding on school routes
- Input from this community meeting

# Evaluation Metrics

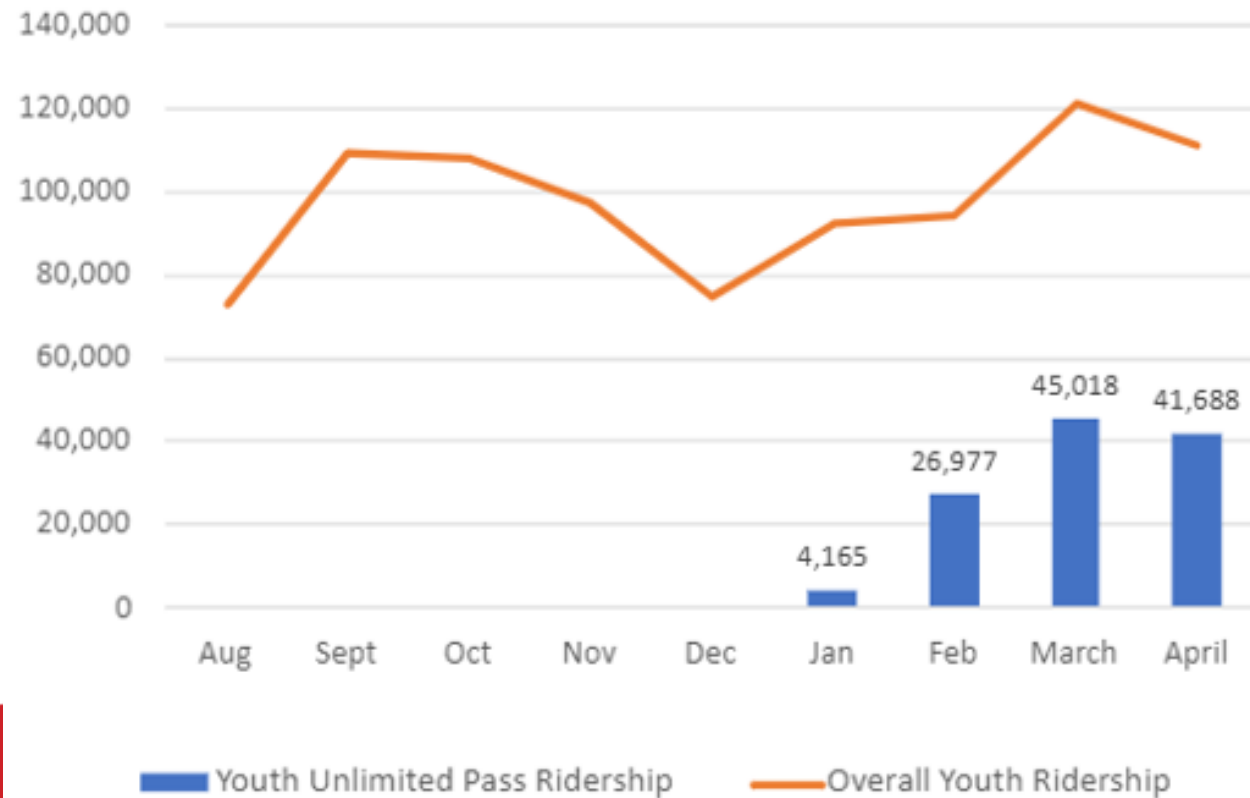
Performance Metric	Achieved?	Results
<b>Distribute &gt;5,000 passes</b>	✓	Over 9,600 distributed
<b>Increase in new riders</b>	✓	25% of survey respondents were not riding SamTrans prior to receiving the pass
<b>Provide economic benefit to participants and their families</b>	✓	39% of respondents said the pass helped them save money
<b>Increase in trip frequency of participants</b>	✓	62% of respondents indicated they are currently riding more than before receiving the pass

# Evaluation Metrics Cont'd

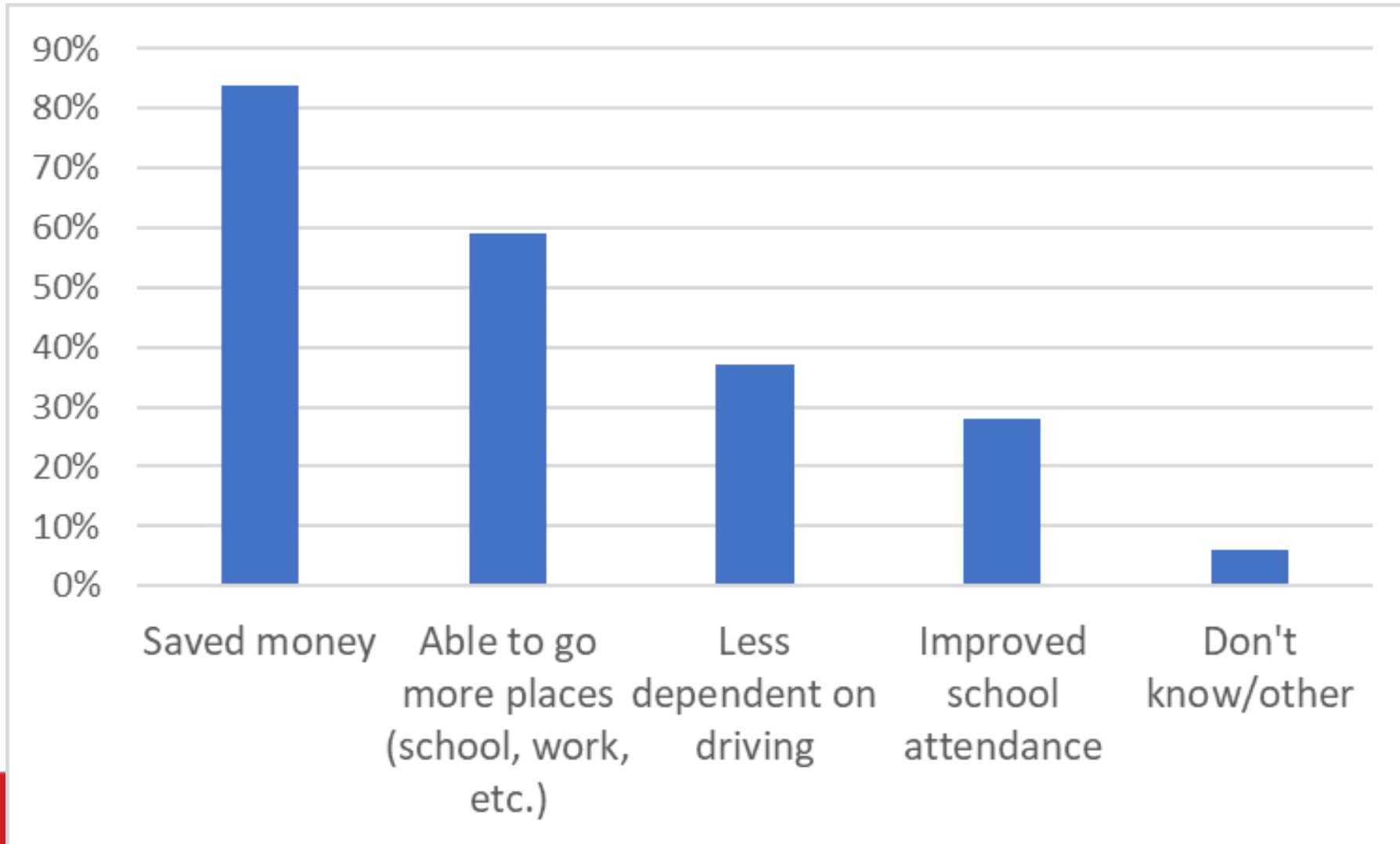
Performance Metric	Achieved?	Results
Improve school attendance	✓	28% of survey respondents indicated that it improved their school attendance
Crowding on school routes not to exceed 150%	✓	No capacity issues on school routes during pilot
Identify impact on farebox revenue	✓	Estimated total farebox annual revenue impact is \$300k-\$450k.

# Youth Unlimited Ridership

- Youth Unlimited ridership made up 35% of overall youth ridership from February through April



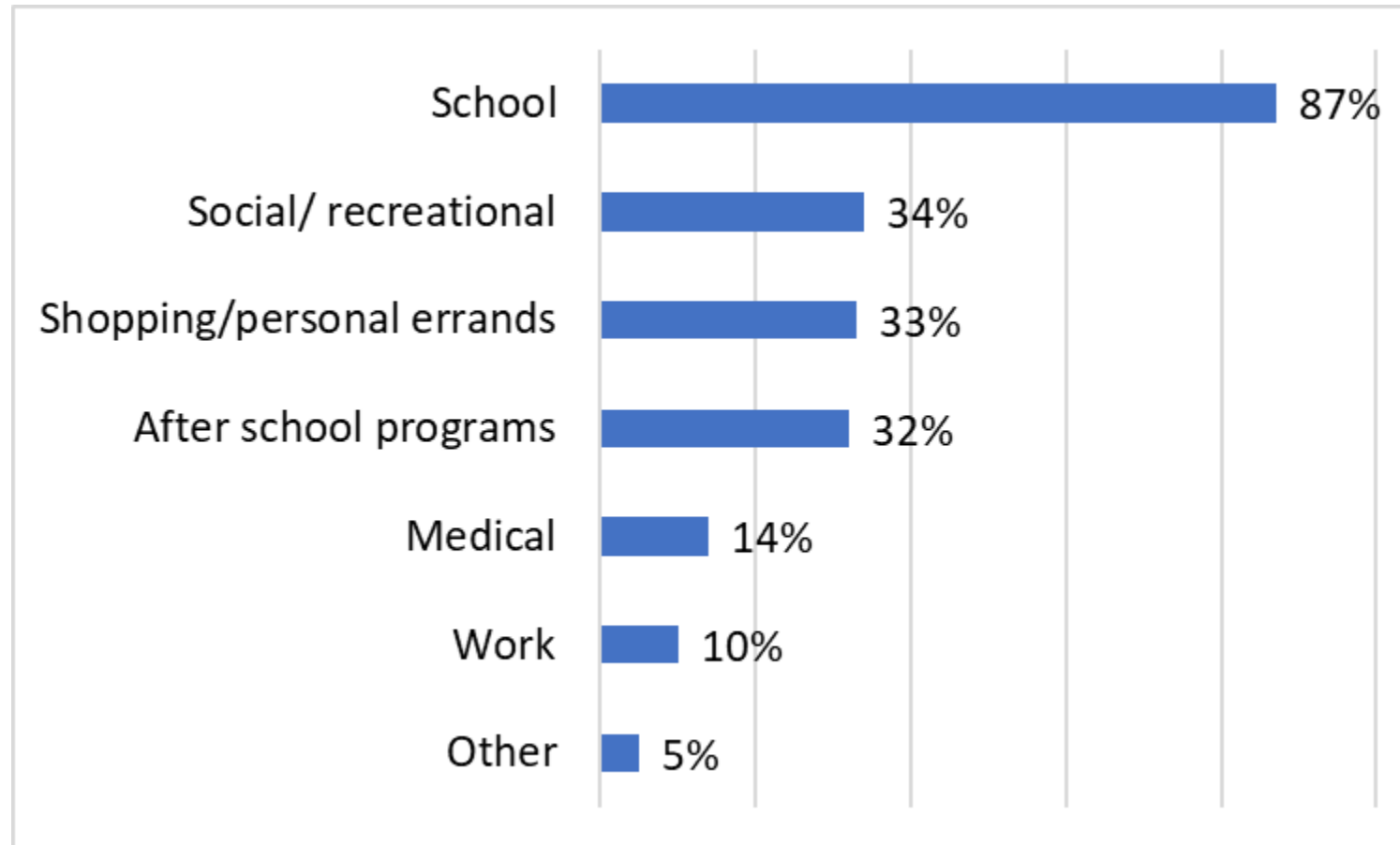
# How did the Youth Unlimited Pass benefit you?





# Varied Destinations Using the Pass

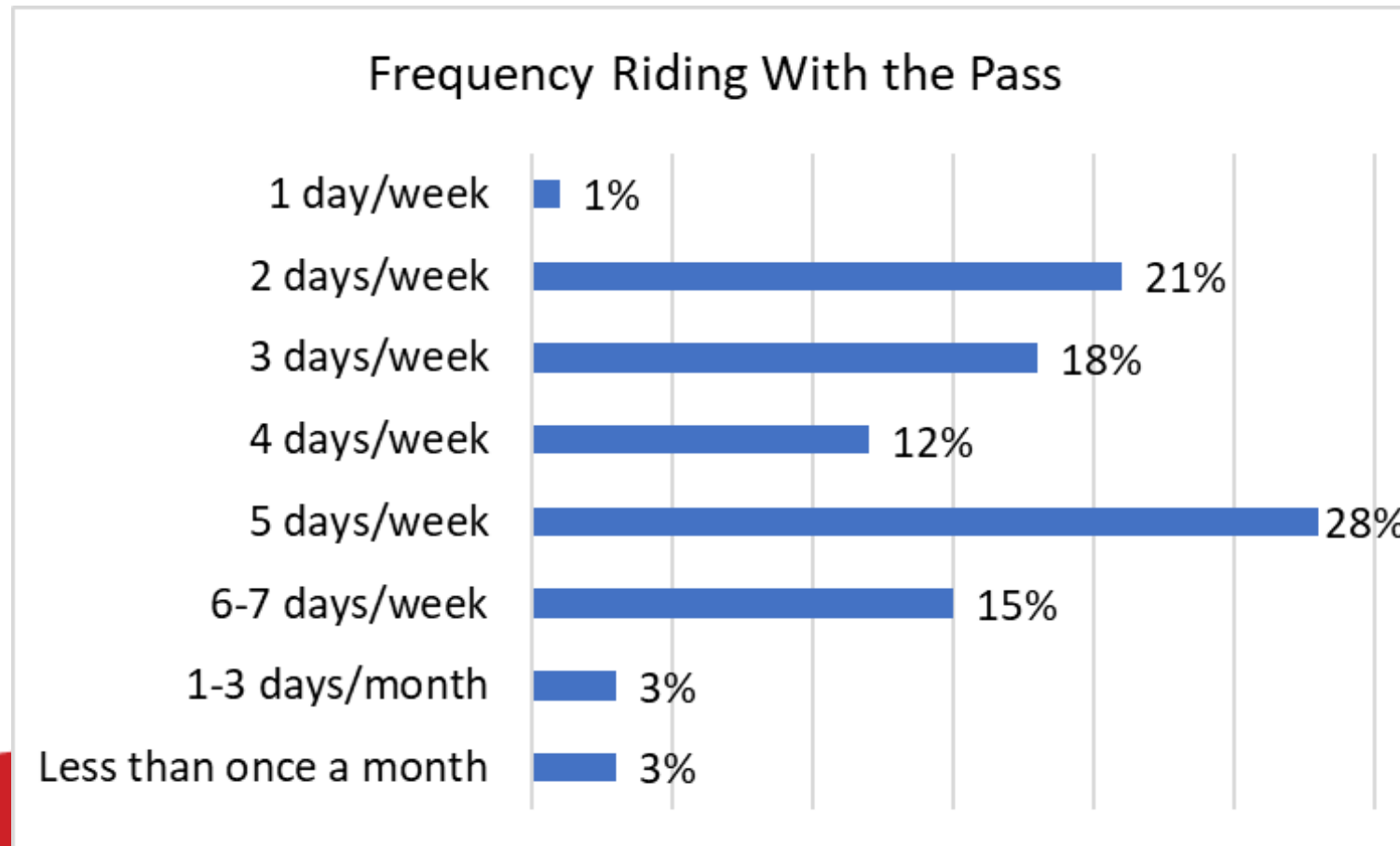
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# New SamTrans Riders

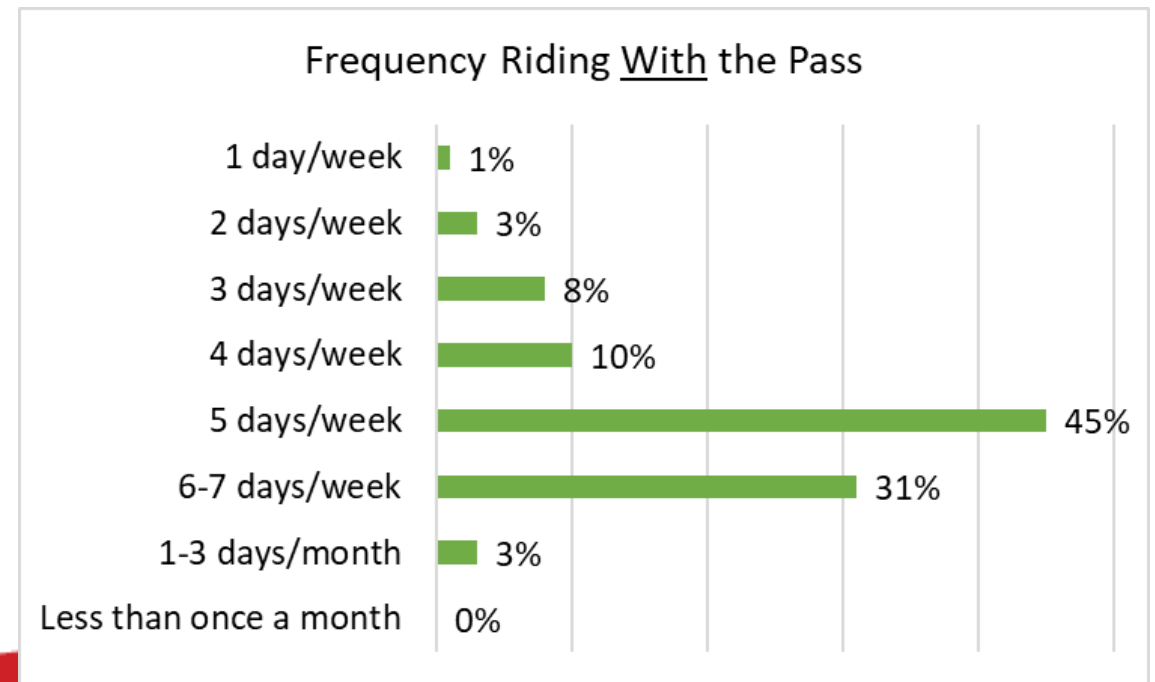
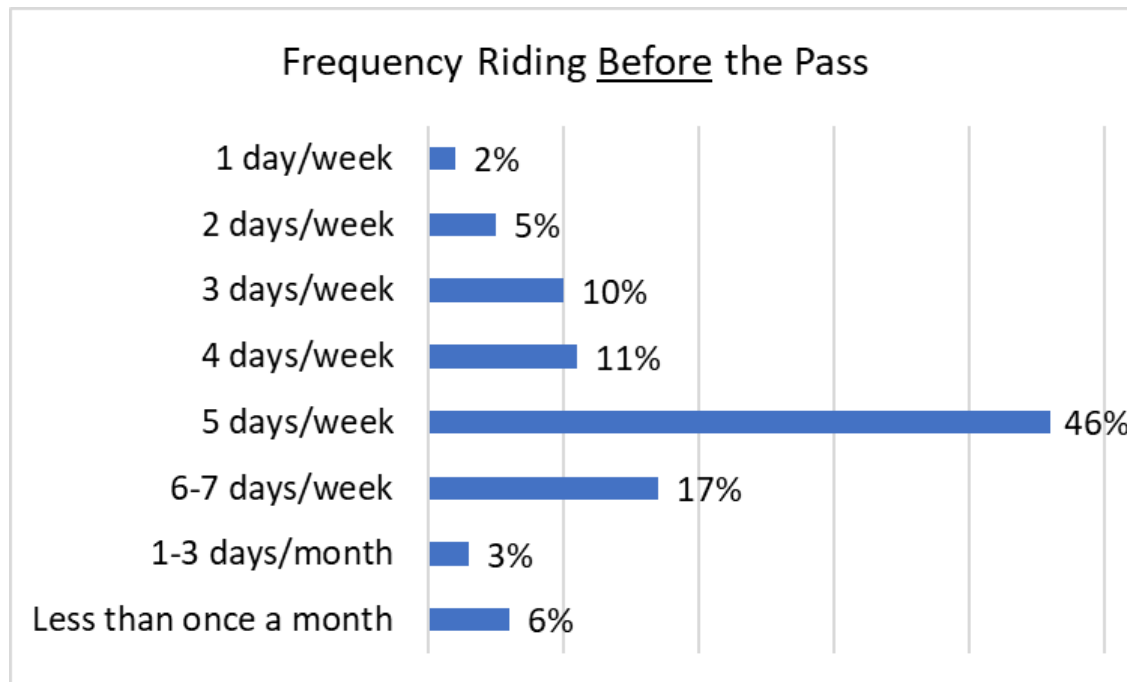
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- Ride, on average, four days per week



# Impact on Frequency Riding SamTrans

Existing SamTrans riders are riding, on average, five days per week – an additional one day per week



# Appreciation from parents

"As a single mother everything is harder. Money for one is a struggle. This program has helped me more than you know. It also helps my son be more independent and street smart."

"This pass helped us save over \$100 last month on transportation. Thank you!"

"My son is able to catch SamTrans to and from school. It was very difficult to rush to pick him up from school now that I'm working 12hours shift thank you so very much"



# Next Steps

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- June Board meeting (*Informational item*)
  - Presentation on pilot evaluation results
- July Board meeting (*Action item*)
  - Bring updated fare structure & Title VI findings for adoption
  - Share final evaluation report
- If adopted, launch permanent program this fall (August 2022)
  - Develop marketing materials and continue to monitor ridership

# Discussion

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- How has the Youth Unlimited pilot helped you?
- How can we improve the Youth Unlimited program?
- Do you have any other comments or suggestions?