Youth Mobility Initiatives Update

SamTrans Board of Directors

November 7, 2018



Youth Mobility Plan

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



Community and School Outreach

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



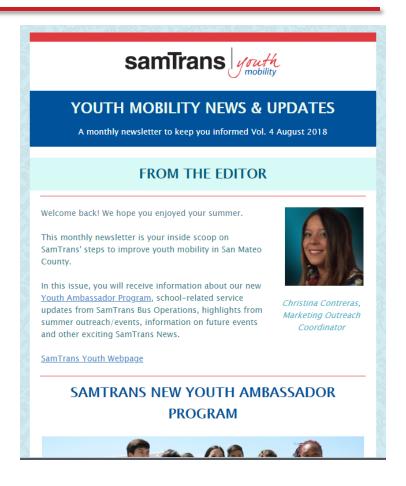






Youth Mobility Newsletter

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





Youth Ambassador Program

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

