

# Universal Pass Program (U-Pass) and Employer Pass Programs

June 2016



**September 2015 Motion 49.1 (Ridley-Thomas):** Motion requested an assessment of the feasibility of piloting a Universal Community College Student Transit Pass (U-Pass) Program.

**May 2016:** Metro Board approved a 2-year U-Pass Pilot Program for colleges, universities, and trade/vocational schools to increase college transit ridership and create a new generation of transit riders.

**Objective:** To transition to a more feasible pricing structure and reach a broader range of college students by reducing units required to participate, and collect the data and establish best practices necessary to establish a permanent program.

## Significant Changes:

- 1. Eligibility** – Units required being reduced from 12 to 8 for Fall 2016, and if no negative fiscal impact, may be reduced to 6 after the first 6 months of pilot.
- 2. Pricing** – Transition to a “pay per boarding” model and invoice schools for boarding fee of \$0.75 x the total number of boardings per term based on actual usage.
- 3. Administration** - The schools will be responsible for:
  - Determining student’s eligibility based on enrollment
  - Collecting student demographic information and the disclaimer/waiver form signatures
  - Distributing/Tracking U-Pass stickers/cards
  - Ensure U-Pass is properly activated via CPOS (Consumer Point of Sale) or spreadsheet to Metro

4. **Financing/Funding** -The program can be funded through student fees, grants, or student contributions. Student contributions may not exceed \$43/month or \$10.03/week, and the total amount charged to student cannot exceed the total amount due to Metro.
  
5. **Co-Marketing** – Metro will partner with schools to promote the U-Pass by:
  - Creating co-branded marketing materials
  - Providing staff to assist in launching the program (outreach and marketing efforts)
  
6. **Analysis** – Metro will determine success of the program by:
  - Goal of increasing student participation by 10%
  - Compare U-Pass revenue and boardings to current levels
  - Assess changes in ridership on key lines near pilot schools

# U-PASS *(Cont.)*

Sample U-Pass Sticker:



Size: 1"H x 1.75"L



Sample U-Pass Card:



# Employer Pass Programs

## **Annual Transit Access Pass (ATAP/Annual EZ)**

- Pre-loaded annually and is good for the entire calendar year for actual number of users
- Includes Zone 1 and is available for any type of fare media (including EZ)
- Cost is # of months X fare media X # of users + \$5 card fee

## **Business Transit Access Pass (BTAP)**

- Annual group rate program and pricing is based on level of Metro transit service at work location
- Pre-loaded annually and is good for the entire calendar year for all eligible employees
- Valid on all Metro services and Includes Zone 1
- Cost is # of months X # of passes X group rate + \$5 card fee



# Employer Pass Programs *(Cont.)*

## **Promotional Employer Pass Program (PEPP)**

- NEW program
- One-time participation for new employers
- Designed to promote new Metro transit services
- Pre-loaded 3-month Metro Pass at 50% off
- Must be purchased for 10% of employees at work site or more
- Only valid on Metro and Includes Zone 1
- Cost is \$150 X # of users + \$2 card fee

**All employer programs require employer to submit list of participants and matching proof of employment to Metro.**



# Thank you!

For additional information:

[www.metro.net/riding/colleges](http://www.metro.net/riding/colleges)

[www.metro.net/riding/aepp](http://www.metro.net/riding/aepp)

For questions/participation contact:

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