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SFMTA's
Low Income Programs

Emmett Nelson: Program Manager
SPUR: Affordable Transit for Low-Income Riders
5/23/2017

SF's Transit First Policy

- To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.

- Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.

- Read more at https://www.sfmta.com/transit-first-policy

Program Overview

Lifeline – Discount monthly pass for income qualifying adults (ages 19-64)

Free Muni – Free Muni rides for income qualifying Youth (5-18), Seniors (65+) and People with Disabilities

Lifeline Program

Background

- Implemented in 2005 by the Board of Supervisors to address the impact on low income customers after two consecutive years of fare increases

- Any San Francisco resident at or below 200% of the Federal Poverty Level is eligible for the program

HH Size	1	2	3	4	5	6
Annual Income	$24,120	$32,480	$40,840	$49,200	$57,560	$65,920

- The current pass is offered at $36
  - 50% off the regular $73 Muni monthly pass

Lifeline

How to Apply & Purchase Monthly Pass

- New customers must present proof of income and residency at the Human Services Agency (HSA) to verify eligibility

- Customers are issued a photo ID "flash pass" by SFMTA

- Monthly stickers are purchased and affixed to the ID cards for travel on all Muni vehicles

- Monthly passes can be purchased at 8 sales locations throughout S.F.

Lifeline

Ridership

- 39,000 residents currently enrolled
- Monthly pass sales average 19,500
- Recertification: every 2 years
- More info – www.sfmta.com/lifeline

Free Muni

Background

Implemented following approval by SFMTA Board of Directors
- Youth (5-17) – March 1, 2013
    - Added in early 2014
        - 18 year olds
        - SFUSD English Learner and Special Education students ages 19-23
- Seniors and People with Disabilities – March 1, 2015

Free Muni

San Francisco residents at or below the Bay Area Median Income are eligible for the program

HH Size	1	2	3	4	5	6
Annual Income	$75,400	$86,150	$96,950	$107,700	$116,300	$124,950

Ages
– Youth – ages 5-18
– Seniors – 65+
– People with Disabilities – 19-64

Free Muni

Details and How to Apply

- Program available on a Clipper card

- Pass does not expire each month – renewal not required
- Application
  - Current Clipper card holders apply online at www.sfmta.com/freemuni
  - Applicants without a Clipper card submit paper application and proof of residency

Free Muni

Ridership Stats

- Program Enrollment – Total number of San Francisco residents in possession of a Free Muni Pass
- Active Ridership – Free Muni Pass holder who rides Muni at least 2x/month

	Youth	Seniors	People with Disabilities	Total (all programs)
Program Enrollment	34,350	58,480	15,540	108,370
Active Ridership	18,800	39,800	10,050	68,650

- ~2,300,000 total Free Muni trips taken each month

Ridership vs. Eligible Residents

Lifeline

	Total	% of Eligible Population (160,000)
Number of Residents Actively Purchasing Lifeline Monthly Passes	19,500	12.2%
Number of Residents Enrolled in Lifeline Since January 2014	39,000	24.5%

Free Muni

	# of Residents Eligible Based on Income	# of Residents Enrolled in Free Muni	Percentage of Eligible Population Enrolled in Free Muni
Youth	50,779	34,350	68%*
Seniors	68,983	58,480	85%
People with Disabilities	No data	15,540	N/A

*2014 Budget and Legislative Analyst estimated that 40,000 SF youth (5-17) live in households at or below Bay Area Median Income level.

SFUSD Transportation Use Survey

	K	5th Grade	6th grade	9th Grade
Walk	29.1%	25%	15.3%	11.0%
Bike	1.9%	0.9%	1.2%	0.4%
School Bus	5.4%	6.1%	7.0%	0.8%
Public Transit	9.6%	10.3%	26.4%	53.9%
Family Car	50.8%	52.2%	40.3%	31.7%
Carpool	2.5%	4.8%	6.0%	1.6%
Other	0.6%	0.8%	0.7%	0.7%

Based on 2015 UC Berkeley study

Among SFUSD high school students, approximately 46% ride Muni to school and 63% ride home or to an after school activity (Source: Spring 2013 SFUSD Youth Vote Survey)

Annual Program Costs

LIFELINE	
Line Item	Cost
Estimated Revenue Loss	$7,359,300
Vendor Commission	$72,000
Annual Card & Printer Maintenance Costs	$30,000
Human Services Agency Work Order	$ 202,000
SFMTA Labor	$257,415
Monthly Stickers	$ 43,487
$7,964,202	

FREE MUNI	
Line Item	Cost
Estimated Revenue Loss	$17,625,600
SFMTA Labor	$279,377
Printing Services	$30,000
Clipper Transaction Fees	$1,609,200
$19,544,177	

SFMTA Low Income Program Reach

	Lifeline	FM Youth	FM Seniors	FM People with Disabilities	Total
Program Enrollment	39,000	34,350	58,480	15,540	147,370
Active Ridership	19,500	18,800	39,800	10,050	88,150

Future Goals

- Increase utilization of Lifeline Program
- Clipper integration

Maintaining Low-Income Programs

- Funding
- Administration of Eligibility for Expanded Programs

Questions

AFFORDABLE STUDENT TRANSIT PASS PILOT PROGRAM

Year One

Cathleen Sullivan, Alameda CTC

May 2017

ALAMEDA
County Transportation
Commission

PRESENTATION OVERVIEW

- Background

- Pilot Program Goals

- Pilot Program Design

- Pilot Program Implementation

- Future

PROGRAM BACKGROUND

2014

MEASURE BB PASSED

$15 million for 3-year pilot program

2015-16

PROGRAM DEVELOPMENT

AUG 2016

PROGRAM LAUNCH

STUDENT TRANSIT PASS PILOT PROGRAM GOALS

- Reduce transportation access barriers to and from schools

- Improve transportation options for Alameda County's middle and high school students

- Build support for transit in Alameda County

- Develop effective three-year pilot programs

- Create a basis for a countywide student transit pass program (funding permitting)

PROGRAM EVALUATION

18 quantitative and qualitative measures including:

- Student perception of transit

- Actual student transit ridership

- Pass popularity and ease of use

- Afterschool activity participation

- Attendance of participating students

- Program cost per participant

- Administrative costs

PILOT PROGRAM OVERVIEW

SPRING 2016

ADOPTED BY COMMISSION
- Site selection methodology
- Shortlist of 36 eligible schools
- Evaluation framework

2016/17 SCHOOL YEAR

IMPLEMENTATION - Year One
- Tested different program models at 9 participating schools
- Models varied by transit agency
- Education and training offered on how to use public transit
- Passes are effective year-round, not limited by day/time

2017/18 SCHOOL YEAR

NEXT STEPS - Year Two
- Participating schools will increase from 9 to 15
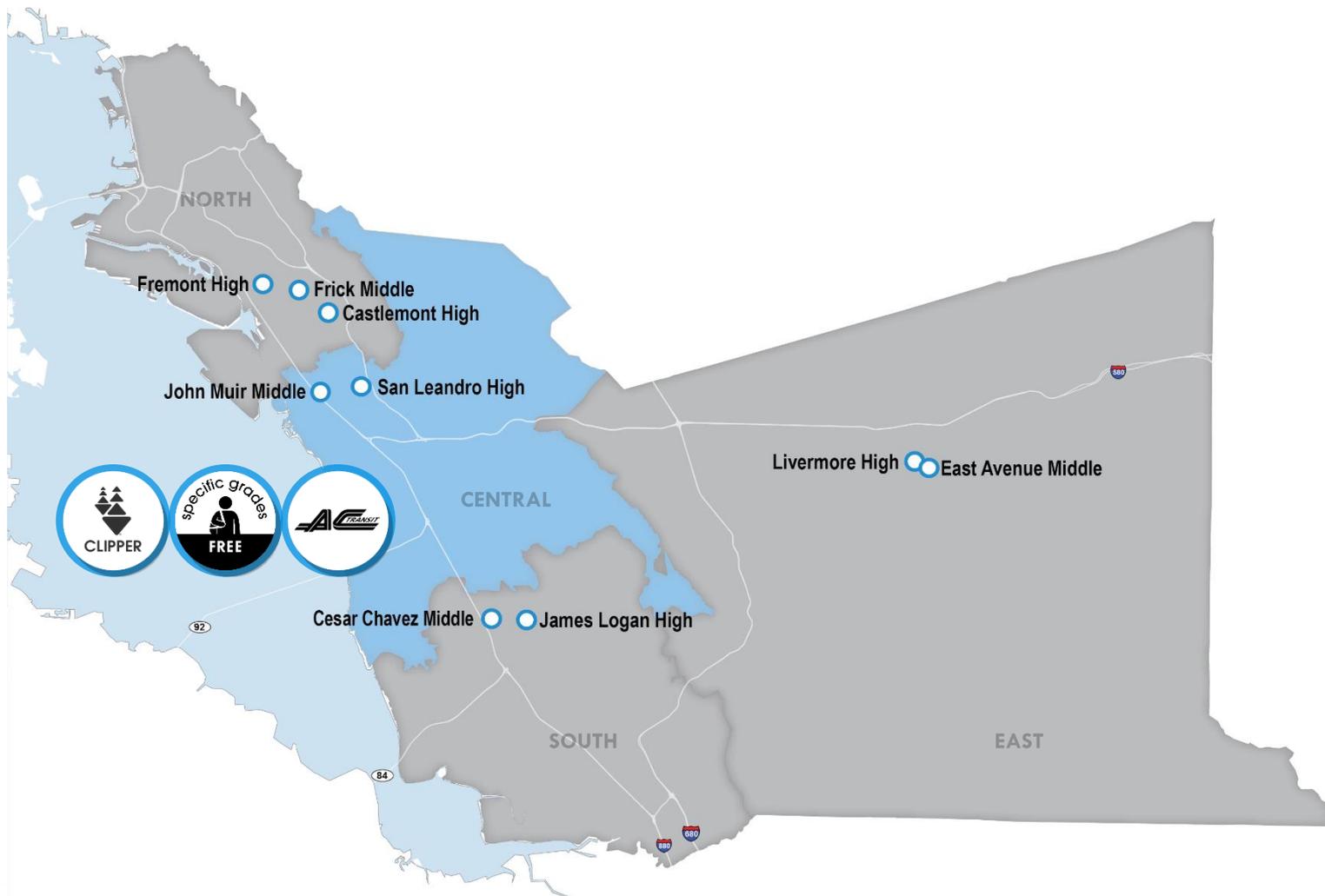- Program models modified based on Year 1 data

2018/19 SCHOOL YEAR

NEXT STEPS - Year Three
- Program design TBD based on lessons learned

YEAR ONE: NORTH
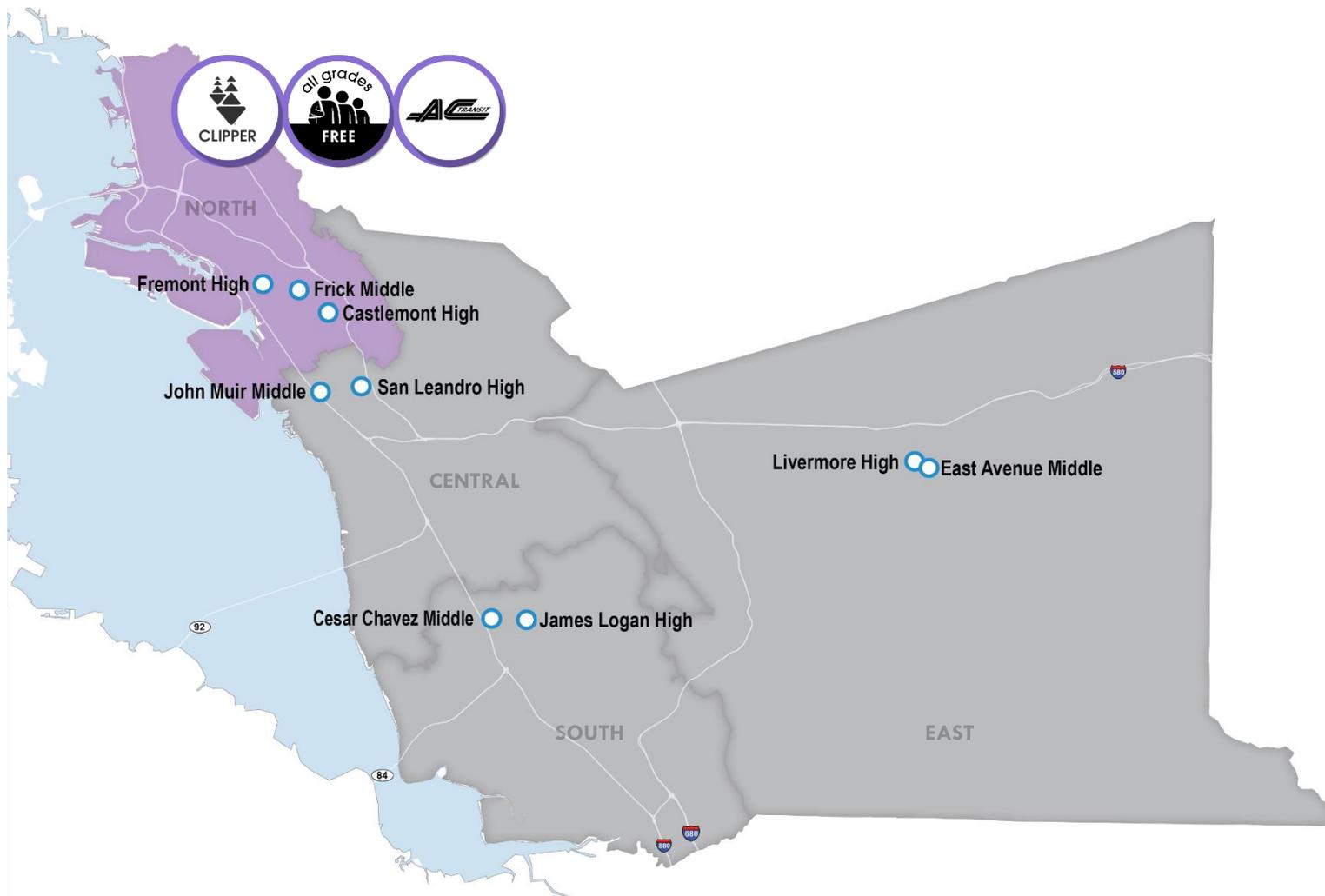
YEAR ONE: CENTRAL

YEAR ONE: SOUTH

Fremont High
Frick Middle
Castlemont High
NORTH
John Muir Middle
San Leandro High
Livermore High
East Avenue Middle
CENTRAL
Cesar Chavez Middle
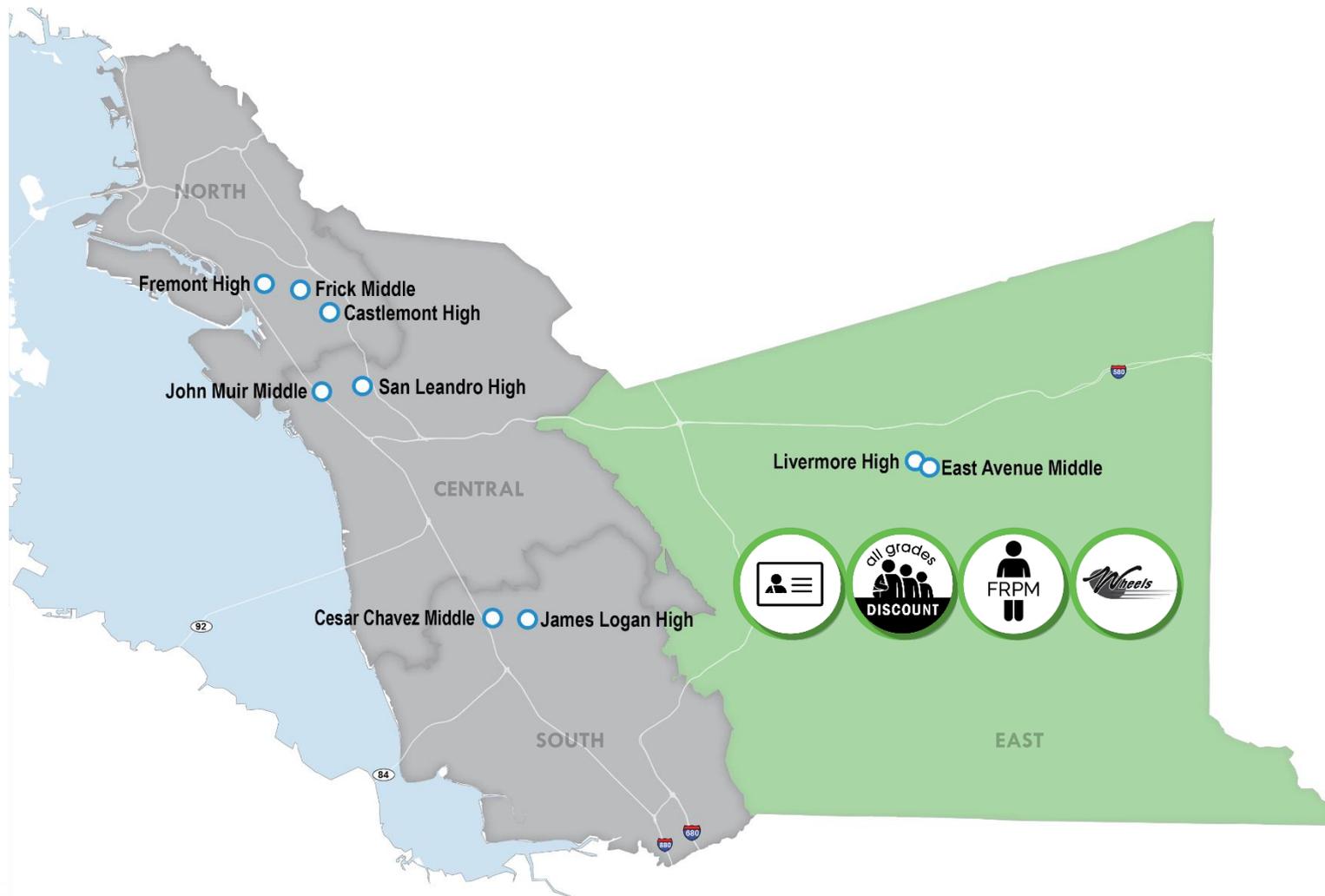James Logan High
EAST
SOUTH

CLIPPER
DISCOUNT
specific grades
AC TRANSIT
UNION CITY TRANSIT
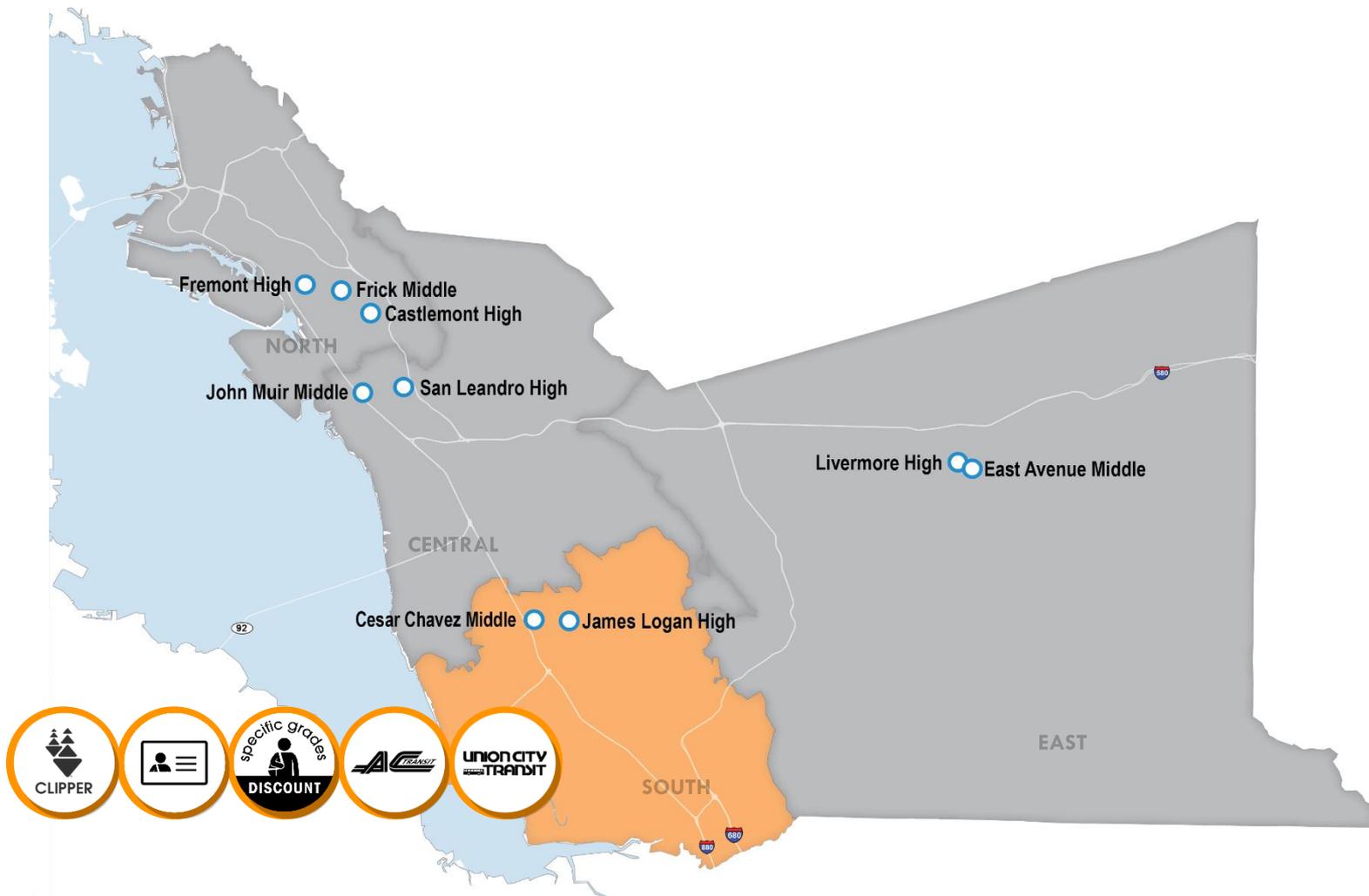
YEAR ONE: EAST

OUTREACH
AND ENGAGEMENT

OUTREACH AND ENGAGEMENT

Go Places on Transit!

Be Safe and Ready to Ride
- Give yourself plenty of time to get there.
- Wait at designated stops/shelters.
- Have fare card ready before boarding.

ALL ABOARD!

A STUDENT'S GUIDE TO **RIDING THE BUS**

YEAR 1: LESSONS LEARNED

Factors limiting student participation:

- Limiting eligibility to certain grades

- High up-front cost in Discounted Programs
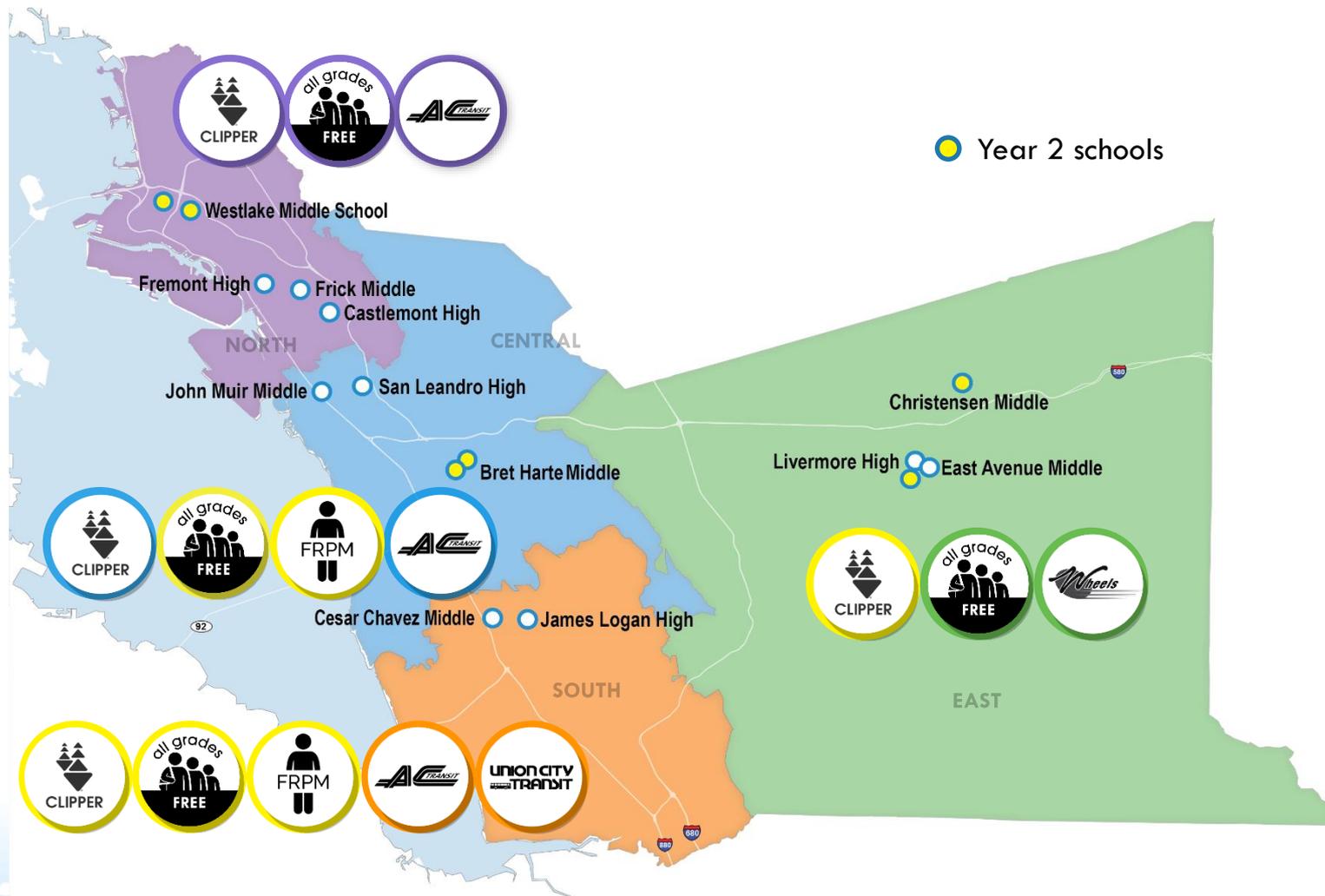
High administrative costs associated with:

- Multiple pass formats within a school site

- Programs that required collecting funds from students

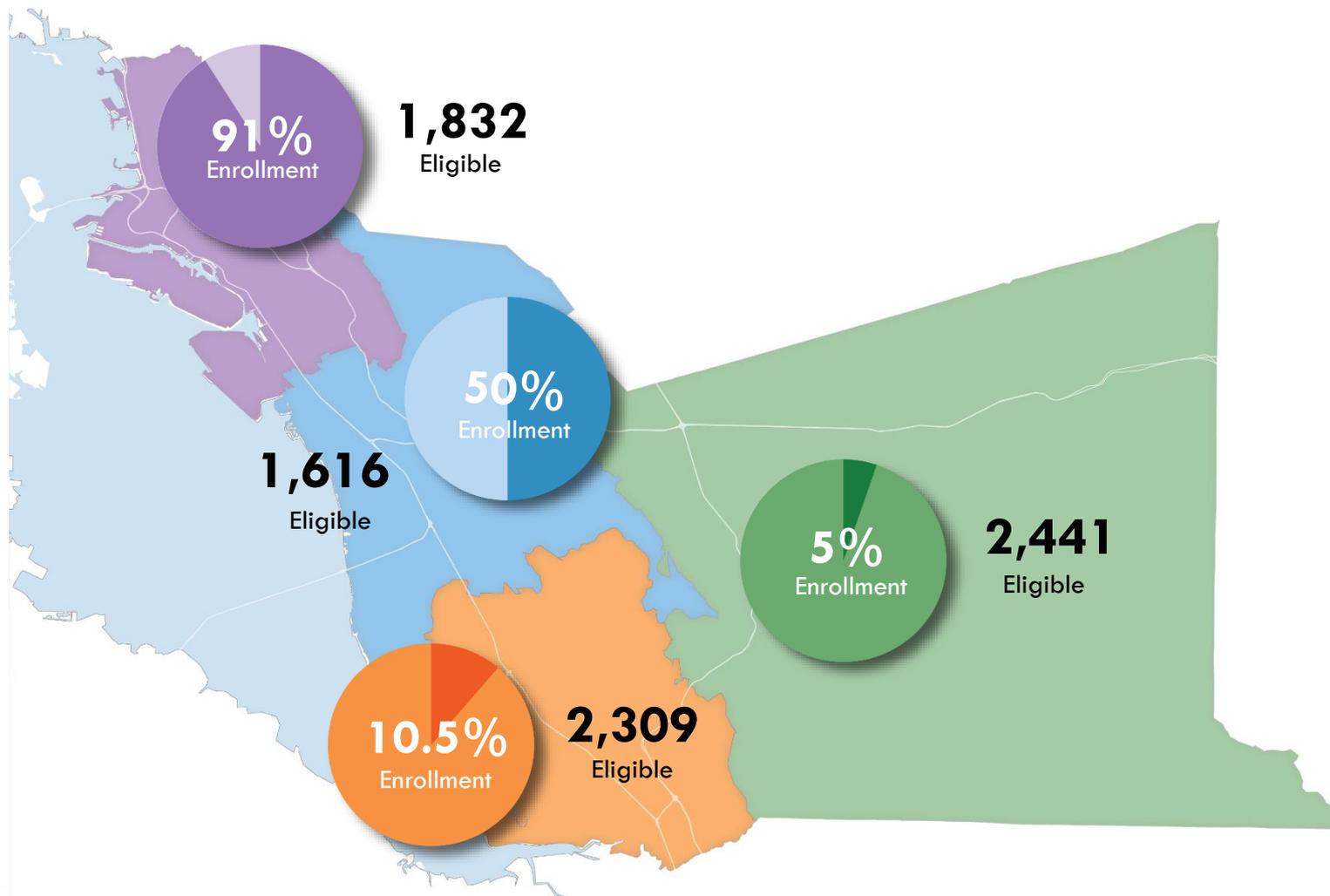**Other lessons from initial data and survey:**

- Free/universal programs have lowest administrative burden, but highest enrollment and, therefore, highest pass costs

- Needs-based program warrants broader testing, but FRPM data may be difficult to utilize
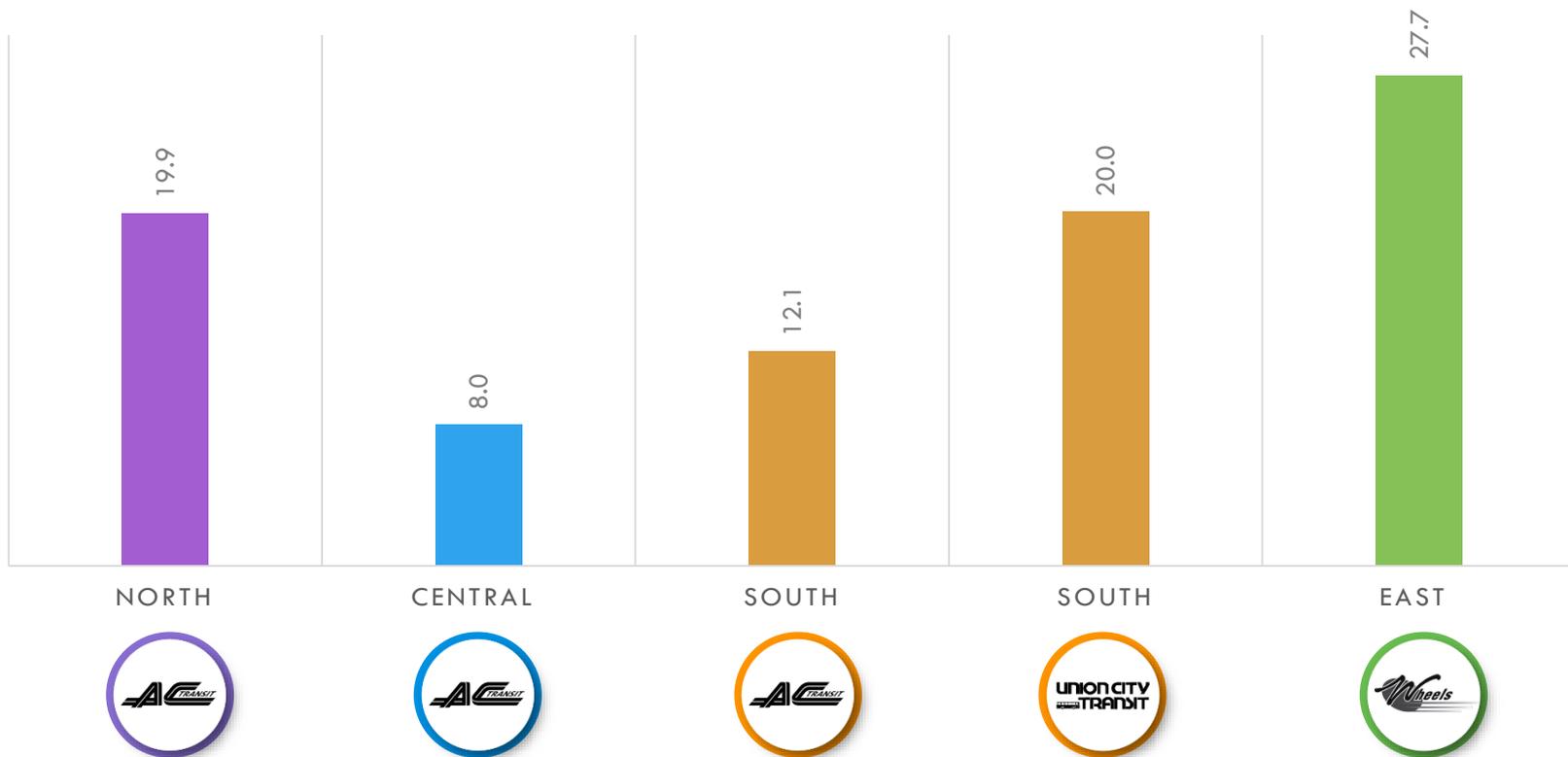
YEAR TWO: SUMMARY OF CHANGES

Year 2 schools

Westlake Middle School

Fremont High
Frick Middle
Castlemont High

John Muir Middle
San Leandro High

Christensen Middle

Livermore High
East Avenue Middle

Bret Harte Middle

Cesar Chavez Middle
James Logan High

NORTH   CENTRAL   SOUTH   EAST

PASS ENROLLMENT

91% Enrollment — **1,832** Eligible

50% Enrollment — **1,616** Eligible

5% Enrollment — **2,441** Eligible

10.5% Enrollment — **2,309** Eligible

TRANSIT USAGE BY PASSHOLDERS

AVERAGE MONTHLY BOARDING PER PASS (SEPT-DEC)

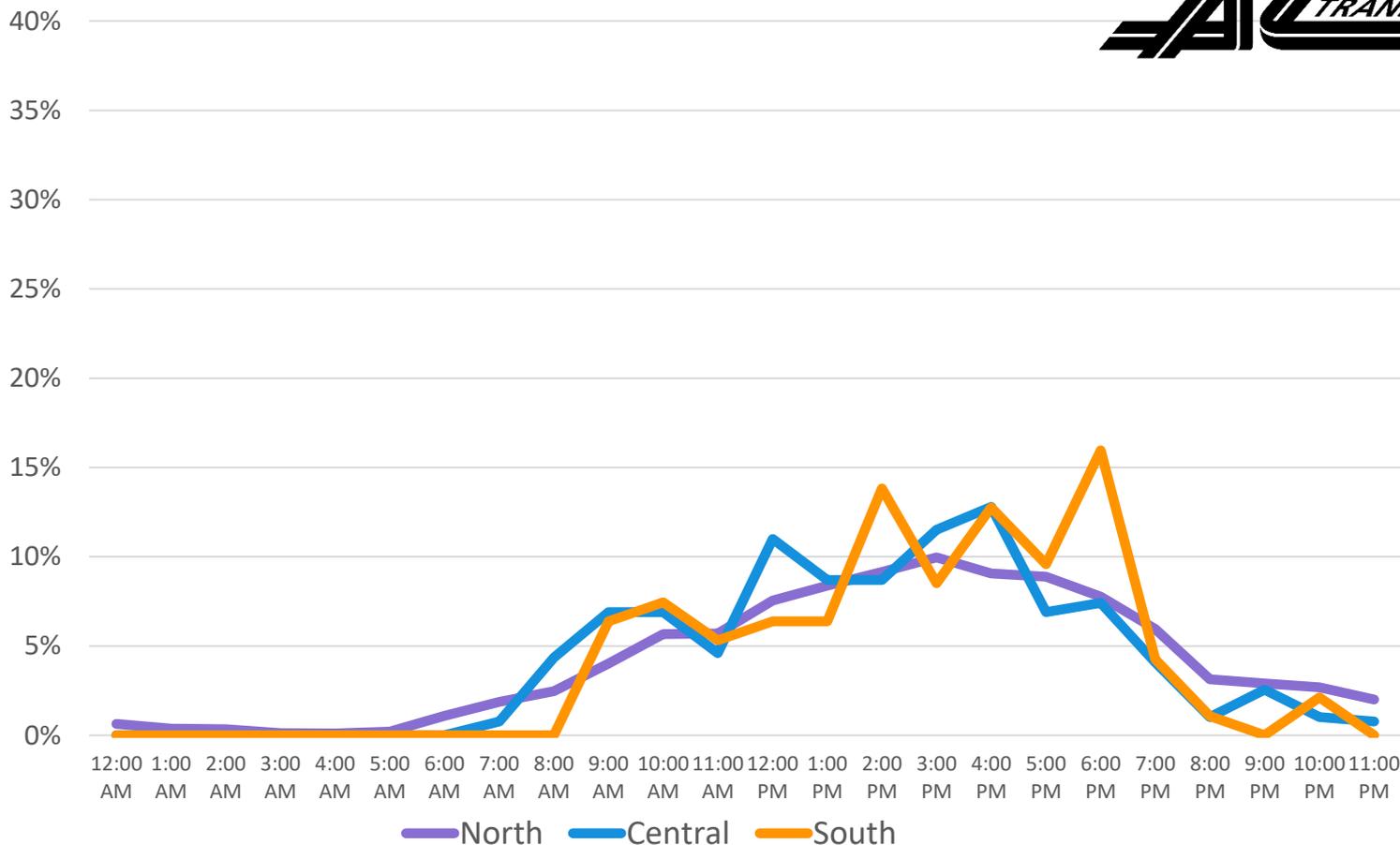| NORTH	CENTRAL	SOUTH	SOUTH	EAST
19.9	8.0	12.1	20.0	27.7

WEEKDAY BOARDINGS BY HOUR
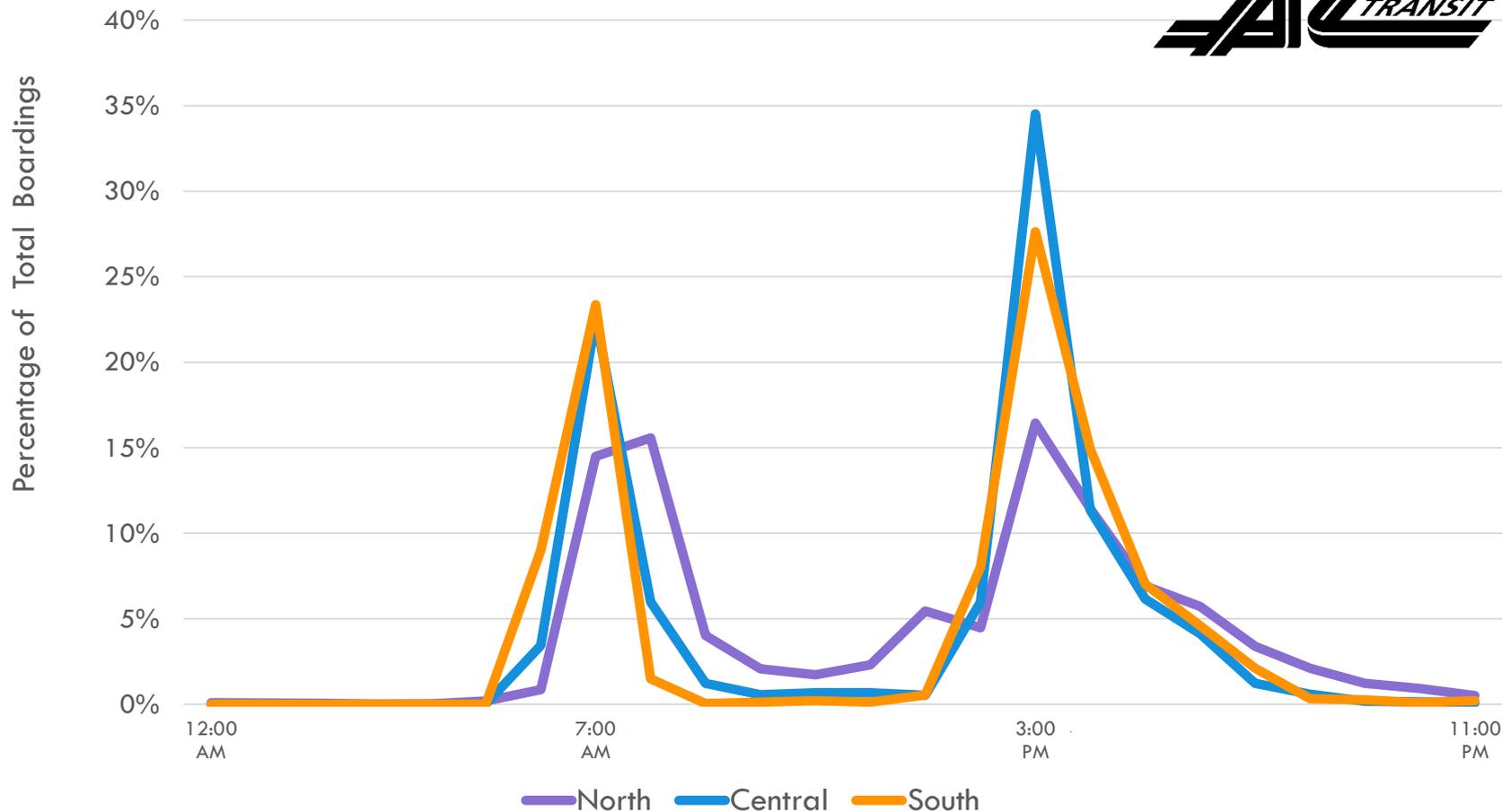
WEEKEND BOARDINGS BY HOUR

KEY USAGE FINDINGS

Top Uses of Passes:

- Travel to/from school (~ 70%)

- Afterschool activities

- Spending time with friends

50% *of participating students said cost savings provided by the program is important*
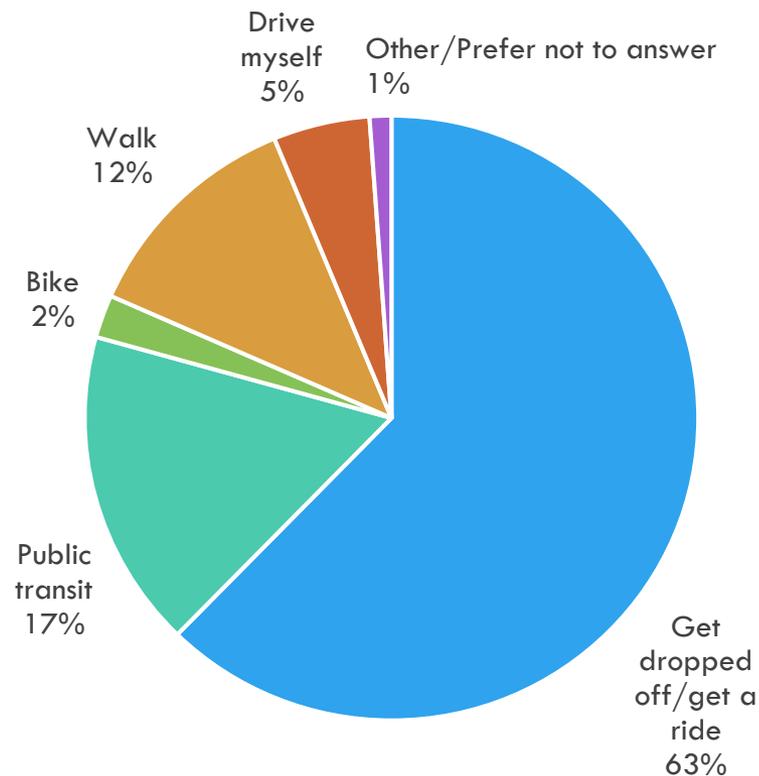
KEY USAGE FINDINGS

Top reasons limiting student use:

- Prefer to travel other ways
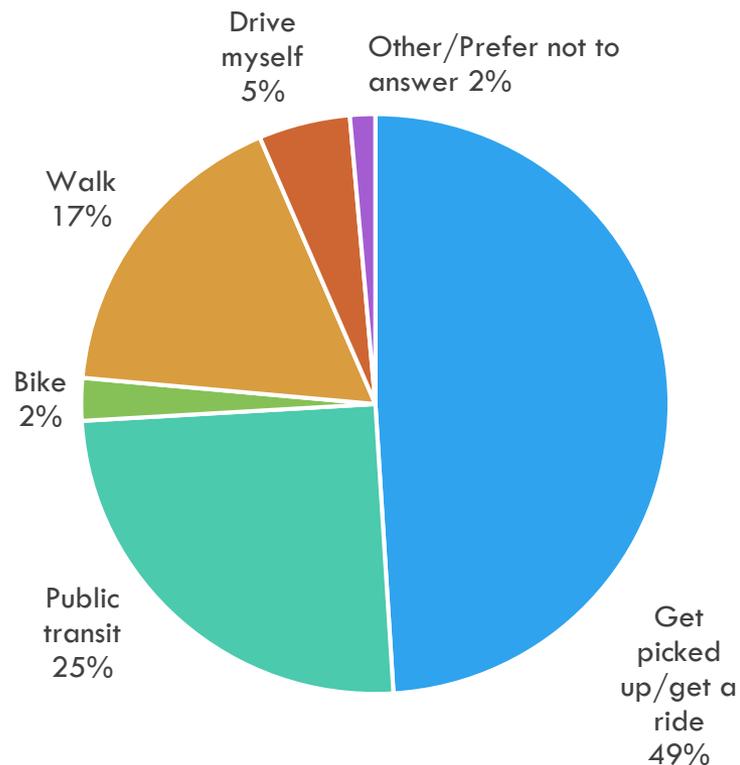- Traveling by bus takes too long
- Bus doesn't meet needs

MODE SPLIT – COUNTYWIDE

How Students Arrive at School

- Drive myself 5%
- Other/Prefer not to answer 1%
- Walk 12%
- Bike 2%
- Public transit 17%
- Get dropped off/get a ride 63%

How Students Depart School

- Drive myself 5%
- Other/Prefer not to answer 2%
- Walk 17%
- Bike 2%
- Public transit 25%
- Get picked up/get a ride 49%

PRAISE FOR PASS PILOT PROGRAM

You should keep doing this, it helps a lot of us with money issues.

Thank you for this program. It is allowing me to be more independent.

The pilot program seems very excellent to me since it has helped me and my family to have a safe way for me to get to school and get my education. It's a program that has helped a lot of students and for my part I am very grateful.

Everything is good about the transit pass and I started **not being late to school** which make a positive dramatic change on my grades and willingness to go to school.

It is a good idea to encourage public transit, because it is **better for the environment.**

I like the transit pass and it keeps me from having to look for money each day of the week that I ride the bus. It is **convenient** and I ride 5 days a week.

SCHEDULE & NEXT STEPS

Nov 2015	May 2016	Aug 2016	March 2017	Summer 2017	Summer 2018	Summer 2019
Pilot Program Development Begins	**Pilot School Selection Finalized**	**Pilot Program Launch**	**Approve Parameters for Year 2**	**Year 1 Evaluation Report & Begin Year 2**	**Year 2 Evaluation Report**	**Year 3 Evaluation Report**

THANK YOU

Low-Income Travelers in the Bay Area

Photo Credit: AC Transit

Clarrissa Cabansagan
SPUR Lunchtime Forum
May 23, 2017

TransForm
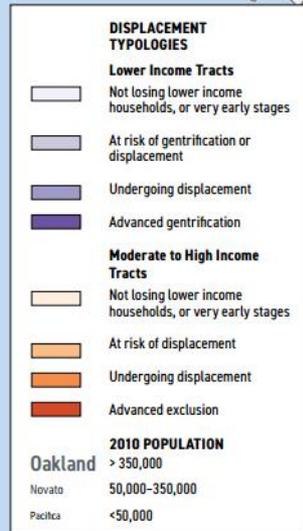Our communities. Our transportation. Our future.

20 years of TransForm

VOTE YES! BB
BETTER BART | BETTER BUS | BETTER ROADS
www.YESonBB.org

GreenTRIP Residence
Garden Village, Berkeley

Great Communities Collaborative

Alameda County Safe Routes to Schools

Share of Minority + Low-Income Riders by Operator
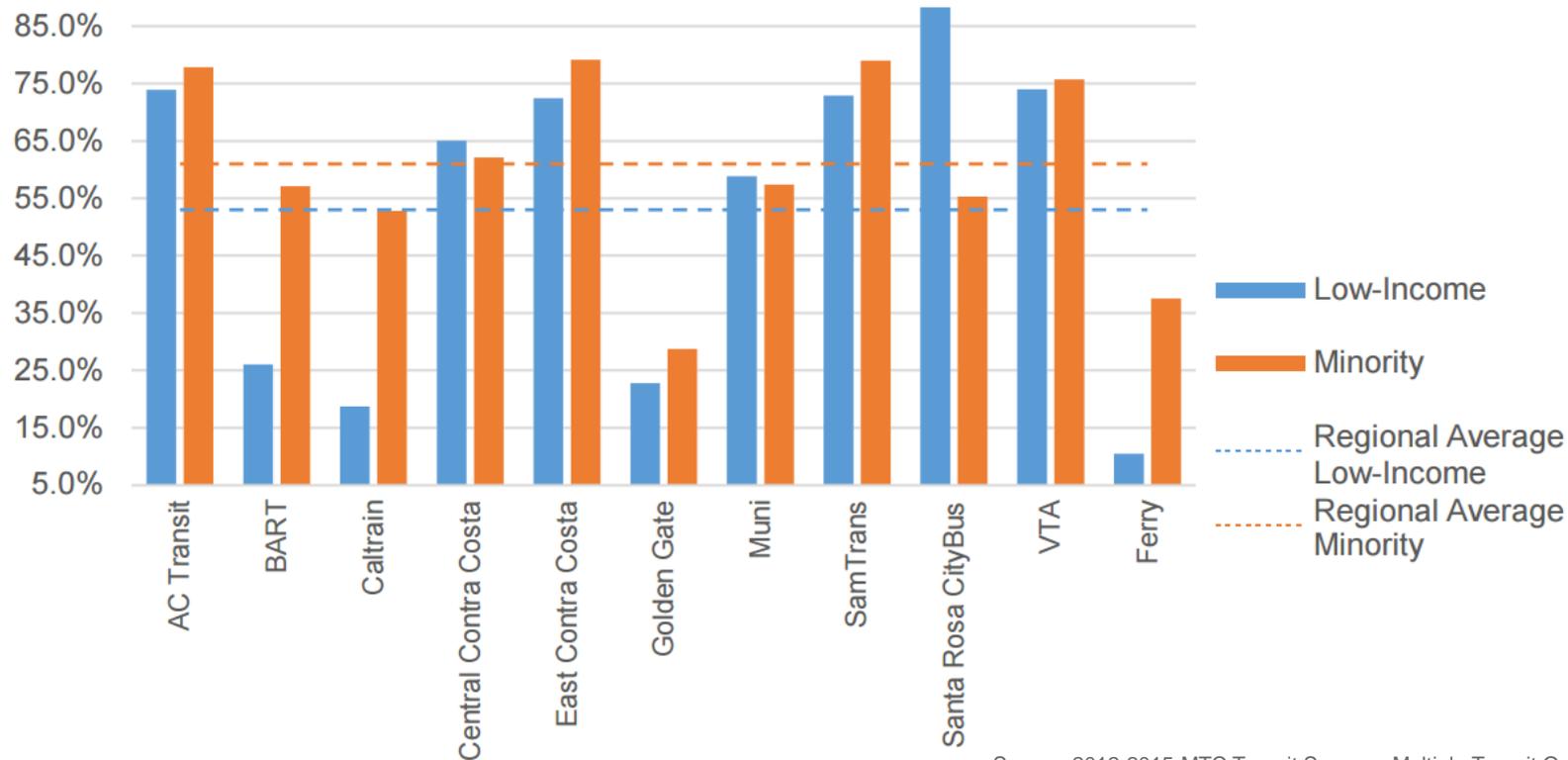

Source: 2012-2015 MTC Transit Surveys, Multiple Transit Operator Surveys

MAP 1.1

# Bay Area Displacement Trends

Marin

Solano

Contra Costa

San Francisco

Oakland

Alameda

San Mateo

San Jose

Santa Clara

DISPLACEMENT TYPOLOGIES

Lower Income Tracts

Not losing lower income households, or very early stages

At risk of gentrification or displacement

Undergoing displacement

Advanced gentrification

Moderate to High Income Tracts

Not losing lower income households, or very early stages

At risk of displacement

Undergoing displacement

Advanced exclusion

2010 POPULATION

Oakland > 350,000

Novato 50,000–350,000

Pacifica <50,000

28 February 2017
Data compiled by UC Berkeley Center for Community Innovation, June 2015

| 0 | 10 | 20 | 30 | Miles |

| 0 | 10 | 20 | 30 | 40 | Kilometers |
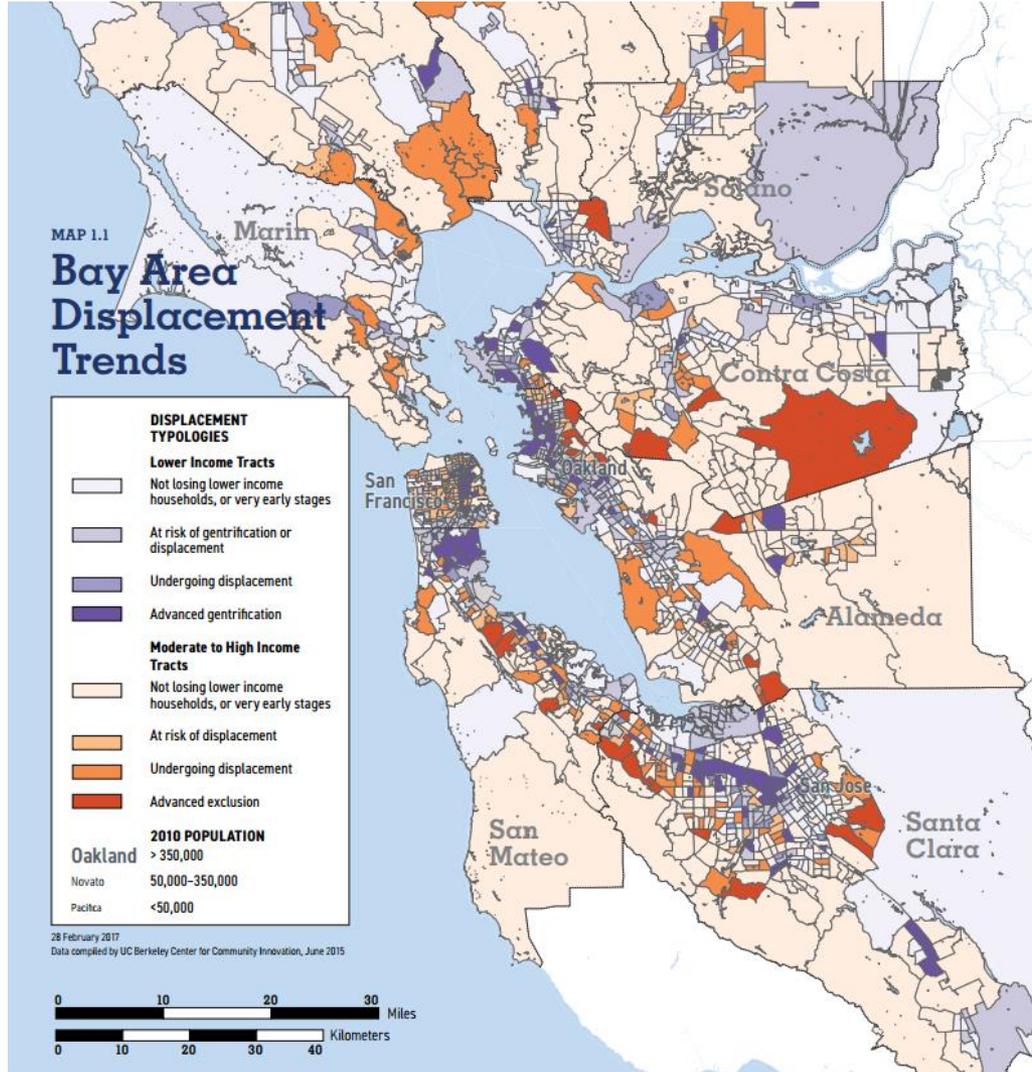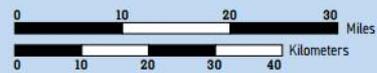
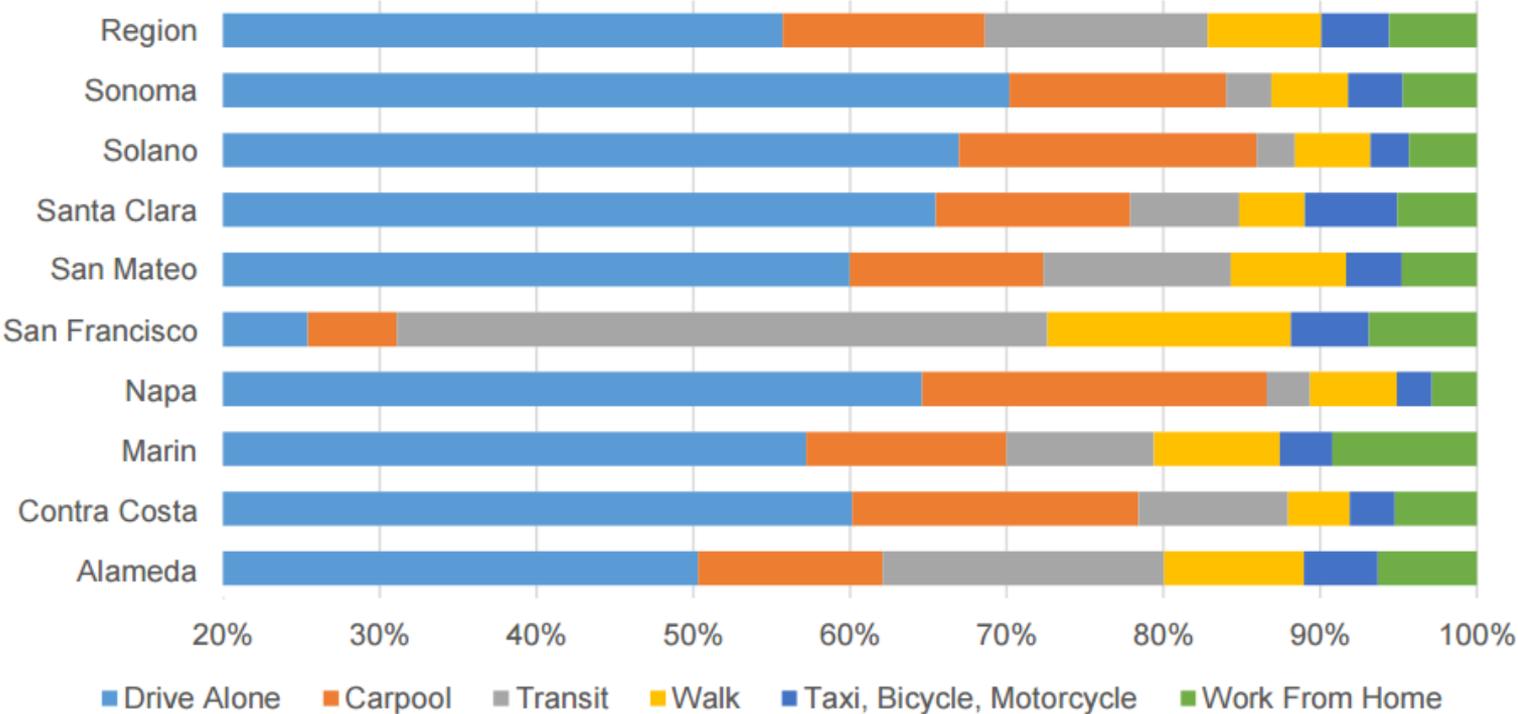# Housing + Transportation Costs for Low Income HHs
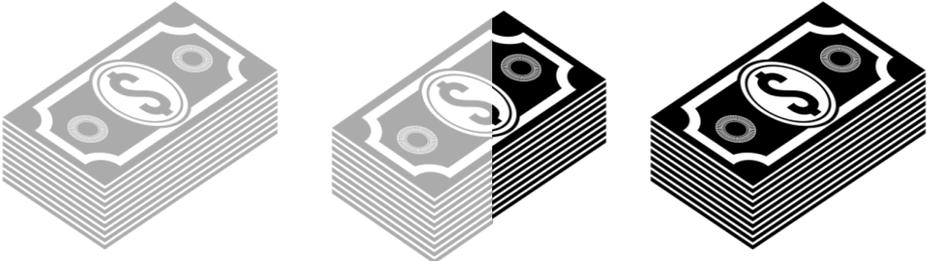
54%
TODAY

67%
2040

Source: MTC Plan Bay Area Equity Analysis
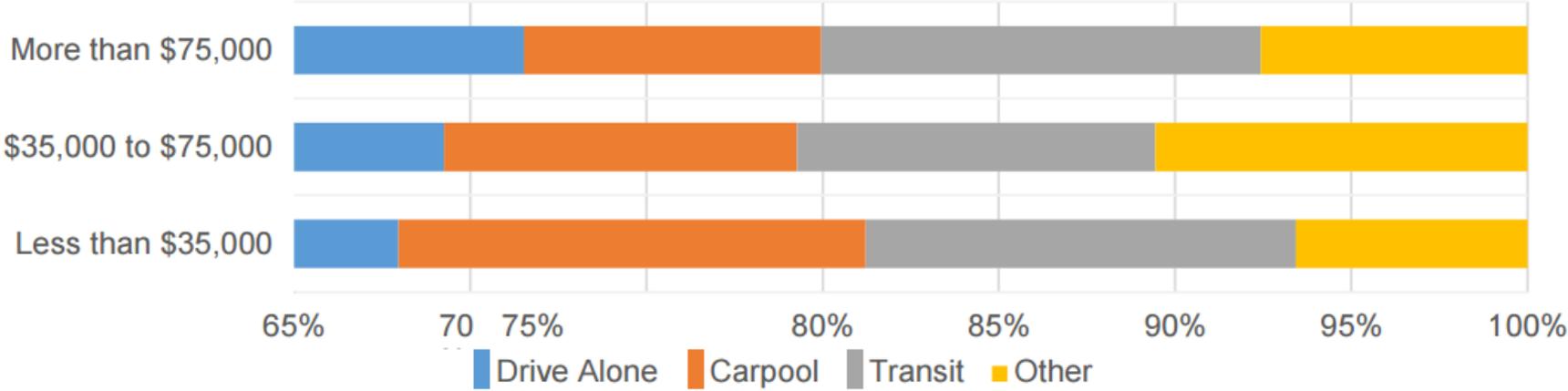Icon: John Burraco, Noun Project

Means of Transportation to Work
Low-Income Workers, Bay Area, 2015

Legend: Drive Alone | Carpool | Transit | Walk | Taxi, Bicycle, Motorcycle | Work From Home

Categories (top to bottom): Region, Sonoma, Solano, Santa Clara, San Mateo, San Francisco, Napa, Marin, Contra Costa, Alameda

X-axis: 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100%

Means of Transportation to Work
Workers, Bay Area, 2015

Commute Cost + Time
Displaced San Mateo County Residents

Legend:
- Stayed in San Mateo County
- Moved Outside of San Mateo County

$390

-$18

Average Change in Monthly Commute Cost for Primary Households Earner (n=34)

47 Minutes

-2 Minutes
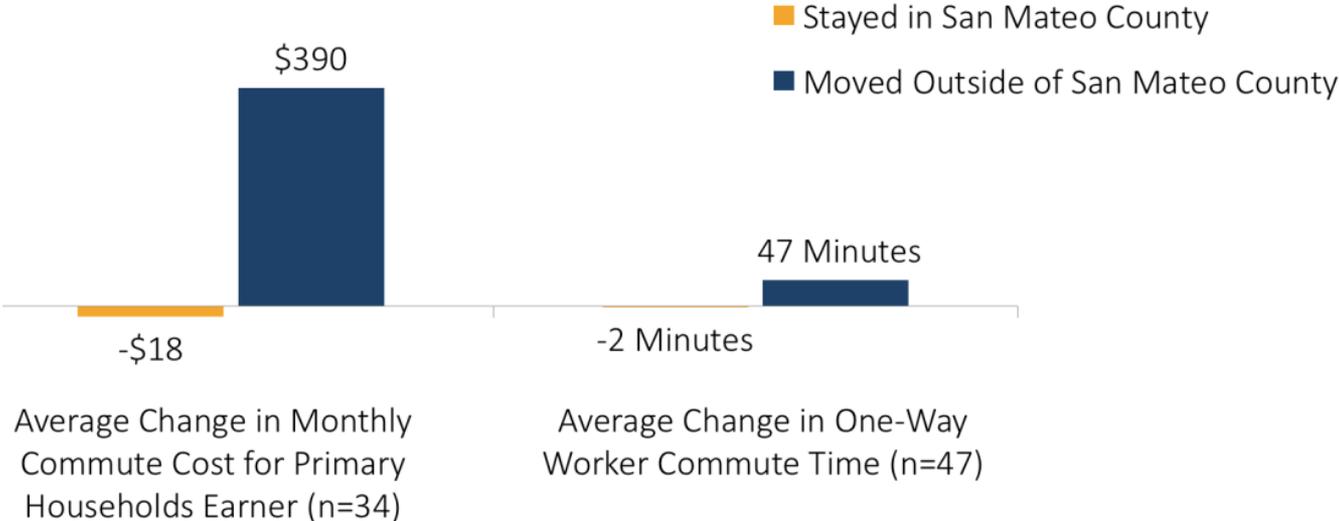
Average Change in One-Way Worker Commute Time (n=47)

OakMob 101

Bike Share

34% of respondents don't have access to a bicycle

78% of respondents are more likely to try bike share after OakMob 101

Car Share

Respondents spend an average of $250 a month on transportation and 34% don't own a car

70% of respondents are more likely to try car share after OakMob 101

Increasing Access

The City of Oakland is committed to ensuring safe, convenient, and equitable transportation options. While Oaklanders are likely to try bike share and car share, participants identified the following barriers to these new mobility programs:
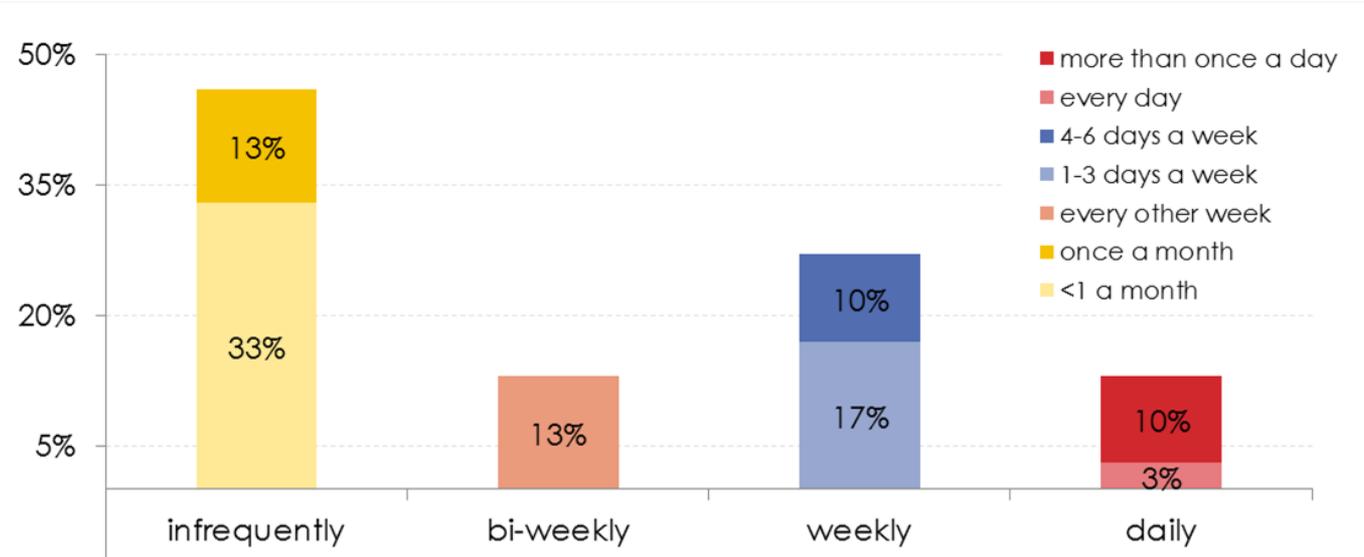
38%	High Costs
34%	Credit/Debit Card Requirement
11%	Cell Phone Access
8%	Language
9%	Other Reasons

Removing Barriers to Bike Share

- $5 first year (low-income)
- Equity Outreach
- Expand service east of Fruitvale
- Clipper Card integration
- Cash Payment
- Adaptive bikes pilot
- Extended ride times

50% of OakMob 101 Respondents use TNCs

A Framework for Equity Outcomes in New Mobility

Increased Access to Opportunity

Affordability

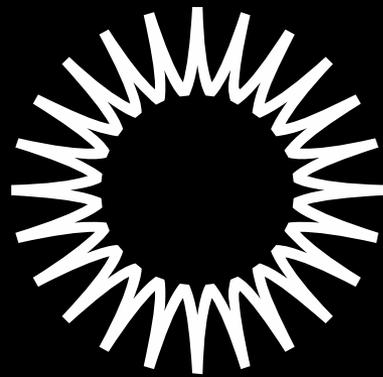Healthy + Safe Communities

Income Inequality + Employment

Regional Guidelines for New Mobility Equity?

:
Clarrissa Cabansagan, Sr. Community Planner
clarrissa@transformca.org
TransFormCA.org

SPUR

Ideas + Action for a Better City
learn more at SPUR.org

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#AffordableTransit