



**Washington Metropolitan Area Transit Authority**

## **Metro's University Pass Program**



**TPB Regional Public Transportation  
Subcommittee  
August 30, 2016**



# Program Goals/Outcomes

- Reduce student transportation cost
- Assess market feasibility for program expansion
- Promote public transit, alternatives to driving
- Evaluate student response & program acclimation
- Increase regional access





# University Pass Program Overview

- The University Pass allows college students in accredited post-secondary degree granting institutions privileges to ride Metro at significantly discounted prices
- Over 200+ colleges and universities in Atlanta, Chicago, Philadelphia and Los Angeles participate in University Pass programs at over 20 transit properties nationwide
- Public, private partnership (P3) to improve student mobility and enhance environmental protection





# Expanding transit services for the college community



Successful College Transit Models in Chicago, Atlanta, Philadelphia, Los Angeles etc..



Student recruitment, satisfaction and campus livability



Unlimited Student Access

(Internships, Field trips, Jobs, Cultural Learning, Entertainment/nightlife, other colleges)



Reduces campus parking and transportation costs



Increases eco- mobility options, reduces congestion and attracts future riders





# Successful Models

- The University Pass program has been adopted at several transit properties in metropolitan cities with large academic centers. A synopsis of three successful models is shown to depict program participation and the range of pricing strategies (See table below).
- Nationally, there are over 200 university pass programs and examples of public, private partnerships in Transit Oriented Development (TOD) communities.

Transit Property	Participating Schools	Farecard Type	Program Cost	Full Fare Monthly Pass	Pass Features
CTA (Chicago)	60+	Semester Pass	\$1.07 day per Semester	\$100.00	Unlimited Riding
MARTA (Atlanta)	34	Monthly Pass	68.50 Students \$83.80 Faculty	\$95.00	Unlimited Riding
SEPTA (Philadelphia)	7	Monthly/Semester Pass	10% discount monthly	*Monthly \$101-\$191 Semester \$384-\$726	Unlimited Riding



# #UniversityPass

*“Penn sells itself on Philly when prospective students visit Penn, but when students actually get here, we’re not giving them adequate access to the treasures inside the city.”*

**Student advocate, University of  
Pennsylvania**



# #UniversityPass

*Winnipeg university students give U-Pass  
the go-ahead*

*69% of University of Chicago students  
support U-Pass*

**Metro Magazine May 2014**





# #UniversityPass

*"I spend about \$20 a week to commute to  
my internship."*

**American University Student**



# Program Structure

- **100% Student Participation**
  - Full-time undergraduate/graduate students
  - Annual/Semester-based Pass
  - Unlimited rides on Metrorail and Metrobus (includes Express and Airport Shuttle buses)
  - Service augmentation (if needed)
- **Pricing**
  - \$1 per day x Number of full-time students x Number of days in the academic term
- **Pilot Implementation August 2016**



# Value Proposition

**“ Average student could save up to \$1,000 each year”**

Fare Structure	Rail	Bus	Fare	University Pass
<b>Peak Hours</b> Weekdays: 5:00 am – 9:30 am 3:00 pm – 7:00 pm Weekends: Midnight – closing	\$2.15- \$5.90	Regular	\$1.75	\$1.00/Day  Unlimited riding on Bus & Rail during semester
<b>Off Peak Hours</b>	\$1.75- \$3.60	Express	\$4.00	Express Service Included
		Airport Express	\$7.00	Express Service Included



# The Region Without Metro

STORMWATER  
RUNOFF FROM  
**750**  
LANE MILES OF  
NEW ROADS  
WOULD NEED  
TO BE MANAGED



**400,000**  
TONS OF CO<sub>2</sub>  
EQUIVALENT  
WOULD BE  
PRODUCED

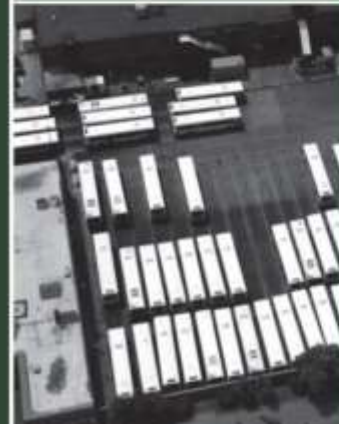
**22** TONS OF  
PARTICULATE  
MATTER WOULD  
BE RELEASED  
INTO THE  
ATMOSPHERE

**\$9.5**  
**million**  
OF ADDITIONAL  
ENVIRONMENTAL COSTS  
DUE TO EMISSIONS  
WOULD BE INCURRED  
ANNUALLY

AN ADDITIONAL  
**41 MILLION**  
GALLONS OF FUEL  
WOULD BE USED  
ANNUALLY

THE REGION  
WOULD SPEND  
**7 DAYS**  
PER HOUSEHOLD  
PER YEAR STUCK  
IN TRAFFIC

**260 tons**  
OF VOLATILE  
ORGANIC  
COMPOUNDS  
WOULD BE  
RELEASED  
INTO THE  
ATMOSPHERE



THE **2.2 MILLION**  
**CALORIES** EXPENDED  
BY METRORAIL RIDERS  
WALKING TO RAIL STATIONS  
EACH WEEKDAY MORNING  
WOULD NOT BE BURNED



# Project Timeline

## March – December 2016

### Mar 2016

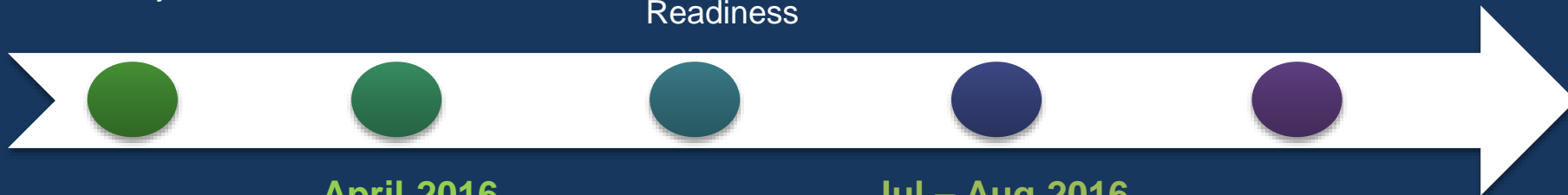
- \*Board Approval
- \*Project Kickoff
- \*Product Development
- \*Student Outreach
- \*Project Plan

### May - Jun 2016

- \*Data Transfer Testing
- \*Report Development
- \*Training & Instruction
- \*Marketing
- \*Organizational Readiness

### Aug – Dec 2016

- \*Card Fulfillment Replacement
- \*Billing
- \*Program Monitoring
- \*Ridership Tracking/Surveys



### April 2016

- \*Signed Agreements
- \*Product Testing
- \*Contract Negotiations
- \*Project Plan

### Jul – Aug 2016

- \*External Training
- \*Card Processing Registration Delivery
- \*Marketing
- \*Quality Assurance
- \*Program Launch



# Next Steps

- Program Monitoring, Evaluation
- Board Adoption – Spring 2017
- Identify prospective schools
- Expand to regional properties

