



Minneapolis Public Schools Student Pass Program and Supplemental Service Update

Metropolitan Council Transportation Committee
October 22, 2012

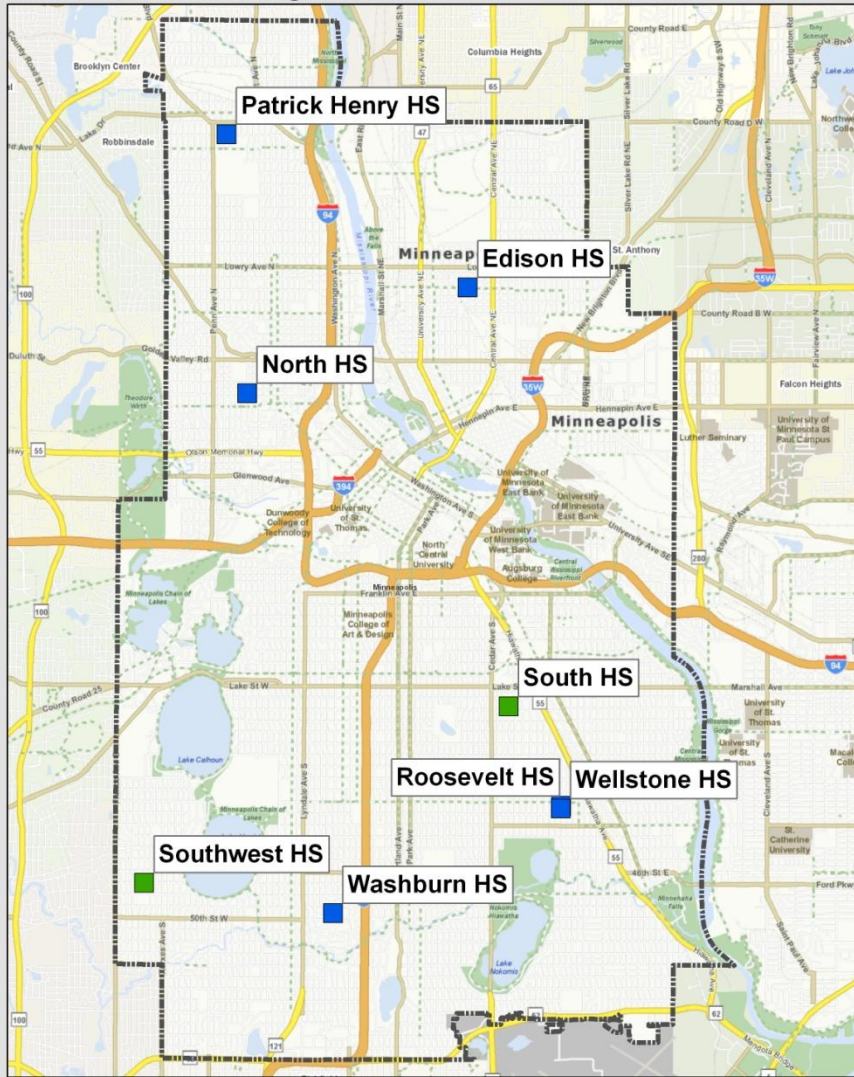


MPS Student Pass Program Overview

- Expanded upon successful pilot program in 2011-2012
- MPS pays \$300 per card for passes for the school year
- Passes provided for free to students outside walk zone or eligible for free/reduced lunch
- Some other students may purchase passes
- Go-To Student Pass is combined with MPS student ID into a single card
- Passes can only be used from 5 am to 10 pm

MPS Student Pass High Schools

Date: 10/17/2012



2012-2013 MPS Student Pass Program

- 3646 passes in use
- Six high schools
 - Edison
 - Henry
 - North
 - Roosevelt
 - Washburn
 - Wellstone
- Two more in 2013-14
 - South
 - Southwest

0 0.5 1 2 Miles



Metropolitan Council

MetroTransit

Communications Plan

- Outreach and trip planning at dozens of school events and open houses throughout the summer
- Program webpage (metrotransit.org/mps)
 - Trip Planner links pre-populated with school addresses
 - Available in four languages
 - Similar information on MPS site
- School-specific map displays and transit info
- Metro Transit-staffed outreach at schools and transfer points the first two days of school
- Operator Bulletins and talking points to ensure procedures were understood and followed
- MPS/Check & Connect outreach continues

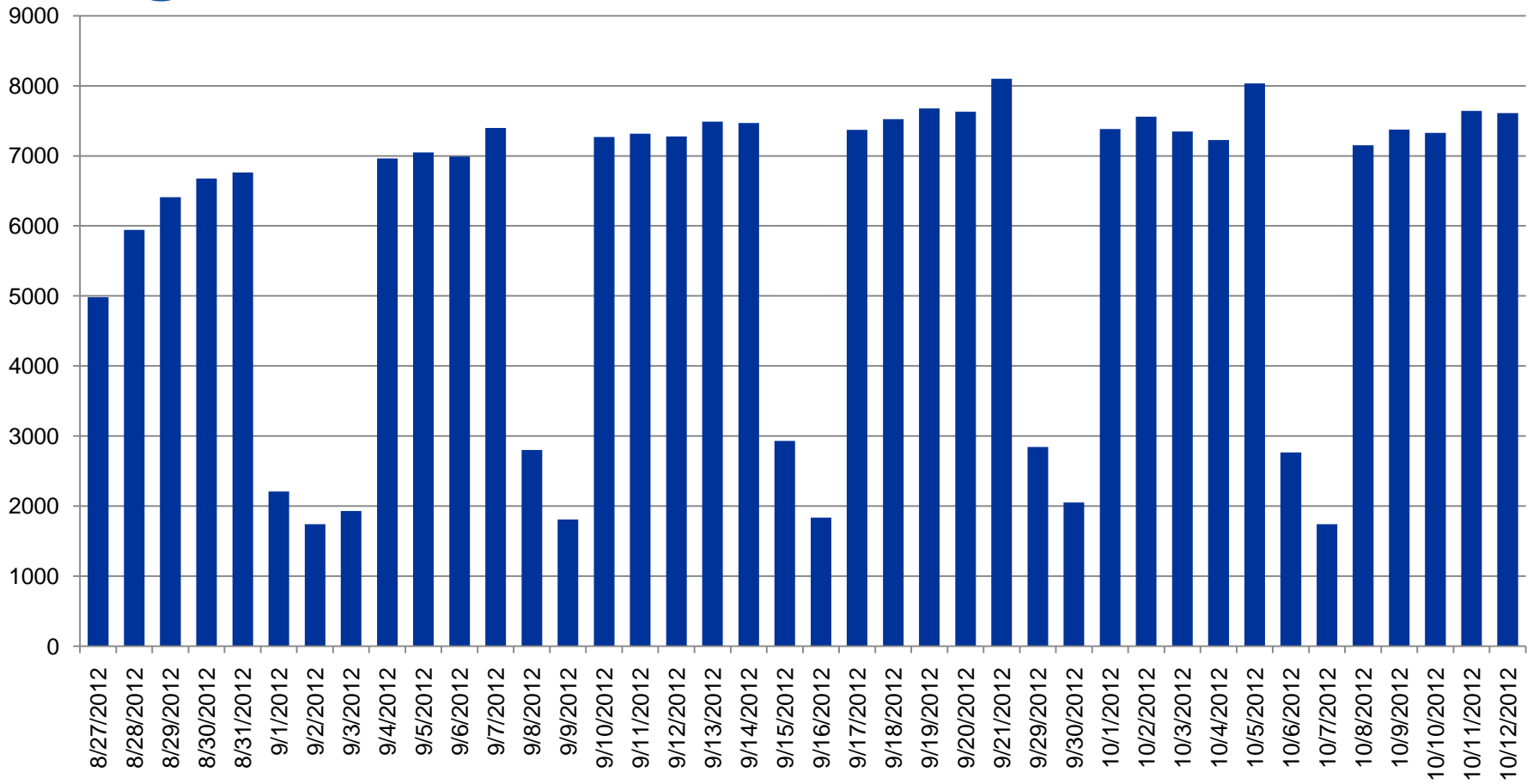
Supplemental Service Plan

- Metro Transit buses do not operate school bus routes
- MPS “school extra” trips on 12 routes
- Minor routing changes to bring routes closer to schools, reduce transfers
- 89 school extras for MPS
 - 81 new trips (8 operated in 2011-2012 continue)
- Overall, school extra service requires 80 platform hours
- Outstanding effort by Bus Operations and Maintenance to deliver service, especially during startup

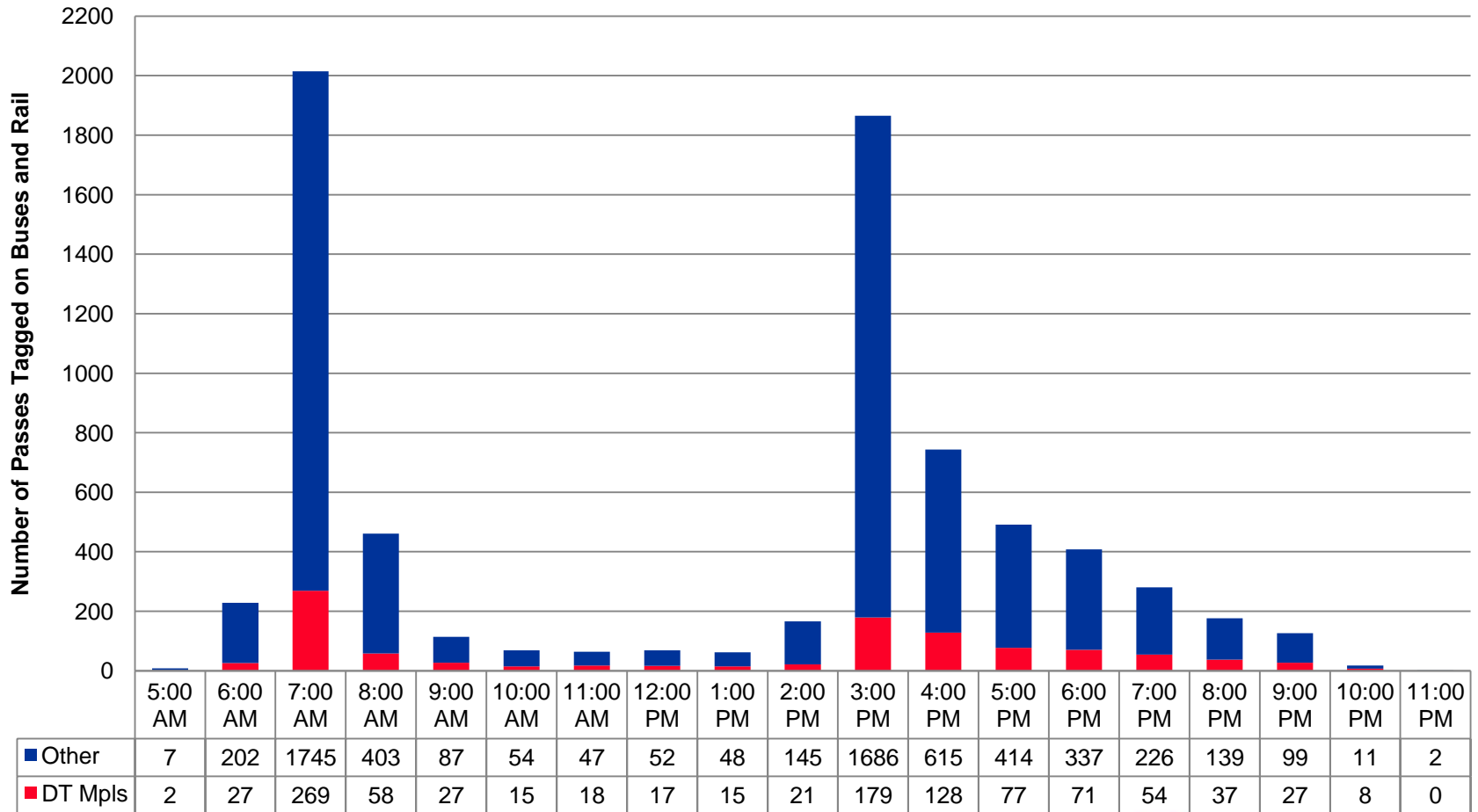
Pass Usage – Week of October 6-12

School	Unique Cards Used	Total Tags	Tags Per Card
Edison	525	8,105	15.4
Patrick Henry	835	9,152	11.0
North	203	2,545	12.5
Roosevelt	651	8,541	13.1
South	62	608	9.8
Southwest	162	2,526	15.6
Washburn	533	7,179	13.5
Wellstone	199	2,945	14.8
Total	3,170	41,601	13.1

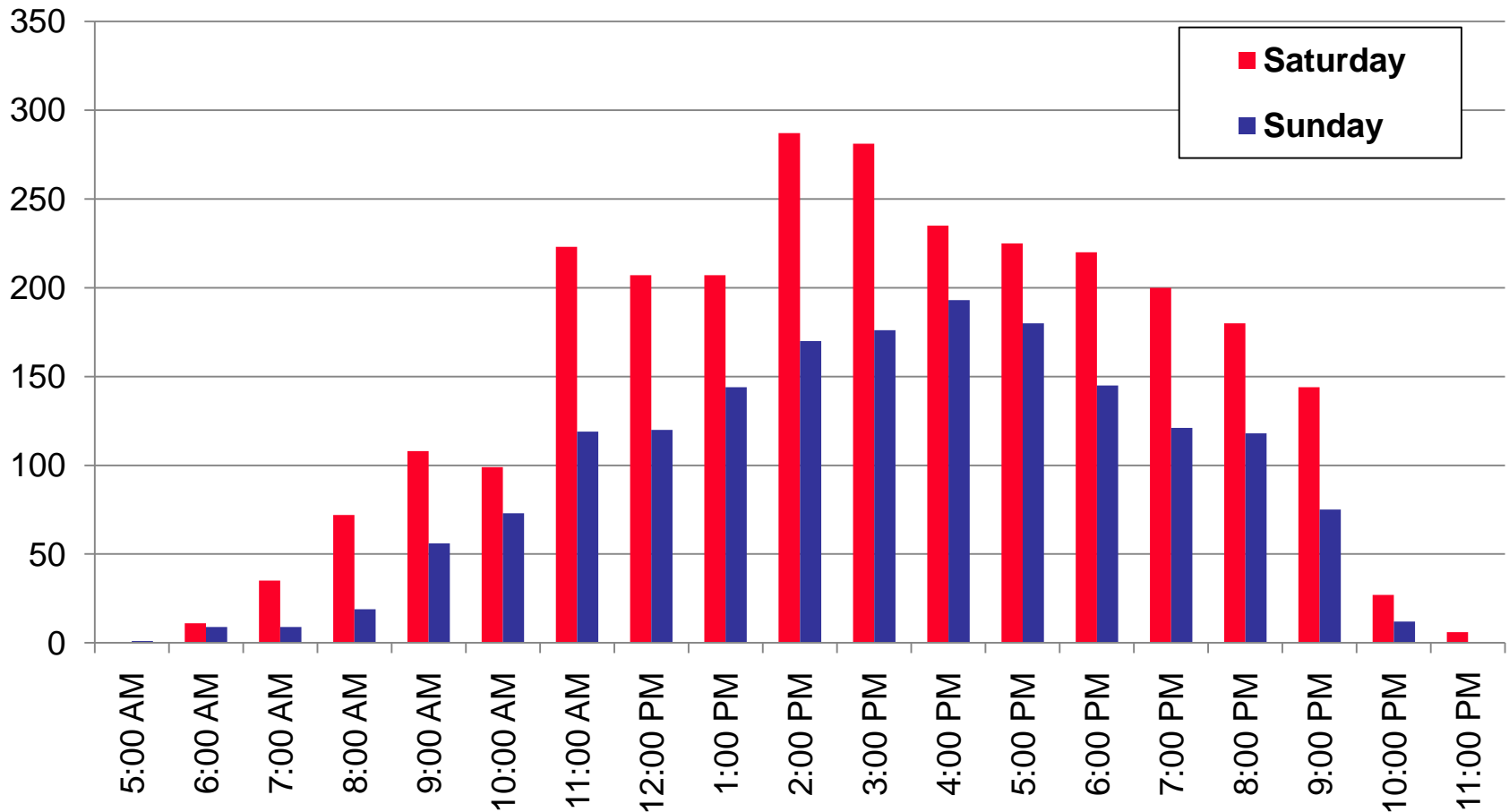
Total Tags by Day August 27 – October 12



MPS Student Pass Tags by Hour Weekdays 9/24-10/12, by location



Weekend Tags by Hour -- October 6-7



Trends and Hotspots

- Students riding extensively, including evenings and weekends
- Students ride earlier in the morning than anticipated
- Students not taking full advantage of new service patterns
 - Route 11D to Washburn
 - Route 32 from Edison
- Students “hanging out” after school (esp. Edison)
- Downtown transfers are working smoothly
- Ridership low on “yellow buses” at Henry

Next Steps

- Make minor service adjustments to match ridership and minimize need for supervision
- Program continues to grow
- Monitor student activity and ridership
 - Cut lightly used trips
 - Address emerging overloads
- Plan for 2013-14 school year
 - South and Southwest will join the program
 - School start date will not be set until spring
 - Fall pick tentatively set for August 24, 2013

MINNEAPOLIS PUBLIC SCHOOLS STUDENT PASS PROGRAM AND SUPPLEMENTAL SERVICE UPDATE

Metropolitan Council Transportation Committee
October 22, 2012

John Levin
Director of Service Development
john.levin@metrotransit.org
612-349-7789

