

# T Transportation Committee

Meeting date: June 11, 2007

## ADVISORY INFORMATION

<b>Date:</b>	June 4, 2007
<b>Subject:</b>	Authorization to make College Pass Program Permanent
<b>District(s), Member(s):</b>	All
<b>Policy/Legal Reference:</b>	Demonstration Program with First Year Review
<b>Staff Prepared/Presented:</b>	Brian Lamb, General Manager (612) 349-7510 Julie Johanson, Asst. General Manager – Admin. (612) 349-7514 Edwin Petrie, Director of Finance (612) 349-7624 Bruce Howard, Director of Marketing (612) 349-7694
<b>Division/Department:</b>	Metro Transit

### Proposed Action/Motion

That the Metropolitan Council approve the Go-To College Pass as a permanent program and authorize the Regional Administrator to continue to enter into formal agreements with colleges/universities for the sale of these semester transit passes.

### Issue(s)

- Metro Transit offered the Go-To College Pass as a demonstration program for the 2006-2007 school year. Staff has periodically updated the Transportation Committee about the success of the program and now is returning to ask that the program be made permanent.

### Overview and Funding

The initial response to the Go-To College Pass demonstration program has been extraordinarily positive. The program launched in the fall of 2006 with eleven colleges/universities participating and two more were added with the spring semester of 2007. The program offers colleges and universities a chance to provide their students a deeply discounted semester-long transit pass. During the demonstration program we enrolled thirteen schools with two price points; \$99 for the schools (Inver Hills, LeCordon Bleu, Normandale, Century and Brown Colleges) with limited service and \$176 (Hamline, Augsburg, MCTC, Macalester, St. Kates, Concordia, St. Thomas and the Art Institute) for schools with great transit service. Total participating students was 1,016. Top selling schools were Normandale and MCTC.

Based on the extreme success of this program, we will continue to offer two price points in Fall of 2007: \$115 for schools with limited service and \$150 for schools with great transit service. We will continue to monitor the success of this new program and will adjust the price points in another year if necessary.

By using the Go-To Card we were able to track ridership by route, by card and by school to see if students use it for more than their school trips. Survey results and data have concluded that 67% use the pass for other destinations than school and that 50% of the trips are during the am/pm peak periods and the other 50% are during off-peak.

The Go-To College Pass Program has two key goals: build ridership among young riders and be revenue neutral to the transit system. It has achieved both. Survey results indicated that approximately 20% of our participating students were new riders and that 91% would continue to participate in the Go-To College Pass Program. For

the month of April 2007 we reported 35,278 college pass rides which is an increase of 88% since the inception of the program in August, 2006. The philosophy of the Go-To College Pass Program is if we get a college student on a bus or train regularly today, we have a very good chance of making them a rider for life as they leave school and enter the work force.