

## U-Pass Pilot Program

**Goal:** Establish a Universal Pass program (U-Pass) for Colleges, Universities, and Trade 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.

1. **Target Market** – Solicit the 77 colleges within LA County and work with interested schools
2. **Eligibility** - Eligible students must be enrolled in an accredited school with 8 units or more per term
3. **Administration** - The schools are responsible for the following:
  - Determining student's eligibility based on enrollment
  - Collecting student demographic information and the disclaimer/waiver form signatures
  - Distributing U-Pass stickers/cards
  - Tracking and maintaining an electronic file of all stickers/cards issued
  - Ensure U-Pass is properly activated via CPOS 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 the school to promote the U-Pass by:
  - Creating co-branded marketing materials
  - Providing staff to assist in launching the program (outreach and marketing efforts)
6. **Validity Dates**
  - Fall semester pass will cover both Fall/Winter for a duration of 21 weeks, which equates to \$210.63 (\$10.03 x 21 weeks) per participant per term
  - Spring semester pass will be valid for 19 weeks, which equates to \$190.57 (\$10.03 x 19 weeks) per participant per term
  - Summer semester pass will be valid for 12 weeks, which equates to \$120.36 (\$10.03 x 12 weeks) per participant per term
7. **Pricing** – Transition to a “pay per boarding” model and charge a boarding fee of \$0.75 x the total number of boardings per term, which is \$1.00 off of the regular Metro rate for cash boardings, and includes Zone 1 upgrade.
  - Boarding calculations for the for initial term will be based on:
    - Existing TAP or C/V ridership data or
    - 10% of eligible students with 8 units or more
    - Any overage paid for initial term will be credited to second term
    - Estimated boarding calculations for second term and each subsequent term will reflect actual boardings from the previous term based on TAP data. Actual boarding data will be reconciled at the end of the term to determine the final cost.
  - Boarding calculations for subsequent term:
    - Estimated boarding calculations for second term and each subsequent term will reflect actual boardings from the previous term based on TAP data. Actual boarding data will be reconciled at the end of the term to determine the final cost.
    - A charge or credit will be issued to the school based on the difference, with a cap at 57 boardings or \$43 per month (\$10.03 per week) per participant.

Sticker: Actual Size 1"x1.75"

