

Sierra College Fare Free Student Transit Pass and TNC Ride Subsidy Pilot Program Update

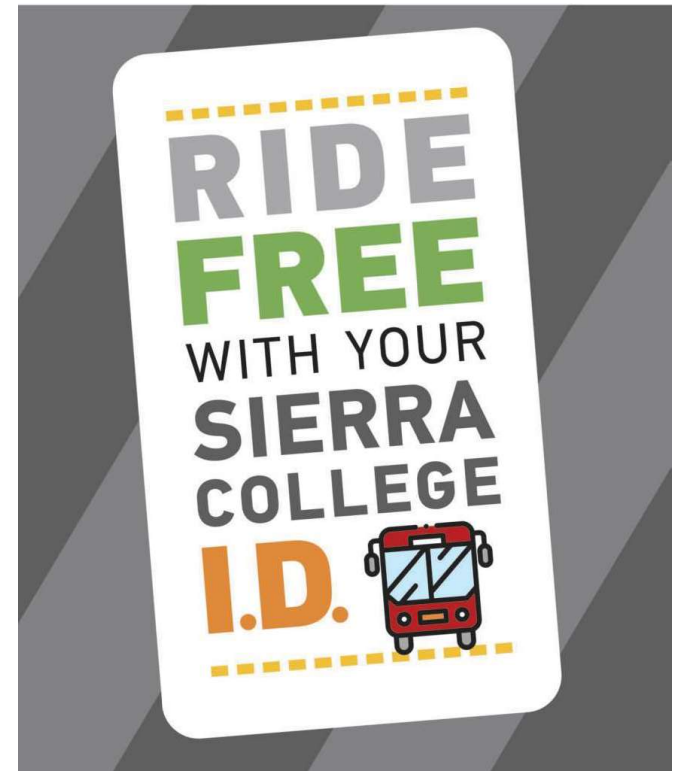
Item J

Background

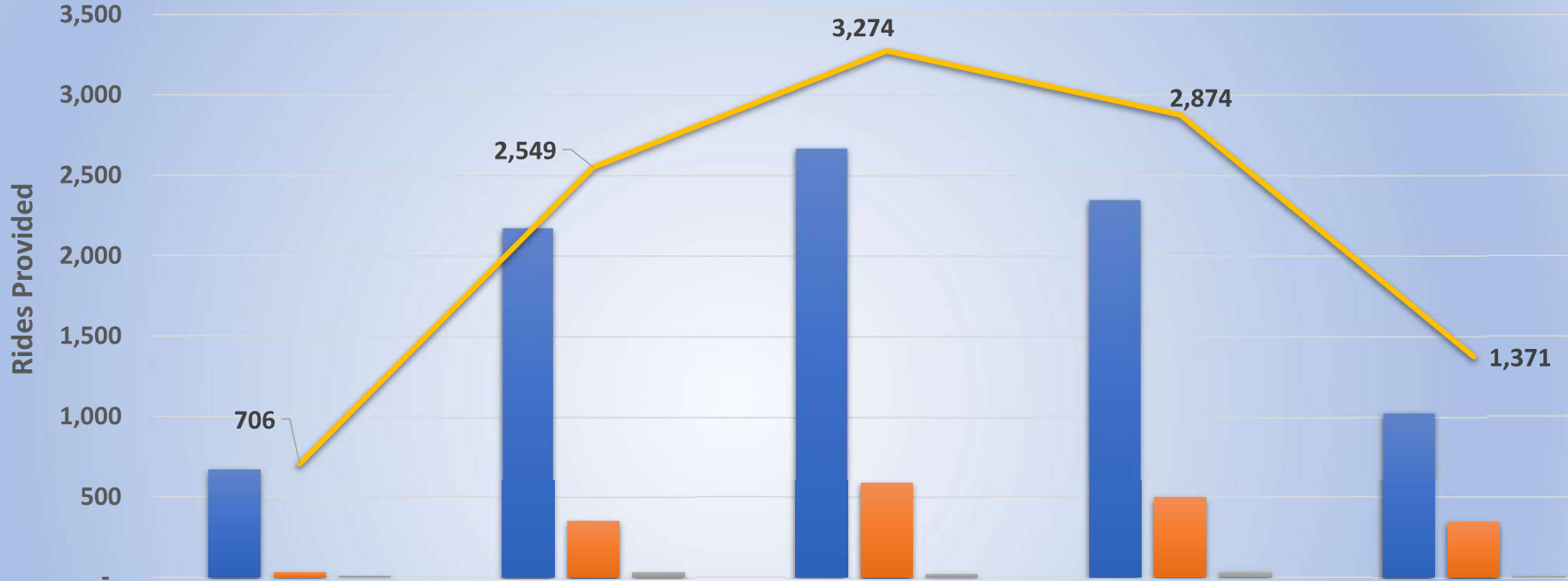
- FY 2022/23 WPCTSA budget included \$200,000 for program, adopted June 2022
- Funding offsets a portion of lost fare revenues from public transit operators offering free rides and a subsidy for a transportation network companies (TNCs) to offer discount rides to students
- Designed to have the following benefits:
 - Mitigate campus development impacts
 - Provide more equitable access to campus facilities
 - Promote and generate demand for public transit

Sierra College Fare Free Student Transit Pass

- Started in September 2022, free local fixed-route services
- Participating transit operators:
 - Placer County Transit (PCT)
 - Roseville Transit
 - Auburn Transit
 - Nevada County Connects (NCC)
- 10,774 free rides provided in Placer County from September – December 2022



Sierra College Student Ridership – Placer Only



	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
Placer County Transit (PCT)	668	2,174	2,668	2,348	1,025
Roseville Transit	30	347	587	496	341
Auburn Transit	8	28	19	30	5
Totals	706	2,549	3,274	2,874	1,371

Next Steps for Pilot Program

- Continue pursuing partnership with one or more TNCs (i.e., Uber and/or Lyft) to start discount ride subsidy program
- Expand marketing efforts to increase student awareness/demand for program and transit ridership through pilot term
 - Work with student government to create advocacy
 - Partner with other stakeholders to promote program
 - Evaluate and enhance regional public transit service network through upcoming comprehensive operational analysis and short-range transit plan