

# **WPCTSA-Sierra College MOU for the Implementation and Reimbursement of a Fareless Student Transit Pass and TNC Ride Subsidy Pilot Program**

Item J

# Background

- Pilot program has been in development since 2018
- Sierra College needs to mitigate future traffic impacts on Rocklin campus and address transportation access for all students to campus programs
- Discussions halted during the COVID-19 pandemic, resumed in September 2021

# Three-Year Pilot Program Specifics

- Fare-free access to fixed-route services provided by Placer County Transit (PCT), Roseville Transit, Auburn Transit, and Nevada County Connects (NCC) when enrolled students show their student ID identification card – started on August 22, 2022
- Ride subsidy for enrolled students traveling to/from a Sierra College campus using a Transportation Network Company or TNC provider (i.e., Uber, Lyft or similar service) during the evening hours (i.e., 5:30 p.m. to 10:00 p.m.) – Still under development
- Sierra College reimburses partnering transit operator quarterly for 50% of their lost fare revenue, and pays for TNC subsidy per ride
- Operates August 22, 2022 – June 30, 2025



# WPCTSA – Sierra College MOU

- WPCTSA pays Sierra College quarterly for 50% of transit fare revenue reimbursement costs that are paid to participating Placer County transit operators (approximately 25% of lost fare revenues)
- WPCTSA pays Sierra College quarterly for 50% of the direct ride subsidy costs provided to TNC vendors for trips to/from a Placer County campus (i.e., Rocklin and Roseville)
- Either party can terminate pilot program with 60 days notice (pilot program remains valid through end of any given fiscal year)
- Defined mutual indemnification, communication processes and general cooperative program administration provisions



# Estimated Pilot Program Costs

- Approximately \$450,000 to \$475,000 annually (using pre-COVID-19 ridership demand estimates)
- Sierra College committed to providing \$200,000 annually
- WPCTSA providing funding in annual budget (\$200,000 programmed in FY 2022/23 adopted budget)
- Transit operators collectively absorbing approximately \$50,000 to \$75,000 in lost fare revenues
- Joint marketing by all parties

# Recommended Action and Next Steps

Staff recommends approval of the MOU between the WPCTSA and Sierra College for the implementation and reimbursement of a Fareless Student Transit Pass and Transportation Network Company (TNC) Ride Subsidy Program as presented in and attached to the staff report

Pilot program marketing campaign launched on August 15<sup>th</sup>

- Dedicated program webpage hosted/maintained by Sierra College
- Multiple press releases
- On-going marketing of Sierra College programs and transit services
- Student surveys anticipated during Winter 2022/23