



College Pass Program

AB2766
Orange County Transportation Authority
Contract No. MS18104

**Prepared for the Mobile Source Air Pollution Review Committee (MSRC) under the
AB 2766 Discretionary Fund Work Program**

Acknowledgements

The College Pass Program Project has been completed through collaboration between the Orange County Transportation Authority (OCTA), Fullerton College, and the Mobile Source Air Pollution Reduction Review Committee (MSRC).

This report was submitted in fulfillment of MS18104 and the College Pass Program by OCTA under the partial sponsorship of MSRC. Work for the initial period of the project, which was funded by MSRC, was completed as of January 31, 2022.

Disclaimer

The statement and conclusions in this report are those of the contractor and not necessarily those of MSRC or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

Project Description & Work Performed

OCTA proposed the College Pass Program Project to grow ridership while also helping the community's transportation needs. The program ensured that students at Fullerton College had access to their education by offering unlimited bus rides on all OC Bus local fixed routes during the initial period of a three-year agreement. All full-time and part-time students were eligible to participate in the program.

I. Planning and Administration

OCTA administered the College Pass Program for Fullerton College.

II. Marketing and Outreach

The OCTA Marketing Team implemented a comprehensive launch campaign to promote the College Pass Program.

With goals of reaching the maximum number of students and positioning the College Pass Program/OC Bus as a convenient and easy way for travel to and from campus, promotions were launched that included a prominent bus wrap, bus shelter ads,

posters, brochures, social media, email blasts, and on-campus kick-off events to generate awareness and interests in riding among students. At the end of the first semester, the program attracted 2,441 total unique student riders, an 105% increase compared to the number of student users during the first week of the program. OCTA's Marketing staff periodically continued the marketing efforts through information updates both in print and digital formats to keep students informed and engaged.

III. Operation

The College Pass Program for Fullerton College students was operated by OCTA. During the initial period, registered full-time and part-time students were offered free rides on fixed-route buses.

To ensure that Fullerton College students boarded the buses at no charge, student identification cards were encoded to work with OCTA farebox systems. Students also had the option to access their pass on the OC Bus mobile application to ride the buses.

IV. Monitoring & Reporting

As work was completed during the initial period, OCTA provided semi-annual progress reports that summarized the project updates, including the transit system boardings for the College Pass Program.

Problems Encountered

The Fullerton College Pass Program started on August 2019. During the period of May through November 2020, OCTA transitioned to rear-door boarding as a safety precaution due to the COVID-19. During this time, the fareboxes were not used and ridership attributed to each college could not be tracked. Ridership declined systemwide due to the pandemic. In turn, there was not enough ridership to draw down the whole MSRC allocation prior to the expiration of funding.

Emission Benefits

The College Pass Program offered to Fullerton College students has increased student ridership while also contributing to a cleaner and healthier environment for all. Greenhouse gas emissions from vehicles on the road are the largest factors to smog pollution in the atmosphere. With this program, automobile trips as well as vehicle miles

traveled by students who commuted to campus were reduced during the initial period. When compared with the ridership prior to the College Pass Program, the Fullerton College Program helped increase the average monthly OC Bus ridership by 13%, or 2,652 boardings between the inception of the program on August 20, 2019, and March 2020. At that time, California issued a stay-at-home order due to the pandemic that resulted in the rear-door boarding safety measure and the subsequent inability to collect ridership data.

Promotion and Outreach



FULLERTON COLLEGE
PASS PROGRAM

Fullerton College students must link your preferred email address on MyGateway to the OCTA Bus App to link the bus pass for the semester.

Contact Student Life and Leadership if you would like to have your OCTA bus pass encoded on the FC student I.D. card: (714)992-7095 or email to studentlife@fullcoll.edu.

Learn more at OCbus.com/FC

FULLERTON COLLEGE EST. 1913 APPLY NOW! WWW.FULLCOLL.EDU

LEARN HOW AT OCBUS.COM/FC

DOWNLOAD THE  APP TO START RIDING!

    www.fullcoll.edu

Your Safety is our Priority. Masks are required for riding OC Bus.



OCBUS  **NEW BEGINNING FALL 2020**

FULLERTON COLLEGE STUDENTS RIDE FREE

FULLERTON COLLEGE EST. 1913 APPLY NOW

LEARN HOW AT OCBUS.COM/FC

FULLERTON COLLEGE PASS PROGRAM

Download the  app to start riding!

OCBUS.com/FC

Ride OC Bus to school, work, shopping, the beach – wherever and whenever you want.

With unlimited rides on all OC Bus local fixed routes*, it's easy to hop aboard and ride OC.

Relax and ride in safe, air-conditioned buses while avoiding parking costs, all while contributing to a healthier environment.

*Additional fare applies for OC Express & Express Routes

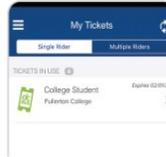


WHAT DO I NEED TO DO?

Download the OC Bus app to your mobile smartphone.

To create your account, you must use the email you used to register for classes. Your pass will appear in the "My Ticket" section.

For students who do not have access to a mobile smartphone, please contact Student Life and Leadership at (714) 992-7095 or email studentlife@fullcoll.edu.



HOW DOES IT WORK?

When you board, scan the pass on your smartphone.

WHEN DOES IT EXPIRE?

OC Bus app passes renew each semester upon enrollment. Students must maintain enrolled status to maintain eligibility for the program. All bus passes are non-transferrable.

WHO IS ELIGIBLE?

Fullerton College full-time and part-time students currently registered for the semester.

WHO PAYS FOR IT?

Starting with the Fall 2019 semester, the first year of this 3-year pilot program was funded by the Low Carbon Transit Operations Program (LCTOP), a part of the Cap-and-Trade Program and the Mobile Source Air Pollution Review Committee (MSRC).

During the second and third years (Fall 2020 – Summer 2022), fees approved by Fullerton College students in April 2019 will pay for the program.

RIDE SMART. STAY SAFE.

Tips for riding OC Bus during COVID-19



Face covering required when waiting for and riding OC Bus. Please don't travel if you are sick.



Bus riders are boarding from the rear of the bus. We are using rear-door boarding to protect the health of our passengers and coach operators. Boarding from the front door will still be allowed for passengers with disabilities or those who require use of the ramp.



A bus pass is still required to ride OC Bus. You'll be required to show your bus pass upon request to the coach operator or transit police.



We are boarding fewer passengers per bus to provide more room for social distancing. Signs in the bus window indicate if the bus is full. Please wait for the next bus if your scheduled bus is full.



Leave a row or a seat between yourself and other passengers when possible for proper social distancing.

GET STARTED TODAY!

Visit OCbus.com/FC and discover all the great places you can go.



Fullerton College
Excellence. Elevated.







Summary and Conclusions

The MSRC funds used for the initial period of the College Pass Program were completed as of January 31, 2022. The program provided Fullerton College students with easy and affordable access to education and other points of interests throughout OCTA's local fixed-route bus network.

Funding from MSRC to implement the College Pass Program has been an important factor in helping OCTA create a healthier environment. By offering a low-cost transit pass to more college students, OCTA has been able to increase the usage of public transportation and decrease dependence on automobiles. This program has been very well received by Fullerton College and its students and a plan to continue the program beyond the initial period is currently underway.