

GreenTRIP

TRAFFIC REDUCTION STRATEGIES DISCOUNT TRANSIT PASSES



TRAFFIC REDUCTION + INNOVATIVE PARKING

WHAT ARE TRANSIT PASSES?

Transit passes allow for unlimited use of all bus service within a transit system.

This reference sheet includes bulk and monthly transit pass programs provided by the larger Bay Area transit agencies.

AC Transit, VTA and SamTrans are the only systems that currently offer residential bulk-discount transit passes.

Developers should contact the appropriate transit agency serving the project location for a detailed introduction to the pass programs available.

Each agency has a unique pricing structure and program requirements to consider.

PROVEN TO LOWER VEHICLE MILES TRAVELED

According to a 2006 report by Nelson/Nygaard, for individuals participating in the Santa Clara VTA Eco Pass program, paid for by their employers or by their home owner associations, showed a 16% decrease in the number of people who drove to work and a corollary 16% increase in those who took transit.

The decrease in driving depends on the extensiveness of the transit network but when provided for free or a highly reduced cost, this can reduce driving by an average of 11%.



DISCOUNT TRANSIT PASSES

CERTIFICATION THRESHOLDS

- Provide **at least a 50% discount** off the retail price of a monthly pass.
- Provide **at least one pass per unit**.
- Provide Passes for **40** years.
- Projects served by AC Transit, VTA or SamTrans, must provide two passes per unit.
- Residents must participate in an opt-out basis. Developers will not be required to purchase passes for those who request to opt-out.

COST TO PROVIDE

(Per Home, Over 40 years)

50% DISCOUNTED TRANSIT PASS



\$14,400

\$30 per pass* x 12 months x 40 years

* \$30 is the 1/2 the cost of a \$60 monthly pass

VERSUS

STRUCTURED PARKING SPACE



\$30,000

Only includes cost of construction of parking space, drive aisles, walkways and elevators.

Doesn't include cost of land, maintenance or security.

BULK DISCOUNT PASS PROGRAMS



Easy Pass



EcoPass



rPass

Cost			
% of Discount	98-96%	80-99%	88%
Bulk Discount Price of Pass	\$3.00-\$8.41	\$0.62-\$12.50	\$6.67
Full Price Monthly Pass	\$80	\$61	\$56
Program Participation Requirements			
Min. # of Passes Total	100	25	TBD
Min. # of Passes/Unit	1	For all tenants over 5 yrs old	n/a
Min. Contract Period	2 years	1 year	1 year
On-site Administration - All pass programs require some of the following:			
<ul style="list-style-type: none"> ■ distribution of brochures, ■ collection of info and photos of participation, ■ distribution of passes 			
Example			
	Mayfair Apartments Oakland 60 units	Gish Family Housing San Jose 35 units	Villa Montgomery Apartments Redwood City 58 units
TRANSIT AGENCY CONTACT			
	Cleo Goodwin 510-891-4709 cgoodwin@actransit.org http://www.actransit.org/riderinfo/easypass	Angela Sipp 408-321-7519 http://www.vta.org/ecopass/ecopass_corp/index.html	Rita Haskin 650-508-6248

BAY AREA TRANSIT AGENCY CONTACTS AND MONTHLY PASSES

Almost the entire Bay Area is covered by transit agencies offering standard monthly passes.

This table summarizes contact information of the seven other major transit agencies offering monthly unlimited-use transit passes.

Currently these agencies do not have bulk-purchase programs in place, but there is varying levels of interest of developing programs similar to what VTA, AC Transit, and SamTrans offer.

Agency	Service Area	Cost of Regular Monthly Pass	Contact
County Connection	Eastern Contra Costa County	\$60	Mary Burdick 925-676-1976
MUNI	San Francisco	\$55	Diana Hammons diana.hammons@sfmta.com 415-701-4610
Santa Rosa City Bus	Santa Rosa	\$40	Joanne Parker Transit Planner jparker@srcity.org 707-543-4601
Tri Delta Transit	Northeastern Contra Costa County	\$50	Mike Furnary 925-754-6622
Vallejo Transit	Vallejo	\$60	Front Desk 707-648-4666
WestCat	Western Contra Costa County	\$40	Yvonne Marrow 510-724-3331

For information on additional agencies, contact Ann Cheng at ann@transformca.org