



SANTA ROSA JUNIOR COLLEGE PILOT
PROGRAM FOR UNLIMITED ACCESS PASS
ON CITYBUS
EXTENSION FOR REMAINDER OF
FY 2017-18

City Council Meeting
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CURRENT

- The SRJC students recently passed a Student Fee (STF) to pay for unlimited transit ridership programs with the transit providers within Sonoma County
- Council authorized a pilot program for the fall 2017 semester
- Student ridership to date is low due to the impacts of the Tubbs/Nuns fires, including school closure and limited marketing exposure

PROPOSED

- Continuation of the pilot program through the end of FY 2017-18
- Continue financial arrangement where SRJC student fees pays at a rate of \$.77 per ride (CityBus average fare)

BENEFIT

- Environmental benefits
- College's ability to provide access to educational services for some of the county's most economically disadvantaged students
- Reduce parking demand at the SRJC, increase students' access to the campuses, help recruit and retain students, reduce the overall cost of attending the SRJC
- Increase ridership on CityBus

RECOMMENDATION

- It is recommended by the Transportation and Public Works Department that the Council, by Resolution, approve Amendment No. 1 to the Memorandum of Understanding (MOU) with Santa Rosa Junior College, extending the CityBus pilot unlimited pass program for Santa Rosa Junior College students through June 30, 2018.
- Questions?