

## **Memorandum of Understanding (MOU)**

Pilot Program -- Unlimited Access Pass for College Students on Santa Rosa CityBus

Agreed to by the following parties:

*The Sonoma County Junior College District (SCJCD), SCJCD Associated Students,  
and the City of Santa Rosa*

SCJCD Associated Students recognize the importance of Santa Rosa CityBus transit services and are thus using revenue generated from the recently passed Student Transportation Fee (STF) to enter into a "PILOT" program with the City of Santa Rosa where SRJC students can ride CityBus for an unlimited number of times during the fall 2017 semester.

In addition to the environmental benefits, this program directly impacts the College's ability to provide access to educational services for some of the county's most economically disadvantaged students. The program aims to reduce parking demand at SRJC, increase students' access to the campuses, help recruit and retain students, reduce the overall cost of attending SRJC, increase ridership on CityBus, and utilize the new Mendocino Avenue 15-minute frequency provided by CityBus. Unlimited Access Pass programs have been very successful by both anecdotal accounts provided by students and empirical data provided by community colleges and universities across California. For the past three years, SRJC and Sonoma County Transit have proven the benefits of their unlimited access program for SRJC students.

With the passage of the STF in spring of 2017, the students and the SCJCD administration have agreed to pay a minimum of \$50,000 to the City of Santa Rosa in order for CityBus to provide unlimited rides as a PILOT for the remainder of the fall 2017 semester until January 16, 2018. CityBus estimates fall 2017 ridership to be 95,000 -115,000 rides based on the SRJC Fact Book spring 15/16 students by zip code population that live within the City and the SRJC Student Survey fall 2016 percentage of students that take the "bus" to and from classes. CityBus assumes that transit riders use the bus 10 times per week. CityBus average fare box revenue for FY 16/17 was \$0.77. This means that the estimated cost to the City of Santa Rosa to provide the Unlimited Access Pass program to the SRJC student body for the remainder of the fall 2017 semester is expected to be between \$60,000 -\$75,000, of which a minimum of \$50,000 is being paid for by the SRJC STF.

The terms of this MOU, to be approved by all parties, will expire on January 16, 2018. As part of this "PILOT" program, SRJC will convene all transit operators participating in the STF funded program during the fall 2017 semester to ensure SRJC student ridership is being tracked consistently among operators. SRJC will also track, analyze and share with the City of Santa Rosa the fall 2017 data on the numbers of registered students, number of students that received SRJC student ID cards, and other statistics that provide a better understanding of the impacts student ID card disbursement has on this PILOT program. Based on STF revenue and ridership for all participating transit operators, SRJC and CityBus will analyze this "PILOT" program and determine its success. Depending on ridership numbers of all transit agencies being paid out of STF funds and the actual STF revenue for fall 2017, CityBus may be awarded additional funding if ridership exceeds 65,000 rides on CityBus during the fall semester. Once the STF funding and CityBus ridership is better understood it is the intention of CityBus and the SCJCD to develop a multi-year agreement that details funding participation by both parties.

**As authorized in this MOU, the City of Santa Rosa agrees to provide unlimited rides to SCJCD college students who show valid student ID cards (with valid registration sticker) to bus drivers through**

