



# High School Free Summer Pass Program

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# Overview

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# Proposed Strategy /// Short Term STIF Pilots

Ideas on how to utilize unspent Statewide Transportation Improvement Funds (STIF):

- 1. *Launch new subsidized High School Summer Pass program***
2. Launch new expanded Access Transit Grant program for Low Income Senior's, Individuals with Disabilities, and Veterans
3. Infuse resources into the Low Income Fare program to boost sign up and ridership

# Recommendation 1 /// Summer Passes

In 2022, the Summer Pass pilot program was launched utilizing \$6M in STIF to provide high school students on free & reduced lunch programs with a free pass.

The goal being to increase transit use from June through August of 2022 and 2023 by the youth in the tri-county area.

- Distribute 25k to 30k passes across 16 school districts

# Summer Pass Program /// 2022 Recap

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## The 2022 program was delayed to May:

- Approval from Oregon Department of Transportation (ODOT) for use of STIF funds didn't occur until first of May
- Supply chain issues obtaining Hop cards
- Staffing shortage at area high schools limited access, and stalled communication to students
- Many schools didn't promote to students until the first of June, just weeks before the end of the school year

# Summer Pass Program /// 2022 Recap

## Parameters:

TriMet allocated \$2.2M to the summer program

## Goals

Number of Schools:	16
Number of Students:	30,000

## Results

Number of Schools:	16
Number of Students:	26,200
Number of Rides:	216,390

# Summer Pass Program /// 2022 Recap

## Lessons Learned

- Need dedicated TriMet program coordinator
- Start outreach earlier
- Eliminate need for special Hop card
- Eliminate need for students to register a Hop card
- Eliminate need for schools to distribute & track
- Offer free summer pass to **all** area youth ages 14 to 18
- Provide marketing material geared toward youth



# Summer Pass Program /// 2023 Launch

# Summer Pass Program /// 2023 Launch

**In response to lessons learned from 2022, TriMet instituted the following modifications:**

- Hire a dedicated program coordinator
- Begin outreach to area schools & colleges first of the year
- Ongoing communication with schools via regular emails & phone calls
- Utilize existing paper passes & produced inserts for sleeve protectors
- School administration only has to distribute the passes; no registration or tracking on their end required
- Offered passes **to** all area youth 14 – 18 through their high school
- Lots of marketing!

## **Goals**

- 18 School Districts across 6 geographical areas
- Area private high schools & colleges with incoming 18 year old students



# Summer Pass Program /// 2023 Launch

## 30,000 Passes Available

- Goal is to have a pass available to any high school aged person

### Current Stats *(as of 5/18/23)*

- 4,300 in the hands of youth via 9 traditional schools in the PPS district
  - Plus 6 option sites such as Alliance Program & Mt Scott Learning Center
- 1,000 to North Clackamas youth
- 1,000 to Reynolds School District youth
- 400 to Parkrose School District youth

Most schools have yet to officially promote the summer pass program so distribution numbers are expected increase exponential as marketing-communications begins to students & families this week.

# Summer Pass Program /// Marketing

A dynamic marketing campaign was created for reaching students in school, and as they go about their days outside of school.

- Poster & flyers displayed at all high schools
  - English & Spanish
  - Digital version being used by schools to micro-targeted to their student/family populations
- Social Media
- Radio
- Television
- Streaming

# Summer Pass Program /// Marketing

## Gratis, verano '23

### Pase de TriMet

Viajes ilimitados en el MAX y en el autobús del 1 de junio al 31 de agosto



Más información

Los pases HOP de estudiantes no funcionarán durante el verano

Recoge tu pase gratis en la oficina principal de tu escuela.

Los pases están disponibles para todos los estudiantes, incluyendo los de 9º grado y los de último año.

Más información en [trimet.org/summerpass](https://trimet.org/summerpass)



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## Free, summer '23

### TriMet Pass

Unlimited MAX and bus rides from June 1–August 31



Learn More

Student ID Hop passes will not work over the summer.

Get your free pass at your school's main office. Passes are available to all students, including incoming 9th graders and graduating seniors.

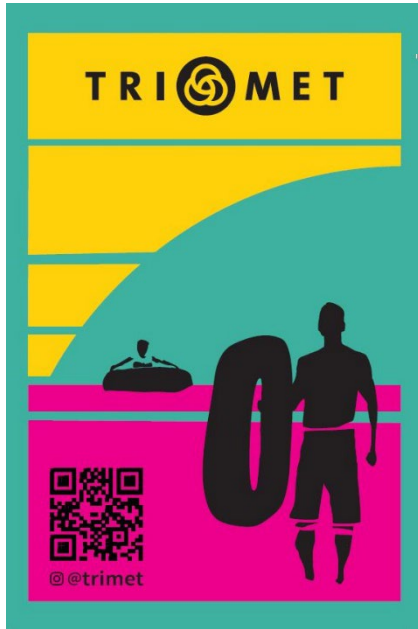
Learn more at [trimet.org/summerpass](https://trimet.org/summerpass)



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# Summer Pass Program /// Marketing

## Pass Holder



### How to Ride *Cómo viajar*

Plan your trip at [trimet.org](http://trimet.org)  
*Planifica tu viaje en trimet.org*

Track your bus or train with  
real-time arrivals.  
*Sigue tu autobús o tren con  
llegadas en tiempo real.*

Tap the green Hop reader  
at the MAX station or inside  
the bus every time you board.  
*Toca el lector Hop verde en la  
estación del MAX o dentro del  
autobús cada vez que subas.*

[trimet.org/howtoride](http://trimet.org/howtoride)



# Summer Pass Program /// Marketing

## Video ads

English :15

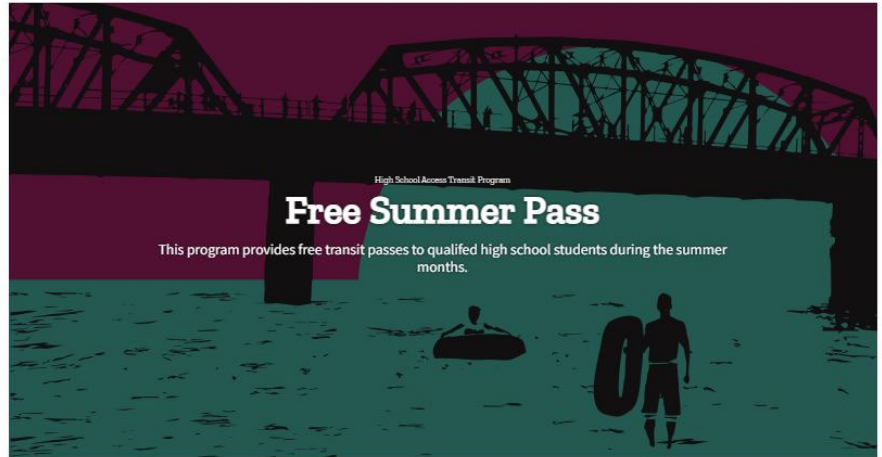
Spanish :15





# Summer Pass Program /// Marketing

## Landing Page



## How it Works

We're taking advantage of a funding opportunity to give free transit passes to students who rely on transit during the summer months. The passes are valid for unlimited rides on buses, MAX, WES and Portland Streetcar. Qualifying students can pick up a pass from their high school main office beginning in mid-May. Passes are valid from June 1 through August 31, 2023.

Portland Public Schools student ID Hop pass will not work after June 15, 2023.

Transit-dependent students at Portland Community College, Mt. Hood Community College and Clackamas Community College can also get free adult summer passes at those college sites beginning in June.

### Where to get your summer pass

Students, please contact your school's main office to get a pass.

You'll get a paper Hop ticket that's good for unlimited rides on buses, MAX, WES and Portland Streetcar.

# Questions?

