



EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE

July 15, 2004

SUBJECT: STUDENT ID/PASS PROGRAM UPDATE

ACTION: RECEIVE AND FILE

RECOMMENDATION

Receive and file report on proposed modifications to the student ID and pass program and partnership with LAUSD.

ISSUE

In response to Board direction to improve administration of Metro's student ID and pass program, staff is moving forward on the following program modifications:

- 1) Entering into an agreement with LAUSD to streamline the student ID Card distribution process and issuance of student stamps at seven pilot schools.
- 2) Eliminating the application and photo requirements of students in grades K-8th (elementary – junior high school).
- 3) Developing procedures that would enable students to purchase existing Day Passes at the reduced (\$1.50) rate.
- 4) Extending student ID Card expiration time from 1-year to 2-years for high school students.

DISCUSSION

Staff presented an update on January 15, 2004, of alternatives to improve administration of Metro's student ID and pass program. Since that time, staff has identified four modifications to the programs that are currently being evaluated or implemented.

LAUSD approved the proposal to streamline the student ID card process at seven schools. LAUSD selected the schools, which include: Belmont, Carson, Cleveland, Eagle Rock, Fairfax, Los Angeles, and Verdugo Senior High Schools. Each school will verify student eligibility, assist students in filling out the application and perform a quality check to ensure the form is acceptable. The One-dollar (\$1.00) application fee will be retained by the school to help defray the cost for this program as well as a \$.40-cents from each stamp sold. This \$.40 commission rate is standard among other retail vendors. The pilot program will be evaluated over the next year.

Staff is evaluating eliminating the application and photo requirements of students in grades K-8th (elementary – junior high school). Similar to the senior ID program, where qualifications are more apparent, staff believes that students enrolled in elementary and junior high schools are easily identifiable as students and do not require a photo ID to assure validity. The elimination of the required photo ID card for this student population would be beneficial to everyone and should increase student participation in the reduced student fare program.

Staff is investigating the feasibility of enabling students to purchase the existing day pass at the 'reduced' rate currently reserved for seniors and the disabled. Under this scenario, students with the proper ID could purchase an existing Day Pass at the reduced rate of \$1.50. Staff is evaluating the impacts on inventory and operations in making the modification. This change would provide students greater flexibility in purchasing fare media and enable students to receive a discount fare on less than a monthly basis. Students (K-12) would still receive the greatest value in purchasing the \$20 monthly stamp. The \$1.50 Day Pass, if used daily, would run students approximately \$30 per month.

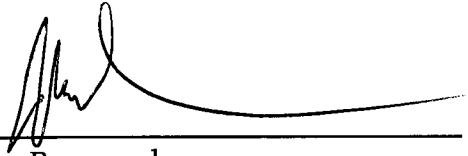
Staff is evaluating extending student ID Card expiration time from 1-year to 2-years for high school students. Currently, student ID cards for Elementary/Junior High School students are valid one-year from April 1 through April 30 of the following year. Senior High ID cards are valid one-year from September 1 through October 31 of the following year. This program modification would reduce application processing time both for students and the agency.

Other than the advent of the institutional pass, no modifications are being proposed for the College/Vocational ID card program.

NEXT STEPS

Staff will implement the LAUSD pilot program and finalize evaluation of other program modifications for implementation this fall.

Prepared by: Gail M. Harvey, Executive Manager, Customer & Vendor Services

A handwritten signature in black ink, appearing to read 'Matthew Raymond', written over a horizontal line.

Matthew Raymond
Chief Communications Officer

A handwritten signature in black ink, appearing to read 'Roger Snoble', written over a horizontal line.

Roger Snoble
Chief Executive Officer