

**DIABLO VALLEY COLLEGE**

**FREE BUS PASSES FOR STUDENTS**

**JUNE 4, 2013 MEETING OUTCOMES**

Background

Several years ago Diablo Valley College and County Connection explored the concept of providing free bus transportation for our students. At the time, DVC felt that the project was too expensive when it was facing major budget reductions. In April, Anne Muzzini, Director of Planning and Marketing for the Central Contra Costa Transit Center approached us to revisit the issue. On June 4, 2013, the following people met to discuss the possibility of free bus transportation for DVC students:

Anne Muzzini, Director of Planning and Marketing  
Emily Stone, Student Services Dean  
Lindsay Kong, Program Manager for Student Life  
Chris Leivas, VP of Finance and Administration

All parties are very interested in providing free bus transportation to DVC students; however, the key issue remains finding an ongoing funding source to support this initiative. During the meeting we discussed a cost of approximately \$200,000 per year for this service. Please note that this amount was only for planning and discussion purposes at this point. We noted that approximately 500 passengers per weekday board a County Connection bus at DVC and that ridership was increasing.

Funding Options Identified

During the meeting we identified the following potential funding sources:

1. College General Fund Monies – The major concern about this funding source is that we would be competing with a wide variety of college needs. Therefore, we would have to identify which college needs and values were

being met by this project such as accessibility for underrepresented students or sustainability.

2. Transportation Fee – Ed Code section 76361 provides colleges with options to charge students a transportation fee. This fee could require a student election if all students were assessed the fee.
3. 511 Contra Costa – This organization promotes alternatives to single occupant vehicles. Anne mentioned that she had some preliminary conversations with this organization and they were interested in partnering with us on this project.
4. Student Organization Funds – The ASDVC is a possible funding source, but would have to be vetted through the sitting board.
5. Other Alternative Funding Sources – As the project becomes more mature we will be able to research other possible alternative revenue sources.

The general consensus was that we would need to package several partners to make this project affordable to all parties involved.

### Identified Next Steps

We left the meeting with the following identified next steps:

1. Survey existing bus passengers to determine why they use mass transit – The main goal here is to determine to what extent underrepresented students are using buses as their primary source of transportation to DVC.
2. Surveying DVC students to determine why they are not using mass transit – The main goals here are to determine if cost is the primary deterrent to using mass transit to get to DVC and to determine whether free bus transportation would result in an increase in ridership.
3. Contact 511 Contra Costa to determine their interest in this project
4. Discuss with the ASDVC their interest in supporting this project – This would include conversations about direct support and support for transportation fee.
5. Do some research on other potential revenue sources