



BruinGO 2.0

Fare-Free Transit for Undergraduates

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UP 251 – Parking & the City
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(UCLA Transportation, n.d.)

Background - Parking Problems in 1980s - 1990s



- UCLA once a commuter school
 - Westwood became bus hub, parking lots became new buildings
- Parking waitlists
 - 3500 by 1997, 4000+ by 1998

“Because UCLA is becoming less and less of a commuter campus, it is beginning to make more sense for students to be less dependent on their cars.”

Andrew Westall, Graduate Student Association President, 1997

What is Unlimited Access?

Refers to fare-free transit at universities: Paid for by University or Student Fees



BruinGO Unlimited Access pass 2001-2003

- Fare-free pilot
 - BruinCard swipe on Big Blue Bus
- \$1 million one-time funding
 - To be paid with parking fees
- Eventually watered down
 - 25¢ copay, then fare subsidy eliminated altogether

Bruin Grad Pass: passed 2020

- Gives graduate students unlimited rides to seven local transit agencies serving LA County
 - BBB, LA Metro, LADOT, Culver City, Santa Clarita
- Every grad student charged \$25 per quarter regardless of use

Undergrads could have a similar program to Bruin Grad Pass if USAC puts up a referendum.

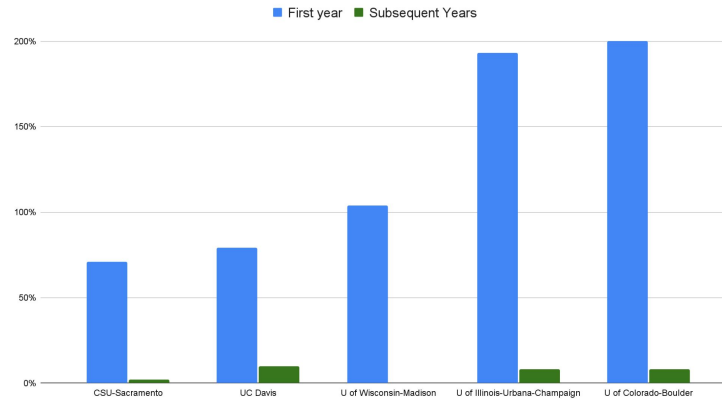
Benefits to Undergraduates

1. Increased mobility and access
2. Reduced cost of living
3. Increased access to education
4. Increased student resources



(Julianno, 2022)

Change in Student Transit Ridership After UA

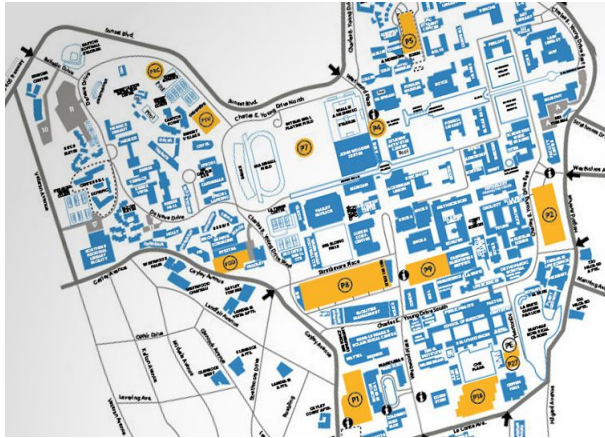


Brown, et al (2001)



(Yu, 2016)

Distribution of Benefits



(UCLA Undergraduate Admission, n.d.)

UCLA

- Helps meet parking demand with current parking supply
- Reduces costs through group transit passes
- Tool for recruitment

Transit Agencies

- Increases ridership
- Improves service and performance
- Offers a source of guaranteed revenue
- Reduces dwell time

Society and the Environment

- Reduces vehicle trips, VMT, and emissions
 - Reduces congestion
 - Helps develop habits of future transit use
-

Distribution of Costs



(UCLA Newsroom, 2016)

UCLA

- Maintaining fare-free pass program with transit agencies
- Subsidizing undergraduates receiving financial aid

Students

- Raises student tuition
- Subsidizes travel for those taking transit

Transit Agencies

- Necessitates finding new drivers

Transit Riders

- Overcrowds buses
 - May find their bus schedules or routes altered to meet student demand
-

Recommendations

1

Propose a undergraduate referendum to instate a fare-free transit program for students



(Hallisey, 2021)

2

Coordinate with LA Metro to offer Metro BikeShare and Metro Micro service with UA



(Pei, 2021)

3

Replace quarterly parking permits for daily parking rates for students who do not receive financial aid



(Westman, 2022)



(LA Metro, n.d.)

Thank you!
Any questions?
