

# University Pass **Overview**



# The MBTA is excited to offer the brand-new **University Pass** program to Boston-area colleges and universities.

Starting with the fall 2019 semester, schools can provide their entire undergraduate or graduate student bodies with unlimited MBTA subway and bus travel. This allows schools to offer fantastic benefits and expand students' ability to engage in education, work, and volunteer opportunities across Greater Boston. Passes can be loaded right onto students' school ID cards.

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Schools pay at the end of each month, and only for rides taken. This provides a large effective discount when compared to purchasing individual LinkPasses (at a cost of \$90 a month) for each student.

The cost of the program can be passed onto students through general fees, or subsidized wholly or partially by schools.

# Program Benefits

By granting each student unlimited transportation, the University Pass Program offers a **major recruitment incentive**—and gives schools an opportunity to radically reconsider key student programming and campus investments.

01

## Student life & housing

Many schools maintain substantial off-campus and satellite campus populations, and the University Pass can help knit together the entire student community.

02

## Sustainability

Getting more students onto mass transit cuts carbon emissions and helps schools reach key sustainability goals.

03

## Parking and transportation

As more students shift to mass transit, schools can make better use of on-campus parking for employees and visitors. Schools can also reduce internal shuttle network costs by sending students to existing bus and subway routes.

04

## Community engagement

Boston is an exciting and dynamic place to attend college. With a University Pass, students can access all the city has to offer without worrying about transportation costs or running out of stored value at the bus stop.

05

## MBTA support

As a new program meant to completely rethink student transportation, MBTA representatives will collaborate with schools on marketing and educational materials.

## Effective Discount Overview

On a monthly basis, schools are billed only for rides taken. If a school's typical students take an average of 10 subway rides per month, the school pays only for these rides (at a cost of \$24 per student). That effectively gives schools a 73% per-head discount compared to the cost of a LinkPass – more than 6 times the discount offered through the existing Semester Pass Program.

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## Key Dates and Deadlines

The MBTA's application portal for the University Pass Program ([mbta.com/universitypass](http://mbta.com/universitypass)) will open by **June 1, 2019**.

Through this application process, the MBTA will work directly with schools to structure each implementation, and both parties will sign a University Pass Agreement before the start of program service. While the program will be offered as early as September 2019, applications will be accepted on a rolling basis.

Schools are encouraged to begin a (non-binding) application once there is significant interest in participation among college or university leadership. While students are encouraged to actively discuss transit with their administrations, student-submitted applications will not be accepted. The MBTA cannot guarantee specific delivery timelines, given uncertainties around unique school ID/MBTA chip technology interactions, but **at least 90 days will be needed between submitted application and program commencement.**

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# Administrative Details

The University Pass is administered as a universal, yearlong, post-paid program. The MBTA will bill schools monthly based on the number of rides students took—not the full cost of the passes they receive.

Participating schools simply upload a list of MBTA chip serial numbers and student names to their MBTA online portal. Schools use this online portal to deactivate lost cards, issue replacements, and explore their billing and account information.

University Pass administrators will receive monthly reports of total MBTA utilization and the number of active cards in use. Schools will have access to the cost data that they need to monitor program use on a monthly basis. No access will be given to protected student ridership data (where and when they ride).

Some schools may wish to subsidize the University Pass costs almost entirely to save on internal shuttle networks and parking costs, while other schools may see the program as a recreational benefit that will be subsidized more lightly.

Schools are free to change general student fees to cover their costs, whether in part or in whole; however, in order to realize the program's goals of unconstrained subway and bus access for all students, students cannot be charged on an individual basis for their particular travel.

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In order to improve the program over time, participating schools will be required to collect and share anonymized data about their student populations with the MBTA, including anonymized/aggregated student residential location data and voluntary student surveys before and after implementation of the program.

To apply for the University Pass Program, visit [mbta.com/universitypass](https://mbta.com/universitypass)