Pilot Program:
Free On-demand Rides
Program Overview

Pilot Program: Free On-demand Rides
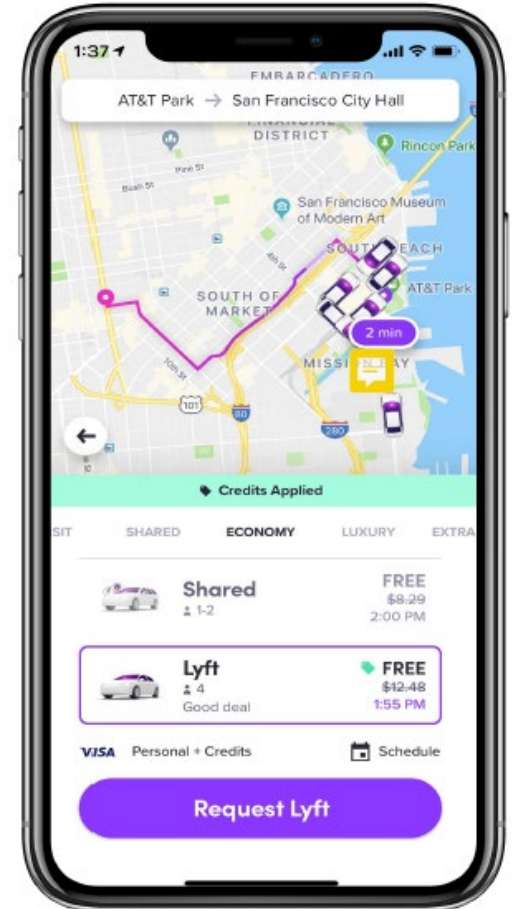
Program Description:

- The Pilot Program offers Cañada College students free rides to and from campus during eligible time windows.
- The program is possible through a partnership between Cañada and the Lyft ridership app.

Program Coverage Details (April 1-September 8, 2022):

- Value per Rider: 40 rides/up to $35 per ride
- Time Restrictions: Monday-Saturday 7 a.m. - 11 p.m.
- Geofences: Rides must start or end at Cañada College
- Ride Type Restrictions: Standard

Program Coverage Details (September 9-Current):

- Value per Rider: 15 rides/up to $15 per ride
- Time Restrictions: Monday-Saturday 7 a.m. - 11 p.m.
- Geofences: Rides must start or end at Cañada College
- Ride Type Restrictions: Standard

Program Metrics (April 1 - September 30, 2022)

Total Rides	Total Spent*	Unique Riders
5,319	$114,136	226

Avg. Ride Cost	Avg. ETA	Rides per Rider
$21.45	7 mins	23.53

Cañada College

Student Demographics*

Age	%
<25	77%
25-40	18%
>40	5%

Cohort Description**	%
Promise Scholars	32%
Comm. Learning thru Sport	17%
Dual Enrollment	2%
College for Working Adults	8%
Umoja	12%
Puente	19%
Radiologic Technology	10%
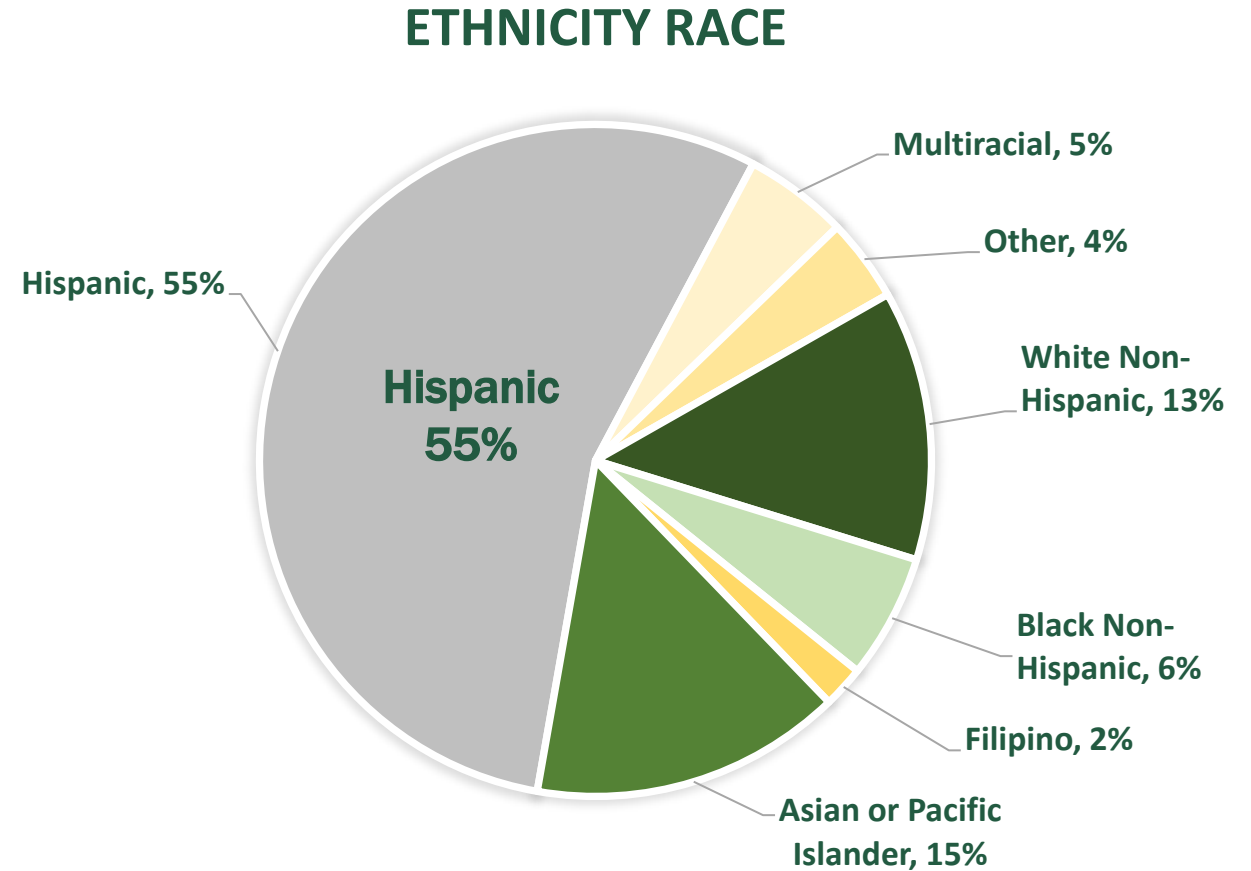
*Used ridership data from April to September 2022
**52 students have identified cohorts

ETHNICITY RACE

- Hispanic, 55%
- Multiracial, 5%
- Other, 4%
- White Non-Hispanic, 13%
- Black Non-Hispanic, 6%
- Filipino, 2%
- Asian or Pacific Islander, 15%

Cañada College

Rider Heat Maps

Pick-Up Locations

Drop-Off Locations
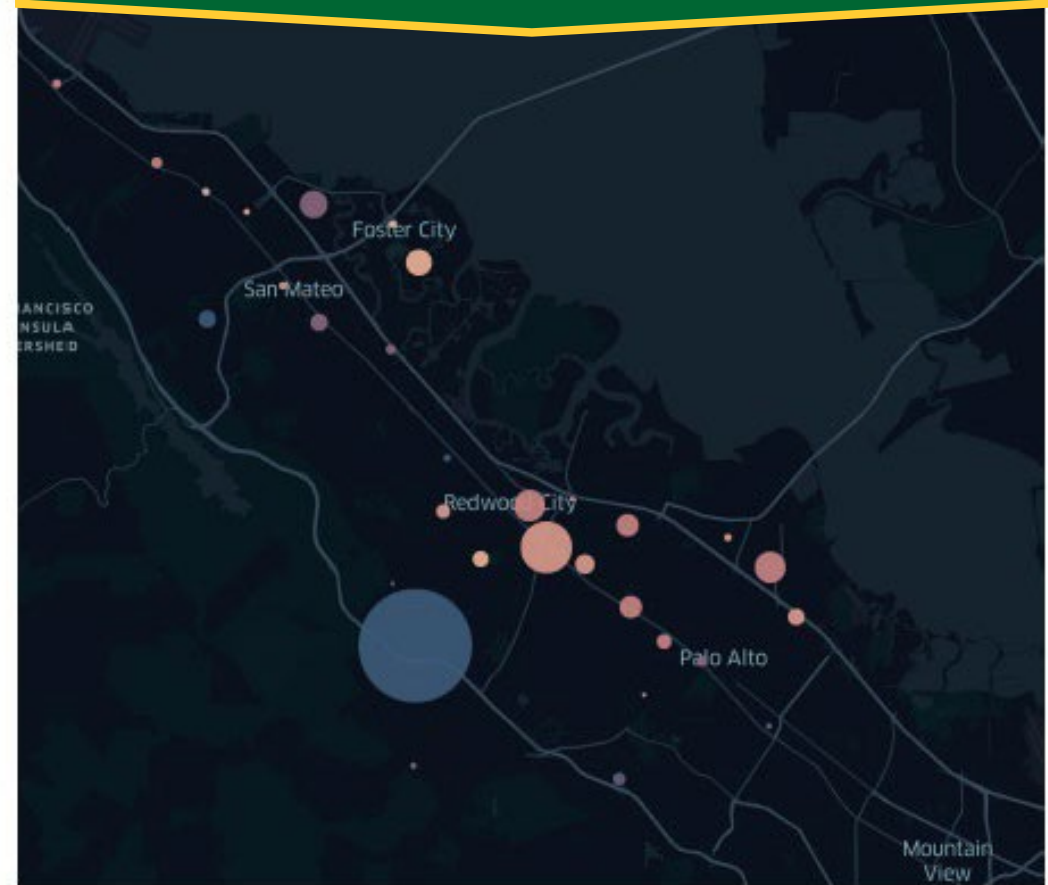
Proposed Program for Spring 2023

Program Coverage Details:

- Area of coverage (underserved communities: North Fair Oaks, Belle Haven, and East Palo Alto)
- Value per Rider: 30 rides/up to $25 per ride
- Time Restrictions: Monday-Saturday 7 a.m. - 11 p.m.
- Ride Type Restrictions: Standard
- Valid on Standard rides only
- Riders must be over 18 years old
- Must be enrolled in 6 units
- Must show financial need (will work with the SparkPoint and Financial Aid teams to identify a process)

Information needed/pending items:

- Funding Source: HEERF, Fund 1/SB893 if the Board approves transportation on demand, etc.
- Budget: not to exceed $75,000 (HEERF and donations)
- Ridership Demand: Need to identify the student population
- Marketing: Work with the marketing department and Student Life to share the new program parameters

Cañada College

Q & A