PROJECT DESCRIPTION:
This popular program is a partnership between UMKC and KCATA and is a first for the Kansas City region. UMKC students are able to ride The Metro and MAX with their student ID, in return for paying a universal student fee. Students have access to all 70 Metro routes, whether they are going to class or going out on the town.

On-campus parking is a perennial student complaint, so the U-Pass offers an environmentally friendly, economical, easy way to get to campus. Recent studies show that young people are increasingly avoiding driving, and this program responds to students' needs. KCATA and UMKC have promoted the program through campus visits, student videos, social media, advertising, and other outreach.

PROJECT GOALS:
- Place student’s success at the center of an urban campus-life experience
- Provide more affordable college education by making it highly practical for students to leave their cars at home
- Reach five percent of students, generating about 500 student riders a day
- Give students more mobility to get to and from both the Volker and Health Sciences campuses and to areas throughout the community
- Reduce the number of single-passenger vehicles on campus and to reduce the campus carbon footprint

COMMUNITY BENEFITS AND LESSONS LEARNED:
UMKC student ridership has contributed to growing Metro ridership. The program began in fall 2011, and Metro ridership for 2011 was up 5.7 percent. Ridership for the first half of 2012 is up 8.9 percent, in part due to new student riders. This program introduces transit to people at a time in their life when they are open to trying new things. In the 2011–2012 school year, the average weekday ridership was 730 students, exceeding the goal of 500 student riders a day. Over the year, 2,279 unique students used the program. Because the UMKC campus is centrally located and well served by transit, KCATA did not need to add extra routes to serve the students.

FUNDING SOURCES AND PARTNERSHIPS:
In an agreement approved by a student vote and by the University of Missouri Board of Curators, all students pay a fee of $14 a semester that funds the U-Pass program and other campus transportation initiatives. This allows students to use their OneCard student ID as a bus pass by just swiping the ID through the fare box. In the 2011-2012 school year, $186,000 from student fees supported the program between UMKC and KCATA.

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