

To: Marketing, Planning & Legislative Committee

Date: 3/19/2019

From: Ruby Horta, Director of Planning & Marketing

Reviewed by:

SUBJECT: Summer Youth Pass Program

Background:

County Connection has offered a discounted pass for youth to use over the summer. The pass is a 20-ride punch pass that is valid from June through August and is sold for \$15, which provides a discounted rate of \$0.75 per ride. In the past, County Connection has also partnered with 511 Contra Costa, to subsidize and distribute a limited number of these passes for free. Last summer, County Connection sold a total of 568 passes, 200 of which were distributed by 511 Contra Costa.

New Program:

In previous years, neighboring transit agencies Tri-Delta Transit and WestCAT have offered a joint summer youth pass that allows for unlimited rides during the same three-month period of June through August. As part of the fare changes approved by the Board in January 2019, County Connection's Summer Youth punch card will be replaced with this unlimited ride pass beginning this summer, effectively creating a countywide Summer Youth Pass.

The pass would be valued at \$60, and 511 Contra Costa has proposed subsidizing \$25 towards the purchase price, meaning that each pass would retail for \$35. 511 Contra Costa would be responsible for the design and production of the passes and would also manage online sales and fulfillment. The individual transit agencies would be responsible for in-person sales at their administrative offices. The actual fare media is yet to be determined, but in the past the program has used wristbands to minimize replacement costs.

Staff will work with legal counsel to develop a formal agreement with 511 Contra Costa for reimbursement of online pass sales and subsidy amounts for in-person sales.

Recommendation:

Staff recommends that the MP&L Committee approve the proposed Summer Youth Pass program as presented.

Financial Implications:

Any costs associated with the Summer Youth Pass are part of the existing marketing budget. 511 will manage online sales and provide the \$25 subsidy.

Action Requested:

Staff requests that the MP&L Committee forward the proposed Summer Youth Pass program to the Board for approval.