

**To:** Marketing, Planning & Legislative Committee

**Date:** 10/25/2021

**From:** Ruby Horta, Director of Planning, Marketing & Innovation

**Reviewed by:** *W.C.*

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**SUBJECT:** Pass2Class Program Update

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### **Background:**

The Pass2Class Program is funded by 511 Contra Costa as part of their efforts to reduce traffic congestion and air pollution by reducing the number of cars being driven to school. Pass2Class offers free transportation, for a limited period, on AC Transit, WestCAT, TriDelta and County Connection to Contra Costa students encouraging the use of public transit to and from school. The application was available from July 15<sup>th</sup> through October 15<sup>th</sup> offering each household up to two (2) passes. The County Connection pass is valid through October 31<sup>st</sup> and 511 Contra Costa reimburses County Connection \$1.60 per trip. The pass is valid on all County Connection fixed route services.

### **Pass2Class – August Usage**

Over 1,700 passes were issued in Central and Southwest Counties, largely County Connection's service area. Based on the data received from 511 Contra Costa, most of the pass sales were issued to residents in Concord, San Ramon, Lamorinda and Walnut Creek. Over 10,000 Pass2Class trips were recorded during the month of August on local, express, and school routes, which includes weekday and weekend service. Although the majority, about 55%, of Pass2Class trips occurred on the 600 series routes, it is important to note that many students, another 45%, depend on regular fixed routes for their school trips. Finally, these pass holders are also using our system beyond the expected weekday school trips with over 1,000 trips recorded on weekend routes.

Some of our local routes logged more Pass2Class trips than many of the 600 series. In the San Ramon area, Route 35 which is the main local route, carried more youth pass holders than Route 635, the comparable school route. The 600 series routes serving the Walnut Creek area were among the top 5 routes that carried youth pass holders in August 2021. Route 601 carried the most Pass2Class users out of all the routes. Route 606 serving the Lamorinda area, ranked 2<sup>nd</sup> in Pass2Class usage in the month of August 2021. The Concord-Pleasant Hill schools are relatively well-served by local fixed service and is evident in how the pass has been used. Local routes 10, 15, 18 and school route 611 were among the top 10 routes that carried pass holders in August 2021. These local routes attracted more Pass2Class users than the school routes serving the area combined. The local routes provide

access to other destinations often frequented by students, like libraries, shopping centers and eateries.

Since we offered free fares on all County Connection service during the month of September, the next Pass2Class report will include October data and can guide future promotions and target areas for incentive programs targeting students in the various communities we serve.

**Financial Implications:**

511 Contra Costa will reimburse County Connection at the rate of \$1.60 per ride. All costs associated with this promotion are included in the FY 2021 promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.