

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

**Date:** 11/22/2021

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

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

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**SUBJECT: Pass2Class Final Report**

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### **Background:**

The Pass2Class Program was 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 offered 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 was valid through October 31<sup>st</sup> and 511 Contra Costa reimbursed County Connection \$1.60 per trip. The pass was valid on all County Connection fixed route services.

### **Pass2Class – Total Usage**

511 Contra Costa issued over 1,700 passes, largely in County Connection's service area. Most of the pass sales were issued to residents in Concord, San Ramon, Lamorinda and Walnut Creek. School started within the first couple of weeks in August and over 10,000 Pass2Class trips were recorded that month. Close to 20,000 Pass2Class trips were taken in October, for a total of more than 31,000 student trips during the promotional period of August and October. (No Pass2Class trips were recorded in September due to the systemwide free fares promotions.)

The cumulative totals accounts for local, express, and school routes, which includes weekday and weekend service. Although the majority, or about 56%, of Pass2Class trips occurred on the 600 series routes, it is important to note that many students 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 1,800 trips recorded on weekend routes.

Month-over-month usage increased on most routes, with a few exceptions. (See Attachment 1 for more details). A couple of weekday routes and one weekend route logged fewer Pass2Class trips in October than August. The 600 series routes almost doubled Pass2Class trips between August and October, totaling close to 18,000 trips. Pass2Class trips on Routes 601, 602 and 606 comprised more than 50% of the total Pass2Class trips of all school routes. Routes 601 and 602 serve Walnut Creek Intermediate (WCI) and Route 606 serves Orinda Intermediate (OIS) and Miramonte High School.

Similarly, Routes 10, 18, 20, 21 and 35 carried more than half of all Pass2Class trips on local routes. Routes 10 and 20 mainly serve Clayton, Concord and Pleasant Hill along Clayton Rd., Willow Pass Rd./Sunvalley Blvd., Contra Costa Blvd., to Diablo Valley College (DVC). Route 18 operates between Martinez Amtrak and Pleasant Hill BART, via DVC. Route 21 connects Walnut Creek BART to the Danville Park & Ride and the San Ramon Transit Center, primarily along Danville Blvd. Route 35 travels along Bollinger Canyon between the SRTC and the Dublin/Pleasanton BART station. All of these local routes serve schools and schedules are often adjusted to meet bell times, but they are not as tailored as the 600 series.

The pass promotion ended on November 1<sup>st</sup>, however, efforts to encourage student transit use will continue. To facilitate the transition from free trips to required fares, County Connection staff provided information to 511 staff about the youth discount on Clipper. This information has been disseminated to all Pass2Class applicants. Additionally, County Connection will continue to the school outreach effort to process Youth Clipper Card applications.

**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.

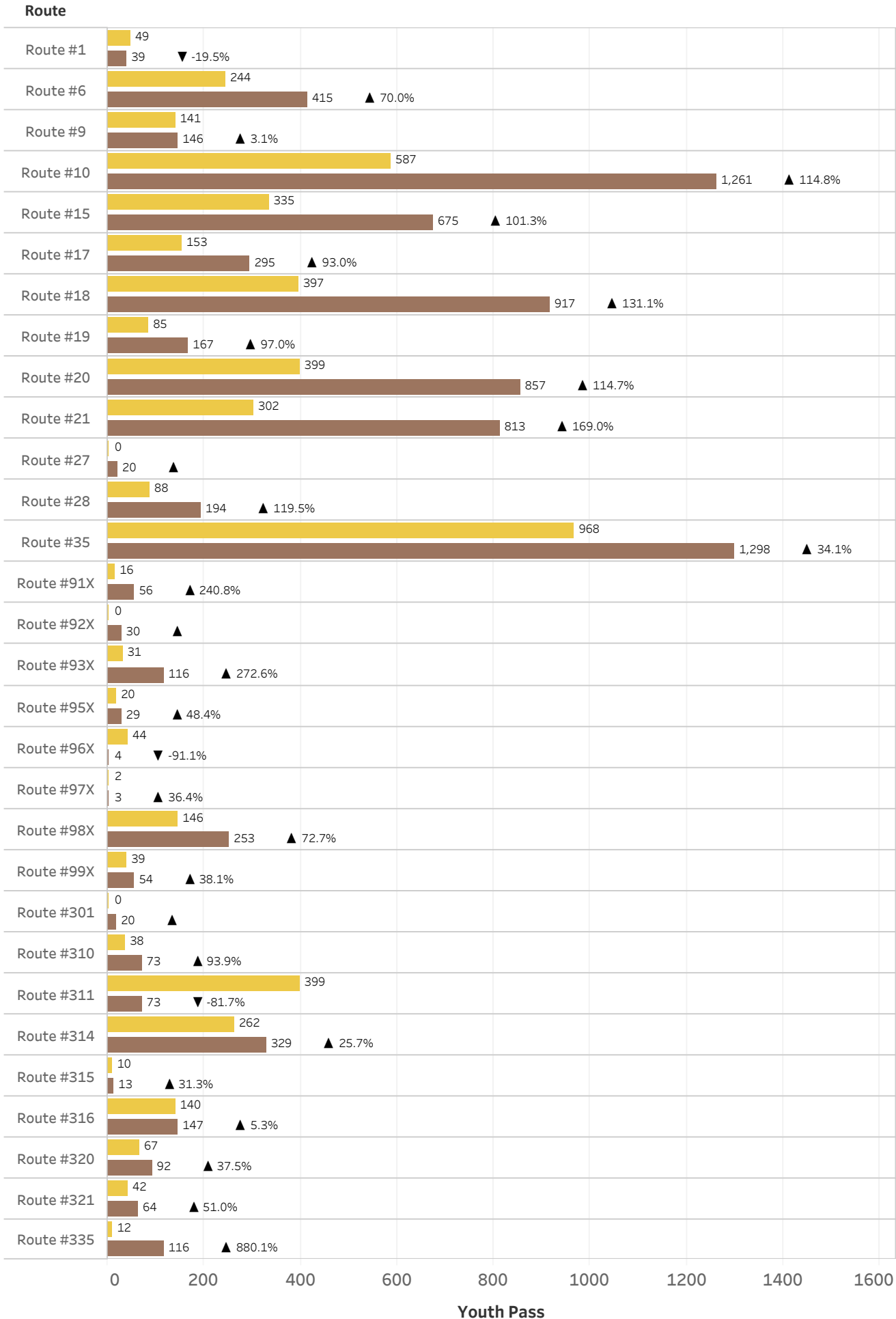
**Attachment:**

Attachment 1 – Pass2Class Ridership

# LOCAL ROUTES

Month

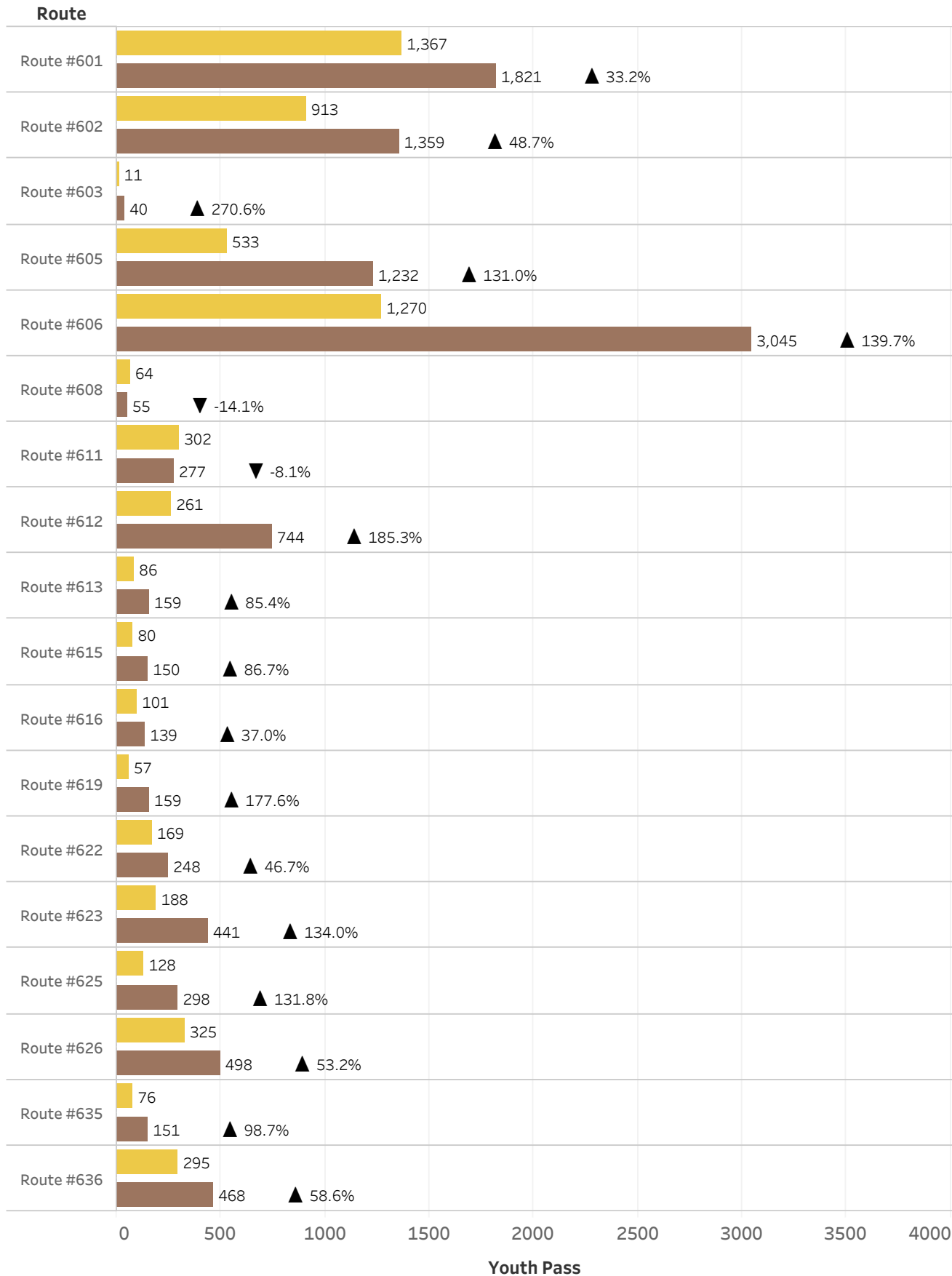
August - 5,018  
 October - 8,571



Youth Pass

# SCHOOL ROUTES

Month  
 August - 6,227  
 October - 11,281



Month	Regular	School	Grand Total
August	5,018	6,227	11,244
October	8,571	11,281	19,852
<b>Grand Total</b>	<b>13,589</b>	<b>17,508</b>	<b>31,096</b>