

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 03/30/2022

From: Melody Reeb, Director of Planning, Marketing, & Innovation

Reviewed by: *Ref*

SUBJECT: Summer Youth Pass

Background:

In 2019, County Connection partnered with 511 Contra Costa and neighboring transit agencies Tri Delta Transit and WestCAT to offer a joint summer youth pass providing unlimited rides on the three bus systems from June through August. This replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019. Due to COVID-19, the summer youth pass program was not offered in 2020 or 2021. However, with most restrictions now lifted and schools back to in-person instruction, 511 Contra Costa and the partner transit agencies have decided to offer the program again this year.

The pass is valued at \$60, and previously, 511 Contra Costa provided a subsidy of \$25 per pass, lowering the actual retail cost down to \$35. This year, they are proposing an increased subsidy of \$30, or half of the cost of the pass. 511 Contra Costa also manages the design and production of the passes, as well as online sales and fulfillment. Revenues from pass sales are distributed to the transit agencies based on customer location.

Staff will be working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. This will include outreach to schools, as well as to Pass2Class program participants. 511 Contra Costa will be developing marketing materials such as digital assets for the transit agencies to use on their websites, social media, and other communication channels. Staff also plans to utilize the mobile lobby to promote the program and sell passes in person.

Financial Implications:

Any costs associated with the Summer Youth Pass are part of the existing marketing budget. 511 Contra Costa will manage online sales and provide the \$30 subsidy.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None