

To: Marketing, Planning, & Legislative Committee

Date: 04/25/2022

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

Reviewed by: *Ref*

SUBJECT: Summer Youth Pass Marketing Plan

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, which staff brought to the Board at the last meeting in April.

Marketing and Outreach:

Staff has been working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. 511 Contra Costa has developed marketing materials including a flyer and various graphics for the transit agencies to use on their websites, social media, newsletters, and other communication platforms (see Attachments 1 and 2). All materials have been translated into Spanish. 511 Contra Costa will be conducting outreach to schools, as well as to Pass2Class program participants. In addition, staff will provide materials to city staff and other community partners to use in their communication channels.

The pass will be valid for rides from June 1st through August 31st, 2022. Pass sales and program promotion will begin in early May, and passes will remain available for purchase through the end of July. Passes will primarily be sold online and mailed to customers. 511 Contra Costa will be managing the online store and order fulfillment as well as production of the fare media, which will be a wallet-sized plastic card. Each pass will be distributed along with a how-to guide and a lanyard that can be attached to the card to keep it from getting lost.

Staff also plans to utilize the mobile lobby to promote the program and sell passes in person. This will allow customers to pay with cash or check and/or get a pass immediately instead of having to wait for one in the mail. The schedule of mobile lobby locations and times will be posted on County Connection's website and announced through social media. Staff will be targeting locations where there will likely be a significant number of students and/or parents such as libraries and community events.

Financial Implications:

Costs for operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign are being covered by 511 Contra Costa. Any additional costs are included in the existing promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Summer Youth Pass Graphics

Attachment 2: Summer Youth Pass Flyer

SUMMER YOUTH PASS



UNLIMITED RIDES
JUNE 1 - AUGUST 31, 2022

Ages	Only
6-18	\$30

Go More Places All Summer Long

County Connection TRI DELTA TRANSIT WESTCAT

511 CONTRA COSTA
CCTA & BAAQMD

SUMMER YOUTH PASS

More Info + Order Online: 511cc.org/youthpass

Only **\$30**



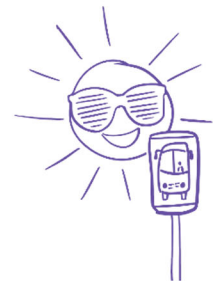
Get Your Pass



Plan Your Trip



Unlimited Rides



All Summer Long

County Connection TRI DELTA TRANSIT WESTCAT