

To: Marketing, Planning, & Legislative Committee

Date: 06/30/2022

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

Reviewed by: *Ref*

SUBJECT: Pass2Class Student Free Rides Program

Background:

511 Contra Costa is a county-wide program that strives to reduce traffic congestion and improve air quality by providing the public with information, resources, and tools that promote mobility options beyond driving alone. Funding for 511 Contra Costa programs is provided primarily by the Bay Area Air Quality Management District's (BAAQMD) Transportation Fund for Clean Air and Measure J, approved by voters in in 2004 and administered by the Contra Costa Transportation Authority (CCTA). The agency provides various incentive programs to commuters and youth such as the Guaranteed Ride Home, Vanpools, and transit passes.

Program Overview:

The Pass2Class program was formerly known as SchoolPool and Southwest Student Transit Ticket Program and provides free bus passes for students. Prior to 2019, students would receive 20-ride punch cards that could be used at any time. Since the elimination of most paper products as a form of payment on County Connection buses, 511 Contra Costa adopted a different type of pass that instead provides unlimited rides for a set period of time.

For the 2022/2023 school year, 511 Contra Costa will fund the purchase of unlimited ride passes that will be valid for two months from August 1st through September 30th. Applications are expected to be available on July 7th, and 511 Contra Costa anticipates distributing the passes (limited to 2 per household) in mid-July. The pass will be valid on all County Connection fixed route services.

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 2022 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.