

To: Marketing, Planning, & Legislative Committee

Date: 11/27/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Pass2Class Report

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 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 6-October 14, 2023 offering each household up to two (2) passes, which were valid for unlimited rides through October 31, 2023 on all County Connection fixed route services.

Pass2Class Usage:

This year, 511 Contra Costa issued over 2,065 passes, up from 1,716 passes sold in 2022. Pass2Class users on County Connection fixed routes totaled about 52,008 trips (+23,308 from 2022) with 73% of the trips being taken on 600-series school routes and 25% on local routes (remaining 2% were Express routes). Below is a table showing 2023 usage percentages by service area and route type.

Service Area	Service Type			
	School	Local	Express	Weekend
Core	38%	12%	1%	0%
Lamorinda	26%	2%	N/A	0%
North	N/A	4%	1%	0%
South	10%	6%	0%	0%
Grand Total	73%	25%	2%	0%

Notably, Routes 601, 602, and 605, which serve Walnut Creek Intermediate, carried close to a quarter of the total Pass2Class riders, followed by Route 606, which services Miramonte High School and Orinda Intermediate, carried 22% of riders.

Some local routes supplement school routes serving the same corridor, including Route 10 on Clayton Rd and Route 35 in San Ramon carrying 4% of pass holders. Additionally, Routes 15 and 18 had a significant number of Pass2Class riders and made up 8-10% of the routes' ridership.

Pass2Class was promoted across social media through paid ads, at our Mobile Lobby, as well as through the school districts, who shared information on the discounted passes directly with parents.

Financial Implications:

511 Contra Costa will be reimbursing County Connection at the rate of \$1.60 per ride for a total amount of about \$83,211. All costs associated with the promotion and marketing of the program were either covered by 511 Contra Costa or included in the FY 2024 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None