

To: Marketing, Planning, & Legislative Committee

Date: October 29, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: 2014 County Wide Summer Youth Pass – Pilot Program

Summary of Issues:

Lynn Overcashier, 511 Contra Costa Program Manager, called together the marketing managers of Tri Delta Transit, WestCAT, and County Connection to discuss the possibility of promoting a summer youth bus pass that would be accepted on all three systems. Currently only County Connection and Tri Delta Transit promote a summer youth pass. Ms. Overcashier explained that District V Supervisor Federal Glover asked her to investigate this possibility.

For the past several years Supervisor Glover held a Youth Summit event in East Contra Costa County, and has worked with Tri Delta Transit to provide a free summer youth pass for each of the youth attendees. This event has been promoted primarily in East County, but in 2014 he will promote the event in West County and, to a lesser extent, in Central County, through the Martinez schools.

511 Contra Costa will fund the cost of passes required for this event based on the following estimations:

- Tri Delta Transit - 325
- WestCAT - 50
- County Connection - 25

Furthermore, 511 Contra Costa is willing to provide a \$10 subsidy for every pass sold throughout the promotion period bringing the cost of the 3-month pass to \$50.00 each.

2014 Pilot Program Guidelines

After discussing each agency's current program, fare structure, and timeline the following guidelines were agreed upon:

- 3 month unlimited-ride Summer Youth Pass available from June 1-August 31, 2014
- Wristbands to be available to the public for sale as of May 1, 2014
- Fare instrument to be a universal wristband good on all fixed routes in Tri Delta, CCCTA and WestCAT service districts
- Base cost to be \$60 per wristband (regardless of when purchased)
- \$10 subsidy provided by 511 Contra Costa for all wristbands sold in this pilot 2014 program
- If possible, fare boxes will be programmed to assist in tracking usage of wristbands to measure performance and cost effectiveness for consideration for any future offering in 2015

Tri Delta has been using the wristband approach for several years and is pleased with the feedback. They report that parents have been willing to spend a larger amount to ensure 3 months of riding for their teens. Parents also report that they don't worry about loss or damage like they do the punch passes – kids put them on and leave them on all summer.

County Connection Program

For over 20 years County Connection has promoted a half-price punch pass, sold in smaller increments. For the past decade the program has consisted of:

- 20-ride punch pass that sells for \$15.00
- Valid mid-June through September (also used as back-to-school promotion)
- Good on all County Connection fixed-route buses

Financial Implication:

County Connection sells approximately 2,000 of the summer youth passes representing \$30,000 in revenue. The majority of the passes are sold in August and September, suggesting they are being used more for back-to-school than summer riding.

To realize the same revenue County Connection would need to sell 500 of wristbands.

Other Considerations:

- Ending the promotion in August rather than September could generate complaints
- The larger up-front costs could create a hardship for low income families with multiple children

Staff Recommendation:

Staff recommends participation in the pilot program for 2014. County Connection already coordinates with Tri Delta, WestCAT and Wheels through the East Bay Value Pass monthly pass program. The summer youth wristband will serve as another example of Contra Costa transit agency coordination.