

To: Marketing, Planning & Legislative Committee

Date: 06/24/2021

From: Ruby Horta, Director of Planning, Marketing & Innovation

Reviewed by: WC.

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.

Pass2Class

The Pass2Class was formerly known as School Pool and Southwest Student Transit Ticket Program. Since the elimination of most paper products as a form of payment on County Connection routes, 511 Contra Costa adopted a different type of pass with an expiration date for the Pass2Class program. 511 Contra Costa will fund the purchase of the boarding passes to be used as fare instrument for a limited time, for the start of the 2021/2022 school year. 511 Contra Costa expects to begin distributing the pass in mid-July with effective dates from August 1st through October 31st. The application will be available on the 511 Contra Costa website by mid-July, and they expect to begin mailing passes (limited to two per family) prior to the school starting in August. 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 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachment:

Sample Pass2Class design.

Student Pass



**Expires
October 31,
2021**

*County
Connection*

Pass2Class

Valid for school trips on County Connection bus routes. Not valid on Paratransit service. Must be age 19 and under. Pass is non-redeemable and non-transferable.

Valido para transportarse a la escuela con rutas de County Connection. No valido para servicios de Paratransit. Debe tener 19 años o menos. El pase no es redimible y es intrans-ferible.

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