

To: Marketing, Planning, & Legislative Committee

Date: 09/21/2022

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

Reviewed by:



SUBJECT: Summer Youth Pass Update

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 pass 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, the program was offered again this year.

Pass Sales:

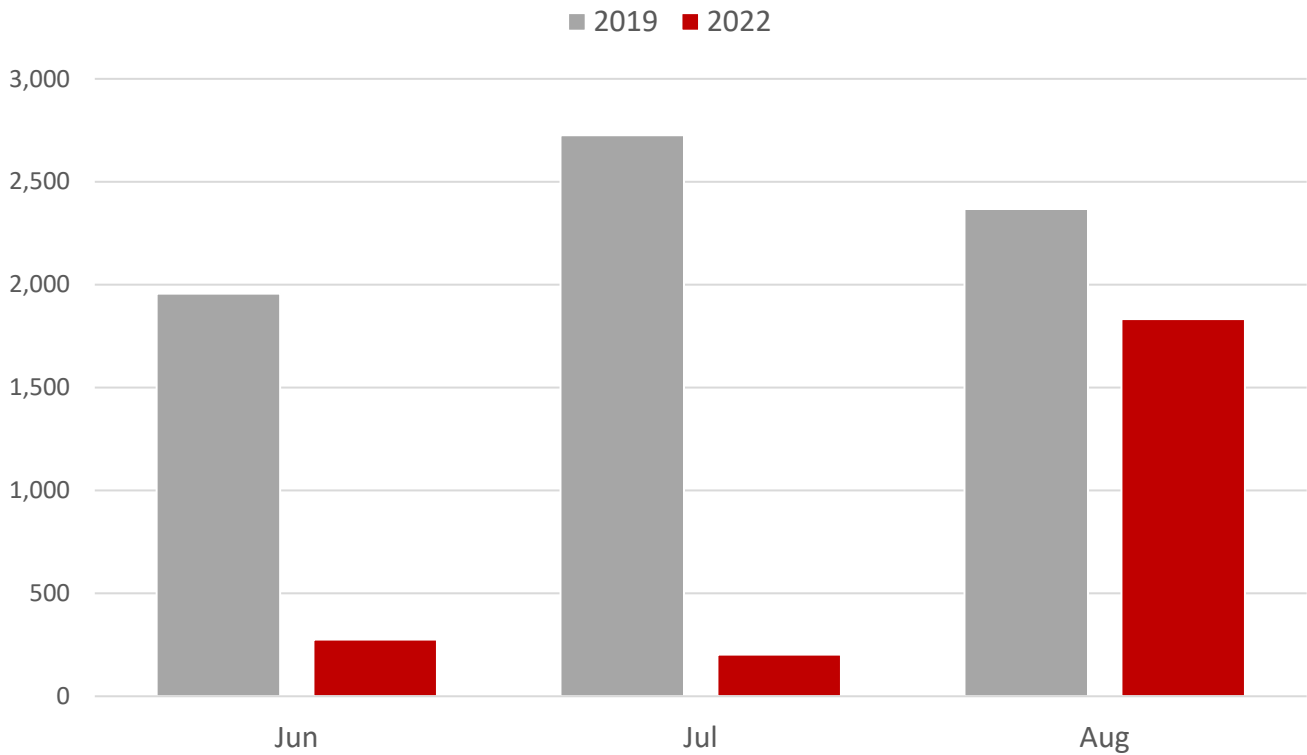
The pass is valued at \$60, and this year, 511 Contra Costa provided a subsidy of \$30 per pass, cutting the actual retail cost in half. Revenues from pass sales are distributed to the transit agencies based on customer location. 511 Contra Costa managed the design and production of the passes, as well as online sales and fulfillment. County Connection staff conducted in-person sales through the mobile lobby.

A total of 96 passes, close to half of all sales, were sold within County Connection's service area, and all but two were purchased online. This is significantly lower than in 2019, when a total of 293 passes were sold. However, in addition to lower ridership demand as a result of the pandemic, youth can now receive a discounted fare on Clipper of \$1.60 per ride, or 20% off the regular adult fare, so the Summer Youth Pass provides slightly less of a discount than it did in previous years. Also, there was a month of overlap this year with the Pass2Class program, which provides free rides for youth from August through September, so purchasing a Summer Youth Pass only made sense for those who were riding frequently during the first two months of summer. Overall, a total of 204 passes were sold across the three participating transit agencies.

Pass Usage:

Ridership with the Summer Youth Pass was also significantly lower than in 2019 and consistent with the reduction in pass sales. The following chart shows a comparison of ridership by month. A total of 2,311 trips were taken using the pass, which equates to an average of 24 rides taken per pass. Based on the retail price of \$30 per pass, this averages to \$1.25 per ride, which is still an additional discount off the Youth Clipper fare.

Monthly Summer Youth Pass Ridership



Financial Implications:

Total revenue received by County Connection for the 2022 Summer Youth Pass program was \$5,760. This includes a subsidy from 511 Contra Costa of \$2,880 towards the cost of the pass. In addition, 511 Contra Costa covered the costs of the operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None