

To: Marketing, Planning, & Legislative Committee

Date: 10/25/2022

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Pass2Class

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 7-October 15, 2022 offering each household up to two (2) passes. The County Connection pass was valid through September 30, 2022 and 511 Contra Costa reimbursed County Connection \$1.60 per trip. The pass was valid on all County Connection fixed route services.

Pass2Class Usage:

511 Contra Costa issued over 1,700 passes, on par with last year, largely to households in Concord and Walnut Creek. Pass2Class users on County Connection fixed routes totaled about 28,700 with 75.6% of the trips being taken on school routes. The remaining trips (24.4%) were used on regular fixed routes. While overall usage levels were similar to last year, there was a higher concentration of trips being made on the 600-series school routes compared to last year.

Service Area	Service Type			
	School	Local	Express	Weekend
Core	49%	15%	0%	0%
Lamorinda	21%	3%	0%	0%
North	0%	1%	0%	0%
South	6%	5%	0%	0%
Grand Total	76%	23%	<1%	0%

Routes 601, 602, and 605, which serve Walnut Creek Intermediate (WCI), carried more than 1/3rd of the total Pass2Class riders, followed by Route 606, which carried 14% of riders and serves Miramonte High School and Orinda Intermediate School (OIS).

Along with the 600-series school routes, the regular fixed route network provided an additional choice for Pass2Class users. Several local routes serve schools, and schedules are often adjusted on those routes to meet bell times, although they are not as tailored to school schedules as the 600-series routes. Route 10 along Clayton Rd carried 4% of users compared to 6% carried by Route 612 serving the same corridor. Route 35 in San Ramon carried 4% of total Pass2Class riders compared to 5.6% carried by school routes serving the area. Route 6 helps supplement 600-series service in Lamorinda to Miramonte and Campolindo High Schools and carried 6% of total Pass2Class riders.

In addition, Routes 15 and 18 also carried a significant number of Pass2Class riders relative to overall ridership on those routes. Pass2Class riders made up 9% of ridership on Route 15, which serves Concord and Ygnacio Valley High Schools, and 8% on Route 18, which serves College Park High School and Valley View Middle School.

The pass promotion ended on September 30th. However, this was immediately followed by the October Free Rides promotion, providing students with a third month of free rides. Once that promotion ends, staff will be working with 511 Contra Costa to promote the youth discount on Clipper to Pass2Class participants, as well as through ongoing outreach efforts such as the mobile lobby.

Financial Implications:

511 Contra Costa will be reimbursing County Connection at the rate of \$1.60 per ride for a total amount of about \$46,000. All costs associated with this promotion are included in the FY 2023 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None