

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 09/26/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

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, once restrictions were lifted and schools returned to in-person instruction, the program was offered again starting in 2022.

Pass Sales:

The pass is valued at \$60 and 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 sold passes through the Mobile Lobby as well as our main lobby.

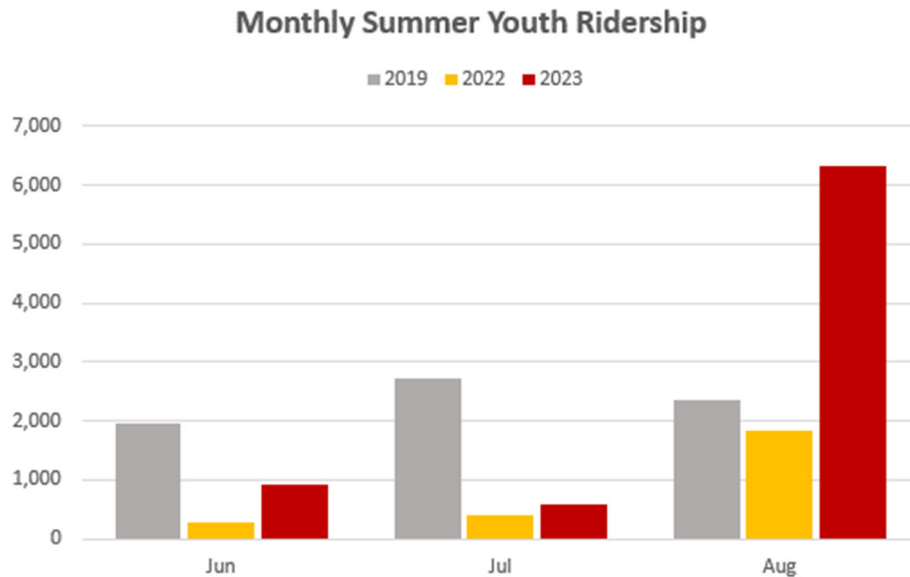
In total, there were 236 passes sold this season (County Connection - 68, Tri Delta Transit - 131, and WestCAT - 37). County Connection total pass sales were down 28 pass sales from 2022, and 225 fewer sales than 2019, when the pass was first introduced. In addition to lower ridership demand as a result of the pandemic, youth can 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 when first introduced. Also, there was some overlap with the Pass2Class program, which provides free rides for youth from mid-August through October, so purchasing a Summer Youth Pass only made sense for those who were riding frequently during the summer prior to the start of the new school year.

Pass Usage:

Despite a decrease in pass sales over the years, ridership with the Summer Youth Pass has increased over the years, which indicates that those using the pass are riding more frequently. In addition, staff worked with 511 Contra Costa to minimize the overlap with Pass2Class.

MONTH	USAGE 2019	2020-2021 Summer Youth Program Not Offered	USAGE 2022	USAGE 2023
June	1,956		276	928
July	2,726		412	587
August	2,367		1,833	6,317
TOTAL RIDES	7,049		2,521	7,832

A total of 7,832 trips were taken using the pass, which equates to an average of 115 rides taken per pass. Based on the retail price of \$30 per pass, this averages to about \$0.26 per ride, which is a significant additional discount off the Youth Clipper fare.



Financial Implications:

Total revenue received by County Connection for the 2023 Summer Youth Pass program was \$4,080. This includes a subsidy from 511 Contra Costa of \$2,040 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