

## INTER OFFICE MEMO

**To:** Marketing, Planning, & Legislative Committee

**Date:** 04/24/2024

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:**



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**SUBJECT: Summer Youth Pass Marketing**

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### **Background:**

Since 2019, County Connection has 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 replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019.

### **Marketing and Outreach:**

Staff has been working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. 511 Contra Costa has developed marketing materials including a flyer and various graphics for the transit agencies to use on their websites, social media, newsletters, and other communication platforms (see Attachments 1 and 2). All materials have been translated into Spanish. 511 Contra Costa will be conducting outreach to schools, as well as to previous Pass2Class program participants, a program that provides free bus passes for students for two and a half months at the start of the school year. In addition, staff will provide materials to city and county staff, graphics for a community mailer, and other community partners to use in their communication channels.

The Summer Youth Pass will be valid for rides from June 1<sup>st</sup> through August 31<sup>st</sup>, 2024. Pass sales and program promotion will begin in early May, and passes will remain available for purchase through the end of July. Passes will primarily be sold online and mailed to customers. 511 Contra Costa will be managing the online store and order fulfillment as well as production of the fare media, which will be a wallet-sized plastic card. Each pass will be distributed along with a how-to guide and a lanyard that can be attached to the card to keep it from getting lost.

Staff also plans to utilize the mobile lobby to promote the program and sell passes in person. Passes will also be sold at County Connection's administrative offices, which are open to the public Monday – Friday from 8:00 am to 3:00 pm. This allows customers to pay with cash or check and/or get a pass immediately instead of having to wait for one in the mail. The schedule of mobile lobby locations and times is posted on County Connection's website and announced through social media. Staff will be targeting locations where there will likely be a significant number of students and/or parents such as libraries and community events.

### **Future of Summer Youth Pass:**

Looking forward, 511 Contra Costa is evaluating the Summer Youth Pass program to determine if it can continue in 2025 and on. The program is supported by Transportation Fund for Clean Air (TFCA) funds from the Air District and distributed by CCTA. CCTA is proposing a TFCA Policy that would change the

funding allocation to allow other entities to apply to sponsor programs. If other entities are granted funding, there would be less funds available to operate the Summer Youth Pass program. Staff is working closely with 511 Contra Costa to monitor the TFCA policy change and if continuing to offer the Summer Youth Pass is a viable option.

**Financial Implications:**

Costs for operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign are being covered by 511 Contra Costa. Any additional costs are included in the existing promotions budget.

**Recommendation:**

None, for information only.

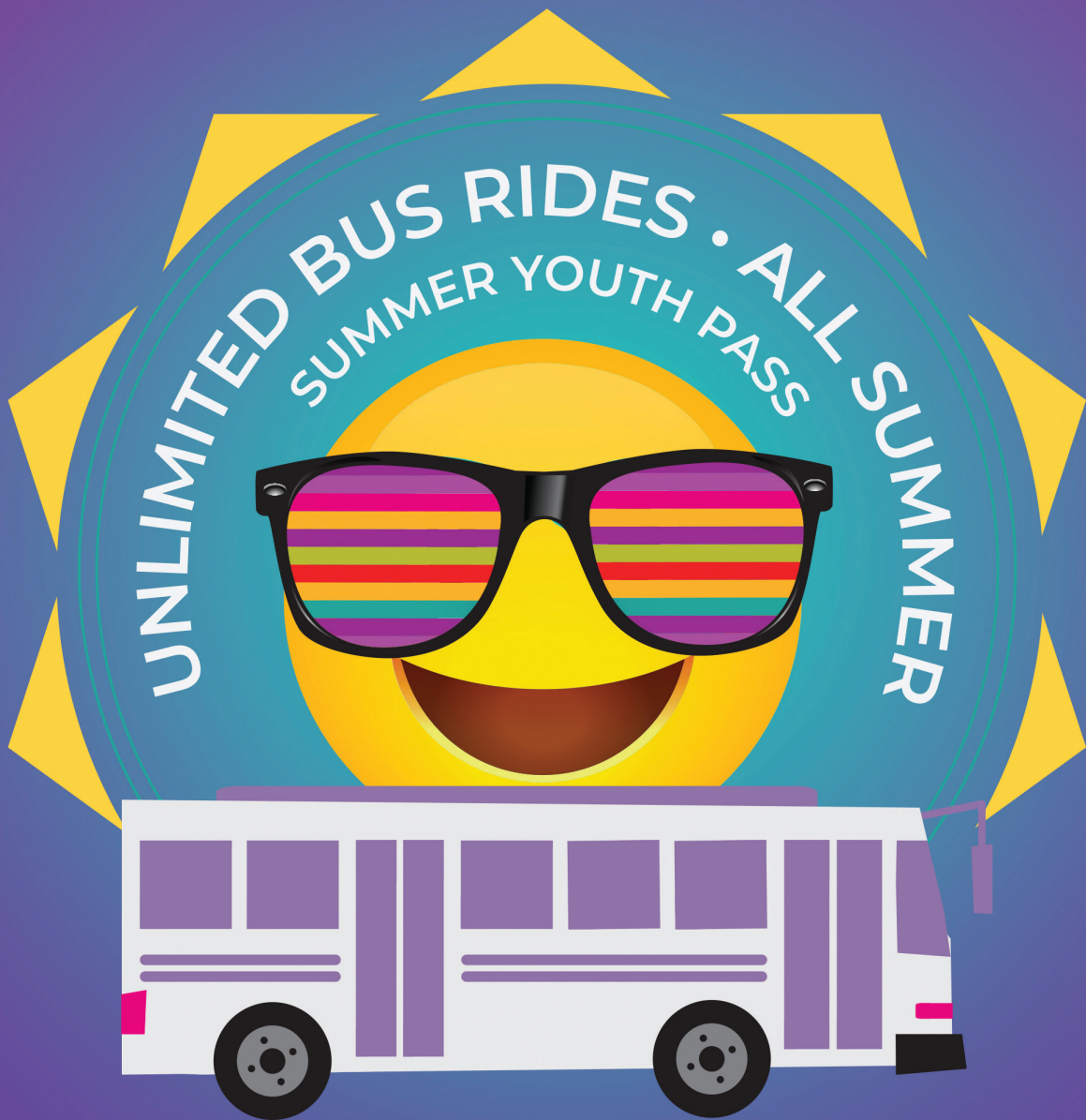
**Action Requested:**

None, for information only.

**Attachments:**

Attachment 1: Summer Youth Pass Poster

Attachment 2: Summer Youth Pass Application



# SUMMER YOUTH PASS

**Ages 6-18 | Unlimited Rides June 1 - Aug 31, 2024 | Only \$30\***

Valid on three transit agencies to get you more places this summer!



More info + order online:

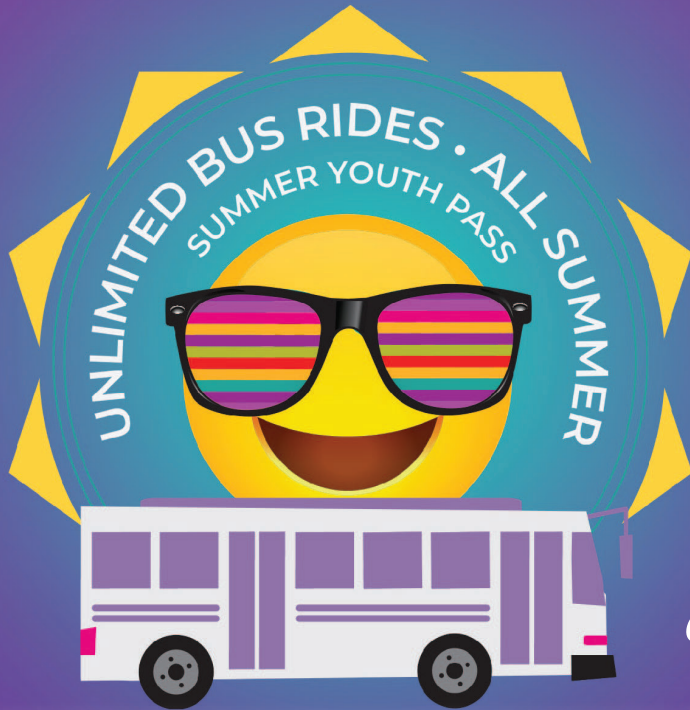
**[511cc.org/youthpass](https://511cc.org/youthpass)**

Sponsored by



\*Regular price is \$60. Advertised price reflects a \$30 supplement provided by 511CC. Passes receiving the 511CC supplement are limited and available while supplies last. Summer Youth Passes are Non-Refundable, Non-Redeemable, and Non-Transferable. See [511cc.org/youthpass](https://511cc.org/youthpass) for full program terms and conditions.

# SUMMER YOUTH PASS



AGES 6-18

UNLIMITED RIDES  
JUNE 1 - AUG 31, 2024

ONLY \$30

Ride all local and express buses operated by:



## Summer Youth Pass Application Form

This form must be completed in full to receive a 2024 Summer Youth Pass for a discounted price of \$30 (Reg. \$60). Customers NOT completing an application form will be required to pay the regular price.

Number of Summer Youth Passes I would like to purchase (check one):

1  2  3  4  5

Parent/Guardian First & Last Name

Daytime Phone

Email

Address

City  Zip

**Questions? Visit [511cc.org/youthpass](https://511cc.org/youthpass)**

FOR TRANSIT AGENCY USE ONLY:

Purchase date: \_\_\_\_\_ Pass number(s) issued: \_\_\_\_\_

Order total (\$): \_\_\_\_\_ Fulfilled by (initial): \_\_\_\_\_

Payment made by:  Check  Cash  Debit/Credit

Completed application forms must be sent to 511 Contra Costa, with proof of pass payment, on day of purchase. Email to: [store@511contracosta.org](mailto:store@511contracosta.org)

### Terms and Conditions:

- Actual Summer Youth Pass price is \$60. Advertised \$30 price reflects a \$30 supplement per pass provided by 511 Contra Costa.
- The 511 Contra Costa supplement is available to 6-18 year olds who reside, work or attend school in Contra Costa County only. Proof of eligibility may be required.
- Up to five (5) discounted passes may be ordered per household.
- Passes receiving the 511 Contra Costa supplement are limited and available only while supplies last.
- Summer Youth Passes are non-refundable, non-redeemable, and non-transferable. Lost or stolen passes shall not be replaced.
- No refunds shall be made if one or more participating transit agency provides free fares during validity period.
- Not valid on Paratransit, Transbay or Tri MyRide service.

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