

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

**Date:** 08/29/2024

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

**Reviewed by:** AMS

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**SUBJECT:** California Clean Air Day

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**Background:**

California Clean Air Day is on October 2, 2024 and is a project of the Coalition for Clean Air to unify volunteers into a day of climate action. Individuals, government agencies, and businesses that participate are asked to promote new habits that can help keep our air clean. County Connection will be providing a day of fare-free transit to incentivize the community to use public transit. Staff will promote the California Clean Air Day on social media, encouraging passengers to take public transit for the day. Regional partner agencies WestCAT and Wheels will also be participating by offering fare-free transit.

**Financial Implications:**

The total average daily ridership for fare-paying customers in October 2023 was 5,500 with an average fare of \$1.64. On the California Clean Air Day, staff is estimating a five to 10 percent boost in ridership, bringing our anticipated daily ridership to about 6,100 passengers, and resulting in a fare loss of about \$8,000 to \$10,000.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None