

County Connection

To: Marketing, Planning, & Legislative Committee

Date: 09/20/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: School Outreach

Background:

When area schools come back in session at the end of summer, County Connection staff will often attend registration and back-to-school events to promote Pass2Class, a county-wide program that provides passes for two months of free transit to enrolled students, as well as Youth Clipper Cards, which provides reduced transit fares for passengers between the ages of six and 18.

School Outreach:

Over the last two months, staff attended registration events seven schools where County Connection provides either regular fixed-route service or specialized 600-series school routes, including Diablo Valley College, St. Mary's College, California High School, Las Lomas High School, Monte Vista High School, Oak Grove Middle School, and Pine Hollow Middle School. In total, staff engaged with approximately 500 students and processed over 150 Youth Clipper Card applications.

CLIPPER YOUTH APPLICATIONS		
School	City	Applications
Diablo Valley College	Pleasant Hill	2
St. Mary's College	Moraga	0
California High School	San Ramon	0
Las Lomas High School	Walnut Creek	29
Monte Vista High School	Danville	20
Oak Grove Middle	Concord	89
Pine Hollow Middle	Concord	19
		159

Financial Implications:

Any costs associated with the school outreaches are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None