

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

**Date:** 09/20/2024

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

**Reviewed by:** AMS

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**SUBJECT: Summer Youth Pass Update**

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**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.

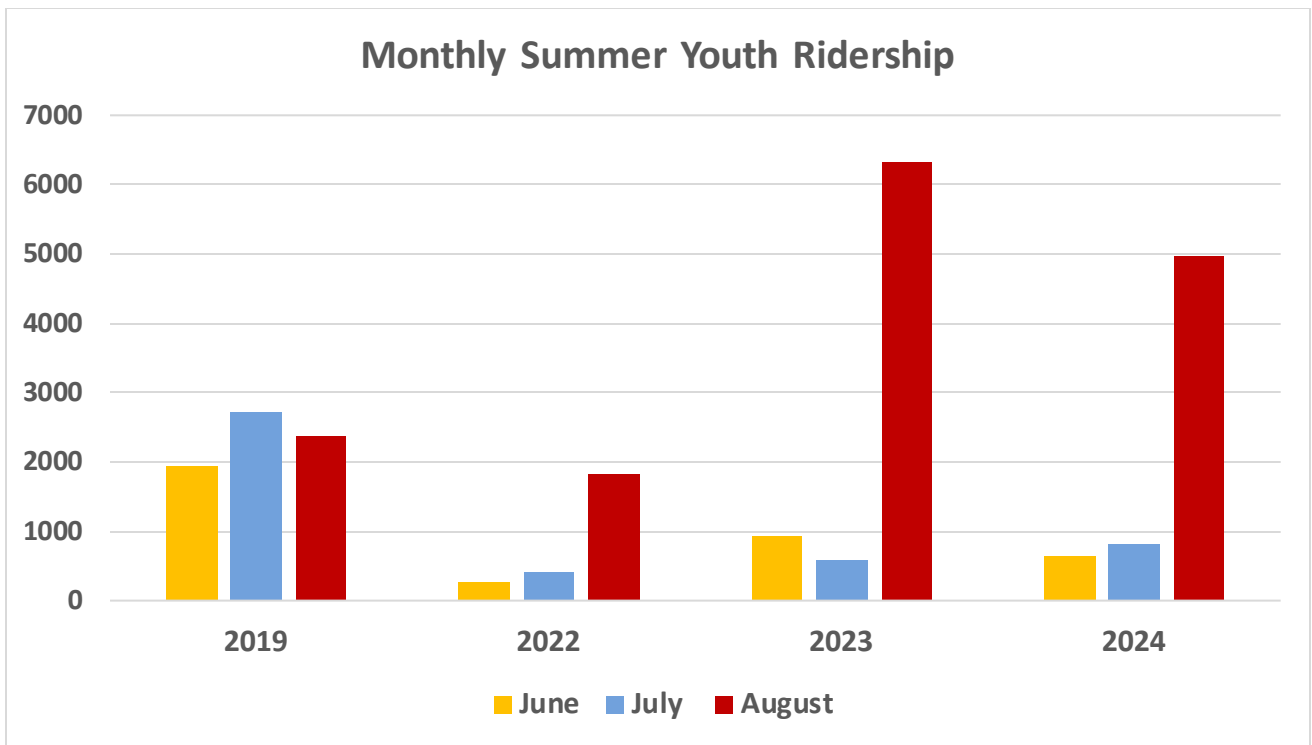
In total, there were 314 passes sold this season (County Connection - 80, Tri Delta Transit - 186, and WestCAT - 48). County Connection's total pass sales were up 12 passes from 2023, and down 213 passes from 2019, when the pass was first introduced.

**Pass Usage:**

Sales with the Summer Youth Pass has been slowly increasing following the pandemic, which suggests that those using the pass are riding more frequently. However, this year, even with an increase in pass sales, the usage is down approximately 19% across three months of use (June-August).

	TRIPS 2019		TRIPS 2022	TRIPS 2023	TRIPS 2024
June	1,956	2020-2021 Summer Youth Program Not Offered	276	928	642
July	2,726		412	587	830
August	2,367		1,833	6,317	4982
<b>TOTAL TRIPS</b>	<b>7,049</b>		<b>2,521</b>	<b>7,832</b>	<b>6454</b>

A total of 6,454 trips were taken using the pass, which equates to an average of 81 rides taken per pass. Based on the retail price of \$30 per pass, this averages to about \$0.37 per ride.



**Financial Implications:**

Total revenue received by County Connection for the 2024 Summer Youth Pass program was \$4,800 (\$720 more than 2023 sales). This includes a subsidy from 511 Contra Costa of \$2,400 towards the cost of the pass. In addition, 511 Contra Costa covered the costs of 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.