

To: Marketing, Planning, & Legislative Committee

Date: 11/25/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Pass2Class Report

Background:

The Pass2Class Program was funded by 511 Contra Costa as part of their efforts to reduce traffic congestion and air pollution by reducing the number of cars being driven to school. Pass2Class offered free transportation to Contra Costa students on AC Transit, WestCAT, Tri Delta Transit, or County Connection, thereby encouraging the use of public transit to and from school. Applications were available from July 6 to October 14, 2024, offering each household up to two passes. Once an application was approved, passes were issued and valid for unlimited rides through October 31, 2024 on all County Connection fixed route services. WestCAT, AC Transit, and Tri Delta Transit also participate in the program, offering their own pass products.

Pass2Class Usage:

This year, 511 Contra Costa issued over 2,024 passes, which is 41 fewer passes than were sold in 2023. Pass2Class users on County Connection fixed routes totaled 48,296 trips (3,712 fewer than in 2023), with 70% of the trips being taken on 600-series school routes, 28% on local routes, and 3% on express and weekend routes. Below is a table showing a breakdown of usage in 2024 by service area and route type:

Service Area	Service Type			
	School	Local	Express	Weekend
Core	40%	13%	1%	1%
Lamorinda	22%	5%	-	-
North	-	5%	1%	-
South	8%	4%	-	-
TOTAL	70%	28%	2%	1%

Notably, Routes 601, 602, and 605, which serve Walnut Creek Intermediate School, carried close to a quarter of the total Pass2Class riders, followed by Route 606, which services Miramonte High School and Orinda Intermediate School, and which carried 17% of Pass2Class riders.

Some local routes supplement school routes serving the same corridor, including Route 10 on Clayton Rd and Route 35 in San Ramon, which when combined carried 10% of Pass2Class riders. Notably, Pass2Class ridership in the San Ramon-Danville area was lower than last year, which is likely due to the addition of Traffix bus service to the schools.

Pass2Class was promoted across social media through paid ads, at our Mobile Lobby, as well as through the school districts who shared information on the discounted passes directly with parents.

Financial Implications:

511 Contra Costa will be reimbursing County Connection at the rate of \$1.00 per ride (the same as our regular youth fare) for a total amount of \$48,926.00. All costs associated with the promotion and marketing of the program were either covered by 511 Contra Costa or included in the FY 2025 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None