

To: Board of Directors

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

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**SUBJECT: Pass2Class Report**

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**Background:**

The Pass2Class Program is two-month student pass program administered each year by the Contra Costa Transportation Authority (CCTA) through its 511 Contra Costa program. 511 Contra Costa determines how many passes are issued to each participating agency through a job/housing formula, which is adjusted every 10 years with the Census. The program came about as an effort to reduce traffic congestion and air pollution by reducing the number of cars being driven to school.

Through an application process, the Pass2Class program offers up to two free transit passes per household to Contra Costa County students on AC Transit, WestCAT, Tri Delta Transit, or County Connection, thereby encouraging the use of public transit to and from school. This year's applications for County Connection passes were accepted from July 7 to August 7, 2025, when the available allotment of passes ran out, and the passes were valid for unlimited rides through September 30, 2025 on all County Connection fixed route services.

**Pass2Class Usage:**

This year, 511 Contra Costa issued 1,611 County Connection passes, which is 413 fewer passes than were issued in 2024. Pass2Class users took a total of 32,217 trips on County Connection this year, with 71% of the trips being taken on 600-series school routes, 27% on local routes, and 1% on express and weekend routes. Table 1, below, shows the number of passes issued and their usage since 2022, while Table 2 shows pass usage by service area and route type:

*Table 1: Passes Issued and Usage*

YEAR	2022	2023	2024	2025
<b>PASSES ISSUED</b>	<b>1,716</b>	<b>2,065</b>	<b>2,024</b>	<b>1,611</b>
<b>Month 1 Trips</b>	1,833 (Aug)	8,417 (Sept)	8,697 (Aug)	14,657 (Aug)
<b>Month 2 Trips</b>	18,167 (Sept)	20,327 (Oct)	20,581 (Sept)	17,560 (Sept)
<b>Month 3 Trips</b>	-	19,921 (Nov)	19,648 (Oct)	-
<b>TOTAL TRIPS</b>	<b>20,000</b>	<b>48,665</b>	<b>48,926</b>	<b>32,217</b>
<b>TRIPS PER PASS</b>	<b>11.7</b>	<b>23.6</b>	<b>24.2</b>	<b>20.0</b>

Table 2: Pass Usage by Service Area

YEAR	2022	2023	2024	2025
CENTRAL	62%	55%	60%	72%
LAMORINDA	24%	30%	27%	28%
SAN RAMON VALLEY	13%	15%	13%	12%

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 19% of Pass2Class riders. Additionally, some local routes supplement school routes serving the same corridor, including Route 10 on Clayton Road in Concord, and Route 35 in San Ramon, which when combined carried 10% of Pass2Class riders.

**Marketing and Outreach:**

In coordination with 511 Contra Costa, County Connection staff promoted Pass2Class across social media through paid ads, at our Mobile Lobby, and directly with parents through the school districts. Additionally at the start of the school year, staff attended in-person orientations at Oak Grove, Pine Hollow, and Gale Ranch middle schools, where they promoted Youth Clipper Cards and encouraged parents and students to register for Pass2Class. During these events, staff collected 120 Youth Clipper applications. Nine Zoom sessions were also scheduled, grouped by district and grade level, to share information about County Connection services, the 600-series school routes, and trip-planning tips.

**Financial Implications:**

511 Contra Costa will be reimbursing County Connection at the rate of \$1.00 per ride (the same as our youth Clipper fare) for a total amount of \$32,217. All costs associated with the promotion and marketing of the program were either covered by 511 Contra Costa or included in the FY 2026 Promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None