

To: Board of Directors

Date: April 08, 2026

From: Ruby Horta, Assistant General Manager

Reviewed by: *W.C.*

SUBJECT: Summer Outreach Calendar and Youth Ride Free

Background:

County Connection staff is committed to engaging with young riders, both in educating them in transit systems and helping them plug into cost-saving payment programs. Staff is now preparing its spring/summer school outreach plan for youth/student programs scheduled for the summer and fall.

Additional Information:

County Connection staff has identified a few areas of messaging and engagement in Spring 2026 that are a mix of amplified messaging shared from our transit programs for Bay Area-wide campaigns, such as Youth Clipper, as well as education and regional programs tailored to youth and families within central Contra Costa County. The suggested engagement strategy is as follows:

MONTH	MESSAGE	PLATFORM
Jan-Mar	Youth Clipper	Social Media
April-May	Youth program	Social Media, Spring School Town Halls (via Zoom)
June-July	Summer activities via County Connection, Pass2Class (July)	Social media, print ads, newsletter

Youth Ride Free

The two Regional Transportation Planning Committees (RTPCs) represented in County Connection's service area, Transportation Partnership and Cooperation (TRANSPAC) and the Southwest Area Transportation Committee (SWAT) have both approved funding for a summer youth program allowing youth ages 6-18 to ride free without passes. The TRANSPAC Board allocated \$41,000 in November 2025 and SWAT approved their allocation of close to \$6,000 in December 2025.

According to the recent TRANSPAC agenda, the Contra Costa Transportation Authority (CCTA) is coordinating a countywide youth transit program that combines two components: a two-month summer program (June-July 2026) where youth ages 6-18 can ride free without passes, and the existing Pass2Class school-year program (August-September 2026) providing free passes to enrolled students. CCTA staff have been invited to the Board meeting to provide additional information.

Given the limited timeline to effectively market a summer program before the end of the year, both TriDelta and WestCAT are moving forward with the Youth Ride Free (YRF) program that was piloted last

year. County Connection staff is prepared to deploy a joint marketing effort in partnership with the other two Contra Costa transit agencies and CCTA. Given the YRF program's success from last year, staff can reuse the marketing materials allowing immediate distribution of information.

Financial Implications:

Any costs associated with events are included in the Promotions Budget.

Recommendation:

The Marketing, Planning and Legislative Committee and staff recommend developing a cohesive approach to the marketing efforts to maximize the impact of the Youth Ride Free program.

Action Requested:

The Marketing, Planning and Legislative Committee and staff request Board direction on how to proceed with the marketing of the Youth Ride Free program.

Attachments:

None.