County Connection

Agenda Item #4

To: Marketing, Planning, & Legislative Committee **Date:** October 27, 2026

From: Ryan Jones, Manager of Marketing & Communications **Reviewed by:** AMS

SUBJECT: Youth Transportation Survey Results

Background:
The Contra Costa Transportation Authority (CCTA) conducted a Youth Transportation Survey to collect data in an effort to better understand how young people travel, what is working, and where families may need more support. County Connection staff provided community outreach support through our newsletters and social media.

Additional Information:
The data collected by CCTA through their Youth Transportation Survey was shared with parents and youth in Contra Costa County, with a total of 462 respondents. This data will be used to inform and shape future youth funding initiatives in Contra Costa County.

Financial Implications:
None, for information only.

Recommendation:
None, for information only.

Action Requested:
None, for information only.

Attachments:
Attachment 1: CCTA Youth Transportation Survey Memo

MEMORANDUM

Date: October 27, 2026

To: Andrew Smith, County Connection

From: Contra Costa Transportation Authority

RE: **Youth Transportation Survey Results**

This memo provides an overview of the presentation on the results of the 2026 Contra Costa Youth Transportation Program including the results of Youth Ride Free and Pass2Class and related surveys. The presentation will summarize the outreach and coordination efforts, program participation, and the preliminary results of the Countywide Youth Transportation Survey and Pass2Class program applications.

The 2026 Summary Contra Costa Youth Transportation Program overseen by the Contra Costa Transportation Authority (CCTA) included two programs: Youth Ride Free and Pass2Class. Youth Ride Free ran from June 1st through July, and Pass2Class ran from August 1st through September.

From June 9, 2026 to September 16, 2026, two surveys were conducted on Contra Costa youth transportation programs. One was a Countywide Youth

Transportation Survey (in both English & Spanish), which was open publicly countywide and the other was the Pass2Class program application. Both surveys presented the same set of questions regarding all youth programs in the county. The Pass2Class program intake form also collected data about trip replacement, distance from home to school, and frequency of transit riding from all program participants to ensure data collection requirements of the Air District by Transportation For Clean Air 40% Fund recipients.

The Youth Transportation Survey gathered feedback and preferences from both parents and youth across the county with a combination of multiple-choice, rank order, and free response questions about their familiarity, preferences, and feedback in relation to a variety of youth mobility options. This included questions about free and/or subsidized transit pass programs like Youth Ride Free, Pass2Class, and BayPass. The survey also asked about desired programs and outcomes beyond what is currently provided.

As requested by the County Connection board, CCTA took the lead on all countywide Contra Costa Youth Transportation Program marketing and outreach and the distribution of all surveys. Marketing and outreach included digital promotion, in person outreach at community events, and distribution through schools and newsletters. Through these outreach efforts, a total of 462 individuals completed the Countywide Youth Transportation Survey and 2,622 completed the Pass2Class survey, which provides a robust dataset of 3,084 responses for data analysis. Of the 2,622 Pass2Class responses, 58 percent were in the County Connection service area. The final exit surveys for Pass2Class will be collected over the next month, providing additional data for analysis.

As part of the presentation, CCTA will share the marketing and outreach distribution information as well as survey results, including how families prioritize transportation choices and overall trends related to travel and travel preferences in

the county. A final report including all Contra Costa Youth Transportation Program results including Youth Ride Free and Pass2Class, will be completed following a December CCTA Authority Board meeting. CCTA will also discuss the Countywide Youth Transportation Working Group, which is developing a coordinated approach to youth programs in Contra Costa County. The Working Group has been formed and CCTA will hold the kick off meeting in November.