County Connection

Agenda Item # 7.

To: Marketing, Planning, & Legislative Committee **Date:** October 28, 2026

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

SUBJECT: Pass2Class Report

Background:
The Pass2Class Program is two-month student pass program administered each year by the Contra Costa Transportation Authority (CCTA) through its 511 CCTA program. 511 CCTA determines how many passes are issued to each participating agency through a job/housing formula, which is adjusted every 10 years with the Census. This 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 up until September 10, 2026, when the available allotment of passes ran out. The passes were valid for unlimited rides through September 30, 2026 on all County Connection fixed route services.

Pass2Class Usage:
This year, 511 CCTA issued 2,000 County Connection passes, which is 389 more passes than were issued in 2025. Pass2Class users took a total of 37,927 trips on County Connection this year, with 74% of the trips being taken on 600-series school routes, 25% 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

	2022	2023	2024	2025	2026
PASSES ISSUED	**1,716**	**2,065**	**2,024**	**1,611**	**2,000**
Month 1 Trips	1,833 (Aug)	8,417 (Sept)	8,697 (Aug)	14,657 (Aug)	16,951 (Aug)
Month 2 Trips	18,167 (Sept)	20,327 (Oct)	20,581 (Sept)	17,560 (Sept)	20,976 (Sept)
Month 3 Trips	-	19,921 (Nov)	19,648 (Oct)	-	-
TOTAL TRIPS	**20,000**	**48,665**	**48,926**	**32,217**	**37,927**
TRIPS PER PASS	**11.7**	**23.6**	**24.2**	**20.0**	**19.0**

Table 2: Pass Usage by Service Area

	2022	2023	2024	2025	2026
CENTRAL	62%	55%	60%	60%	56%
LAMORINDA	24%	30%	27%	28%	32%
SAN RAMON VALLEY	13%	15%	13%	12%	12%

Notably, Routes 601, 602, and 605, which serve Walnut Creek Intermediate School, carried a little over a quarter of the total Pass2Class riders, followed by Route 606, which services Miramonte High School and Orinda Intermediate School, and which carried 23% 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 8% of Pass2Class riders.

In coordination with 511 CCTA, County Connection staff promoted Pass2Class across social media, 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 Middle and Monte Vista High and promoted Youth Clipper Cards and encouraged parents and students to register for Pass2Class.

To support back-to-school efforts, staff also created and promoted a "Transit 101: Youth Rider Guide" webpage (www.countyconnection.com/transit101) intended to inform parents and students about 600-series route information, fares, program information (such as Youth Clipper and Pass2Class), and tutorials on reading timetables and using apps to track bus arrivals and departures.

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 $37,927. All costs associated with the promotion and marketing of the program were either covered by 511 CCTA or included in the FY 2026 Promotions budget.

Recommendation:
None, for information only.

Action Requested:
None, for information only.

Attachments:
None