

STAFF REPORT

SUBJECT: Youth Ride Free Summer Promotion Pilot

FROM: Christy Wegener, Executive Director  
David Mark, Director of Customer Experience

DATE: April 22, 2024

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**Action Requested**

Staff requests the Committee hear the item and provide feedback on the Youth Ride Free Summer 2024 Promotion Pilot.

**Background and Discussion**

With summer around the corner and with new Wheels routes available throughout the Tri-Valley, LAVTA wants to make it easy for our youth riders to have access to safe and reliable transportation for their summer activities. Staff are developing a pilot Youth Ride Free summer campaign to rollout in June 2024 that would allow riders 18 and younger to ride free all summer long.

Across the Country and in the Bay Area, transit agencies push to continue youth ridership after school ends with free or reduced-cost summer fares for youth riders. Free or reduced cost youth pass programs (permanent or pilot) are offered at Tri Delta Transit, County Connection, WestCat, SMART, Santa Rosa City Bus, Sonoma County Transit, SamTrans, Sacramento Regional Transit, SFMTA, and San Luis Obispo.

Currently, all students in Livermore and low-income students in Dublin and Pleasanton have access to the Alameda CTC Student Transit Pass which allows for free rides on Wheels. This Youth Ride Free summer promotion would allow all Tri-Valley youth regardless of eligibility for the Alameda CTC pass to ride free all summer long. It would also be an opportunity to promote the new routes and services, as well as to generate ridership system-wide.

**Fiscal Impact**

In determining the fiscal impact of the promotion, staff looked at all data available related to youth bus ridership over the summer. Last year, just over 9,000 rides were taken on Wheels during the summer months (Alameda CTC Student Transit Pass data). The fiscal impact of not receiving funding for these trips would be approximately \$15,000.

**Recommendation**

Staff recommends that the Projects and Services Committee hear the staff report and provide feedback on the proposed Youth Ride Free Summer 2024 Promotion Pilot.