

STAFF REPORT

SUBJECT: 2024 Youth Ride Free Summer Pilot

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

DATE: May 6, 2024

Action Requested

Staff requests the Board hear the item and provide feedback on the 2024 Youth Ride Free Summer 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, there are two cost-related elements to explore: fare revenue and marketing. In terms of lost fare revenue, 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. However, staff have begun having preliminary conversations with Alameda CTC staff about maintaining summer funding levels from last year.

There will be a cost associated with the development of creative materials, as well as digital and traditional advertising and collateral. The proposed Youth Ride Free Summer Pilot Promotional Brief is included as attachment 1. The total budget for marketing and advertising is \$15,000, which can be accommodated within the approved FY24 budget.

Recommendation

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

Attachments

1 - Youth Ride Free Summer Pilot Promotional Brief



Promotional Brief

Youth Ride Free Summer Pilot

Promotional Period: June 1, 2024 – July 31, 2024
Campaign Date: May 22, 2024 – June 7, 2024
Contact: David Mark, Director of Customer Experience
 925.455.7553 / dmark@lavta.org

Summary:

The Youth Ride Free promotion is a fare free period for students from June 1 – August 7, 2024. This initiative supports public transit trial by students over the summer school break leading up to the 2025/26 school year Try Transit campaign.

Objectives:

- Increase summer “choice” ridership.
- Acquire new student ridership through trial of transit services.
- Maintain parent stakeholder support by optimizing ease of student community access.

Strategy and Tactics:

Advertising:

- Radio
- Social media including boosted posts and banner advertising
- Bus display including car cards
- Phone system updates to hold messaging
- Website updates and dedicated landing page
- Flyers for seat drop

Promotional Offer:

- Students ride free for the summer, June 1 – August 7.

Public Relations:

- Press Release
- E-blast from school districts

Community Relations:

- Dublin Unified School District
- Pleasanton Unified School District
- Livermore Unified School District

Schedule:

4/26 – Creative brief submission to designer



Promotional Brief

5/6 – ED Board presentation
 5/15 – Radio media buy complete
 5/22 – Media campaign execution
 5/22 – Press Release
 5/28 – School District eblasts

Creative:

Theme: Summer social connections are onboard. Explore real summer friends and adventures when you ride free on Wheels.

Key Messaging:

- Free summer rides for students systemwide, all June and July.
- No verification or pass required, just say you're a student.

Audiences:

- Tri-Valley students (IG and TikTok)
- Parents of students (KKIQ radio and FB)

Media Channels and Deliverables:

Deliverable	Due	Assigned			Run Date
		Agency	Mkt	Vendor	
Traditional					
KKIQ	5/15		X		5/22 – 6/7
Digital (EN)					
Website Landing Page	5/15	X			5/22 – 6/7
Meta Business (FB/IG)	5/15	X			5/22 – 6/7
TikTok	5/15	X			5/22 – 6/7
Collateral					
Flyer / Seat Drop (qty 200)	5/15	X			5/28
Car Cards (qty 150)	3/15	X			5/22 – 8/7
Press Release	3/12		X		5/28
Spectrio Script	3/4		X		5/22 – 8/7

Notes:

Document List:

- Promotional Brief
- Employee Brief
- Promotion Recap

Livermore Amador Valley
TRANSIT AUTHORITY



Promotional Brief

Budget:

Ad-hoc creative	\$2,500
Media	\$12,500
Community relations	\$0
Total:	\$15,000