

Youth Ride Free Promotional Pass Expanded to Include 18 and Under

OC Bus Customer Comeback Campaign

Customer Comeback Campaign includes:

- Discounted Welcome Back Pass
- “13 and Under Ride Free” Program
- College Pass Program



“13 and Under Ride Free” – Expanded



- “13 and Under Ride Free” program
- Funded by Low Carbon Transit Operations Program (LCTOP)
- Recommend expanding the eligible ages to include ages 14 to 18 years old

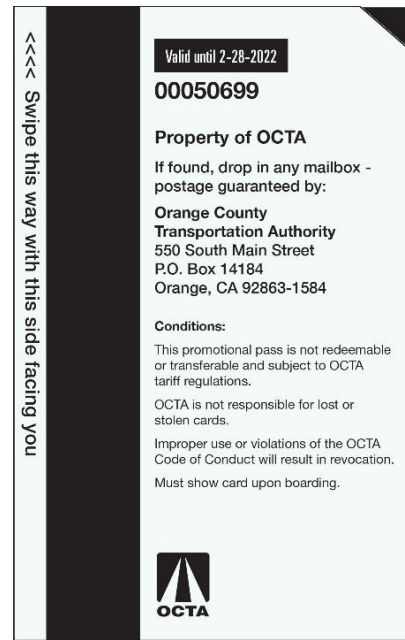
“Youth Ride Free” Promotional Pass

Program Overview

- Six-month Promotional Pass
 - Within FTA promotional fare restriction
- Available to youth (ages six to 18 years old)
- Promotion from September 2021 to February 28, 2022

Distribution

- Available as magnetic stripe physical pass;
Distributed in partnership with K-12 schools
- Schools to collect / store Parental Request Form
- Also available at OCTA Store / website



Next Steps

July 2021	Caltrans and CARB Approvals Anticipated
July – August 2021	School Outreach and Marketing
September 2021	Promotion Start
February 28, 2022	Program End / Evaluation