

# Free Youth Summer Rides Program

February 1, 2023



# Program Goals

- Current youth ridership:
  - 13% – 15% of riders during the school year
  - 8% for riders during summer months
- Goals:
  - Promote transit usage by youth during summer
  - Encourage youth to learn how to use transit
  - Provide affordable option for youth program group trips
  - Offer coordinated program with North Bay transit agencies also offering free fares:
    - Marin Transit
    - Santa Rosa CityBus
    - Petaluma Transit
    - Sonoma County Transit



# Program Details

- **Age Range:** youth ages 5 – 18; youth 4 and under already free
- **Duration:** three months, June 1st to August 31st, 2023
- **Fare media:** Youth Clipper card or SMART App, both of which would allow staff to track usage.
- Estimated **revenue loss:** \$20,000.



# Questions?



# Connect with us:

[www.SonomaMarinTrain.org](http://www.SonomaMarinTrain.org)



## Customer Service:

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