

STAFF REPORT

SUBJECT: Try Transit to School Results  
FROM: Tony McCaulay, Marketing Manager  
DATE: September 25, 2017

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**Action Requested**

Informational item only. No action required.

**Background**

Try Transit to School is a two week promotional initiative that targets middle and high school students in the Tri-Valley. The purpose of this campaign is to promote environmentally sustainable transportation solutions to the youth population and increase ridership and awareness of bus routes that serve public middle and high schools. During this two week initiative, Wheels offers free rides on all regular fixed routes seven days a week. Students simply board any Wheels bus and their ride is free. Try Transit to School generally takes place the second and third week after school starts up in the fall, and this year, the campaign was held from August 21-September 1, 2017.

**Discussion**

During this year's two week Try Transit to School promotion, approximately 19,640 student trips were recorded system-wide, an increase of approximately 35 percent compared to 2016's campaign. The event was promoted through traditional media channels, including our website, Facebook, and Twitter, as well as through the Tri-Valley schools. A poster promoting Try Transit to School was developed and sent to our contacts at each school district for posting at schools. Radio station KKIQ provided public service announcements and provided a link on their website.

**Budget**

The foregone fare revenue amounted to approximately \$20,367.

**Next Steps**

Try Transit is an annual promotion so it will occur next year as well.

**Recommendation**

None – information only.