

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Mike Furnary
Director of Marketing
Tri Delta Transit
925-754-6622

Tri Delta Transit Expands Youth Pass Program to TWO Transit Agencies

ANTIOCH, CA, May 15, 2017 – To give kids the independence and ability to have a constructive, safe and fun summer, Tri Delta Transit and WestCat will once again be offering their unique, unlimited-ride Summer Youth Pass to kids age 17 and under. The unlimited ride Summer Youth Pass wristband goes on sale starting May 15.

The Summer Youth Pass, which is available for only \$50, allows kids to ride all Tri Delta Transit and WestCat fixed route buses as often as they want from June 1 through August 31. “It’s the most economical pass we offer,” said Director of Marketing Mike Furnary. “The Summer Youth Pass provides three full months of rides for less than the price of one general public 31-day pass. But more importantly, by providing kids with the ability to get to our community’s many entertainment and educational outlets—as well as summer employment—we hope this will have a positive impact on our community.”

Tri Delta Transit has been able to keep the price of the Summer Youth Pass low thanks to a generous partnership with 511 Contra Costa. 511 Contra Costa is a comprehensive Transportation Demand Management (TDM) program that promotes alternatives to the single occupant vehicle. The commute alternative group is providing a \$10 subsidy for every pass sold this year.

What remains unique about Tri Delta Transit’s pass is its design. The pass is a colorful, silicone wristband. “We made the pass a wristband for two reasons,” said Furnary. “First, we wanted it to be

something that would be fun to have and to wear. Second, we didn't want parents worrying about their kids losing them. Once these passes are on kids' wrists, they stay in place." Traditional paper youth passes often get misplaced or run through the washing machine. When this happens, parents are out their purchase price and have to buy another one. "This pass is durable and totally waterproof so kids can shower and swim with them on and they'll stay in place until they are physically removed."

Tri Delta Transit's Summer Youth Passes give kids a certain independence allowing them to get where they want to go without having to rely on their parents for a ride. "We call it the cure for summertime boredom," said Furnary. "Not only will it take them to places they want to go but it will also provide them with discounts at restaurants and local hot spots." However, it would appear that another huge benefit of the pass goes to parents who won't have to constantly drive their kids everywhere this summer.

Summer Youth Passes can be purchased from Tri Delta Transit over the phone at 925-754-6622, online at www.TriDeltaTransit.com, or in person at their administrative offices located at 801 Wilbur Avenue in Antioch. Summer Youth Passes are available starting May 15.

Tri Delta Transit provides nearly 3,000,000 trips each year to a population of nearly 250,000 residents in the 225 square miles of Eastern Contra Costa County. Tri Delta Transit operates 13 local bus routes Monday – Friday, 4 local bus routes on weekends, express commuter service to BART, and door-to-door bus service for disabled and senior citizens.

For additional information about Tri Delta Transit, please visit www.trideltatransit.com.

###