

Youth Opportunity Pass 2026 Toolkit

Help Spread the Word!

MTS is seeking support from community partners like you to help spread the word about the **Youth Opportunity Pass (YOP)**, which provides free transit for youth ages 18 and under.

Please help us spread the word by sharing YOP information through your newsletters, social media, websites, community events, and other communications. Together, we can help make sure more young people and families know about this free transit benefit and how to access it.

Below you will find resources you can share through your own social media channels and newsletters. Please find some helpful tips below about getting involved:

Newsletter

- Use the sample newsletter content in your scheduled emails to community members. Adjust this content as needed or write your own.

Social Media

- Use the suggested social media copy for your posts. Adjust it as needed or write your own. Graphic sizes are adapted to work for Instagram, Facebook, and X (formerly known as Twitter).
- Tagging – When mentioning MTS, please tag the social media channel with appropriate handles in your post (the public username with the @ symbol before it) in your post.
 - MTS Social Media Channels
 - Facebook: @sdmts
 - Instagram: @sdmts
 - X (Twitter): @sdmts

SAMPLE CONTENT

Newsletter Content

Give Your Student the Freedom to Go Further for Free!

As students head back to school, help them build independence by riding transit for free with the **Youth Opportunity Pass (YOP)**.

YOP gives riders **18 and younger their own Youth PRONTO card and free rides on MTS buses and Trolleys**, helping them get to school, after-school activities, part-time jobs and more without adding transportation costs to your family's budget.

You only need to register once. Once your student is enrolled, they can ride free until they turn 19. No need to sign up again every school year.

Don't wait! Give your student a new way to get around and start their **new year, with a new ride.**

[Learn more and register.](#)

Social Media

Option 1: Parent-focused

 Getting to school, after-school activities, a part-time job or meeting up with friends just got easier. With the Youth Opportunity Pass, riders 18 and younger can ride MTS for FREE.

 Learn more and sign up today: sdmts.com/fares/youth-opportunity-pass-program

GRAPHICS

**NEW YEAR.
NEW RIDE.**



Youth 18 & younger ride MTS FREE
with a Youth Opportunity Pass.

PRONTO

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More info
in caption

NEW RIDE

PRONTO

ridePRONTO.com