

STAFF REPORT

SUBJECT: Wheels Service to the 2017 Alameda County Fair

FROM: Christy Wegener, Director of Planning and Communications
 Cyrus Sheik, Senior Transit Planner

DATE: January 23, 2017

Action Requested

Forward a recommendation to the Board of Directors to operate a dedicated shuttle during the 2017 Alameda County Fair.

Background

This year's Alameda County Fair will be held between Friday, June 16 and Sunday July 9, 2017 at the Fairgrounds in Pleasanton. During this time, the event will be open daily except June 19, 20, 26, and 27, and operate between the hours of 11AM and 11PM. The Fair is a major event that draws visitors from across the Tri-Valley as well as other parts of Alameda County and the Bay Area.

Most fairgoers from outside the Tri-Valley that are taking public transportation to the event travel on BART and then transfer to a Wheels route to complete their trip to the Alameda County Fairgrounds, which are not within walking distance from a BART station.

Discussion

The accommodation of fairgoers on the Wheels service has varied over the years. Through 2004, a dedicated BART shuttle was provided, whereas in most subsequent years the agency has accommodated these trips by applying detours of one or more existing routes. Last year, for example, Wheels regular Route 8 was detoured to Pleasanton Avenue (the location of the main Fairgrounds gate), and extra trips were added to its schedule during late evenings and weekends.

The major service changeover that was implemented in the fall of 2016 included a notable change in the alignment of Route 8. While the route has retained its principal Hopyard Road corridor and still travels between the East Dublin/Pleasanton BART station and downtown Pleasanton, its new routing is further away from Pleasanton Avenue than previously. As such, Route 8 would have to be detoured substantially in order to use the route for the purpose of bringing fairgoers directly to the Fair. Aside from being more disruptive to existing riders,

a detour of the new #8 alignment could also be expected to have considerable operational challenges, including unrecoverable delays relative to the regular schedule.

Proposed Wheels County Fair service. With these issues in mind, Staff is proposing a return to a *dedicated shuttle* service between BART and the Fairgrounds for the 2017 County Fair. The shuttle would be provided during all 20 days that the Fair will be open, and run between the hours of approximately 10:30a and 11:30p (final schedule would be developed following approval). Using one bus, the service would operate hourly between the East Dublin/Pleasanton BART station and the Pleasanton ACE bus stop on Pleasanton Avenue, which is located just across from the Fairgrounds main entrance. The shuttle would use Hopyard Road between BART and the Fair, and pick up at local bus stops in order to serve local fairgoers wishing to use the service as well. All regular Wheels rules and fares would apply to this service, and its schedule would be published through the same channels as that of regular Wheels routes as well as additional dissemination through the Fair Association’s information channels.

The following table summarizes the parameters for the proposed BART-Fair shuttle.

PROPOSED COUNTY FAIR SHUTTLE 2017	
General service parameters	
<i>Days operated</i>	June 16 thru July 9, excl June 19, 20, 26, 27
<i>Hours of operation</i>	10:30a--11:30p
<i>Frequency</i>	60 min
<i># Buses</i>	1
<i>Termini</i>	E Dublin BART / Ala Co Fairgrounds main entrance
<i>via</i>	Owens - Hopyard - Fair - Rose - Pleasanton v.v.
<i>Fare</i>	\$2.00 cash fare; regular Wheels discounts as appl.
<i>Local pickups allowed</i>	Yes

Estimated costs and contingencies. If approved, a dedicated shuttle service as outlined above would incur approximately 13 vehicle hours of service per day operated, for a total of 260 revenue hours. An additional 4 vehicle hours is also proposed to be budgeted as a contingency for July 4 as follows:

- Supplemental BART shuttle capacity for the Fair’s July 4 Fireworks Spectacular event
- One-time extension of the local Livermore route #15 evening service to accommodate Springtown attendees returning home after the July 4 Livermore Fireworks event

The following table summarizes the gross and net cost estimates for the proposed service.

PROPOSED COUNTY FAIR SERVICE 2017	
Cost estimate	
<i>Dedicated hourly shuttle Bart-Fairgrounds</i>	
Daily revenue hours	13.00
Number of days operated	20
<i>Service extension and capacity suppl. July 4</i>	
Extra hours operated	4.00
Total extra revenue hours	264.00
Total fully allocated cost	\$26 184
Total est'd additional ridership	3 095
Estimated add'l fare revenue	\$3 776
Total net cost (est'd)	\$22 408

The fully allocated cost to operate the proposed shuttle and July 4 contingencies is estimated at approximately \$26,200. Based on last year's ridership, the service would be expected to see in the order of 3,100 one-way passenger boardings, resulting in an estimated total net cost of \$22,400 after fare revenues.

Other Wheels service available to the Fair. Wheels Route 10 operates locally between the East Dublin/Pleasanton BART station and the Transit Center in Livermore, via downtown Pleasanton, from early morning to late evening, every day of the week. Serving a pair of bus stops on Peters Avenue, it is well suited for local Tri-Valley resident fairgoers who are familiar with navigating the short walk from Peters Avenue to the main Fairgrounds gate on Pleasanton Avenue. It would also be able to function as a "frequency filler" for the dedicated BART shuttle for out-of-area passengers who have a similar knowledge of the local downtown street network. Based on last year's ridership analysis, the #10 would be estimated to carry an additional 1,500 one-way passenger boardings during the Fair.

Budget

The service outlined above would add close to 265 revenue hours to an annual total of approximately 125,000. This service can be accommodated within the FY2017 revenue hour budget.

Recommendation

Staff asks the Projects & Service Committee to endorse operating a dedicated, hourly shuttle service between the East Dublin/Pleasanton BART station and the Fairgrounds during the 2017 Alameda County Fair, as outlined above, and to forward a recommendation of approval to the Board of Directors.

Attachments:

1. Draft Resolution 09-2017

Draft RESOLUTION 09-2017

**A RESOLUTION OF THE BOARD OF DIRECTORS
OF THE LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
AUTHORIZING ADDITIONAL SERVICE DURING THE ALAMEDA COUNTY FAIR**

WHEREAS, LAVTA currently operates routes serving a corridor between the Dublin/Pleasanton BART station and downtown Pleasanton; and

WHEREAS, the Alameda County Fair is an annual regional attraction, but is not held within walking distance of BART; and

WHEREAS, regular daylong Wheels routes do not operate directly to the Fairgrounds, and it would be more disruptive to detour those than in prior years; and

WHEREAS, on Independence Day, major fireworks celebrations are scheduled to take place at the Fairgrounds in Pleasanton as well as in downtown Livermore;

NOW, THEREFORE BE IT RESOLVED, by the Board of Directors of the Livermore Amador Valley Transit Authority that the LAVTA Board approves providing a dedicated Wheels shuttle bus during the 2017 Alameda County Fair, and providing additional service on the Fourth of July.

PASSED AND ADOPTED this 6th day of February, 2017.

Steven Spedowski, Chair

Attest:

Michael Tree, Executive Director