

Wheels Accessible Advisory Committee

WAAC

SUBJECT: Alameda County Fair - 2017

FROM: Christy Wegener, Director of Planning and Operations

DATE: September 6, 2017

Action Requested

None – Information only

Background

For 2017, Wheels ran a dedicated shuttle between BART and the Alameda County Fairgrounds (Route 52). This is a summary of ridership.

Discussion

The shuttle (Route 52) operated hourly during Fair times and did not operate when the Fair was closed. The dedicated shuttle itself carried a total of 3,559 boardings throughout its operation during the Fair. Combined with the additional riders on Route 10R, in total Wheels carried approximately 4,000 passenger trips to the Fair.

The Marketing department had signage at BART and the Fair stops, as well as ran KKIQ ads and social media posts. The Fair also ran KKIQ ads, purchased a pole wrap at BART to highlight the new service, had information on their website, and also had marquis signage highlighting the shuttle.

In 2016, approximately 4,600 trips were taken on Wheels Route 8 and 10 to the Fair.



Action Requested

None – Information Only