

STAFF REPORT

SUBJECT: Try Transit to School Results
FROM: Christy Wegener, Director of Planning and Communications
DATE: October 26, 2015

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 September 7-18, 2015.

Discussion

During this two week period in September, approximately 15,500 trips were recorded as free rides system-wide, roughly the same ridership of last year's campaign. For school trippers, an additional 3,348 trips were recorded during the two-week period, or 30% over existing daily tripper ridership. The ridership data was gathered based on farebox data that operators manually collected.

The agency promoted the event through traditional media channels, including the website and Facebook, as well as through the Tri-Valley schools. During the course of the summer, Staff held quite a few outreach events to publicize the fall service changes, where they also promoted the Try Transit program.

Budget

The foregone fare revenue amounted to approximately \$31,000.

Next Steps

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

Recommendation

None – information only.