

STAFF REPORT

SUBJECT: Wheels Service to the 2018 Alameda County Fair

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

DATE: February 5, 2018

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**Action Requested**

Approve a recommendation to operate a dedicated shuttle during the 2018 Alameda County Fair.

**Background**

This year's Alameda County Fair will be held between Friday, June 15 and Sunday July 8, 2018 at the Fairgrounds in Pleasanton. During this time, the event will be open daily except June 19 and 26, and generally operate between the hours of 10AM and 10PM. 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 accommodated these trips by applying detours and extensions to one or more existing routes. However, the current route setup does not lend itself to detouring without substantial disruption and delays to regular service, so last year, the Board of Directors approved a return to a dedicated shuttle (Route 52), which was operated during the 2017 Fair.

Staff is proposing a repeat to a dedicated shuttle service between BART and the Fairgrounds for the 2018 County Fair, with similar parameters and budget as last year. The shuttle would be provided during all 22 days that the Fair will be open, and run between the hours of approximately 9:30a and 10:30p. During *Carnival* days (TBD), service would be extended until 11:30p or 12:30a, as applicable, as the Fair will end later on those days. 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. All of the above are the same as last year, except for the operation of two additional days, reflective of the corresponding variation in the Fair calendar.

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

<b>PROPOSED COUNTY FAIR SHUTTLE 2018</b>	
General service parameters	
<i>Days operated</i>	June 15 thru July 8, excl June 19, 26
<i>Hours of operation</i>	9:30a--10:30p
<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 286 revenue hours. An additional 10 vehicle hours is also proposed to be budgeted for the Carnival days when Fair hours are extended, and on July 4 for providing supplemental vehicle capacity on that day. The following table summarizes the gross and net cost estimates for the proposed service.

<b>PROPOSED COUNTY FAIR SERVICE 2018</b>	
Cost estimate	
<b><i>Dedicated hourly shuttle Bart-Fairgrounds</i></b>	
Daily revenue hours	13.00
Number of days operated	22
<b><i>Carnival days extensions and July 4 suppl</i></b>	
Extra hours operated	10.00
Total extra revenue hours	296.00
Total fully allocated cost	<b>\$32 886</b>
Total est'd additional ridership	3 915
Estimated add'l fare revenue	\$4 776
<b>Total net cost (est'd)</b>	<b>\$28 109</b>

The fully allocated cost to operate the proposed shuttle is estimated at approximately \$32,900. Based on last year's ridership, the service would be expected to see in the order of 3,900 one-way passenger boardings, resulting in an estimated total net cost of \$28,100 after fare revenues.

Marketing and Coordination with the Fair. Last year, the Fair purchased \$1,500 in radio advertisements on radio station KKIQ promoting the shuttle to the fair. In addition, the Fair also purchased a pole wrap ad at the East Dublin/Pleasanton BART Station, promoting the shuttle and assisting with wayfinding to the shuttle boarding area. The value of that ad was \$4,500.



In addition to those direct expenses, the Fair also provided Wheels with prime space near the entrance to the horse track to display our Rideo bus, a value of \$12,500 over the duration of the fair. An ad promoting our shuttle was also in the rotation on the video display sign at the corner of Bernal and Valley, a value of \$1,000. The Fair also purchased bus advertising highlighting the Fair and the Wheels service, a value of \$13,000. The Fair also paid for the printing of the Route 52 timetables and printed special 2 for 1 admission tickets that were made available on all Wheels and Rapid buses, a value of \$1,000. We will begin meeting with the Fair Marketing staff next month to discuss marketing opportunities for 2018.

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” to 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 450 one-way passenger boardings during the Fair.\\

**Budget**

The service outlined above would add 296 revenue hours to an annual total of approximately 125,800. This service can be accommodated within the FY2018 revenue hour budget.

**Recommendation**

The Projects & Service Committee recommends the Board approve operating a dedicated, hourly shuttle service between the East Dublin/Pleasanton BART station and the Fairgrounds during the 2018 Alameda County Fair, as outlined above.

Attachments:

1. Resolution 01-2018

*Approved:* \_\_\_\_\_

**RESOLUTION 01-2018**

**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 detouring those would be disruptive; and

WHEREAS, a dedicated shuttle service was successfully operated in 2017;

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 2018 Alameda County Fair, and providing additional service on the Fourth of July.

PASSED AND ADOPTED this 5th day of February, 2018.

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Karla Brown, Chair

Attest:

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Michael Tree, Executive Director