

Wheels Accessible Advisory Committee

WAAC

SUBJECT: Alameda County Fair - 2018

FROM: Tony McCaulay, Director of Planning and Marketing

DATE: September 5, 2018

Action Requested

None – Information only

Background

For 2018, 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 2,941 boardings throughout its operation during the Fair. Combined with the additional riders on Route 10R, in total Wheels carried approximately 3,100 passenger trips to the Fair.

Signage was posted at BART and the Fair stops, ads were placed on radio station KKIQ and we also made social media posts. The Fair posted at sign at the BART Station directing passengers to the bus loading area.

In 2017, approximately 4,000 total trips were taken on the Wheels routes #10R and #52 (shuttle) to the Fair.

Action Requested

None – Information Only