

STAFF REPORT

SUBJECT: 2019 Alameda County Fair Shuttle and Ridership

FROM: Tony McCaulay, Director of Planning and Marketing
Ashley Wong, Transit Planning Intern

DATE: August 26, 2019

Action Requested

This is an informational item.

Background

For the past two years, the Board of Directors has approved a dedicated shuttle to accommodate fairgoers from the BART station to the Alameda County Fair. Staff proposed, and the Board of Directors subsequently approved, a dedicated shuttle (Route 52) to operate Wednesdays thru Sundays from June 14 to July 7, with the exception of July 4.

Discussion

The shuttle (#52) operated hourly during fair days from 10:30a to 11:30p. The fare for the service was the same as for all Wheels and Rapid routes, \$2.00 cash fare, or \$1.00 fare for senior/disabled persons.

The dedicated shuttle itself carried a total of 2,892 boardings throughout its operation during the Fair. Combined with the estimated additional riders on routes #10R and #8 (based on incremental ridership on those routes vs. a comparable timeframe outside fair time), in total Wheels carried approximately 3,744 passenger trips to and from the Fair.

LAVTA Marketing staff worked with the Fair to display the Rideo bus at the fairgrounds for the duration of the Fair. The Fair paid for the printing of passenger timetables for the shuttle and also printed special 2 for 1 admission tickets that were available on all Wheels and Rapid buses. Advertisements for the #52 shuttle were included in the ad rotation on the giant display screen at the corner of Bernal and Valley and inside the East Dublin/Pleasanton BART Station. The #52 shuttle was also shared on Wheels social media posts, the Alameda County Fair website, Bartable, and several online community news outlets.

For a year-on-year comparison, in 2018, approximately 3,100 total passenger trips were taken on Wheels routes #8, #10, and #52 to and from the Fair, of which the dedicated shuttle #52 carried a total of 2,941 boardings. So, although the dedicated shuttle itself carried

slightly less passengers this year compared to last year, the overall attributable Wheels ridership to the Fair was up by approximately 20 percent.

ROUTE #52 COUNTY FAIR SERVICE 2019		
Ridership vs. Prior Year		
Route #	2018	2019
8	N/A	267
10	159	584
52	2,941	2,892
Est. Total Ridership	3,100	3,744

Recommendation

None – Information only.