

To: Marketing, Planning & Legislative Committee

Date: 3/20/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *RF*

SUBJECT: Walnut Creek Transit Center "Free Rides"

Background:

The Walnut Creek Transit Center is a new mixed-use development at the Walnut Creek BART station that is currently under construction. The project includes a new Bus Transit Center, which opened on March 23, 2019. The opening of the new facility provides an opportunity to promote County Connection services as an option for getting to and from the BART station, particularly given the recent service improvements made to Routes 9 and 14.

Free Rides Promotion:

Staff will be partnering with 511 Contra Costa and the City of Walnut Creek on a promotion to offer free rides to passengers getting on at the station during the week of April 22 – 26, which coincides with Earth Day (April 22nd). 511 has agreed to reimburse County Connection for fares.

Staff will be conducting outreach at the station both during the week-long promotion, as well as the week prior. Staff has also been working with BART to establish a co-marketing partnership for the campaign. As part of this partnership, BART will help market the promotion by providing space for banners at the station and through their messaging system and social media channels.

Recommendation:

For information only.

Financial Implications:

Costs associated with lost fare revenue will be reimbursed by 511 Contra Costa. Any additional costs associated with outreach are included in the FY 2019 promotions budget.