

To: Marketing, Planning & Legislative Committee

Date: 5/31/2019

From: Ruby Horta, Director of Planning, Marketing & Innovation

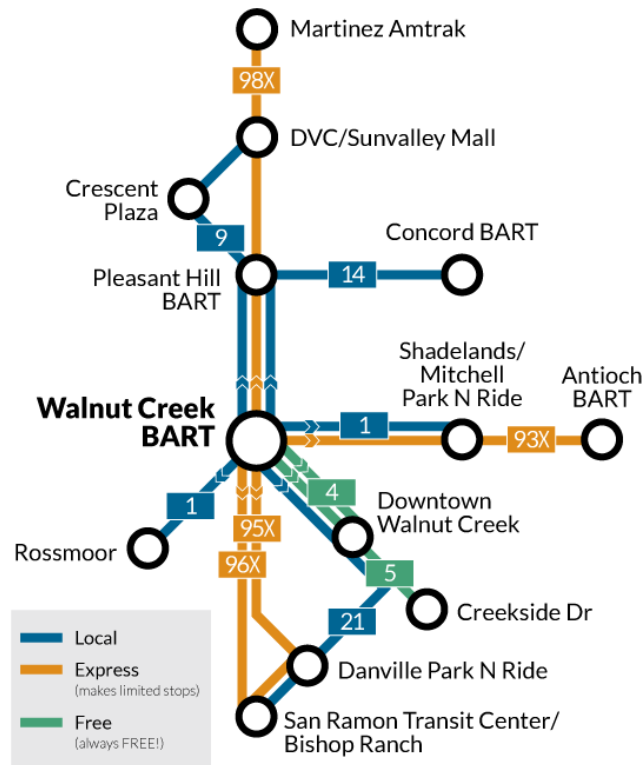
Reviewed by: *W.C.*

SUBJECT: Walnut Creek Transit Center Free Rides Promotional Week

### Background:

The new Walnut Creek Transit Center opened to the public March 23<sup>rd</sup>, with the new, privately owned garage above, opening on March 29<sup>th</sup>. As part of a promotion for the new Transit Center, staff worked with 511 Contra Costa to provide free rides to passengers boarding at the new transit center for a five day work week, from April 22<sup>nd</sup>-26<sup>th</sup>. 511 Contra Costa offered to offset the cost of the free fares at no cost to County Connection. The diagram below shows the routes serving the new Walnut Creek Transit Center. Rides on Routes 4 and 5 were already free and were not included as part of the promotion.

### Weekday Routes from Walnut Creek BART



**Promotion:**

As part of the promotion for the free week, staff worked with BART and the City of Walnut Creek on social media, banners, and in-person outreach at the station. County Connection staff dedicated about a dozen hours on location at the station, engaging around 120 people in person. In addition, customer service took about a dozen calls about the promotion as well.



**Ridership Results:**

Comparing to April 2018, when Routes 1M/2/25 were running, there were 2,932 boardings on an average week at Walnut Creek BART in April 2018. In April 2019, during the week of the promotion, there were 3,893 boardings at Walnut Creek BART. This represents a 12% increase in ridership year over year with the promotion. In the future we will monitor ridership at Walnut Creek to determine if we got any new riders after the free fare promotion ended.

Ridership by route is provided in the table below, which has totals for the promotional week. Route 96X carried nearly half of the ridership for the week at 40%. Route 21 to San Ramon via Danville came in second with 18%, while Route 1 to Rossmoor and Shadelands came in third with 13%.

Walnut Creek BART Free Fare Promo		
Route	Ridership	% of Total
1	491	13%
9	142	4%
14	342	9%
21	701	18%
93X	204	5%
95X	192	5%
96X	1,554	40%
98X	268	7%
<b>Total</b>	<b>3,893</b>	<b>100%</b>

**Financial Implications:**

All free fares were reimbursed by 511 Contra Costa. Marketing costs were absorbed within the existing marketing budget.

**Recommendation:**

None at this time. This item is informational only.