

To: Operations & Scheduling Committee

Date: 10/24/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

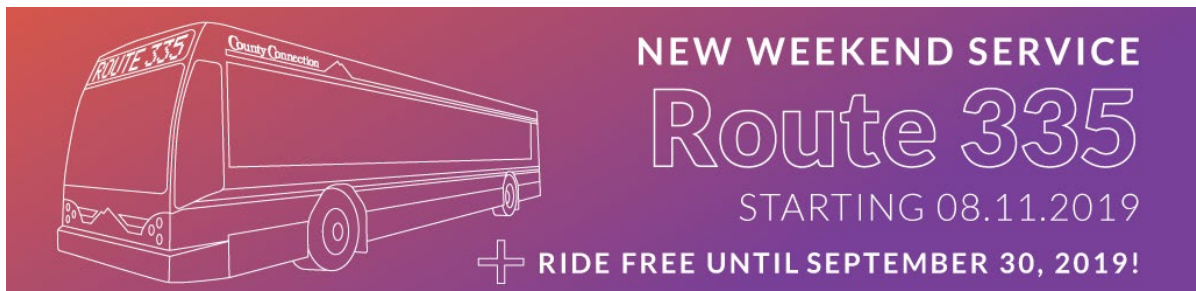
SUBJECT: Route 335 Update

Background:

Route 335 is a new weekend service that began on Sunday, August 11, 2019. The new service was initially proposed earlier this year as part of the larger Bishop Ranch service restructure, and it received a significant amount of support during the public comment process. The route follows the same primary alignment of weekday Route 35, connecting San Ramon to the Dublin/Pleasanton BART station via Bollinger Canyon Rd and Dougherty Rd. The service runs every 60 minutes from about 8:00 am to 7:00 pm.

Promotion:

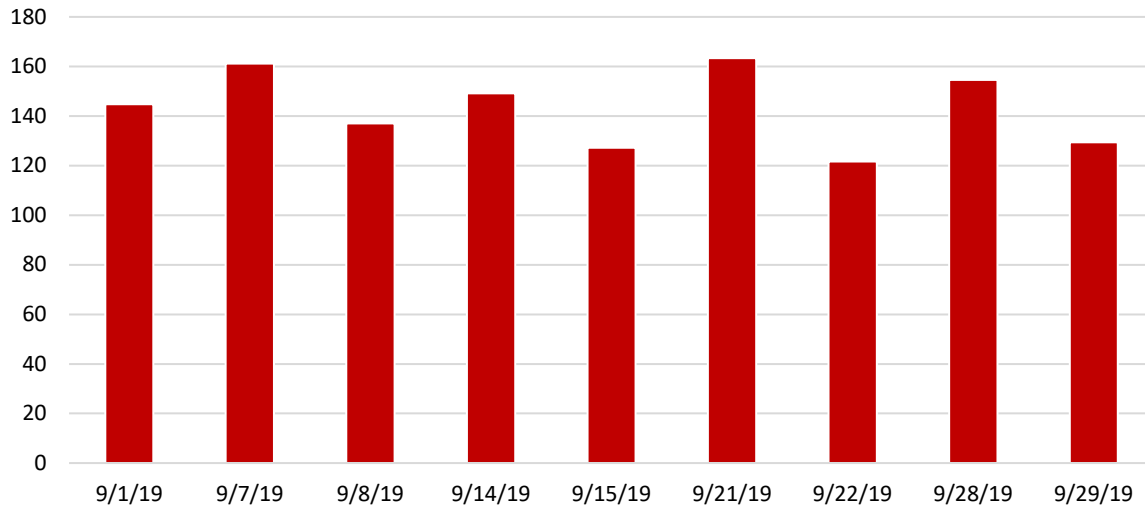
County Connection partnered with 511 Contra Costa, who sponsored free rides on the route through September to help promote the new service. Staff also developed a marketing campaign and promoted the new route on social media and through in-person outreach at the San Ramon Transit Center and Dublin/Pleasanton BART station.



Ridership:

During the month of September, Route 335 carried a total of 1,288 passengers. This is an average of 143 passengers per day, or about 9.9 passengers per hour. The following chart shows a daily breakdown of ridership. Ridership remained relatively steady throughout the month, with slightly higher ridership on Saturdays versus Sundays.

Rte 335 Ridership Per Day - September 2019



Not surprisingly, about half of the total boardings occurred at the San Ramon Transit Center or Dublin/Pleasanton BART station. Other popular stops include Sunset Dr/Bishop Dr (near City Center), Bollinger Canyon Rd/Windemere Pkwy, and Bollinger Canyon Rd/Market Pl (near the library and the Marketplace Shopping Center).

Staff will continue to monitor ridership, particularly to see if there are any significant impacts due to the free ride promotion ending.

Financial Implications:

Fares during the promotional free ride period were reimbursed by 511 Contra Costa. All costs associated with marketing are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.