

**To:** Operations and Scheduling Committee  
**From:** Anne Muzzini, Director of Planning and Marketing  
**Reviewed By:**

**Date:** March 23, 2011

**SUBJECT: Route #25**

**SUMMARY OF ISSUES:**

The O&S Committee supported a reroute of the #25 to attract more riders. Marketing has mailed postcards to homes and followed up on Director Uilkema's suggestion to post neighborhood signs announcing service on the new segment. The locations with good viewing are not willing to let us put up a large sign/banner. At the shopping center at Olympic/Tice, the property manager prohibits signs in windows beyond exclusive manufacturer's co-op agreements.

Another idea developed by the Marketing staff was to add banners on the light poles and offer "free rides" for a month. We contacted both City of Lafayette and County and found that the City of Lafayette won't put them on just a few light poles (Council policy), they are placed along entire length and the cost would be \$15,000. We have not heard from County re: Olympic Blvd. light poles. The fare subsidy would be \$3000 if ridership doubled as a result of the offer.

Marketing staff did make 5 1/2" x 8 1/2" flyers and attempted to staple them to telephone poles but were stopped by the police.

The passenger boardings on this route continue to be at the BART stations with very little use in between. A reason for this may be that it's a less expensive trip to ride the #25 and transfer to another bus (\$2.00 + free transfer) compared to a BART/bus trip (\$1.75 BART fare + \$1.00 bus transfer).

The cost per passenger continues to be one of the highest in the system (\$20/passenger) and the productivity continues to be one of the lowest (4 passengers/hr). For this reason, staff recommends that the route be considered for elimination in the fall and asks for authorization to conduct the required public hearing.

**RECOMMENDATIONS:**

Authorize staff to conduct public hearing on elimination of the Route #25.

**FINANCIAL IMPLICATIONS:** None at this time

**OPTIONS:**

1. Support staff recommendation
2. Other action as determined by the Committee