

To: Marketing Planning and Legislative Committee Date: January 2, 2014

From: Mary Burdick, Sr. Manager Marketing/Cust. Service Reviewed by:

Subject: Alamo Creek Shuttle Service Introduction

Background:

County Connection entered into an agreement with Contra Costa County to provide transportation service within the County Service Area T-1 (CSA T-1) located in defined neighborhoods in Eastern Danville near Blackhawk.

The service will be provided with LINK shuttle van and is free for residents in the defined area. The service will be a demand responsive, flexible service that runs between the defined neighborhoods, the Danville Park 'n Ride lot, and the Walnut Creek BART station. The shuttle may also stop at other locations within the 1.5 mile corridor along Camino Ramon and I-680.

The service begins on Monday, January 27th. To encourage advance reservations, \$10 Starbucks gift cards will be offered to the first 25 passengers making reservations. Director Andersen will travel with the van on the inaugural morning trips to welcome passengers and distribute Starbucks gift cards to the first 25 passengers.

Attached is the service description and marketing plan approved by County staff.

Requested Action:

For information only.

Alamo Creek Shuttle Service – January 27, 2014



Objective:

To provide reliable transit service to both residents and visitors traveling to destinations between the defined neighborhoods and the Walnut Creek BART station. The service will provide a travel option in an area that has grown tremendously in recent years, and has no current transit service.

Service Description:

- Service will be free for those traveling into or out of the Alamo Creek, Monterosso, and Ponderosa Colony developments.
- Service will operate on a flexible fixed-route where passengers schedule a pick up at their home.
- There will be three AM trips and three PM trip between the Alamo Creek area and the Walnut Creek BART station.
- Service will operate from 6-10 AM and 3-7 PM Monday through Friday.
- Service will be provided with an accessible vehicle.

Marketing Components

- January 6, 2014
A direct mail brochure will be mailed to the supplied resident list which describes how the service operates, how to schedule a pick-up request, and the times the bus is scheduled to depart and arrive at the two terminal points.

To encourage advance reservations, a \$10 Starbucks gift card will be given to the first 25 people who reserve a trip.

- February 3, 2014

A door hanger advertisement with an attached magnet will be placed on the doors of the residences outlining the service.

- April 1, 2014

Once the service has been in place for three months and a list of users has been established a Tell-A-Friend campaign may be considered.