

To: Operations and Scheduling Committee

Date: July 24, 2014

From: Anne Muzzini, Director of Planning

Reviewed by:

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### **SUBJECT: Evaluation of Alamo Creek Service**

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#### Background

In January 2014 County Connection began the Alamo Creek Shuttle service. The service is paid for by the County using fees collected from residents through their property taxes. The County formed the special County Service Area specifically for the purpose of financing public transit service for the residents. The County is contracting with us to provide shuttle services to the residents of this specific neighborhood and is also contracting with Traffix to provide additional school bus service.

Our contract with the County is for a two year demonstration period that ends in December 2015. The shuttle service is free to all the residents of the CSA T-1 area and operates weekdays from 6am to 10am and from 3pm to 7pm. Riders make reservations ahead of time for pickups at their home and may be dropped off anywhere along the route to Walnut Creek BART. Return trips from BART don't require reservations.

#### Marketing

The shuttle was marketed with a direct mail postcard and door hangers at each residence that had a magnet attached with the reservation phone number. The first riders were given a Starbucks card to incentivize trying something new. A second direct mailing was done after the service had been in place for a few months.

#### Ridership

The first riders were commuters using the service to get to BART, but over time other riders have gravitated to the service. Recently seniors living at the Meadowwood senior housing complex located in the service area have begun to use the service to get to and from the Safeway shopping center nearby. In June there were 80 distinct individuals that used the shuttle as compared with 30 in the second month of service. In June we attracted 42 new riders. Ridership is now at a level that results in a productivity of 1.8 passengers per hour which is consistent with the productivity of our LINK service. The following table shows the trend in ridership.

## ALAMO CREEK SHUTTLE SERVICE

January 27 - June 30, 2014

MONTH	# of Days	PICK- UP LOCATION			Total Passengers	Avg Pass / Day	Distinct Clients	Repeat Clients	% of Repeat	Revenue Hours	Pass / Rev Hr
		Home	Bart	Park & Ride							
January	5	19	12	0	31	6	10	7	70%	40	0.8
February	20	105	72	3	180	9	34	20	59%	160	1.1
March	21	119	83	0	202	10	33	19	58%	168	1.2
April	22	141	110	0	251	11	47	25	53%	176	1.4
May	21	120	90	5	215	10	52	25	48%	168	1.3
June	21	161	139	3	303	14	80	38	48%	168	1.8
<b>Total</b>	<b>110</b>	<b>665</b>	<b>506</b>	<b>11</b>	<b>1,182</b>	<b>11</b>	<b>256</b>	<b>134</b>	<b>52%</b>	<b>880</b>	<b>1.3</b>