

To: Marketing, Planning, & Legislative Committee

Date: November 25, 2015

From: Anne Muzzini, Director of Planning & Marketing

SUBJECT: Alamo Creek Service Update

Summary of Issues:

In January of 2014 County Connection began operating the Alamo Creek shuttle between three defined developments in East Danville and the Walnut Creek BART station. This service is funded by the County Service Area (CSA) T-1. The shuttle will stop at the Danville Park 'n Ride lot, or at other locations within a 1.5 mile corridor of Camino Tassajara and I-680 if time permits.

Advance reservation service is provided using one LINK paratransit vehicle, and is free to anyone traveling to or from the three developments. There are three morning and three afternoon/evening trips.

Because of the exclusive nature of this service the primary means of marketing has been through the mail using the resident list provided by the County, direct canvassing of the three neighborhoods, and messages posted to NextDoor.

There are currently 67 unique addresses in the database. Ridership in September averaged 21 passengers each week day. The trip departing the service area at 8:00 AM (the second of three trips) is the most popular.

2016 Marketing Strategies

Staff met with a representative of the County to discuss the 2016 marketing strategies. With capacity on two of the three morning trips several strategies will be used.

- Current user referral incentives
- New user incentives promoted through NextDoor
- Outreach through Homeowners Associations
- Outreach through real estate offices for these developments
- Explore adding Wi-Fi on the vehicles that provide the service
- Explore having the Alamo Creek service available in our GTFS feed so it will appear in the Google and 511 trip planners

Recommendation: For information only

Financial Implications: There will be minimal impact to County Connection. As per the current contract, \$10,000 per year is allotted for marketing expenses.