

To: Administration and Finance Committee

Date: 12/19/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: *W.C.*

SUBJECT: Route 99X Promotion

Background:

Route 99X is a new route that began service in August 2018. The route connects the Martinez Amtrak station to North Concord BART via the Pacheco Transit Hub. The route was designed to serve three primary markets: passengers transferring from Capitol Corridor trains arriving from Solano, Yolo, and Sacramento counties; eastern Contra Costa county residents who work in Martinez, which has several county offices; and Martinez residents living in the medium density multifamily housing along Morello Ave and Arnold Dr.

Promotion with 511 Contra Costa:

During the first three months of operation, ridership on the route has averaged about 700 passengers per month. In an effort to increase ridership, staff is planning to partner with 511 Contra Costa to run a promotional campaign. As part of this promotion, rides on the route would be free for the month of February. 511 has agreed to reimburse County Connection for fares, and staff is working with legal counsel to develop a formal agreement.

Recommendation:

For information only.

Financial Implications:

None. Costs associated with lost fare revenue would be reimbursed by 511 Contra Costa.