

## INTER OFFICE MEMO

**To:** Marketing, Planning, & Legislative Committee

**Date:** 02/22/2023

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** MR

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**SUBJECT:** Transit Driver Appreciation Day

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**Background:**

This year, staff is planning to offer a day of fare-free rides on Saturday, March 18, 2023 to celebrate Transit Driver Appreciation Day. Neighboring East Bay operators Tri Delta Transit and WestCAT will also be offering free rides for the day. Staff will be developing online postings, encouraging passengers to thank their drivers and share stories on our social media channels with the handle #TransitDriverAppreciationDay.

**Financial Implications:**

Average daily ridership on Saturdays has been around 2,200. Assuming an average fare of \$2 and a 25% increase in ridership based on previous free-fare promotions, the estimated fare revenue loss would be about \$5,500. All costs associated with this promotion are included in the FY 2022 promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None