



To: Marketing, Planning, & Legislative Committee

Date: 08/29/2024

From: Ryan Jones, Manager of Marketing & Communications  
Pranjal Dixit, Manager of Planning

Reviewed by: *AMS*

---

**SUBJECT: Alamo Creek Shuttle Update**

---

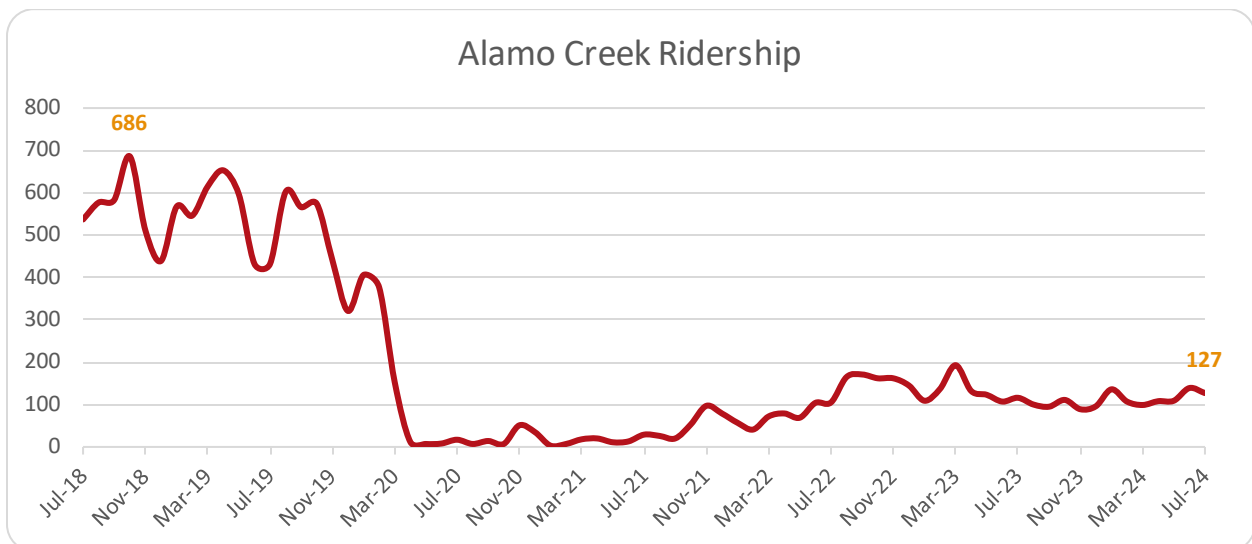
**Background:**

County Connection has provided free on-demand shuttle service within the County Service Area T-1 in eastern Danville since 2014, funded by fees collected from residents through their property taxes. The service, operated by Transdev, connects residents to the Danville Park-n-Ride and Walnut Creek BART, with an intermediate stop at Safeway at Tassajara Crossing.

Over the years, County Connection and Contra Costa County staff have explored opportunities to increase ridership on the Alamo Creek Shuttle through surveys about community preferences for transit, marketing material translated to various languages including Farsi and Mandarin, and testing an app-based scheduling program.

**Ridership Trend:**

Pre-pandemic, the Alamo Creek Shuttle service experienced robust commuter usage, with an average of 523 riders per month traveling to and from Walnut Creek BART. Additionally, 35 passengers per month utilized the service between the Danville Park-n-Ride and BART. However, since the pandemic, ridership has plummeted to an average of 109 monthly trips, with fewer than seven passengers using the park-n-ride connection. This significant decline reflects a shift in commuting patterns, as many residents have transitioned to remote work.



**Marketing efforts:**

In an effort to stimulate ridership, staff has collaborated with County liaisons to implement a strategic marketing plan aimed at increasing ridership on the Alamo Creek Shuttle. Key initiatives include:

- Digitalizing passenger data collection: A QR code system has been introduced to streamline passenger information collection, allowing riders to log their trips and participate in a monthly incentive program. Paper manifests are still accepted for those who prefer traditional methods.
- Introducing a rider incentive program: Each month, five randomly selected passengers receive a \$20 gift card as a reward for their patronage. This program has been in place since November 2023 and is widely publicized throughout the service area. The program has gained new riders every month, however, the number of repeat riders have been steady at 12 to 13 per month.
- Enhancing brand visibility: To improve shuttle recognition, new vehicle wraps featuring a consistent brand identity have been installed.
- Expanding marketing efforts: Printed and digital advertisements, aligned with the new branding, have been distributed to housing residents, HOAs, and community events. Mailing practices have also been optimized to reduce returned mail.

**Financial Implications:**

None, for information only.

**Recommendation:**

None, for information only.

**Action Requested:**

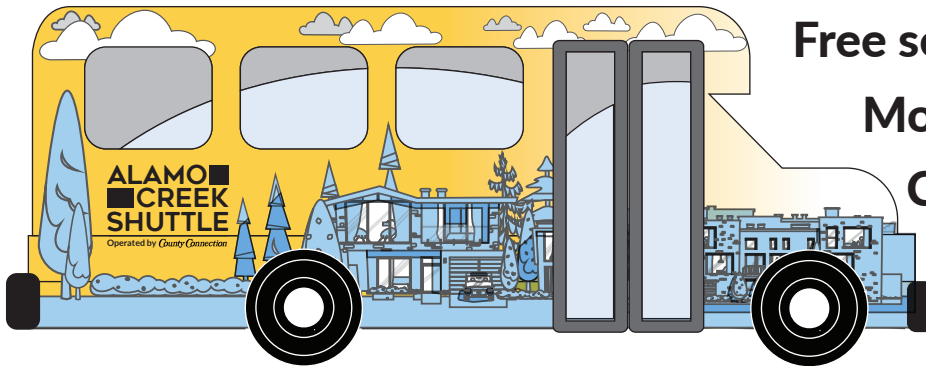
None, for information only.

**Attachments:**

1. Alamo Creek Marketing Materials.pdf

*County Connection*

# EXCLUSIVE ALAMO CREEK SHUTTLE



**Free service from Alamo Creek, Monterosso, and Ponderosa Colony to BART and back. 6-10am and 3-7pm**

## FEATURES OF ALAMO CREEK SHUTTLE

- Free to anyone traveling to and from the Danville Park 'n Ride and Walnut Creek BART.
- Shuttle may stop at other locations within the 1.5 mile corridor along Camino Tassajara and I-680.
- Scheduled pickup at your door.
- Service provided 7 days a week, 6-10am & 3-7pm.



*Scan for Translation*



**This service is funded by County Service Area (CSA) T-1.**

*County Connection*

ALAMO CREEK SHUTTLE



# ◆ FREQUENT RIDER REWARDS ◆

EACH MONTH  
IN 2024

WE'RE GIVING BACK TO YOU, OUR FREQUENT  
ALAMO CREEK BUS SHUTTLE RIDERS!

Passengers who ride the Alamo Creek Shuttle each month  
are eligible to participate in a drawing to win a \$20 gift card.  
Make sure you log your trip with your  
driver or by scanning the QR code.

SCAN QR CODE  
TO LEARN  
MORE

