



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

Master Minute Order

Report ID:	21-347a	Status:	Received
Type:	Regular - External Affairs		
Meeting Body:	Board of Directors - Regular Meeting 09/28/2022	Final Action:	09/28/2022

Sponsors:

Attachments: STAFF REPORT, Att.1. September Fare Free Weekday Ridership, Att.2. September Fare Free Friday Line Boarding, RED FOLDER Att.3. Creative and Social Media, Att.3. September Fare Fee Creative and Social Media

Agenda Title:

Consider receiving update on the September 2021 Fare-Free Friday Promotion [Requested by Director Shaw - 2/9/2022].

Staff Contact:

Beverly Greene, Executive Director of External Affairs, Marketing & Communications

Legislative Action & Summary

Acting Body:	Date:	Action:	Result:
Board of Directors - Regular Meeting	09/28/2022	Received	Pass

Action Text:

MOTION: SHAW/ORTIZ to receive update on the September 2021 Fare-Free Friday Promotion. The motion carried by the following vote:

Ayes: 7 President ORTIZ, Vice President YOUNG, Director BECKLES, Director WALSH, Director McCALLEY, Director SHAW, Director PEEPLES

Notes:

Director of Marketing and Communications Nichele Laynes presented the staff report. There was no public comment.

Director Walsh suggested extracting the Fare-Free Friday ridership data and presenting it in the future reports. Director Shaw suggested conducting a rider survey focused on the Fare-Free Friday experience and including the survey results in future reports.
