

# ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



## STAFF REPORT

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**MEETING DATE:** 10/14/2020

**Staff Report No. 20-361**

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**TO:** AC Transit Board of Directors  
**FROM:** Michael A. Hursh, General Manager  
**SUBJECT:** Free Rides on New Year's Eve

### ACTION ITEM

#### **RECOMMENDED ACTION(S):**

Consider authorizing the General Manager to provide free bus rides on New Year's Eve between the hours of 8:00 p.m. on December 31, 2020 until 5:00 a.m. on January 1, 2021.

#### **STRATEGIC IMPORTANCE:**

Goal - Strong Public and Policymaker Support

Choose an item.

Providing free rides helps keep everyone on the road safe during the holiday and offers AC Transit another opportunity to support the community this holiday season.

#### **BUDGETARY/FISCAL IMPACT:**

The financial impact resulting from the free rides on New Year's Eve is anticipated to be less than \$15,000 based upon ridership from the same time frame last year and may be significantly less if ridership remains impacted by the ongoing pandemic.

#### **BACKGROUND/RATIONALE:**

Since 2015, AC Transit has provided free rides on New Year's Eve to allow for a safe alternative to intoxicated driving. Other regional transit agencies including San Francisco Municipal Transportation Agency (SFMTA), Santa Clara Valley Transportation Authority (VTA), and the San Mateo County Transit District (SamTrans) have also historically provided free rides from 8:00 p.m. on New Year's Eve until 5:00 a.m. on New Year's Day.

To promote safe celebrations and encourage those who are celebrating to leave their cars at home, staff recommends that passengers be allowed to board AC Transit bus lines without paying a fare from 8:00 p.m. on December 31, 2020 until 5:00 a.m. on January 1, 2021. The District transported an estimated 9,597 passengers during the free ride period last New Year's Eve.

#### **ADVANTAGES/DISADVANTAGES:**

The advantages of offering free rides on New Year's Eve are providing a safe alternative to driving and demonstrating AC Transit's commitment to the community. The disadvantage is a slight decrease in farebox

revenue typically collected between the hours of 8:00 p.m. and 5:00 a.m.

**ALTERNATIVES ANALYSIS:**

There are no alternatives to the course of action recommended in this report.

**PRIOR RELEVANT BOARD ACTION/POLICIES:**

Staff Report 19-325 Free Rides on New Year's Eve

**ATTACHMENTS:**

None

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