

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 10/27/2021

Staff Report No. 21-459

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 until 5:00 a.m. on January 1 for the next two years.

STRATEGIC IMPORTANCE:

Goal - Strong Public and Policymaker Support

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 free rides on New Year's Eve is anticipated to be less than \$15,000 annually based on previous ridership from the same time frame.

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 riders be allowed to board AC Transit bus lines without paying a fare from 8:00 p.m. on December 31 until 5:00 a.m. on January 1 for the next two years.

ADVANTAGES/DISADVANTAGES:

Offering free rides on New Year's Eve provides a safe alternative to driving and demonstrates 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:

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ATTACHMENTS:

None

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