

AGENDA ITEM 3 A
Information Item

MEMORANDUM

DATE: August 3, 2017

TO: El Dorado County Transit Authority

FROM: Brian James, Planning and Marketing Manager

SUBJECT: 2017 Fair Shuttle

REQUESTED ACTION:

BY MOTION,

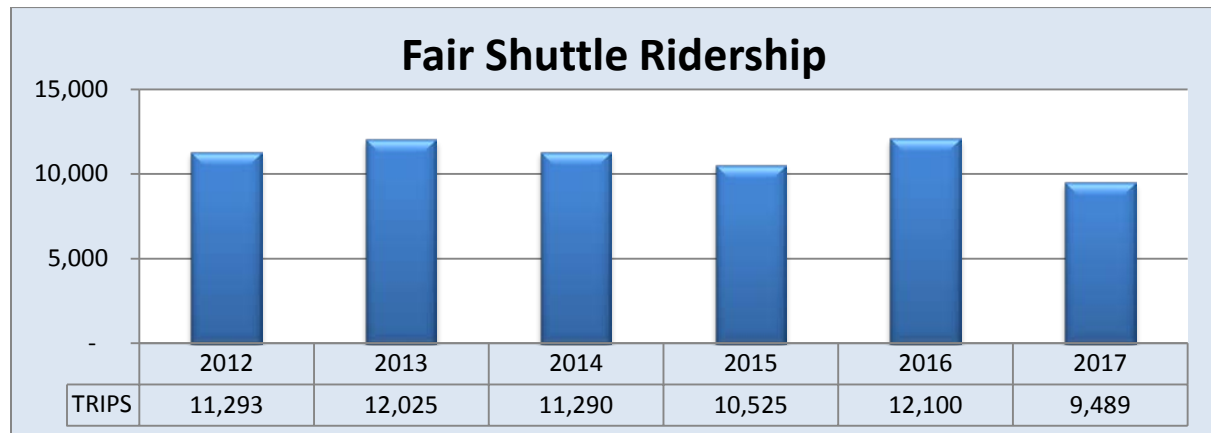
None. Information Only

BACKGROUND

The El Dorado County Transit Authority (El Dorado Transit) is proud to have provided shuttle service for the El Dorado County Fair, June 15 through June 18, 2017. This was the twenty-seventh (27th) year that El Dorado Transit provided a Fair Shuttle. The Fair Shuttle was funded through a grant from the El Dorado County Air Quality Management District and was provided free to the public. The service ran as planned from two (2) offsite parking locations to the Green Gate on Placerville Drive from thirty (30) minutes before the gates opened to thirty (30) minutes after the Fair closed each day.

DISCUSSION

Ridership for the June 2017 Fair Shuttle decreased approximately twenty-two percent (22%) compared to 2016. The weather during the fair was very hot, which caused a decrease in fair attendance resulting in a decrease in fair shuttle ridership. The following chart compares ridership over the last six (6) years:



The final trip count per day for the 2017 Fair Shuttle was as follows:

Day	Trips
Thursday	2,672
Friday	2,263
Saturday	2,763
Sunday	1,791
Total	9,489

Overall the 2017 Fair Shuttle operation went smoothly, with no serious service disruptions and generally very positive feedback from passengers.

The Fair Association staff was very responsive in improving safety at the front gate by adding barriers to direct pedestrians, moving the entrance to the south gate and by moving the box truck that is near the gate to improve visibility for the bus operators. The Placerville Police Department operated a portable overhead light that was placed on the western side of Placerville Drive above the crosswalk which vastly improved visibility for pedestrians and drivers.

Management would like to thank the El Dorado Transit supervisors, safety coordinator and operators for running a smooth, safe and very friendly operation; the El Dorado County Air Quality Management District for funding the 2017 El Dorado County Fair Shuttle and Fair Association staff for their support.