

AGENDA ITEM 3 A
Information Item

MEMORANDUM

DATE: August 1, 2019
TO: El Dorado County Transit Authority
FROM: Brian James, Planning and Marketing Manager
SUBJECT: 2019 Fair Shuttle Ridership

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 13 through June 16, 2019. 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

During the four days of the fair, El Dorado Transit provided 10,121 trips for an average of just over 2,500 people per day. This was a decrease of 826 passengers or 7.5 percent compared to the previous year. The following page contains annual ridership data for the past 14 years, and shows an overall gradual decline in ridership.

The final trip count per day for the 2019 Fair Shuttle was as follows:

Day	Trips
Thursday	2,547
Friday	2,511
Saturday	3,253
Sunday	1,810
Total	10,121

Overall the 2019 Fair Shuttle operation went smoothly, with no serious service disruptions and generally very positive feedback from passengers.

The Placerville Police Department operated a portable overhead light for three of the four days 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 2019 El Dorado County Fair Shuttle and Fair Association staff for their support.

**El Dorado County Fair
Shuttle Ridership Per Year**



Year	# of Passengers
2006	14,020
2007	14,417
2008	14,035
2009	14,773
2010	12,856
2011	14,384
2012	11,293
2013	12,025
2014	11,290
2015	10,525
2016	12,100
2017	9,466
2018	10,947
2019	10,121

