

2006 *Spare the Air* Overview

Transportation Committee, August 4, 2006



Program Specifics

- On first 6 Spare the Air weekdays (excluding holidays), NO FARES all day
- 26 Bay Area operators participated
- Goals:
 - Encourage Bay Area residents to drive less and use public transit
 - Build transit ridership
 - Increase public awareness about sparing the air
 - Prevent national 8-hour ozone exceedances

Program Highlights

- **Revenue Reimbursement**

- District was reimbursed average fares and passengers for bus and ferry (based on 2005 with adjustment for fare increase)
 - Bus - \$50,000 per day
 - Ferry - \$22,500 per day
- 15% contingency fund built in for unanticipated expenses such as staffing, maintenance, and repairs
- Additional \$4,000 for extra Sausalito ferry service on the 5th & 6th Spare the Air days
- District was reimbursed for average farebox revenues and service added

Program Highlights

- **Marketing (no cost to the District)**
 - Approximate \$1.18M advertising buy from Air District
 - Radio
 - Cable television – Golden Gate Transit bus in spot
 - Other collateral - sandwich boards, banners, postcards, farebox covers, etc.
 - Outdoor – Bus wrap and rear bus ads

Program Highlights

- **Media/PR**

- **Media Hits**

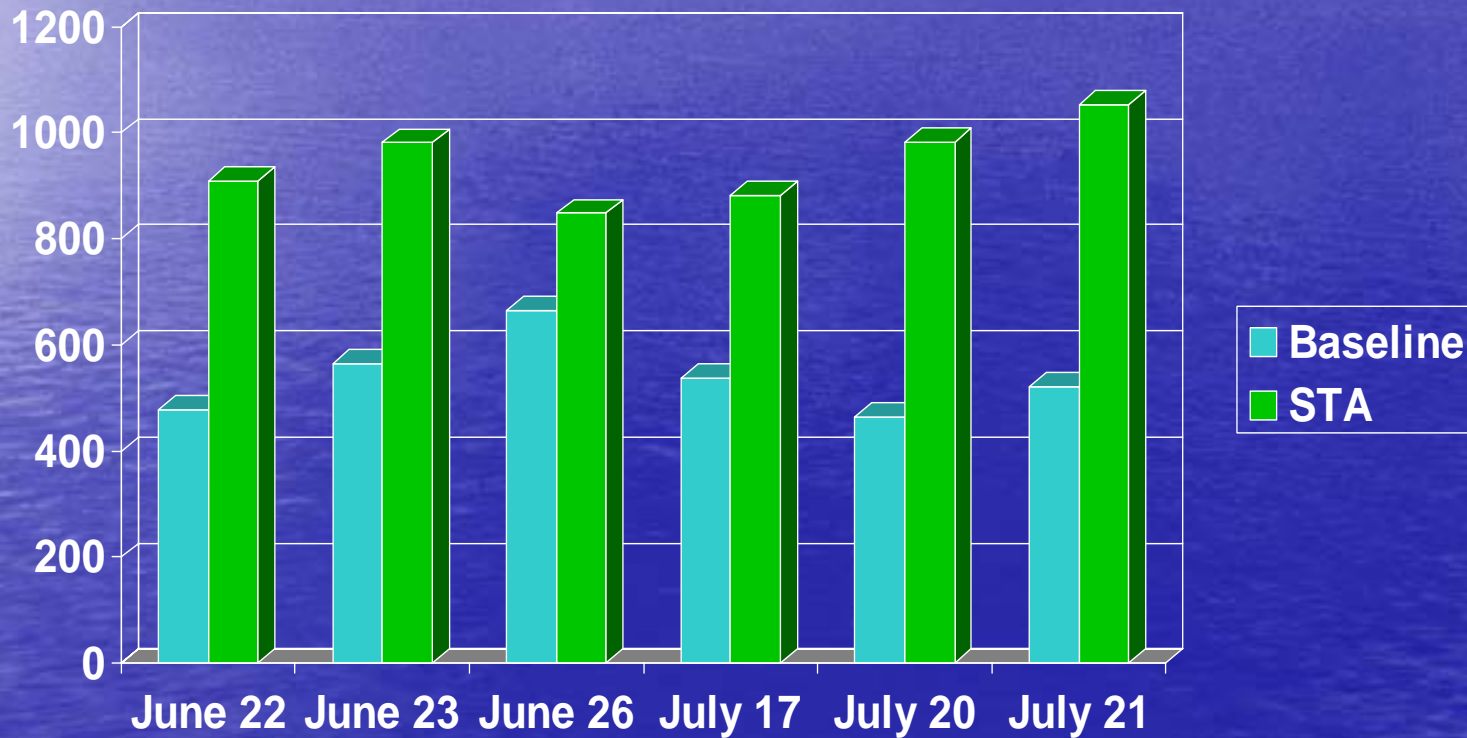
- First 3 Spare the Air days - 193 media hits
 - Second 3 Spare the Air days - 808 media hits

- **Sample Headlines**

- Was there a downside to the Spare the Air days?
 - Spare the air, spur economy
 - Are we really sparing the air?
 - Regular commuters demand fairness on Spare the Air days
 - Crime Spike on BART during Spare the Air days

Program Highlights

- **Customer Service – Calls Into Call Center**

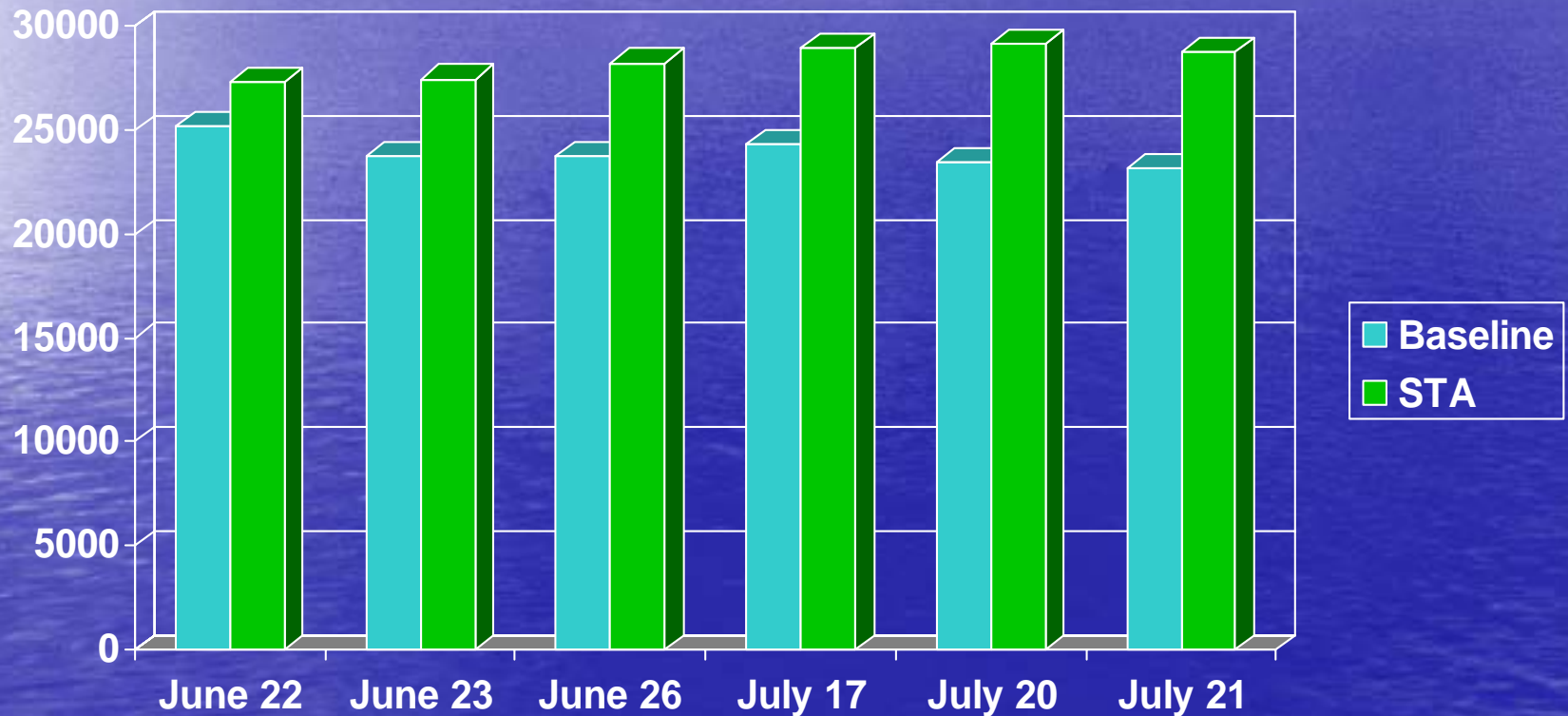


Program Highlights

- **Customer Complaints**
 - 48 comments from Ferry - 46 negative, 2 positive
 - 3 comments from Bus - 3 negative
- **Complaints**
 - Overcrowding
 - Regular passengers wanted preferential boarding
 - Perception that promotion cost District money
- **Generic Customer Response**

Program Highlights

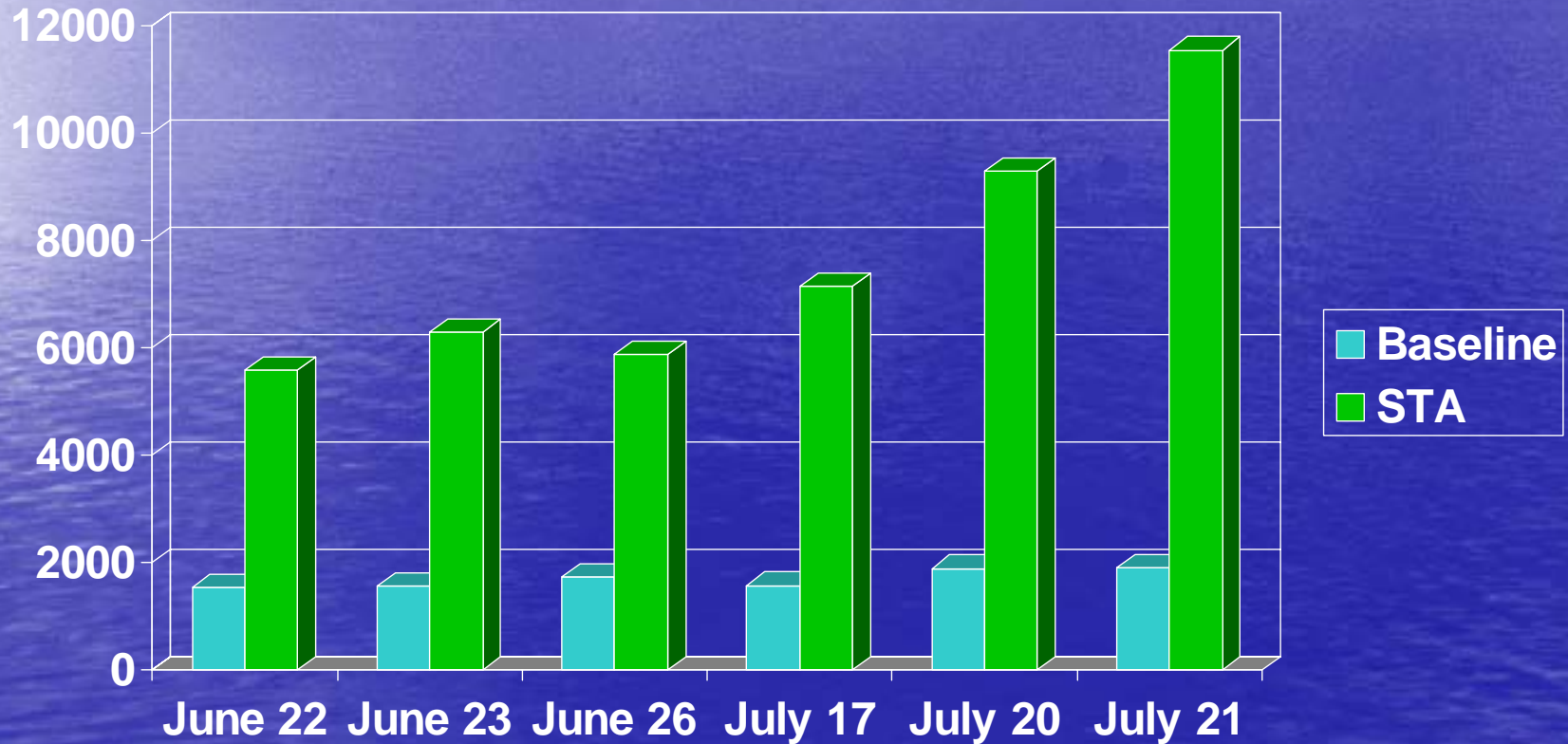
- **Ridership – Golden Gate Transit**



Baseline – one week prior to STA day

Program Highlights

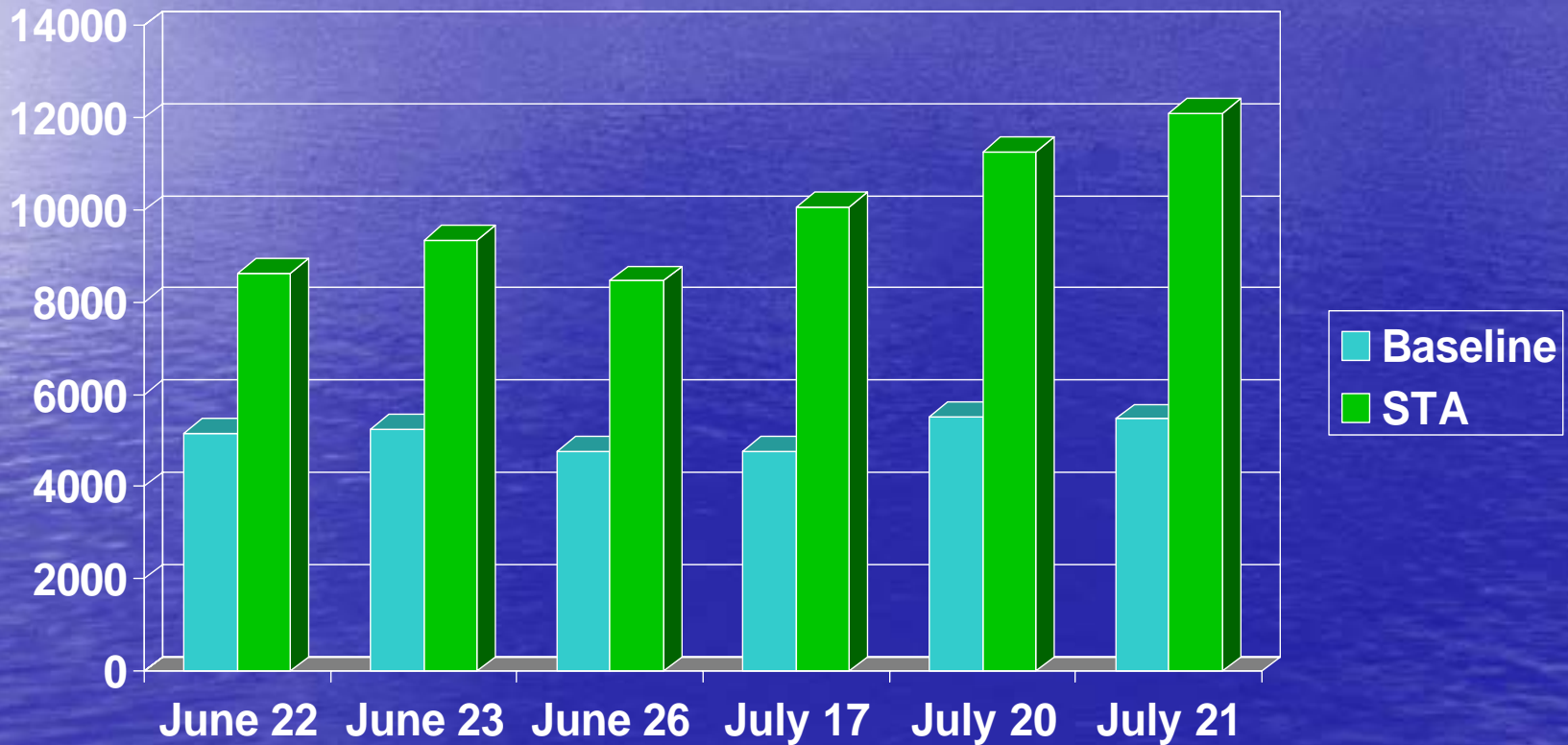
- **Ridership – Golden Gate Sausalito Ferry**



Baseline – one week prior to STA day

Program Highlights

- Ridership – Golden Gate Larkspur Ferry



Baseline – one week prior to STA day

Successes

- Exposed our services to new customer base
- Experienced record ridership on ferry -
Nearly 25,000 customers on July 21 – all-time high
- Helped identify true capacity of our system
- Raised awareness of air quality issues

Challenges

- Security/Crowd Control
- Customer Service – carrying large number of passengers unfamiliar with service, overcrowding, customer perceptions
- On-time Performance/Service Delays
- Maintenance/Repair
- Parking Issues
- Timing of Notification – operational turnaround <12 hours to deploy
- Sustaining Ridership Increases

Next Steps

- No more free transit days this season
- Staff will continue to participate in MTC's regional planning committee and will continue to identify alternatives to any future program
- MTC's Partnership Board (Transit General Managers) will review and approve next year's program



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05/31/2006