



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Pam Foley

SUBJECT: BUDGET DOCUMENT

DATE: 05/22/2019

Approved

Date

5-22-19

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Route 65 Increased Ridership Campaign

Amount of City Funding Required: \$15,500

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

This change is:

One-time Ongoing

Proposal Description, including anticipated outcomes (Please describe how change would affect services for San José residents, businesses, community groups, etc.):

Metropolitan areas across North America have been witnessing their bus ridership decrease. Unfortunately, our region is not exempt from this trend. In response, the Valley Transportation Authority (VTA) is beginning to implement their new transit service plan.

This means certain routes will shift to areas serving more riders. One of many bus routes impacted is Route 65. The route runs from Cambrian, through Downtown San Jose, and up into North San Jose. It serves residents catching trains at Diridon Station, students heading to school at San Jose State University, and employees heading to work up and down the route. Much of the time, the route is not serving "choice-riders," it is serving "captive-riders," meaning it serves lower-income people who must use transit because they do not own or may not operate a car.

At various recent VTA Board of Directors meetings, residents urgently requested Route 65 be preserved. VTA Board Members eventually carved out a clause potentially saving Route 65.

If ridership can be increased on Route 65 to a higher threshold, and if evidence can be provided of an upward trend in ridership over the next few months, then VTA will take a good look at maintaining some form of the route.

With proper funding, VTA intends to implement an extremely, geo-targeted print and digital campaign that offers up to five free rides during the month of June which is both a reasonable number to ask people to ride in a month while achieving the numbers needed to sustain service.

This funding would help provide seed money to see if it is possible to increase ridership on Route 65.

Funding Source

Essential Services Reserve (\$4 million):

Other (Program/Project/Fund):

Department or Organization: Valley Transportation Authority

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

Name: Brandi Childress

Phone Number: (408) 952-4297

E-mail: Brandi.Childress@vta.org