

Date: November 17, 2005Committee Meeting Date: December 7, 2005Board Meeting Date: N/A**BOARD MEMORANDUM**ACTION        DISCUSSION        INFO X

**TO:** Citizens Advisory Committee  
 Santa Clara Valley Transportation Authority  
 Board of Directors

**THROUGH:** Michael T. Burns  
 General Manager

**FROM:** Matthew O. Tucker  
 Chief Operating Officer

**SUBJECT:** Vasona Light Rail Line Ridership Update – October 2005

**FOR INFORMATION ONLY****BACKGROUND:**

At its October 14, 2005 meeting, the Citizens Advisory Committee asked about the current ridership numbers on the Vasona Light Rail Line after the distribution of free passes to local residents to ride the service.

**DISCUSSION:**

Revenue service on the Vasona Light Rail Line extension began on October 1, 2005. In order to encourage the community to ride the service, promotional mailers, each containing four coupons for free rides on the Vasona Light Rail Line, were mailed to 80,000 households within a half-mile of the new light rail line. The free passes were valid from October 6 to October 9, 2005.

Ridership checks were not conducted on the Vasona corridor from October 6 to October 9, 2005 during the free ride promotion. However, VTA did conduct ride checks on October 4, October 27 and November 1, 2005.

On October 4, 2005, there were a total of 1,407 passenger boardings on the Vasona Light Rail Line. On October 27 and November 1, 2005 the total number of boardings were 1,429 and 1,546 respectively. For October 27 and November 1, 2005, this represents an increase of 1.6% and 9.9% respectively over October 4, 2005 ridership.

By March 2006, automatic passenger counters (APCs) will be installed and functional on 20% of the light rail fleet. This technology will enable VTA to transition from the current manual data collection process to an automated system that will allow a significant increase in the data sample size, and improve the speed, frequency and accuracy of reporting ridership statistics. VTA currently has no means of accurately capturing the usage of promotional light rail media on light rail. However, based on information derived from the Fare Inspectors' daily reports from October 6 to October 9, 2005, approximately 17.3% (346) of all passengers showed the free promotional as their fare.

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