



To: Fox Cities Transit Commission

From: Sal La Puma, Assistant General Manager

Subject: Octoberfest Recap

On September 26 & 27, 2014 the City of Appleton held its annual License to Cruise and Octoberfest celebrations. Octoberfest is Valley Transit's highest ridership day, by far, each year.

On a typical Saturday Valley Transit serves 2,183 riders and operates hourly service on all of its routes. During Octoberfest, we operate "peak" service throughout the entire day, giving us half-hour service on all but a few of our routes. Additionally, we operate five (four for License to Cruise) Park & Ride lots and accompanying express buses for each, including the new Park & Ride location in Kimberly at the Fox Valley Christian Fellowship Church. Fares during both events are \$0.25, this includes after 3:30 p.m. for License to Cruise and all day Saturday.

The ridership at the new Park & Ride location, 406 rides, was decent considering that it was the first year that we have operated it. The shuttle bus for that lot was also able to quickly get to the Kimberly Shopko and run the rest of the Route 20 on a few occasions when the regular bus had reached capacity before reaching that location. This enabled us to keep the route as close to schedule as possible.

This year's ridership for License to Cruise was a new record high for that event. During Octoberfest, as in the last couple of years, we experienced heavy ridership throughout the day with periods of time where we had full buses leaving the Transit Center, as well as, full buses returning to the Transit Center. This is probably in part due to the beautiful weather that we had both days.

In addition to radio advertising and a series of radio interviews, we ran a series of ads in the Post-Crescent and Bargain Bulletin in the days leading up to Octoberfest. This included a special full-color, two-sided insert (see attached) that contained information on our Park & Ride lots on one side and the concert schedule on the other.

As another indicator of the improved Labor/Management relationship at Valley Transit, for the first time ever we had more people sign up for overtime than we had shifts available. We also did not have to fill any vacancies through inverse seniority.

Here are the numbers from this year:

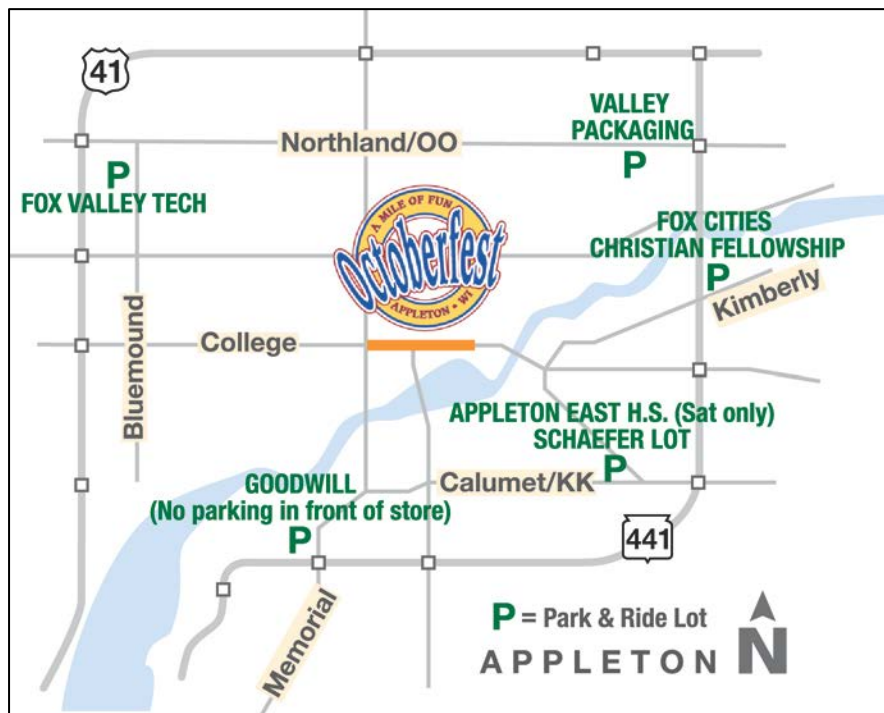
License to Cruise Ridership – 6,414 (last year 4,581)

Octoberfest Ridership – 10,867 (last year 10,791)

Valley Transit Oktoberfest fun facts –

- This year's License to Cruise ridership was our highest ever by 1,487 riders!
- Sixty-four percent of the Oktoberfest riders - 6,931 - rode one of the shuttle buses or a route that serves a park and ride location
- We had more than 5 times the average number of Saturday riders
- Over the two days we took in 9,484 quarters - that's \$2,371 in quarters
- Lined up end-to-end 9,484 quarters would stretch 790 feet – that's only ten feet short of all of our (blue) buses parked bumper-to-bumper!

Park & Ride lots -





PARK & RIDE TO OCTOBERFEST

LICENSE TO CRUISE

Friday, September 26
All rides 25¢ after 3:45 p.m.
on all bus routes
and from Park & Ride lots

PARK & RIDE LOTS

Fox Cities Christian Fellowship 1200 W Kimberly Ave, Kimberly
Fox Valley Technical College 1825 N. Bluemound Dr., Appleton
Goodwill - Menasha 1800 Appleton Rd., Menasha
Valley Packaging 2730 N. Roemer Rd., Appleton

OCTOBERFEST

Saturday, September 27
All rides 25¢ all day
on all bus routes
and from Park & Ride lots

PARK & RIDE LOTS

Appleton East HS - Schaefer St. Lot 2121 Emmers Dr., Appleton
Fox Cities Christian Fellowship 1200 W Kimberly Ave, Kimberly
Fox Valley Technical College 1825 N. Bluemound Dr., Appleton
Goodwill - Menasha 1800 Appleton Rd., Menasha
Valley Packaging 2730 N. Roemer Rd., Appleton

For a complete list of shuttle service and bus arrival/departure information, use the QR code below or visit our Octoberfest page at www.myvalleytransit.com or call 920-832-5800



See other side for Octoberfest 2014 Concert Schedule

2014 CONCERT SCHEDULE

Friday, September 26th

Corner of College & State	Appleton Rock School	6:00 PM - 9:30 PM
Corner of College & Walnut	Tarl Knight	6:00 PM - 9:30 PM
Corner of College & Division	John Lambert	6:00 PM - 9:30 PM
Corner of College & Superior	The Polar Project	6:00 PM - 9:30 PM
Houdini Plaza	The Doo-Wop Daddies	6:00 PM - 9:30 PM
Corner of College & Durkee	Jacob Fannin	6:00 PM - 9:30 PM
Roaming entertainment on College	Jukebox Barbershop Quartet	6:00 PM - 9:30 PM

Saturday, September 27th

WAPL 105.7 FM STAGE	WEST END OF COLLEGE	
	Big N' Tasty Blues	9:00 AM - 10:30 AM
	Annie Rose Band	10:45 AM - 12:00 PM
	Bobby Evans Band	12:30 PM - 2:00 PM
	Vic Ferrari	2:30 PM - 5:30 PM
WIXX 101.1 FM STAGE	CORNER OF COLLEGE & DIVISION	
	Boogie and the Yo-Yo'z	11:00 AM - 1:00 PM
	Green Screen Kid	1:30 PM - 3:00 PM
	RPM	3:30 PM - 5:30 PM
WNCY 100.3 FM Y100	CORNER OF COLLEGE & SUPERIOR	
	Rodeo Deville	11:00 AM - 12:30 PM
	Copper Box	1:00 PM - 3:00 PM
	Saving Savannah	3:30 PM - 5:30 PM
KISS 95.9 FM & KZ104.3 FM STAGE	CORNER OF COLLEGE & APPLETON	
	The Mascot Theory	11:00 AM - 11:45 AM
	Kyle Megna & The Monsoons	12:00 PM - 12:45 PM
	Leading the Blind	1:00 PM - 1:45 PM
	The Lately	2:00 PM - 2:45 PM
	Shaker and the Egg	3:00 PM - 3:45 PM
	Cool Waters Band	4:00 PM - 5:30 PM
WVBO 103.9 FM & WNAM 1280 AM STAGE	CORNER OF COLLEGE & DURKEE	
	Newtonburg Oktoberfest Band	9:00 AM - 10:30 AM
	The Doo-Wop Daddies	11:00 AM - 1:00 PM
	Sly Joe & The Smooth Operators	1:30 PM - 3:00 PM
	Road Trip	3:30 PM - 5:30 PM

Join the conversation #Octoberest14

For more information: octoberfestonline.org



PARK & RIDE TO OCTOBERFEST
See other side for Valley Transit bus information