



FREE FARE DAY OUTREACH



Wednesday, July 1, 2026

Redwood City Transit Center | Serramonte Mall (Daly City)

FREE FARE DAY HIGHLIGHTS



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FREE FARE DAY DATA

On Wednesday, July 1, 2026, SamTrans celebrated its 50th Anniversary by offering Free Fare Day on all system, including fixed routes, Ride Plus, and Paratransit.

KEY HIGHLIGHTS

- Social Media Performance
 - Promo Metrics - 34 social media posts were published, generating 33,337 impressions
 - Day of Event Posts – 15 Free Fare Day specific social media posts were published, generating 8,800 impressions
- Approximately 300 people visited our outreach tables at the Redwood City Transit Center and Serramonte Mall in Daly City.
- The event generated a total ridership of 38,468
- Ridership from other services:
 - Microtransit: 113 riders
 - Redi-Wheels (Paratransit): 765 riders
 - RediCoast (Paratransit): 65 riders
 - SamCoast: 60 riders



Thank You

