STAFF REPORT

MEETING DATE:	**February 26, 2025**
SUBJECT:	**Receive Update on ShastaConnect Transit Services for Fiscal Year 2024/25**
AGENDA ITEM:	**10-7**
STAFF CONTACT:	**Jennifer Pollom, AICP, Senior Transportation Planner**

SUMMARY:
A ShastaConnect service performance summary for Fiscal Year (FY) 2024/25 and service updates are presented for review. This is an information item only and no action will be taken.

STAFF RECOMMENDATION:
It is recommended that the board of directors receive ShastaConnect service updates for FY 2024/25.

DISCUSSION:
Background – In FY 2024/25 SRTA contracted with Dignity Health Connected Living (DHCL) for specialized on-demand ridesharing transit service in Shasta County branded as ShastaConnect, including two distinct weekday (Monday through Friday) Consolidated Transportation Services Agency (CTSA) services in rural Shasta County. The two services are within:

1. The Redding Area Bus Authority (RABA) service area where services are not currently provided and for those who are ineligible for RABA's complimentary paratransit services and are unable to ride fixed route service; and
2. The Intermountain Area communities of Burney, Cassel, Fall River Mills, and McArthur.

A summary of service performance is available through the attached table and chart. While CTSA service decreased by 402 trips compared to the same six months of FY 2023/24, December showed a 19% increase in ridership. The ridership drop is primarily due to RABA taking on the Knighton Road area regional transit services and reintroduction of fares.

Regional Transit Consolidation – SRTA, DHCL, and RABA staff are coordinating on regional transit consolidation based on recommendations in SRTA's 2024 Shasta Coordinated Transportation Plan and 2040 Long-Range Transit Plan. Staff are working on the transit consolidation efforts systematically and bringing items before the SRTA Board of Directors, the RABA Board of Directors, and DHCL's executive committee for consideration and approval. Consolidation of regional transit services should improve costs and provide better service to riders over time.

Completed consolidation efforts include:

- RABA's service area now covers all of Shasta County allowing RABA to directly operate Burney Express (299X) and removed Shasta County Public Works as a transit operator;
- Fare coordination so that fares are more consistent between RABA and ShastaConnect services;
- RABA was the sole applicant for FY 2023/24 Low Carbon Transit Operations Program (LCTOP) funds and will work with DHCL on CTSA-related service needs;
- RABA included the ShastaConnect services in their contract with Via, so SRTA no longer has to maintain a contract with the software company for on-demand ride-sharing. Additionally, there is now one mobile app for riders in the region to request transit rides (A "How to book" video is available at https://www.rabaride.com/_T18_R40.php);

- Sunday transit services transitioned from ShastaConnect to RABA on September 1, 2024;
- A memorandum of understanding for transit coordination between RABA and DHCL, including shared use of vehicles; and
- SRTA transferred ownership of all vehicles to RABA (NEW).

On-going efforts to consolidate regional transit include:

- RABA has requested to be designated the CTSA for the region (see attachment B in Agenda Item 15). SRTA staff are reviewing potential steps and recommendations to bring to the board of directors for consideration. This may include transferring the DHCL contract for ShastaConnect CTSA services to RABA and potentially designating RABA as the CTSA in FY 2025/26;
- Working with Caltrans, Shasta County Public Works, and RABA to transfer Federal Transit Administration (FTA) rural transit grants to RABA;
- Working with Caltrans, DHCL, and RABA to transfer approved grant-funded projects, including LCTOP, State of Good Repair (SGR), Transit and Intercity Rail Capital Program (TIRCP), and Senate Bill 125 Transit Program funds to RABA for implementation; and
- Simplifying SRTA's Transportation Development Act (TDA) policies and procedures to provide all estimated transit-only eligible funding to RABA for administration of transit operations upfront as part of the annual TDA budgeting process.

OTHER AGENCY INVOLVEMENT:
SRTA discusses and coordinates services with DHCL and RABA as needed to meet rider needs and to make all systems more cost effective.

FISCAL IMPACT:
SRTA staff time to administer CTSA and other transit programs is budgeted in the FY 2024/25 Overall Work Program.

Weekday On-Demand Rideshare Service – Weekday transit services are funded through SRTA's annual five percent set-aside from the Local Transportation Fund (LTF) for CTSA services and State of Good Repair (SGR) funds. Operational costs for FY 2024/25 from July 1 to December 31, totaled $434,187.

Sunday On-Demand Transit Service – SRTA currently reimburses RABA for Sunday service using LCTOP grant funds dedicated for this service with approximately $93,365 remaining. Once LCTOP funds are fully expended, RABA intends to use TDA State Transit Assistance, FTA, and Senate Bill (SB) 125 funds to pay for ongoing Sunday transit service as long as it meets RABA performance standards for microtransit services in the Short-Range Transit Plan.

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Sean Tiedgen, AICP, Executive Director

Attachment: ShastaConnect Service Performance Metrics

ShastaConnect Service Performance Metrics – Fiscal Year 2024/25

Table 1: Weekday On-Demand Rideshare Service Trips

Month	Total Passenger Trips	Operating Days in Month	Avg. Daily Passenger Trips	Ridesharing Trip %[1]	Avg. Trip Length (miles)	Avg. Ride Time (minutes)
July 2024	697	26	26.8	39.3%	10.8	23.4
Aug. 2024	860	27	31.9	42.8%	10.7	23.4
Sept. 2024	853	24	35.5	43.0%	11.2	23.4
Oct. 2024	914	27	33.9	48.8%	12.3	25.7
Nov. 2024	756	25	30.2	48.0%	12.4	25.9
Dec. 2024	875	21	41.7	47.3%	11.4	24.2
Jan. 2025						
Feb. 2025						
Mar. 2025						
Apr. 2025						
May 2025						
June 2025						
Total/Average	4,955	150	33.0	44.9%	11.5	24.3
2023/24 Total	5,357					
Change	-8.1%					

Chart 1: Three Year Historic CTSA Ridership