

STAFF REPORT



MEETING DATE:	December 10, 2019
SUBJECT:	Receive ShastaConnect Sunday On-Demand Transit Monthly Service Reports
AGENDA ITEM:	14
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

STAFF RECOMMENDATION:

It is recommended that the board of directors receive October and November service performance reports for the ShastaConnect Sunday On-Demand Transit Service.

DISCUSSION:

The ShastaConnect Sunday On-Demand Transit service launched on October 13, 2019. Performance metrics were developed so that SRTA can gauge ridership trends, adjust marketing and outreach efforts, and compare the service to other regional transit services. The attached reports show ridership data for the months of October and November 2019. With only two months of data, no service changes are recommended at this time.

Overall, ridership is steadily increasing. As of November 20, 2019, there are 354 registered riders. Ride requests are currently split 50/50 between phone calls and the mobile app. Other interesting service statistics include:

- Total passenger trips: 295
- Average trip length: 3.64 miles
- Percentage of trips with mobility impairment: 5.9%
- Percentage of riders with bikes: 1.7%

OTHER AGENCY INVOLVEMENT:

SRTA contracts with Dignity Health Connected Living to operate the Sunday On-Demand Transit service. An update was provided to the Technical Advisory Committee (TAC).

Daniel S. Little, AICP, Executive Director

Attachment: Sunday Transit Service Performance Reports – October and November 2019

SUNDAY TRANSIT SERVICE PERFORMANCE REPORTS - OCTOBER AND NOVEMBER 2019

Month	Passenger Trips	Average Daily Ridership	Vehicle Revenue Hours	Vehicle Revenue Miles	Passengers per Hour	Passengers per Mile	Seat Utilization (% of Trips with Ridesharing)
October	113	37.7	0	0	TBD	TBD	TBD
November	182	60.7	0	0	TBD	TBD	TBD

