

STAFF REPORT



MEETING DATE:	April 28, 2022
SUBJECT:	Receive Update on ShastaConnect Transit Services
AGENDA ITEM:	5-5
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

SUMMARY:

The Shasta Regional Transportation Agency (SRTA) contracts with Dignity Health Connected Living (DHCL) to provide public transportation services not provided by the Redding Area Bus Authority (RABA) on Sundays and weekdays in the Shasta Region, under the ShastaConnect brand (www.shastaconnect.org). A summary of ShastaConnect service performance through March 2022 and the impact of the Fall 2021 outreach campaign are discussed below.

STAFF RECOMMENDATION:

It is recommended that the board of directors receive an update on ShastaConnect services.

DISCUSSION:

SRTA contracts with DHCL to provide on-demand ridesharing services in Shasta County, including:

- 1) Sunday service in the cities of Anderson, Redding, and Shasta Lake; and
- 2) Monday through Friday in rural Shasta County; within the RABA service area where RABA fixed route and complementary paratransit services do not serve; and in other limited circumstances in the RABA service area, such as when riders are ineligible for complementary paratransit services and unable to use fixed route services.

Since July 1, 2021, a total of 419 new riders have tried ShastaConnect services. Significant ridership growth since October 2021, is likely due to riders feeling more comfortable using transit; the move of the Veterans Affairs Clinic to Knighton Road, which is not served by RABA; and targeted outreach conducted in the fall of 2021.

Fall 2021 Outreach Campaign – SRTA conducted an outreach campaign on ShastaConnect's services from September through November 2021. The effort focused on three media platforms, which resulted in 2.5 million impressions (i.e., individual views) during the outreach period:

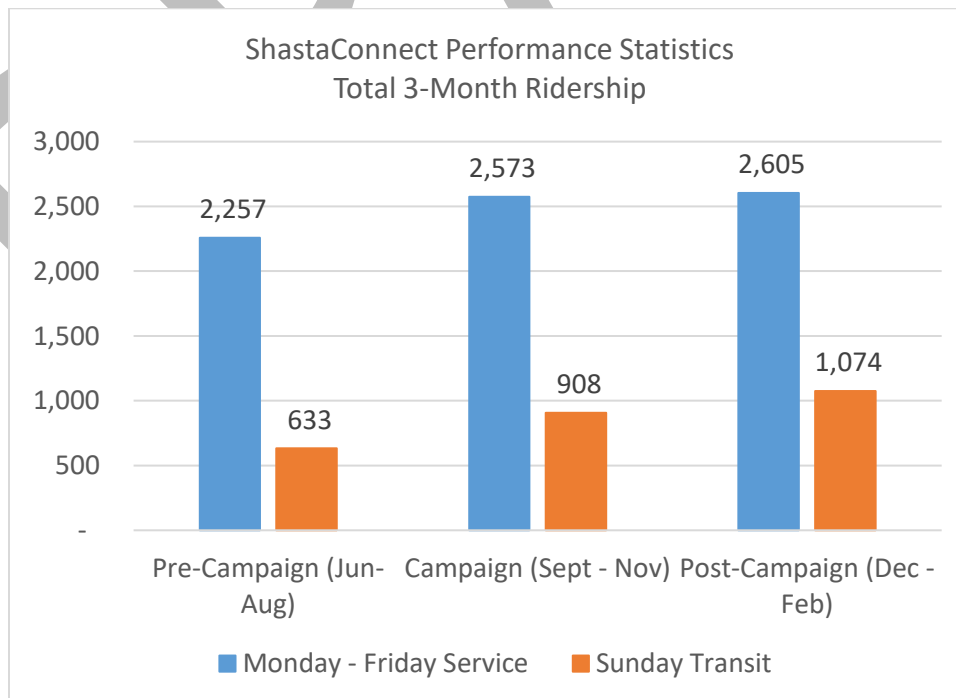
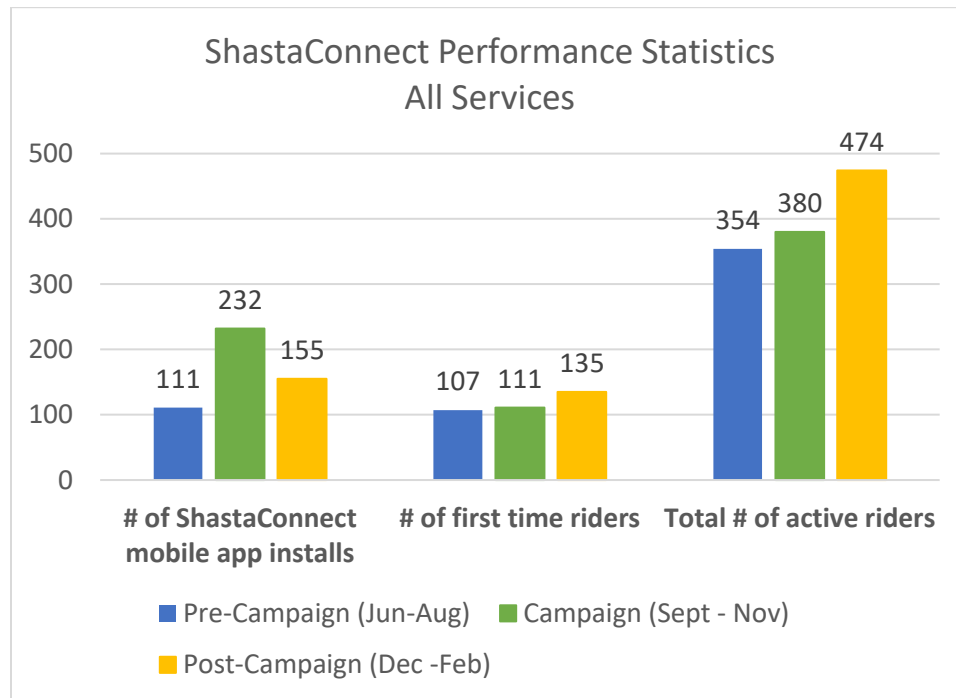
- TV ads ran throughout the day from September 6, 2021, through November 20, 2021, on a variety of TV stations, including ABC, CBS, Fox (KCVU & KRVU), and NBC.
- Posters were placed at fourteen RABA bus shelter locations across the region.
- Social media ads ran during the outreach months.

After February 28, 2022, staff analyzed the impact of the outreach effort by comparing ridership and other performance metrics over three periods:

- three months prior to outreach ("pre-campaign"),

- the three months of outreach (“campaign”), and
- three months after the outreach completed (“post-campaign”).

Ridership increased significantly on weekday and Sunday services. There were 353 first-time riders, a 34 percent increase in active riders, and ridesharing increased by 2.5 percent. However, Sunday service ridesharing increased from 13.4% during “pre-campaign” months to 30.9% during “post-campaign” months. Detailed summary statistics by service are in Attachment A.



Sunday On-Demand Transit Service – Riders have completed 2,049 passenger trips since July 1, 2021. Sunday riders average four trips a month. Passenger ridesharing averages 29.5% per Sunday. No changes to the services are proposed at this time. Table 1 in Attachment B summarizes key Sunday service performance metrics for fiscal year 2021/22.

Weekday On-Demand Rideshare Service – Riders have completed 5,729 passenger trips since July 1, 2021. Weekday riders average seven trips per month. Passenger ridesharing averages 24.3% on weekdays. Table 2 in Attachment B summarizes key weekday service performance metrics for fiscal year 2021/22.

A new weekday service for rides between the intermountain communities of Burney, Cassel, Fall River, and McArthur launched on January 24, 2022. Rides are provided from 8:00 a.m. to 3:30 p.m. Flyers were distributed at various locations in the communities and targeted social media outreach was conducted. A total of 114 passenger trips were completed by March 31, 2022.

OTHER AGENCY INVOLVEMENT:

DHCL and RABA coordinate as needed to meet rider needs. Coordination with neighboring county transit agencies may be possible in the future.

FISCAL IMPACT:

The costs to prepare materials and conduct the fall outreach totaled \$40,900.75 and paid through a combination of LCTOP (\$9,690.00) and CTSA (\$31,210.75) funds. Materials can be used multiple times and templates can be modified by staff.

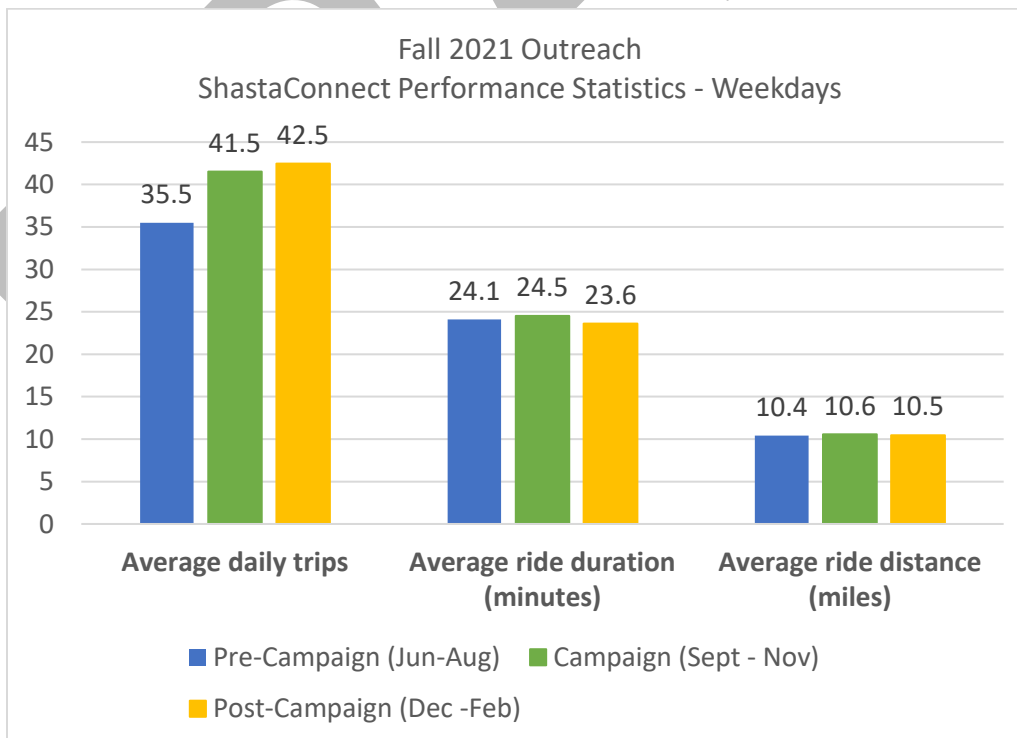
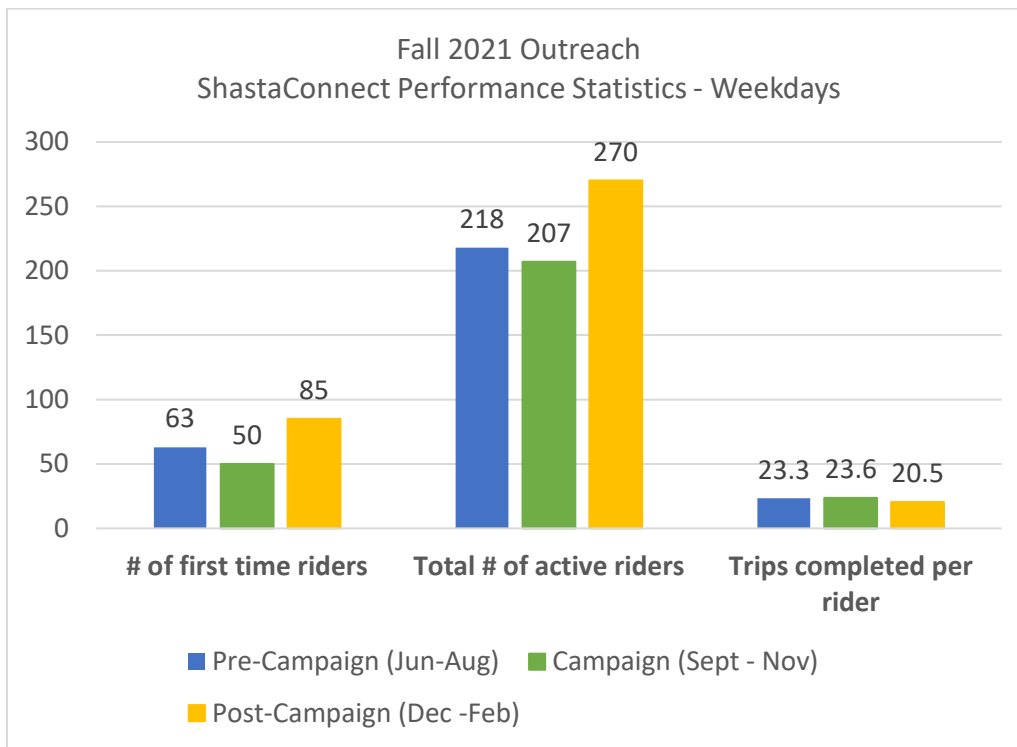
Daniel S. Little, AICP, Executive Director

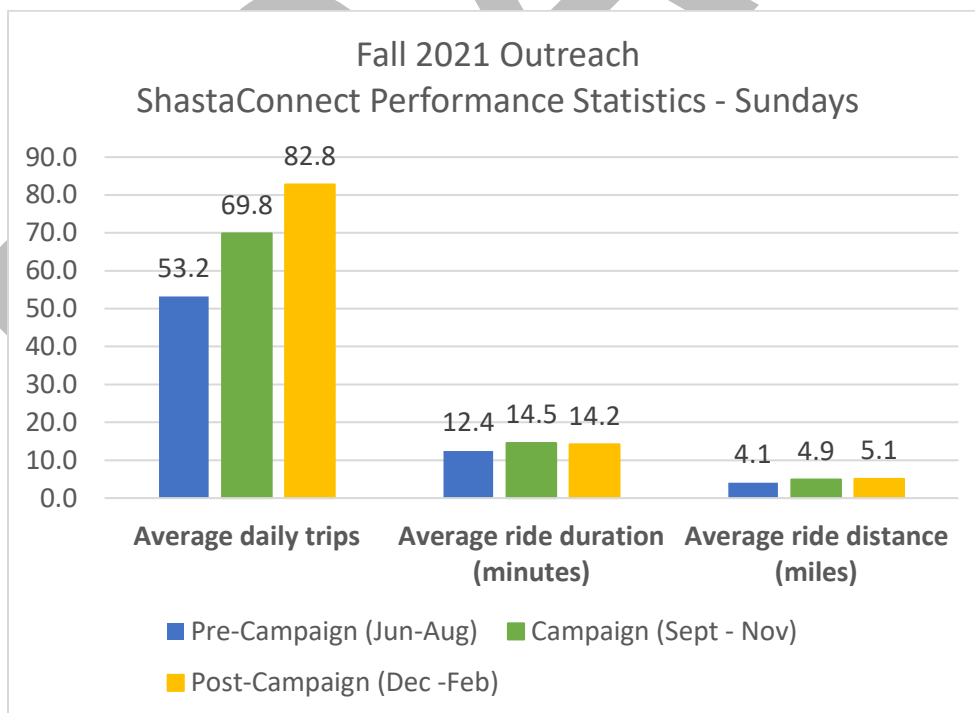
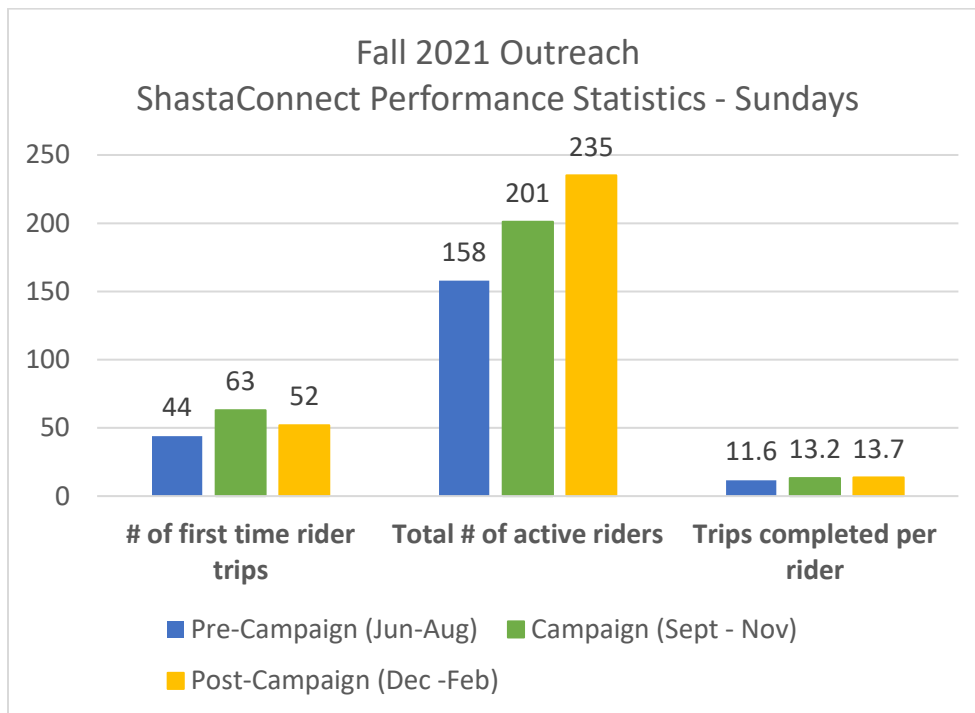
Attachment:

A: ShastaConnect Fall 2021 Outreach Performance Results

B: ShastaConnect Service Year-to-Date Performance Metrics – Fiscal Year 2021/22

Attachment A
ShastaConnect Fall 2021 Outreach Performance Results





Attachment B:
ShastaConnect Service Year-to-Date Performance Metrics for Fiscal Year (FY) 2021/22

Table 1: Sunday On-Demand Transit Trips (FY 2021/22)

Month	Total Passenger Trips	Total Reverse Trips	Avg. Daily Passenger Trips	Ridesharing Trip % ¹	Avg. Trip Length	Avg. Ride Time
July 2021	168	0	56	12.2%	4.1 miles	12.5 min
Aug. 2021	252	0	50	14.0%	4.1 miles	12.9 min
Sept. 2021	244	0	61	31.2%	4.6 miles	14.7 min
Oct. 2021	350	0	70	24.6%	4.9 miles	15.0 min
Nov. 2021	314	0	79	25.4%	4.5 miles	13.8 min
Dec. 2021	305	0	76	30.9%	4.9 miles	14.3 min
Jan. 2022	416	0	83	26.3%	5.1 miles	13.9 mins
Feb. 2022	356	0	89	34.8%	5.2 miles	14.4 mins
Mar. 2022	378	0	94.5	35.6%	6.2 miles	16.5 mins
Apr. 2022	-	-	-	-	-	-
May 2022	-	-	-	-	-	-
June 2022	-	-	-	-	-	-
Total/Average	2,783	-	73	26.1%	4.8 miles	14.2 min

Table 2: Weekday On-Demand Rideshare Service Trips (FY 2021/22)

Month	Passenger Trips	Reverse Trips	Total Trips
July 2021	850	26	876
Aug. 2021	608	0	608
Sept. 2021	794	0	794
Oct. 2021	904	0	904
Nov. 2021	875	0	875
Dec. 2021	796	0	796
Jan. 2022	902	0	902
Feb. 2022	907	0	907
Mar. 2022	-	-	-
Apr. 2022	-	-	-
May 2022	-	-	-
June 2022	-	-	-
Total:	6,636	26	6,662

¹ "Ridesharing Trip %" refers to the percent of vehicle revenue miles where more than one passenger (not including the driver) was riding on the same service vehicle. This may be a group of riders or two or more individuals requesting a ride and riding at the same time on the same vehicle.