

STAFF REPORT



MEETING DATE:	October 10, 2020
SUBJECT:	Receive Update on ShastaConnect Sunday Transit Service and Approve Relaunch of Service on November 1, 2020
AGENDA ITEM:	5-6
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

SUMMARY

The ShastaConnect Sunday On-Demand Transit service launched October 13, 2019. On April 5, 2020, the service was temporarily suspended due to impacts of the COVID-19 virus pandemic. The service is set to relaunch November 1, 2020, with a new mobile app and expanded service to the cities of Anderson, Redding, and Shasta Lake.

STAFF RECOMMENDATION:

It is recommended that the board of directors receive a status update on the ShastaConnect Sunday On-Demand Transit service and approve the relaunch of the service on November 1, 2020.

DISCUSSION:

Service Update – On April 5, 2020, SRTA and Dignity Health Connected Living (DHCL) temporarily suspended the ShastaConnect Sunday On-Demand Transit service due to the COVID-19 pandemic and its impact on ridership, staffing, and the ability to provide transit services for the pilot program. The Sunday transit service is expected to relaunch on Sunday, November 1, 2020, and will now be available in the cities of Anderson, Redding, and Shasta Lake.

In April, the board of directors approved SRTA's request to allocate FY 2019/20 Low Carbon Transit Operations Program (LCTOP) funds towards an expanded service that included the cities of Anderson and Shasta Lake. This approach allowed for changes to the LCTOP reimbursement structure by allowing certain operational costs to be covered, while also receiving ride reimbursement from FY 2017/18 funds. SRTA's application was approved by the California Air Resources Board (CARB) on July 1, 2020.

In June, the board of directors was informed that the prior software vendor's contract was cancelled due to their inability to meet service needs and ongoing issues, and approved a new contract with Via Transportation, to provide a more responsive dispatch software and improved mobile app. A new feature of the Via software allows riders to tell us if they would like to arrive at a destination by a specific time, such as for an appointment or to get to work. This allows us to determine when to pick-up the rider in order to get them to their destination on time. The software will also allow us to provide "reverse transit trips" which allow residents to pre-pay for essential items and have them delivered to their home. Lastly, because of the versatility of the software DHCL will be able to use this software for the Consolidated Transportation Services Agency (CTSA) and general public transit services they provide Monday through Friday outside of the RABA service area.

In response to COVID-19 concerns, DHCL and SRTA worked together to develop and implement safety measures to keep drivers and riders safe. This includes installing plastic panels behind drivers, setting limits on number of riders at one time, designating which seats can be used to ensure social distancing of riders, more frequent vehicle cleanings, and requesting everyone wear masks while riding on vehicles (consistent with existing transit guidelines).

The expanded Sunday On-Demand Transit service is not only available to a greater number of residents, but also provides access to more locations for essential trips. While the service will resume with limited capacity on vehicles, these limitations will be lifted as state guidelines allow. SRTA is in the process of acquiring additional vehicles per prior board of directors' approval of State of Good Repair funds to allow for increases in rider demand.

FY 2020/21 Budget – With relaunch of the service confirmed, SRTA and DHCL prepared a revised FY 2020/21 budget (see attachment), which includes pre-planning activities to prepare the service for launch, operations from November 2020 through June 2021, software/technology costs, and outreach activities and materials. The total estimated budget of \$187,795, and is well within the DHCL budget approved by the board of directors in June as part of the FY 2020/21 Transportation Development Act Budget action. Revenues for this project come from two sources:

- FY 2017/18 LCTOP funds (\$231,865) – provides ride reimbursement at \$15 per trip and software funds.
- FY 2019/20 LCTOP funds (\$135,848) – provides administration, operations, and outreach funds for the expanded service.

The FY 2017/18 LCTOP revenues in the attached budget are based on unused software funds that can be applied toward Via software costs and an estimated 2,975 rides that may be provided in FY 2020/21.

OTHER AGENCY INVOLVEMENT:

SRTA contracts with DHCL to operate the ShastaConnect Sunday On-Demand Transit Service. Staff at both agencies have been working together to get the service relaunched.

FISCAL IMPACT

The ShastaConnect Sunday On-Demand Transit service is funded primarily by FY 2017/18 and 2019/20 LCTOP funds totaling \$367,713. Some outreach materials may be paid from CTSA Local Transportation Fund (LTF) reserves as there are strict limitations on using LCTOP funds for outreach materials.

Daniel S. Little, AICP, Executive Director

Attachment: ShastaConnect Sunday On-Demand Transit FY 2020/21 Budget

Attachment A
ShastaConnect Sunday On-Demand Transit FY 2020/21 Budget (Estimated)

**ShastaConnect Sunday On-Demand Transit
FY 2020/21 Estimated Revenue**

Revenue (Funds Sources)	FY 2020/21 Planned
FY 2017/18 Low Carbon Transit Operations Program (LCTOP)*	\$ 59,690.00
FY 2019/20 Low Carbon Transit Operations Program (LCTOP)*	\$ 135,848.00
CTSA Local Transportation Fund (LTF) Reserves	\$ 18,300
Total Estimated Revenue:	\$ 213,838.00

**ShastaConnect Sunday On-Demand Transit
FY 2020/21 Estimated Expenditures**

Expenses	FY 2020/21 Planned
Via Software	\$ 14,075.00
SRTA Administration ¹	\$ 20,400.00
DHCL Operations and Maintenance ²	\$ 120,000.00
Website Development and maintenance	\$ 2,000.00
Marketing	
Development of Outreach Materials	\$ 13,020.00
Outdoor Advertising	\$ 11,000.00
Digital Media	\$ 500.00
Print Advertising	\$ 4,800.00
Production Costs	\$ 2,000.00
Total Estimated Expenses:	\$ 187,795.00

Footnotes: *\$231,865 in FY 2017/18 LCTOP Funds and \$135,848 in FY 2019/20 funds has been allocated in total toward the project. ¹SRTA administration costs in support of project.

²Administration Costs for DHCL is included in operations invoices.