

STAFF REPORT



MEETING DATE:	October 21, 2021
SUBJECT:	Receive Update on ShastaConnect Transit Services
AGENDA ITEM:	5-8
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

SUMMARY

The Shasta Regional Transportation Agency (SRTA) contracts with Dignity Health Connected Living (DHCL) to provide specialized transportation services in the Shasta Region under the ShastaConnect brand. This includes weekday on-demand rideshare service, and a pilot Sunday On-Demand Transit Service in the cities of Anderson, Redding, and Shasta Lake. A summary of services provided and performance for Fiscal Year (FY) 2020/21 and the beginning of FY 2021/22 are presented.

STAFF RECOMMENDATION:

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

DISCUSSION:

FY 2020/21 Summary – SRTA and DHCL improved services by updating software to manage operations and provided reverse transit trips to riders due to impacts of the COVID-19 pandemic. Since April 2020 service has been fare free to minimize interaction between drivers and riders, and to offset economic impacts of the pandemic on riders. Driver recruitment and retention remains a challenge. Below is a summary for each service.

Sunday On-Demand Transit Service – After being suspended due to the COVID-19 pandemic, service restarted on November 1, 2020, with an expanded service area that added the cities of Anderson and Shasta Lake. Due to COVID, service was focused more on meeting essential trip needs than encouraging ridesharing. A total of 1,534 passenger trips were provided from November 1, 2020, to June 30, 2021. Outreach focused on social media, putting posters on Redding Area Bus Authority (RABA) buses, and providing handouts at select community events. Attachment A provides detailed cost and performance metric data.

Weekday On-Demand Rideshare Service – Weekday service continued with no downtime due to DHCL's ability to adapt to the pandemic and provide services for ShastaConnect riders, including reverse transit trips. Fares were free, paid via grant funds, to minimize interactions between drivers and riders. A total of 15,067 trips were provided in FY 2020/21. Attachment B provides detailed cost and performance data.

FY 2021/22 Summary – Services will continue as planned for FY 2021/22, with slight changes due to ongoing impacts of the pandemic. Health guidelines are being followed to ensure the safety of drivers and riders in helping reduce the spread of COVID. A fall 2021 outreach campaign consisting of an animated TV ad, bus shelter posters, and social media campaign is taking place September 15 – November 15, 2021, to raise awareness of ShastaConnect services and increase ridership. Plans for each service are summarized below. Attachment C summarizes performance data through Quarter 1 of FY 2021/22 and provides snapshots of outreach activities.

Sunday On-Demand Transit Service – Additional LCTOP funding was approved and will allow the pilot project to continue until December 2022. No service changes are planned at this time. A total of 658 passenger trips were provided from July – September 2021.

Weekday On-Demand Rideshare Service – SRTA and DHCL are working to improve weekday service to the communities of Burney, Cassel, Fall River, and McArthur by adding a new service zone to the ShastaConnect app enabling travel between those communities. Riders will still need to take the Burney Express service to connect to the urban area.

OTHER AGENCY INVOLVEMENT:

SRTA contracts with DHCL to provide on-demand ridesharing services: 1) Monday through Friday in rural Shasta County, areas within RABA's service area that RABA is unable to serve, and limited service in the RABA service area for those unable to use fixed route service and ineligible for complimentary paratransit services; and 2) Sundays in the cities of Anderson, Redding, and Shasta Lake.

FISCAL IMPACT:

ShastaConnect Monday – Friday CTSA services are funded through SRTA's annual five percent TDA set-aside, LCTOP grants, fares, and donations given to DHCL. Administration and operational costs for FY 2020/21 totaled \$287,420. The TDA subsidy per trip was \$15.51.

Sunday On-Demand Transit service is funded through LCTOP grants. Administration and operational costs for FY 2020/21 totaled \$127,234. An LCTOP balance of \$265,474 remains for eligible operations, software, outreach, and SRTA staff costs.



Daniel S. Little, AICP, Executive Director

Attachment:

- A.** Sunday On-Demand Service Performance Metrics for FY 2020/21
- B.** Weekday On-Demand Rideshare Service Summary for FY 2020/21
- C.** ShastaConnect Service Performance Metrics – FY 2021/22

Attachment A
ShastaConnect Sunday On-Demand Service Performance Metrics for FY 2020/21

Table 1: FY 2020/21 Cost Summary

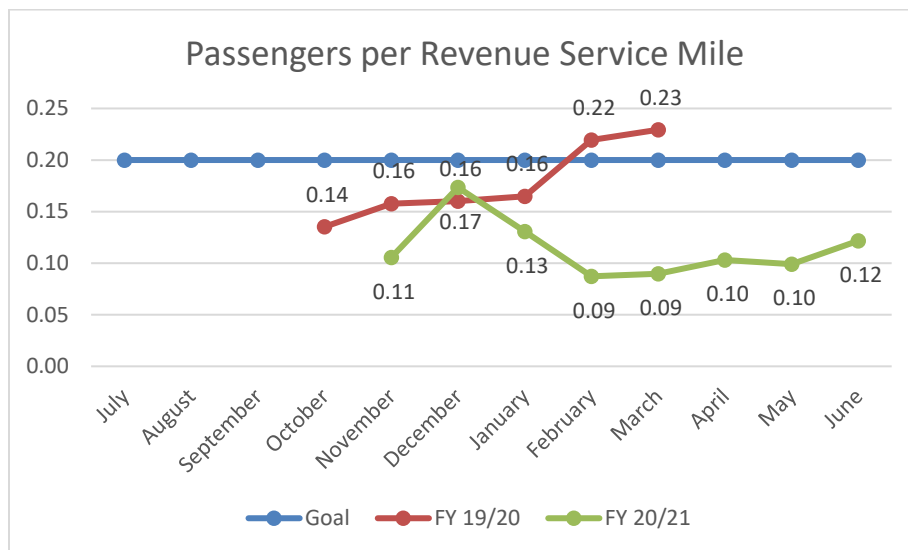
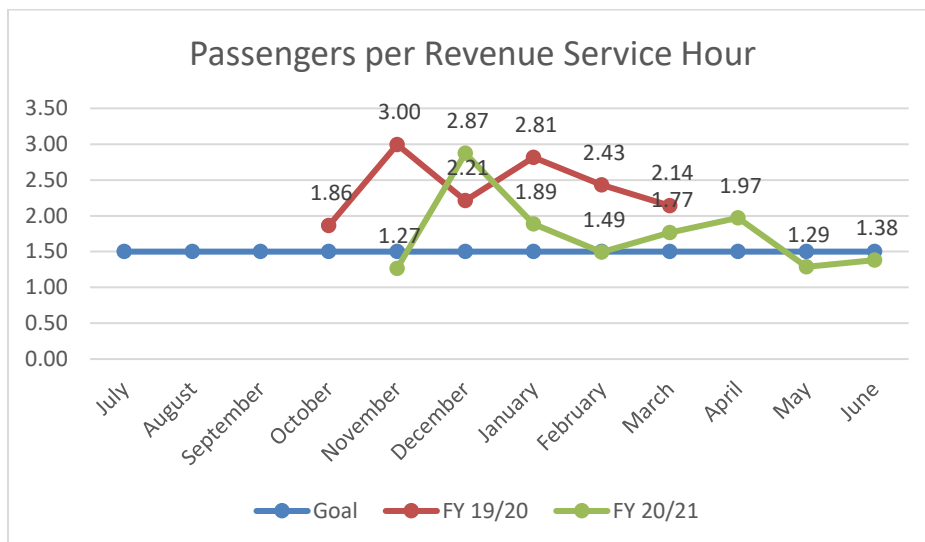
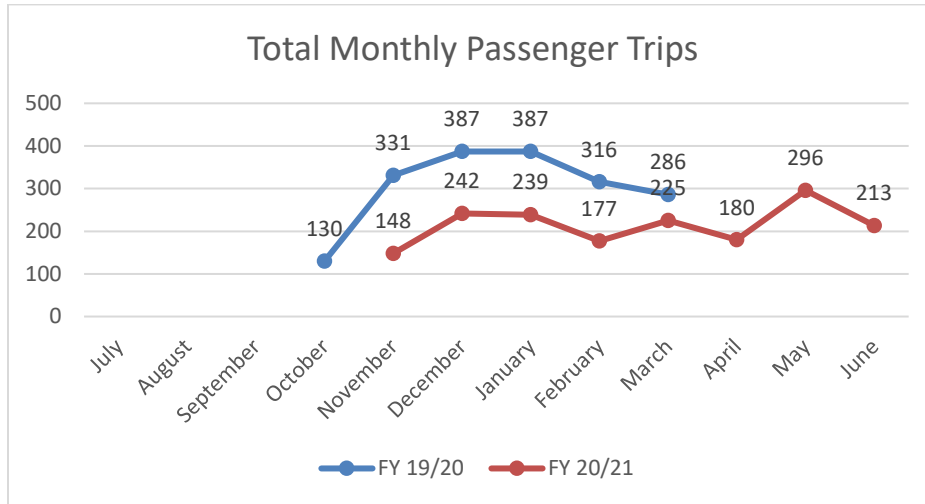
DHCL Operational Costs	\$73,035
Software Costs (Via)	\$8,000
Outreach Costs	\$17,382
SRTA Staff Administrative Costs	\$28,817
Total Costs*	\$127,234
Total Revenue Service Hours	1,049
Total Revenue Service Miles	15,640
Cost per Revenue Service Hour	\$71.53
Cost per Revenue Service Mile	\$4.80
Passengers per Revenue Service Hour	1.46
Passengers per Revenue Service Mile	0.09

* Total costs to operate the service in FY 2020/21 was \$127,234. This includes DHCL's costs to operate the service (\$73,035), software (\$8,000), outreach (17,382), and SRTA staff administrative time (\$28,817).

Table 2: FY 2020/21 Passenger Trips Summary

Month	Total Passenger Trips	Total Reverse Trips	Avg. Daily Passenger Trips	Ridesharing Trip % ¹	Avg. Trip Length	Avg. Ride Time
Nov. 2020	148	0	29	20.0%	5.2 miles	12.2 min
Dec. 2020	130	112	32	15.0%	4.9 miles	12.0 min
Jan. 2021	166	73	33	11.0%	5.2 miles	13.1 min
Feb. 2021	177	78	44	5.0%	5.2 miles	12.5 min
Mar. 2021	224	20	56	13.4%	5.9 miles	14.0 min
Apr. 2021	180	3	60	16.0%	5.6 miles	13.3 min
May 2021	296	0	59	13.9%	3.3 miles	14.0 min
June 2021	213	0	53	13.6%	4.1 miles	11.8 min
Total/Average	1,534	286	45	13.4%	4.9 miles	13.0 min

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.



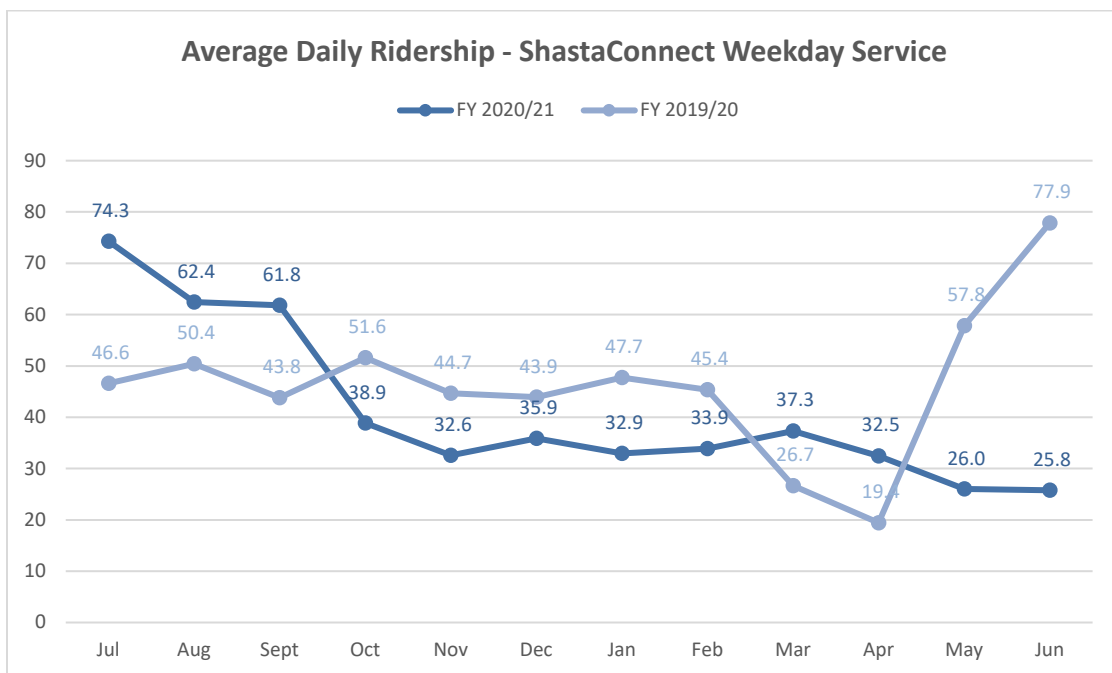
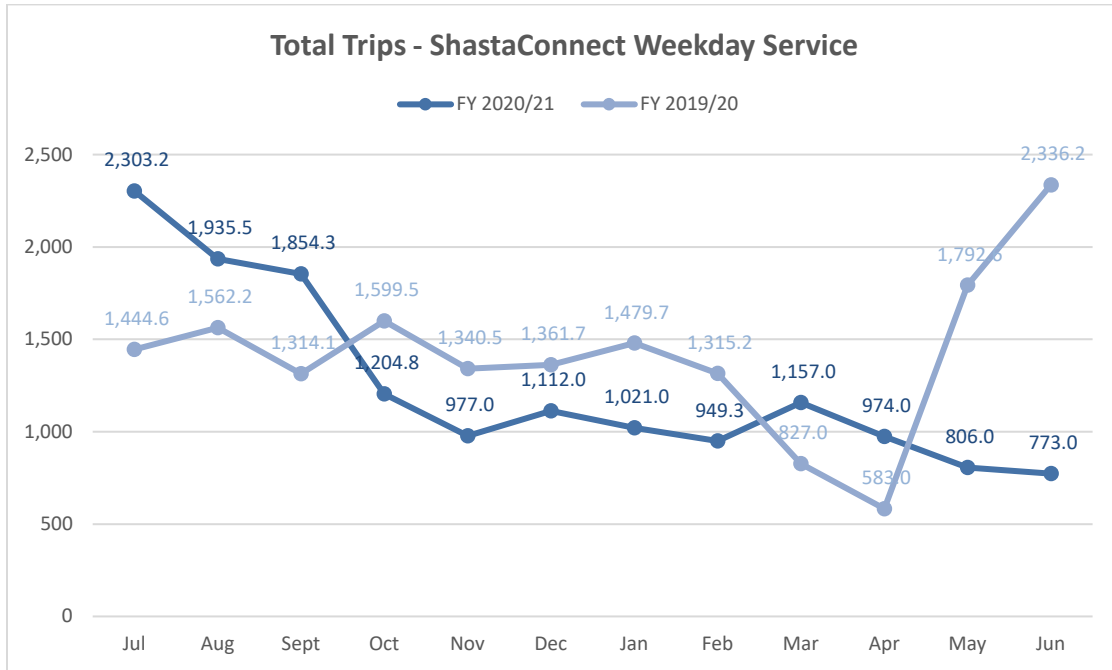
Attachment B**ShastaConnect Weekday On-Demand Rideshare Service Summary for FY 2020/21****Table 1: FY 2020/21 Cost Summary**

DHCL Operational Costs	\$287,420
Software Costs (Via)	\$19,500
Outreach Costs	\$4,000
Total Costs*	\$310,920
TDA Subsidy per Trip	\$15.51
Total Revenue Service Hours	6,447
Total Revenue Service Miles	117,168
Cost per Revenue Service Hour	\$44.58
Cost per Revenue Service Mile	\$2.45
Passengers per Revenue Service Hour	2.34
Passengers per Revenue Service Mile	0.12

* Total costs to operate the service in FY 2020/21 was \$310,920. This includes DHCL's costs to operate the service (\$287,420), software (\$19,500), and outreach (\$4,000). DHCL's operation costs were split between the 5% TDA set-aside (\$233,468) and LCTOP grants (\$53,772). Software and outreach were paid from eligible LCTOP funds.

Table 2: FY 2020/21 Passenger Trips Summary

Month	Passenger Trips	Reverse Trips	Total Trips
July 2020	905	1,398	2,303
Aug. 2020	894	1,042	1,936
Sept. 2020	966	888	1,854
Oct. 2020	435	770	1,205
Nov. 2020	337	640	977
Dec. 2020	479	633	1,112
Jan. 2021	433	588	1,021
Feb. 2021	515	434	949
Mar. 2021	501	656	1,157
Apr. 2021	580	394	974
May 2021	540	266	806
June 2021	707	66	773
Total:	7,292	7,775	15,067



Attachment C**ShastaConnect Service Performance Metrics for FY 2021/22 and Outreach Examples****Table 1: ShastaConnect Sunday On-Demand Transit Trips (FY 2021/22)**

Month	Total Passenger Trips	Total Reverse Trips	Avg. Daily Passenger Trips	Ridesharing Trip % ²	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	-	-	-	-	-	-
Nov. 2021	-	-	-	-	-	-
Dec. 2021	-	-	-	-	-	-
Jan. 2022	-	-	-	-	-	-
Feb. 2022	-	-	-	-	-	-
Mar. 2022	-	-	-	-	-	-
Apr. 2022	-	-	-	-	-	-
May 2022	-	-	-	-	-	-
June 2022	-	-	-	-	-	-
Total/Average	658	-	55	19.0%	4.3 miles	13.4 min

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

Month	Passenger Trips	Reverse Trips	Total Trips
July 2021	850	26	876
Aug. 2021	-	-	-
Sept. 2021	-	-	-
Oct. 2021	-	-	-
Nov. 2021	-	-	-
Dec. 2021	-	-	-
Jan. 2022	-	-	-
Feb. 2022	-	-	-
Mar. 2022	-	-	-
Apr. 2022	-	-	-
May 2022	-	-	-
June 2022	-	-	-
Total:	-	-	-

² "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.

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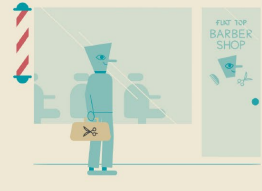
ShastaConnect Animation Ad: <https://vimeo.com/606869446>

Social Media Outreach example:

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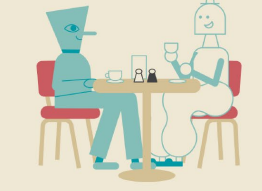
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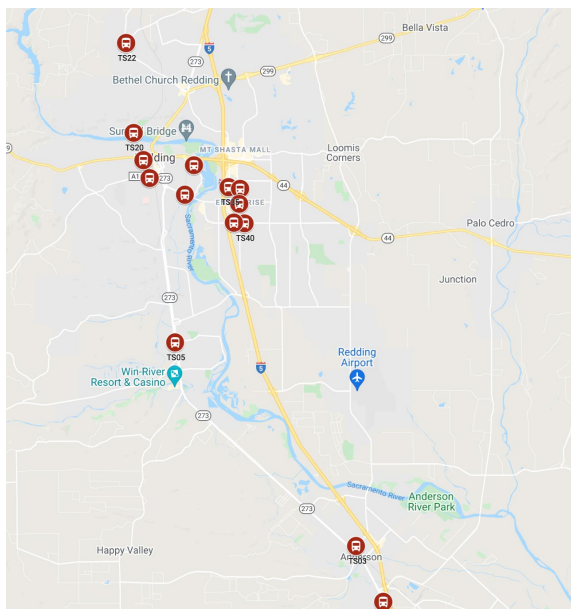
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