

STAFF REPORT



MEETING DATE:	February 26, 2025
SUBJECT:	Receive a Presentation from John Andoh, Transit Manager for the Redding Area Bus Authority (RABA), Regarding Recently Implemented and Planned RABA Transit Services
AGENDA ITEM:	5
STAFF CONTACT:	Sean Tiedgen, AICP, Executive Director

STAFF RECOMMENDATION:

It is recommended that the SRTA Board of Directors receive a presentation from John Andoh, Transit Manager, of the Redding Area Bus Authority (RABA) regarding their recently implemented and planned RABA transit services.

DISCUSSION:

RABA is the primary public transit operator in the Shasta Region covering a service area over 100 square miles. Transit services include fixed and flex routes, microtransit services, demand response, express and intercity routes, a vanpool program, a micromobility first/last mile program, and other planned services. RABA's Transit Manager John Andoh will share updates on RABA's operations and performance as well as recently implemented and planned service changes.

A handwritten signature in blue ink, appearing to read "Sean Tiedgen", is written over a horizontal line.

Sean Tiedgen, AICP, Executive Director

Attachment: Presentation slides



Redding Area Bus Authority Update

February 2025

Mission

- ▶ RABA will provide efficient and reliable service to the transportation disadvantaged while maximizing revenue through service to demand intensive origins and destinations and fostering partnerships with providers of basic human services



History

- ▶ RABA is a joint powers authority created under Government Code 6500 esq by the Cities of Redding, Shasta Lake and Anderson and County of Shasta in December 1976. Transit services started on November 2, 1981
- ▶ Shasta Lake and Anderson joined RABA in 1997
- ▶ City of Redding provides administrative support to RABA per the JPA
- ▶ Eight (8) Board Members serve on RABA representing five from the City of Redding City Council, one from the City of Shasta Lake City Council, one from the City of Anderson City Council and one from the Shasta County Board of Supervisors



RABA

Board Members



BOARD MEMBERS	
JURISDICTION	NAME
City of Redding	Tenessa Audette Mayor
City of Redding	Mike Littau (Vice Chair) Council Member
City of Redding	Erin Resner Mayor Pro Tempore
City of Redding	Jack Munns (CHAIR) Mayor
City of Redding	Dr. Paul Dhanuka Council Member
Shasta County	Chris Kelstrom Board of Supervisors
City of Shasta Lake	Justin Jones Council Member
City of Anderson	Bonnie Simmons Council Member
BOARD MEMBER ALTERNATES	
JURISDICTION	NAME
City of Shasta Lake	Dan Ringwelski Council Member
Shasta County	Kevin Crye Board of Supervisors
City of Anderson	Mike Gallagher Council Member

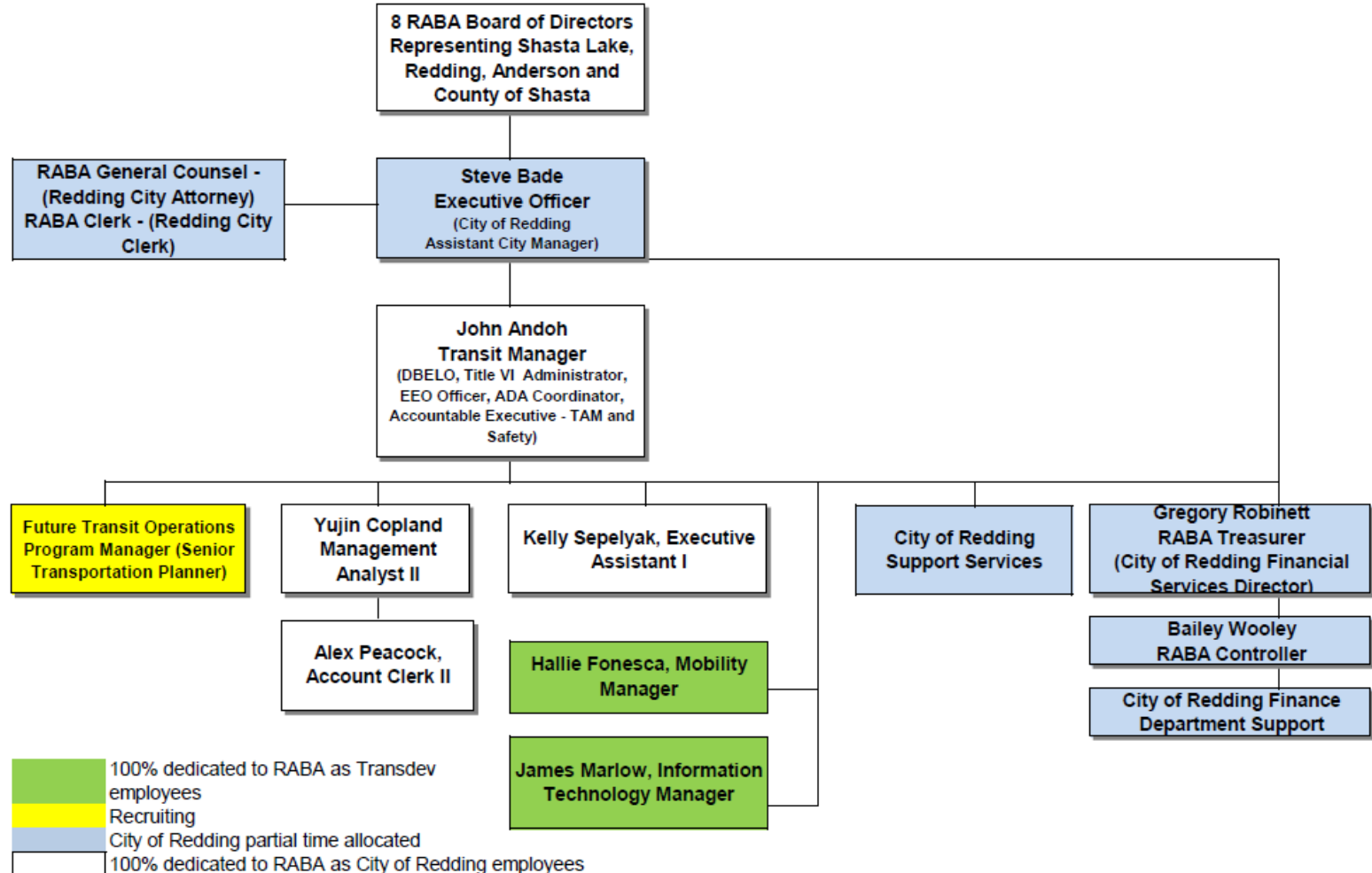
Administration

- ▶ Full time dedicated staff by City of Redding for RABA:
 - Transit Manager: John Andoh
 - Senior Transportation Planner: Brody Wilhelm
 - Management Analyst: Yujin Copland
 - Executive Assistant I: Kelly Sepelyak
 - Account Clerk II: Alex Peacock
- ▶ Support provided by following City of Redding employees:
 - Executive Officer: Steve Bade, Assistant City Manager
 - General Counsel: Christian Curtis, City Attorney
 - Treasurer: Gregory Robinett: Director of Finance
 - Controller: Bailey Worley: Finance Officer
 - Board Clerk: Sharlene Tipton, City Clerk
- ▶ Contract operator: Transdev Services, Inc of Lombard, IL (Paris, France)
 - Management, Supervisors, Mechanics and Operators
 - 76 Total Employees
 - 3-Year Contract – two, two year options expires by June 2025
- ▶ RABA owns buses and facilities
- ▶ Transdev operates and maintains assets

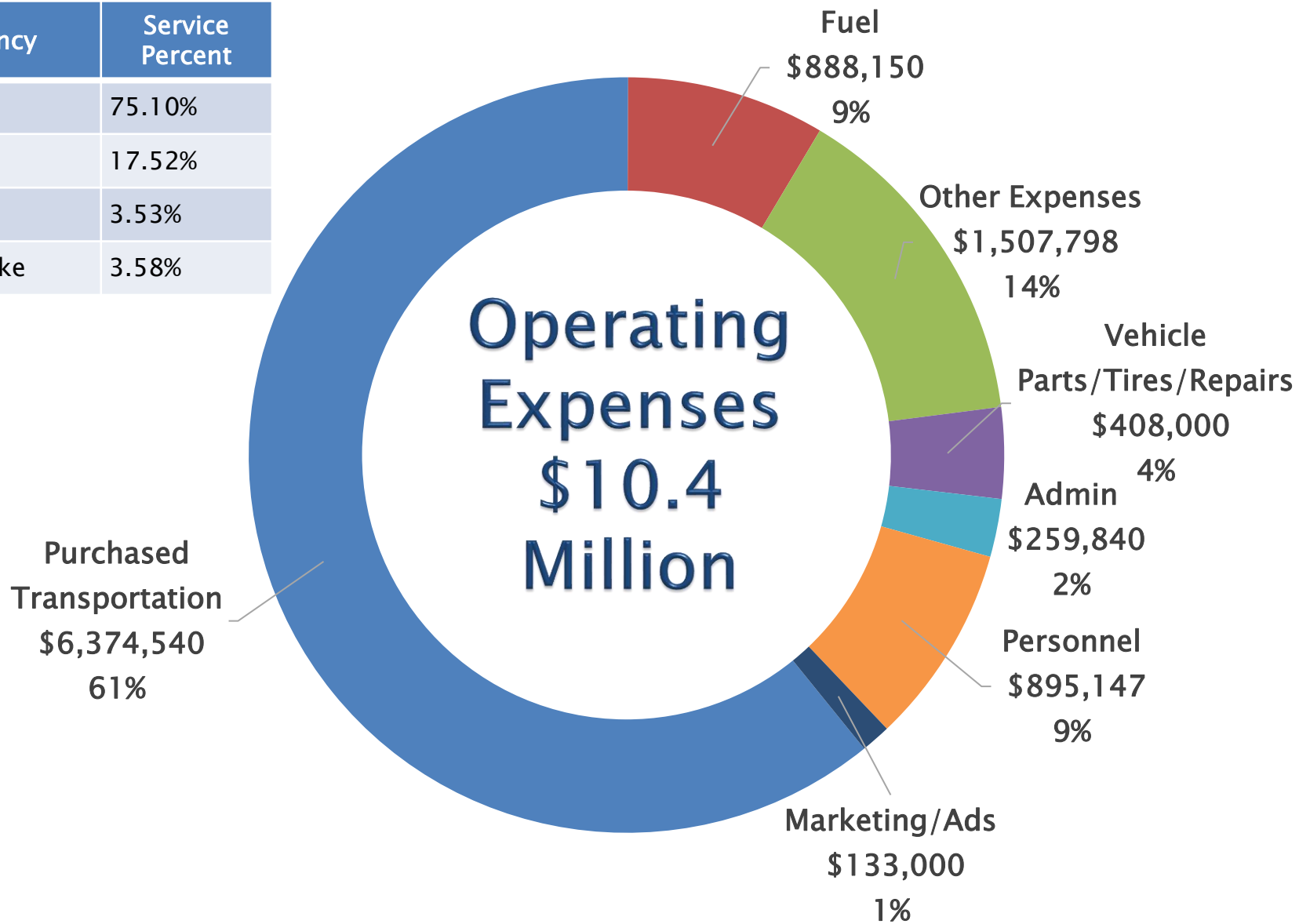




ORGANIZATION CHART

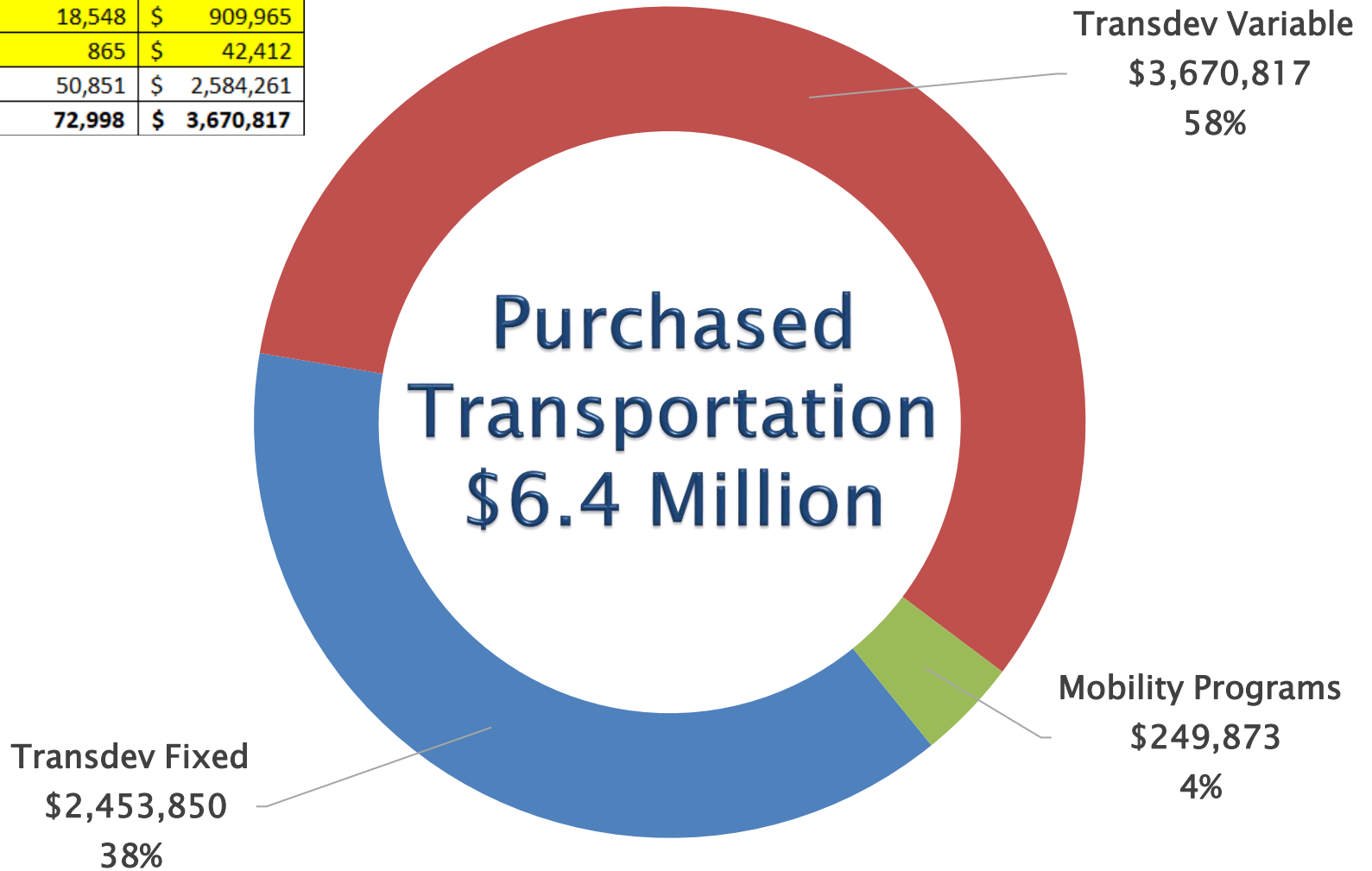


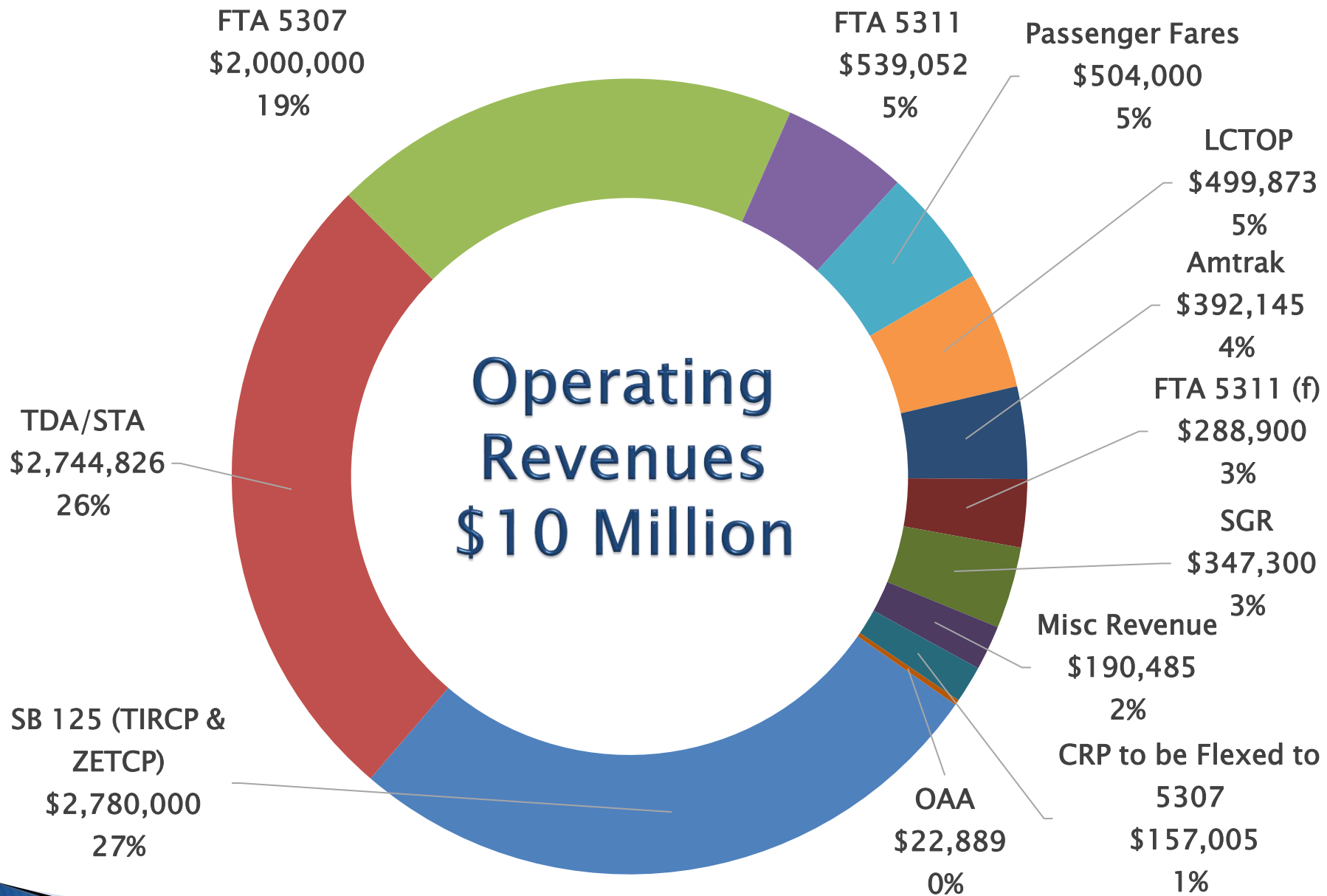
Agency	Service Percent
Redding	75.10%
County	17.52%
Anderson	3.53%
Shasta Lake	3.58%



RABA

Service	Service Hours	Cost
Amtrak	2,735	\$ 134,179
Microtransit	18,548	\$ 909,965
Route 44X	865	\$ 42,412
RABA Base	50,851	\$ 2,584,261
Totals	72,998	\$ 3,670,817





RABA

Other Revenues

Revenue Contracts

- Advertising on Buses and Bus Shelters
- McConnell Parking Lot Lease
- Shasta College revenue contract
- RABA Downtown Parking Lot leased to City of Redding
- Vending Machines
- LCFS
- Amtrak
- FlixBus & Amtrak Ticket Sales
- FlixBus Bus Bay Lease
- Charter and Special Services

Misc. Revenues

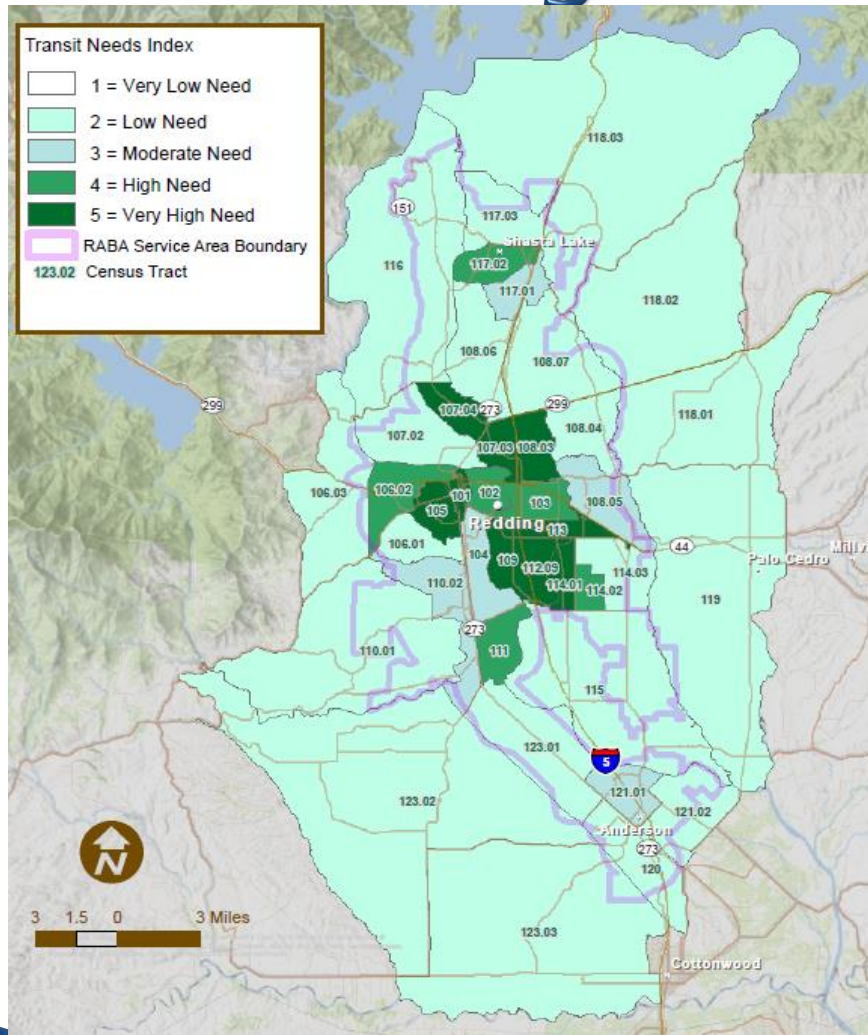
- TNC Access for All
- Surplus Sales
- Investment Income – Per Policy 117



7-Year Financial Plan

- ▶ As required by Board Policy, a comprehensive financial plan for RABA is to be prepared, which formulates how the current annual budget is to be presented.
- ▶ Plan through FY 2030–2031
- ▶ The 7-year financial plan once adopted is reconciled with the Regional Transportation Plan prepared by SRTA as well as the funding is programmed into the Federal and State Transportation Improvement Program (TIP).
- ▶ Replacing 14 light duty vehicles (vans) and 10 heavy duty vehicles (buses) over the next seven years while the California Air Resources Board (CARB) Innovative Clean Transit Regulation requires all transit agencies to gradually transition to a 100 percent ZEB fleet.
- ▶ SB 125 ends in FY 2027–2028 – revert back to LTF unless Transit Transformation Task Force recommends new fund source. SRTA is reserving \$6,159,265 of SB 125 that could be used for other operating and capital projects.
- ▶ Expanded service levels assumed through the life of plan.
- ▶ 2.5 to 5% inflator used each year.
- ▶ FTA increases due to more passenger trips by receiving Small Transit Intensive Cities (STIC) funding and using County rural ARPA and CRRSAA funds until 2028.

Short Range Transit Planning



The Transit Needs Index considers where people live who are elderly, young, have a disability, are low-income, or live in a household without a car available.

The map shows greater need in areas that are darkest.

Areas with the highest need are currently in the RABA service area.

SRTP:

https://rabaride.com/resources/resources/planning_for_the_future.php#collapse-links-153-20b4

Long Range Transit Plan:

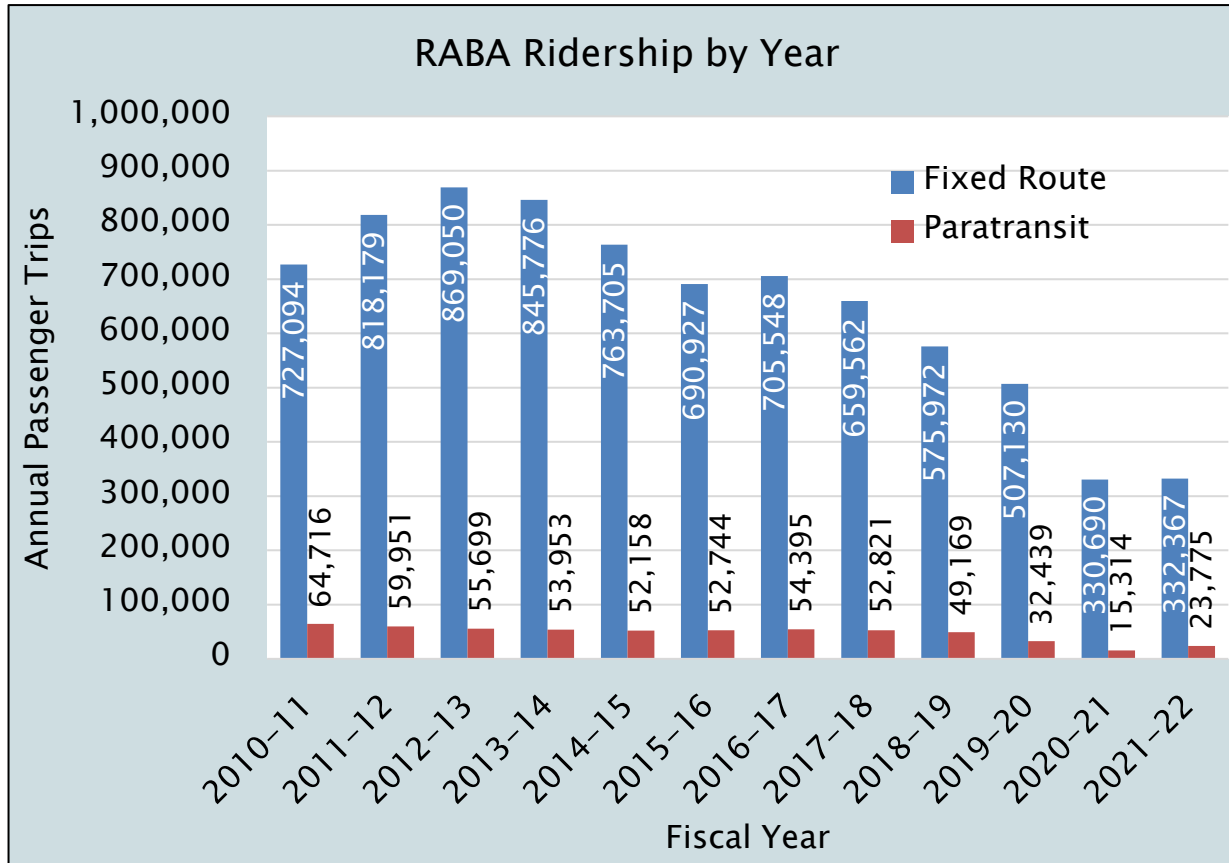
<https://srta.ca.gov/341/2040-Long-Range-Transit-Plan>

Coordinated Plan:

<https://www.srta.ca.gov/276/Shasta-Coordinated-Transportation-Plan>

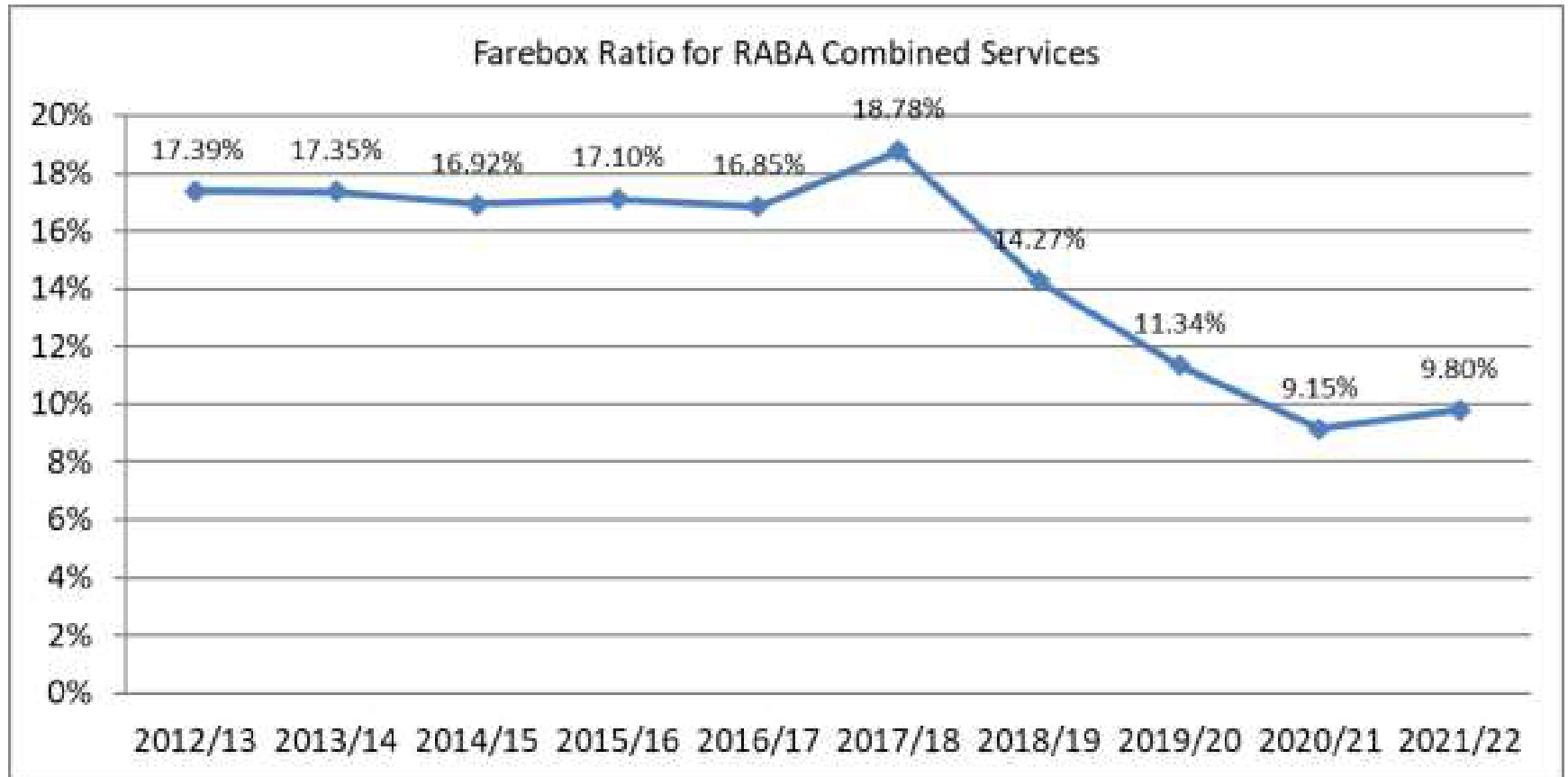
RABA

Passenger Trips Carried

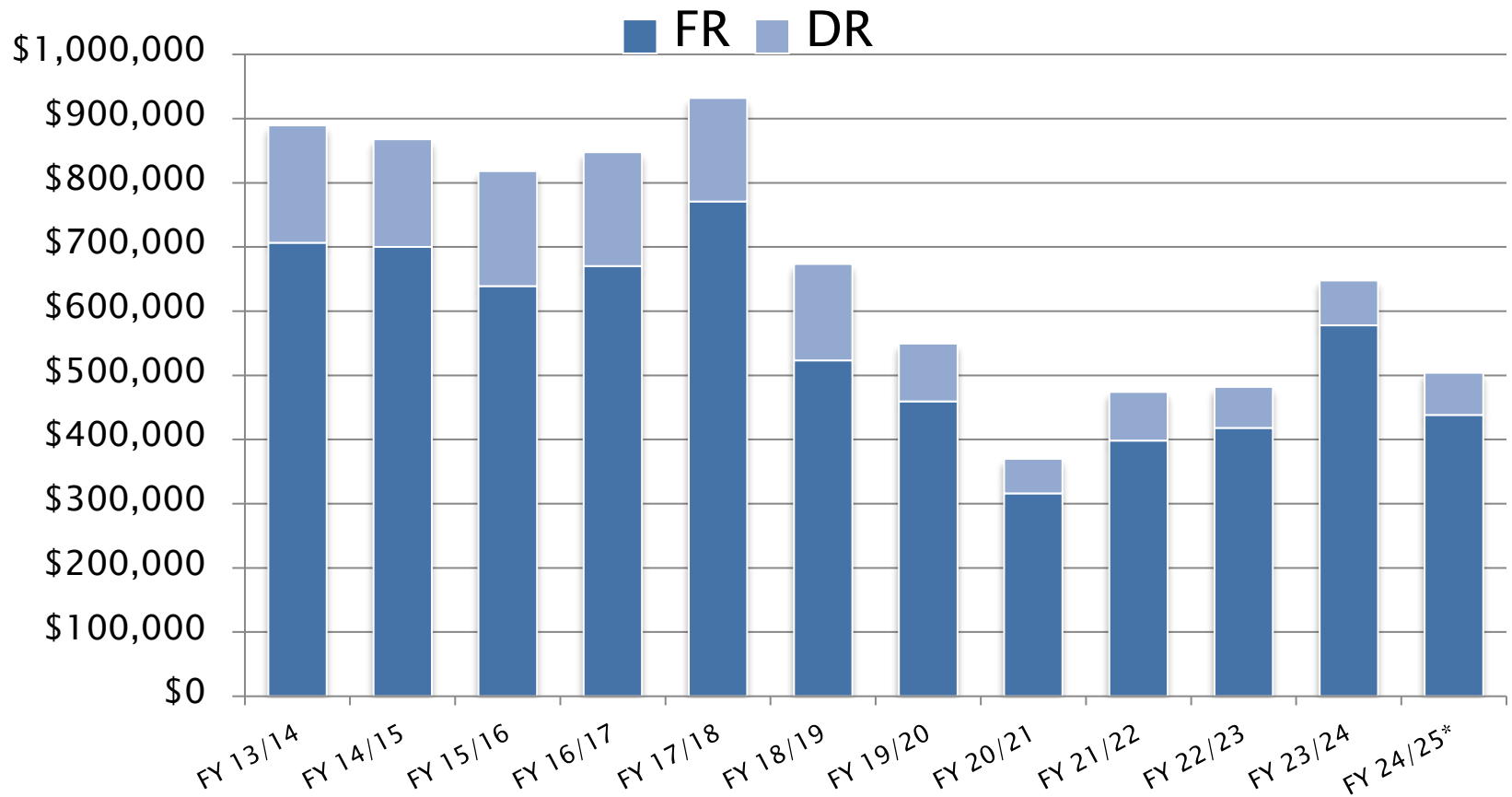


- Fixed route ridership peaked in 2012-13 at 869,050 and dropped to 575,130 pre-COVID.
- During COVID, ridership has been just over 330,000.
- Ridership recovery has been slow, but recovering.
- FY 2022-23 ended at 406,268.
- FY 2023-24 ended at 503,018.

Farebox Revenue History



Farebox Revenue History



* – Projected

AB 149 & PUC 99268.19

- ▶ The Public Utilities Code § 99268.19 in FY 2021–2022 was amended from “....As used in this section, ‘local funds’ means any **nonfederal** or nonstate grant funds or other revenues generated by, earned by, or distributed by an operator” to
- ▶ “....As used in this section, ‘local funds’ means any **nonstate** grant funds or other revenues generated by, earned by, or distributed to an operator.”
- ▶ Authorize discount and fare free transit passes to be counted at their full retail value for the purposes of calculating TDA farebox recovery; and,
- ▶ This is effective July 1, 2021. Details is available here:
https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=PUC§ionNum=99268.19

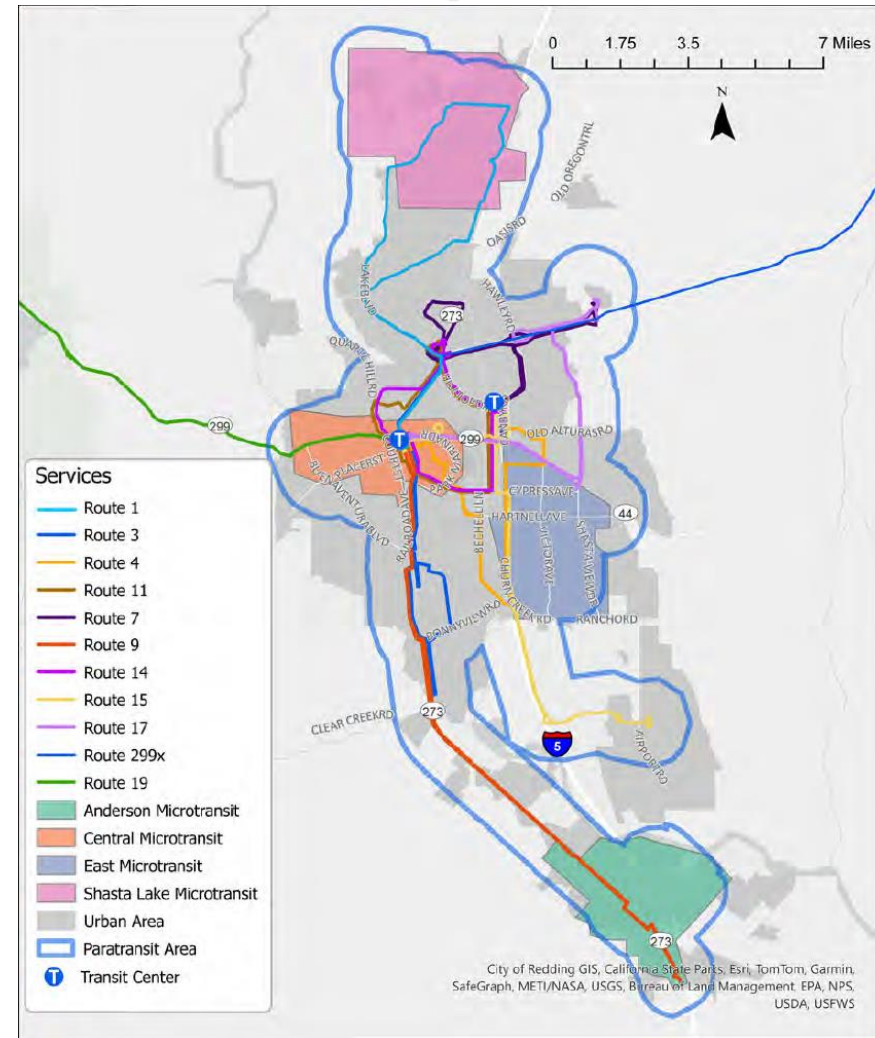
SB 125 Transit Program

- ▶ SB 125 (Chapter 54, Statutes of 2023) guides the distribution of \$4 billion in General Fund through the [Transit and Intercity Rail Capital Program](#) on a population-based formula to regional transportation planning agencies, which will have the flexibility to use the money to fund transit operations or capital improvements.
- ▶ The transportation budget trailer bill also establishes the \$1.1 billion Zero-Emission Transit Capital Program to be allocated to regional transportation planning agencies on a population-based formula and another formula based on revenues to fund zero-emission transit equipment and operations using Cap & Trade Funding.
- ▶ SB 125 includes an accountability program to govern the distribution of these funds.
- ▶ In addition, SB 125 establishes a Transit Transformation Task Force led by the California State Transportation Agency to develop policy recommendations to grow transit ridership, improve the transit experience and address long-term operational needs.



2025 Transit Services Provided by RABA

- ▶ **Fixed & Flex Route Service**
 - 12 routes using 15 peak buses (2 flex routes)
 - Buses every 30–60 minutes
 - Rural routes to Burney and Shingletown
 - Seasonal route to Whiskeytown in Summer
 - Contracted Amtrak service to Chico
- ▶ **RABA Runabout Microtransit Service in five zones**
- ▶ **Demand Response Service**
 - 8 peak buses
 - Door to Door advanced reservation service
 - For seniors and persons with disabilities
 - ADA first priority
- ▶ **RABA Vanpool**
- ▶ **Redding Bikeshare & Bird First/Last Mile Program**
- ▶ **RABA Runner (Lyft & Uber)**
- ▶ **MyRide Volunteer Transportation Program**
- ▶ **Bus Amenities**
 - Bike racks, security cameras, wheelchair ramps or lifts, wi-fi, library books, heating and air conditioning
- ▶ **System Hours**
 - 4:58 a.m. – 10:00 p.m. Weekdays;
 - 7:05 a.m. – 10:00 p.m. Saturdays;
 - 8:00 a.m. to 4:00 p.m. Sundays
- ▶ **Annual System Miles – 1,182,940**
- ▶ **Annual System Hours – 72,998**



RABA

2025 Rural Services



Network Changes

- ▶ Changes occurred in August 2024, October 2024 and December 2024
- ▶ Routes 2, 5, 6 and 12 discontinued – replaced by Runabout
- ▶ Evening service reduced on Routes 3, 4, 7, 11, 15 and replaced by Runabout
- ▶ Route 1 shortened – replaced by Runabout within Shasta Lake city limits
- ▶ Route 3 re-routed to pick up some portions of Route 2
- ▶ Route 4 re-routed to pick up some portions of Routes 5 and northern end of Route 6
- ▶ Route 7 re-routed to pick up some portions of Route 1
- ▶ Route 9 re-routed to pick up portions of Route 12 and the westside of Route 3
- ▶ Discontinued Saturday Route 11 due to low ridership – Route 14 is available
- ▶ Route 17 re-routed to pick up portions of northern portion of Route 6
- ▶ Route 18 consolidated into Route 15 – revise to every 2 hours
- ▶ More two-way service on fixed routes
- ▶ Saturday schedule on certain holidays due to lower demand

RABA FARES

Passenger Type	2-Hours	24-Hours	1 Ride
General	\$2.00	\$4.00	N/A
Discount (see note #2)	\$1.00	\$2.00	N/A
Express (Route 44X, 299X)	\$4.00	\$10.00	N/A
Demand Response (Paratransit)	N/A	N/A	\$4.00

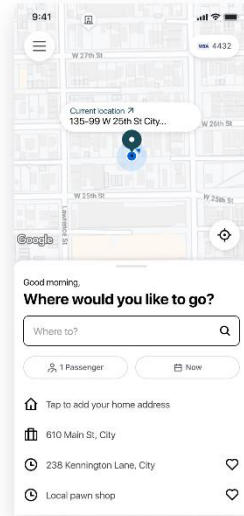
1. General fare is for all passengers not eligible for a discount.
2. Discount fare is for Seniors (65+ years), persons with disabilities, and persons presenting a Medicare card. Proof of eligibility (i.e., ID card or driver's license, blue RABA Discount ID Card, and/or Medicare card).
3. 2-hour pass includes unlimited transfers for the two hour period.

FREE:

- Youth ages 0 - 18 years old showing a school ID or proof of age to bus operator.
- Veterans showing a blue RABA Discount Card with Veterans stamp, or proof of Veterans' status to bus operator.
- Employees assigned to RABA showing a RABA ID to bus operator.



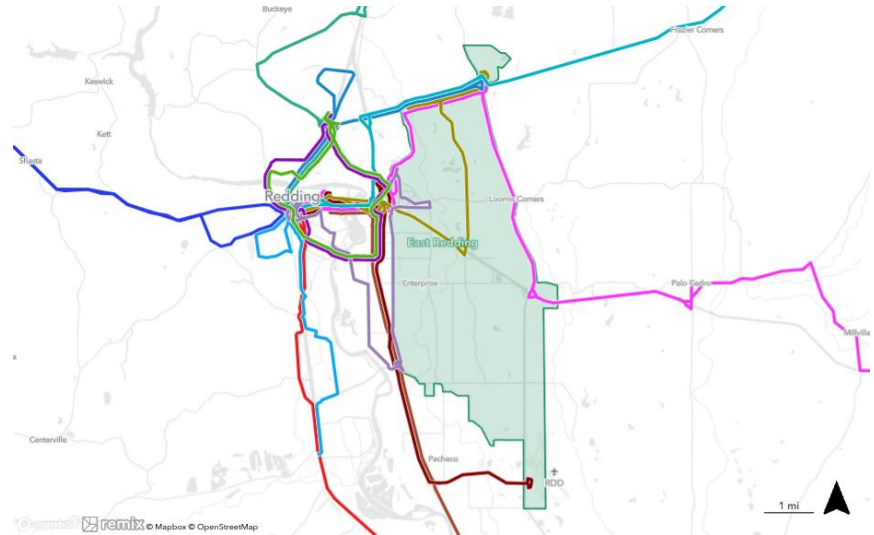
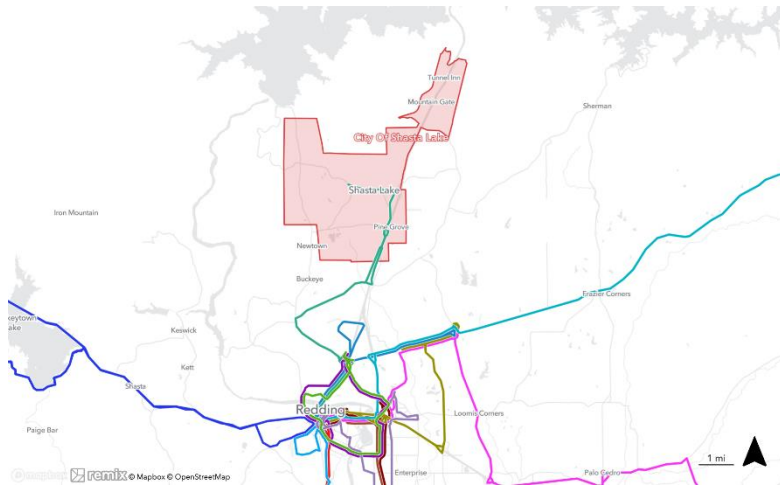
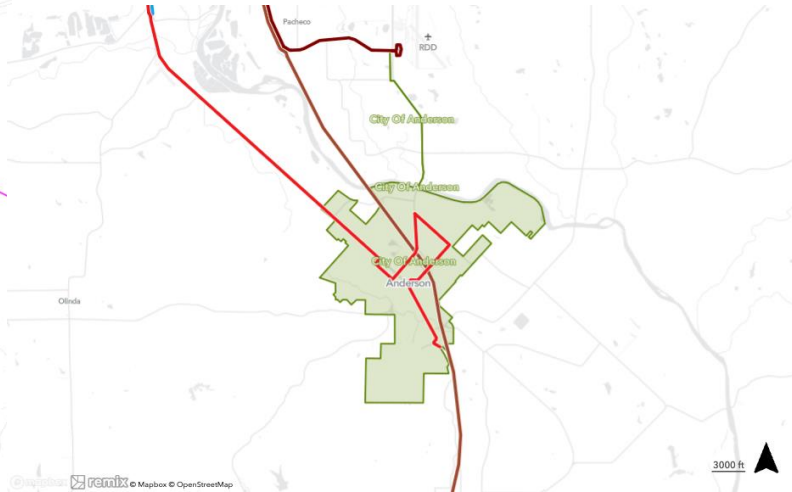
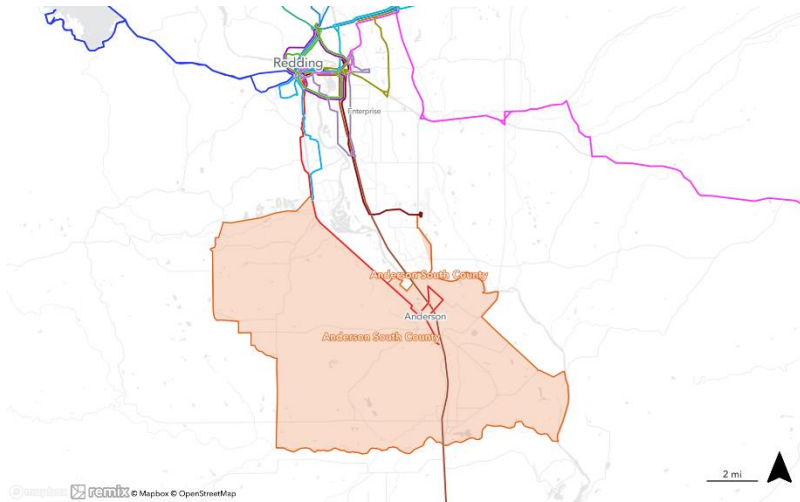
RABA Runabout is here!



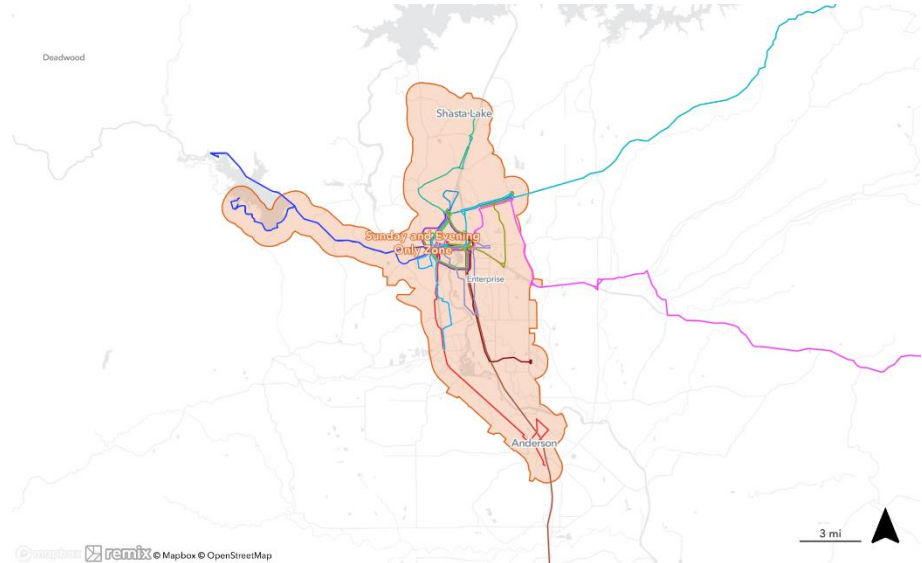
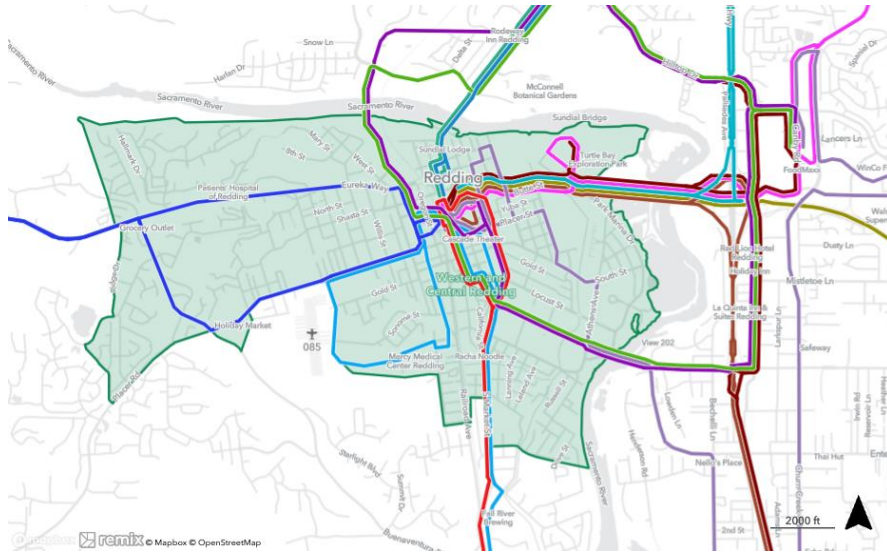
- ▶ RABA Runabout will provide you with door to door service or connects you to a bus stop within five zones.
- ▶ Zones are Shasta Lake, Anderson/South County, East Redding, Central/West Redding and a Sunday/Evening Zone in the Redding Urban Area.
- ▶ Replaces Routes 2, 5 and 6.
- ▶ Use an app, call us or schedule online.
- ▶ Pick up time is 30 minutes or less
- ▶ Download RABA & ShastaConnect App.

RABA

Runabout Zones



Runabout Zones

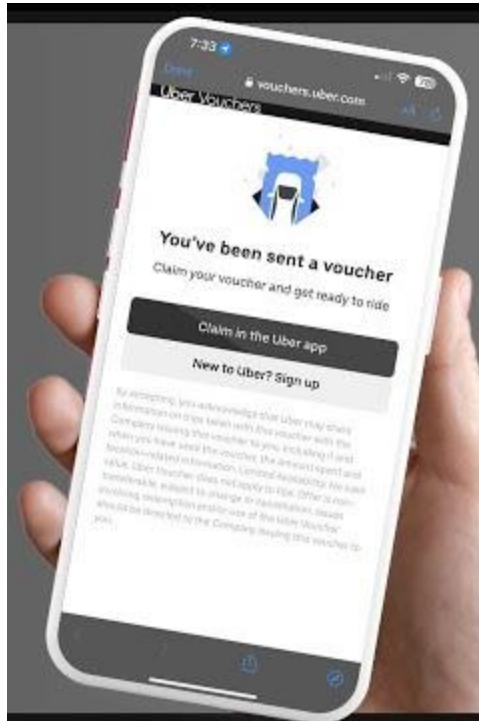


	Sept 2024	Oct 2024	Nov 2024	Dec 2024
Completed Rides	287	187	243	1334
Completed Rides/Day	57	47	61	44
Met Demand Rate	85%	95%	89%	83%
Productivity	3.1	2.3	3.2	2.4
Active Riders	68	52	55	210
Shared bookings	26%	18%	38%	25%
Avg. Ride duration (mins)	12.4	12.5	13.4	11.3

Month	Unlinked Passenger Trips							Passengers Per Hour						
	Central/ West Redding	East Redding	Anderson	Anderson South County	Shasta Lake/ Mountain Gate	Evening	Sunday	Central/ West Redding	East Redding	Anderson	Anderson South County	Shasta Lake/ Mountain Gate	Evening	Sunday
Sep-24							221							3.23
Oct-24							187							2.33
Nov-24							243							3.20
Dec-24	349	526	12	1	26	157	263	3.10	2.50	1.72	2.00	2.90	2.80	3.31



RABA Runner is Coming!



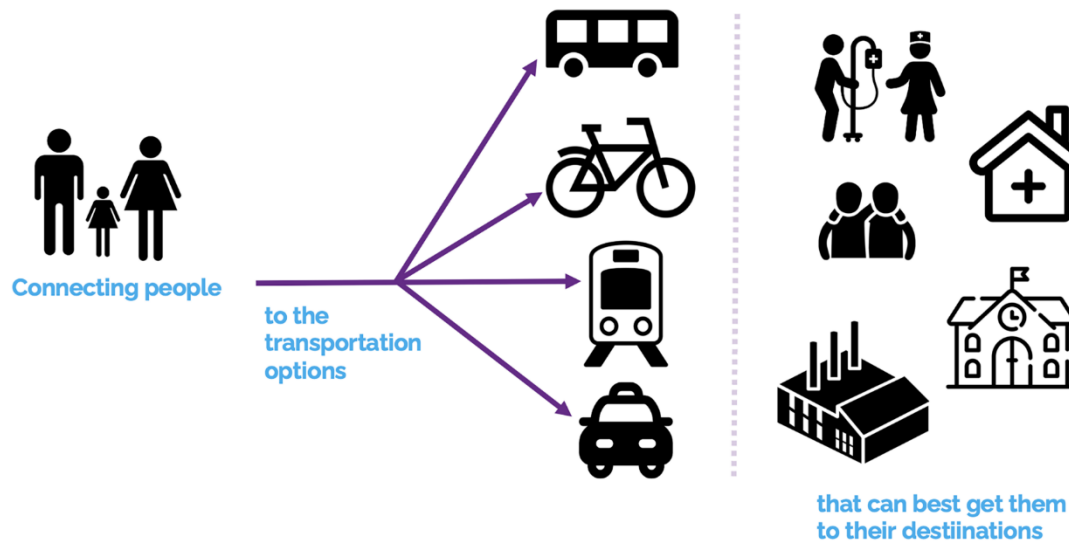
- ▶ For the general public, RABA will subsidize Uber rides.
- ▶ First \$2.00 is paid for by the user.
- ▶ RABA subsidizes the first \$5.00.
- ▶ User pays the difference above \$5.00.
- ▶ Service availability within the Sunday/Evening Runabout Zone from 6:00 p.m. to 6:00 a.m., Monday–Thursday; 6:00 p.m. to 9:00 a.m. on Friday; 6:00 p.m. to 8:00 a.m. on Saturday and 4:00 p.m. to 6:00 a.m. on Sunday
- ▶ Users obtain a voucher from RABA's website or QR code on the bus.
- ▶ User books their ride in Uber app.
- ▶ Credits would be taken off at end of trip, as long as trip is within the zone and during the hours operated.
- ▶ WAV users would get access to RABA Demand Response.
- ▶ Vouchers can be used up to 6 vouchers a week.

RABA

Mobility Management



What is Mobility Management? Part 1



- ▶ Hired a mobility manager to implement these activities
- ▶ Teach how to use programs
- ▶ Advocate for customer
- ▶ Implement recommendations from Shasta Coordinated Plan

We Can Teach You to Ride This Bus!



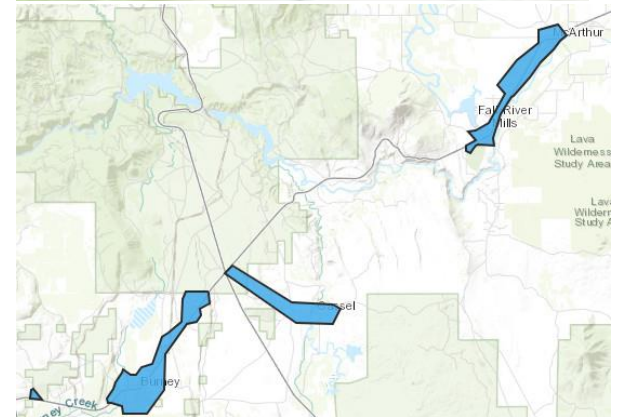
- Travel Training is a program that teaches people how to ride the bus system. Trainers use hands-on training, teaching both in the classroom and on the buses. Travel training provides the instruction and practice people need to feel comfortable and confident riding the bus around town.

RABA

Rural Transportation Services

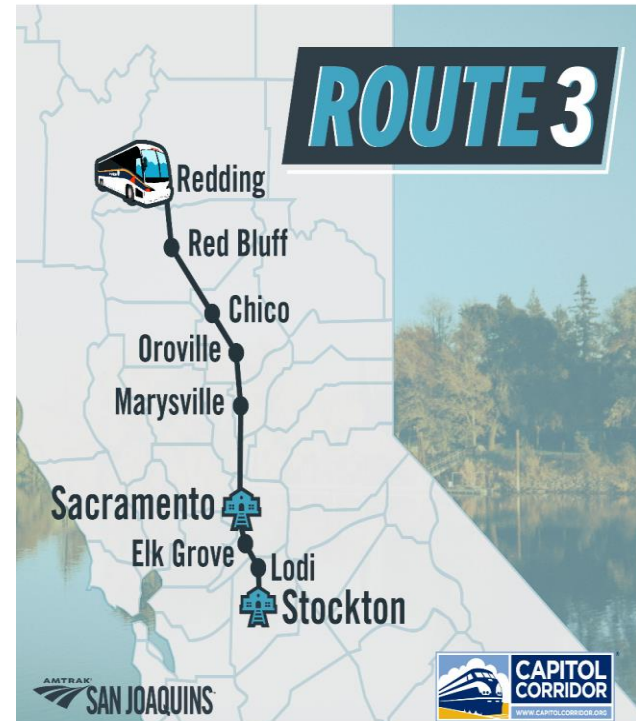
▶ ShastaConnect

- Operated by SRTA through Dignity Health Connected Living
- Door to Door reservation based service in South County and intermountain communities for general public on Weekdays from 8:30 a.m. to 3:30 p.m.
- Same fare as RABA Demand Response.



Amtrak Thruway

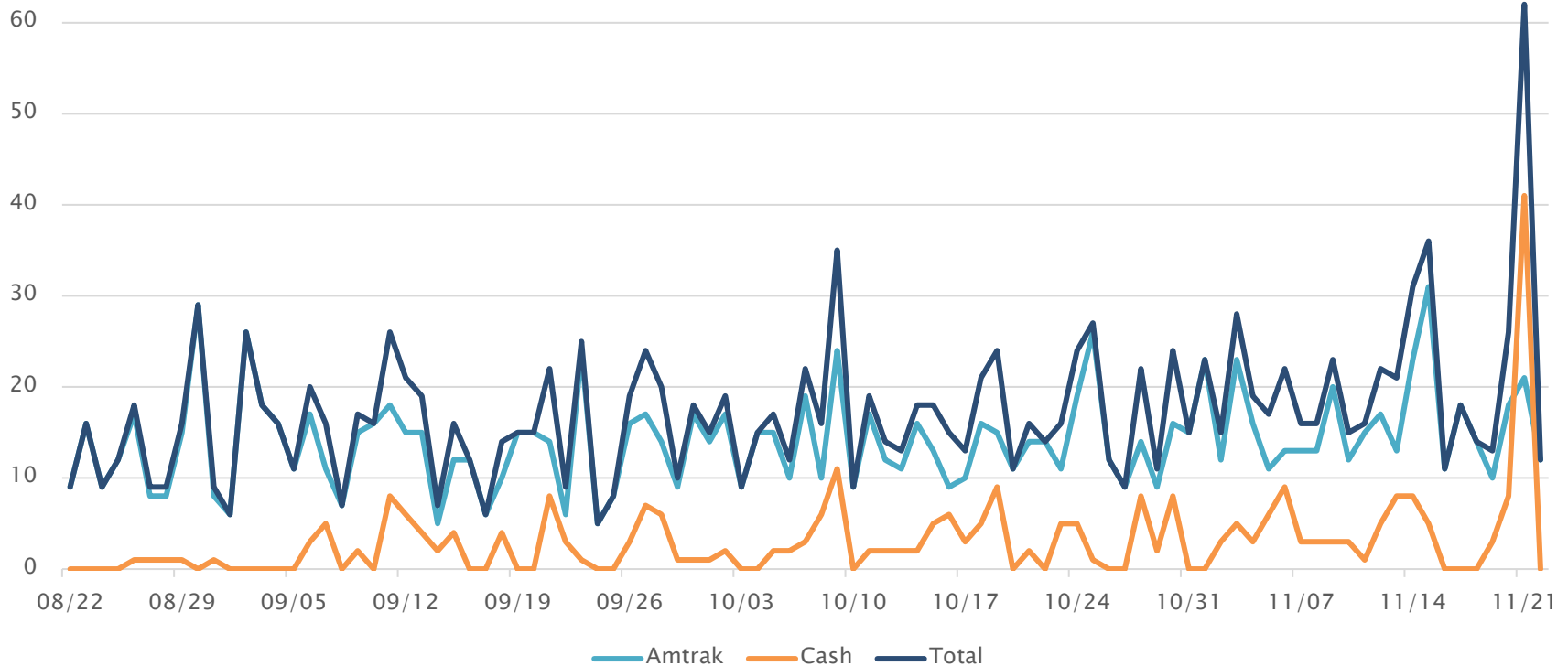
- ▶ Service started August 22, 2024
- ▶ Contract with SJJPA and Amtrak
- ▶ Full cost recovery
- ▶ 2 round trips
- ▶ Redding to Chico
- ▶ Bus Only ticketing allowed to Stockton
- ▶ Connections to San Joaquins and Capitol Corridor trains.



RABA

Passenger Trips since 8/2024

	Aug-24	Sep-24	Oct-24	Nov-24
99X- Amtrak	145	461	525	593



Vanpool

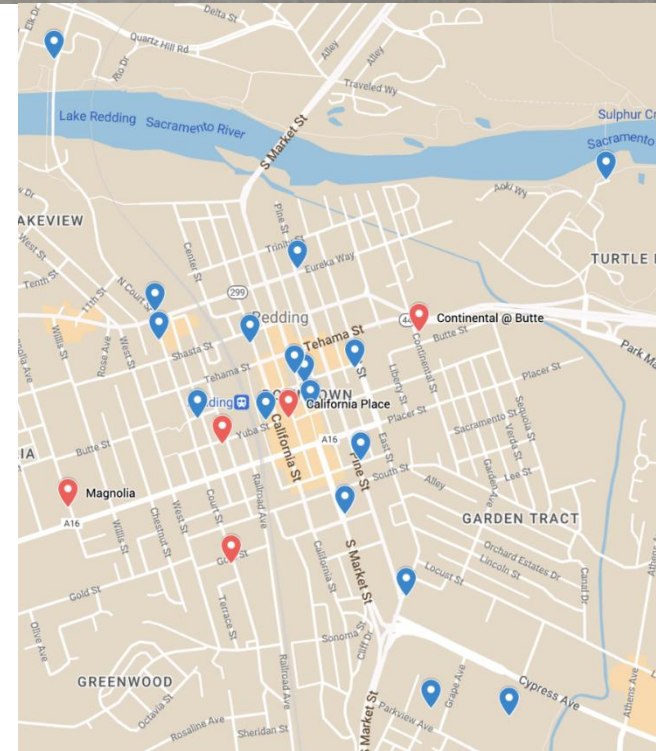
- A commuter van is driven by one of the members of the group and passengers are picked up and dropped off at agreed upon locations and times. Expenses are shared by the riders and subsidized by RABA at \$500 per month. When more riders participate, the cost for everyone decreases.
- Contractor is Enterprise Mobility and CalVans.



RABA

Redding Bikeshare

- First Mile – Last Mile Bikeshare service in Downtown Redding
- 20 Stations, 70 Bikes
- \$18 for 24 hour pass
- \$30 for 30 day pass
- \$125 for annual pass
- \$3.50 per 60 minutes



BUY PASS

at a kiosk, in the app,
or on the web



CHOOSE BIKE

from any station



RIDE

see signs, web or app
for service area



RETURN BIKE

to any station



REPEAT

ride more & save more
with a membership


**Redding
Bikeshare**

RABA

Performance Data of Vanpool and Bikeshare

	April	May	June	July	August	September	October	November	December
Bikeshare	1	7	6	1	56	6	1	2	1
Vanpool UPT	204	626	504	474	560	516	588	532	544
Vanpools	1	2	2	2	2	2	2	2	2

Facilities

- ▶ Maintenance & Operations Facility
 - Built in 2002
 - Expansion to Six Bays in 2009
- ▶ Downtown Passenger Terminal
 - Built in 1996
 - Covered Waiting/Restrooms
- ▶ Passenger Facilities
 - Canby Road
 - Bus Shelters
 - Benches
 - Solar Lights on Poles



RABA

Marketing RABA

The goal to increasing ridership across all programs

- Radio
- Press Releases for newspapers
- Social Media promotions on Facebook, X, Instagram, LinkedIn, You Tube
- Community presentations
- New Website @ www.rabaride.com
- See RABA's ads on You Tube:

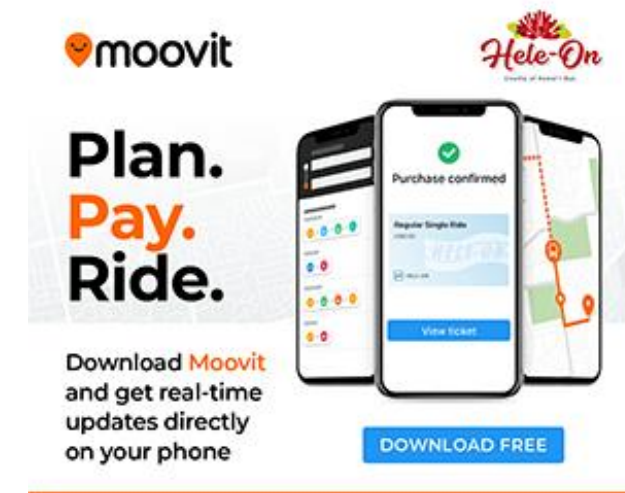
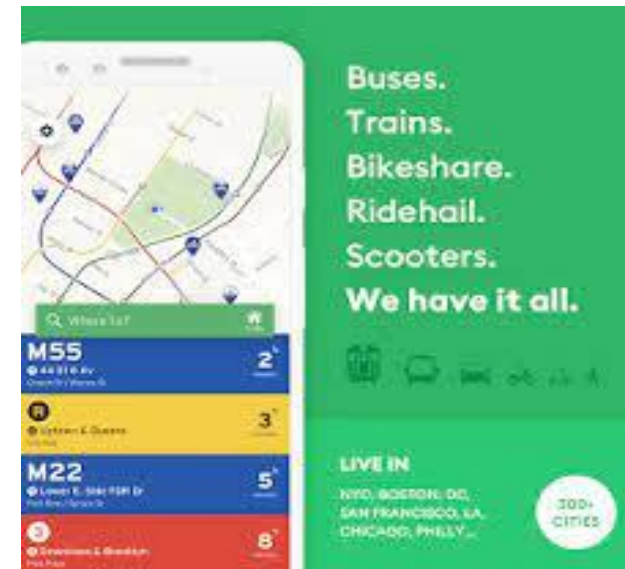
<https://www.youtube.com/@ReddingAreaBusAuthority/featured>



MaaS Apps

Making access to public transit easy.

- ▶ Partnership with Moovit and Transit for MaaS apps.
- ▶ Plan bus trips, schedule Uber/Lyft rides, unlock bicycles, pay fares through Token Transit, book Runabout rides through Via, unlock Bird scooters.
- ▶ Ability to track buses through Swiftly.
- ▶ Also on Google, Apple and Bing Maps.



RABA

RABA FY 2023–24

Accomplishments/Achievements

- ▶ Implemented technology
- ▶ Implemented many capital projects
- ▶ Improved coordination of transit services, including consolidation of Shasta County services into RABA and expanded the JPA
- ▶ Hired three positions and working on the final fourth position
- ▶ Updated and monitored agreements for compliance
- ▶ Developed a comprehensive financial plan and budget
- ▶ Improved the quality of the experience on RABA for passengers and employees
- ▶ Updated and developed additional policies and procedures
- ▶ Represented RABA in the community well
- ▶ Implemented a new fare policy, enhanced services, implemented smaller vehicles and eliminated underperforming services
- ▶ Completed the Short Range Transit Plan
- ▶ Formed new partnerships
- ▶ Implemented creative mobility based programs
- ▶ Increased passenger trips through various initiatives



Into The Future

- ▶ Pursuing additional FTA and state funding opportunities for operational and capital expenses, reducing the burden on FTA Section 5307 funds, which increases the funds that are available for FTA operating assistance.
- ▶ Developing ridership agreements with agencies, organizations and other government partners to increase guaranteed fare revenue, covering overall transit service costs and ultimately increasing passenger trips and passenger trip miles to allow for RABA to be eligible for small urban area transit intensities funding.
- ▶ Reducing operating expenses by finding ways to conserve energy, reduce fuel and parts consumption, and leveraging technology on the system for tracking anomalies and increasing ridership.
- ▶ Maintain revenue agreements with vendors (i.e. FlixBus, Amtrak, Lamar) to increase local revenue.
- ▶ Actively support other transit agencies, CALACT and the American Public Transportation Association in their efforts to obtain additional transit funding through various funding streams, Medi-Cal transportation and meeting CARB's requirements with the innovative clean transit regulation.



Contact Me!



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- ▶ www.rabaride.com



Questions?

RABA