STAFF REPORT

MEETING DATE:	**June 25, 2025**
SUBJECT:	**Receive Update on ShastaConnect Transit Services for Fiscal Year 2024/25**
AGENDA ITEM:	**7-6**
STAFF CONTACT:	**Jennifer Pollom, AICP, Senior Transportation Planner**

SUMMARY:

A ShastaConnect service performance summary for Fiscal Year (FY) 2024/25 and service updates are presented for review. This is an information item only and no action will be taken.

STAFF RECOMMENDATION:

It is recommended that the board of directors receive ShastaConnect service updates for FY 2024/25.

DISCUSSION:

Background – In FY 2024/25, SRTA contracted with Dignity Health Connected Living (DHCL) for specialized on-demand ridesharing transit service in Shasta County branded as ShastaConnect, including two distinct weekday (Monday through Friday) Consolidated Transportation Services Agency (CTSA) services in rural Shasta County. The two services are within:

1. The Redding Area Bus Authority (RABA) service area where services are not currently provided and for those who are ineligible for RABA's complimentary paratransit services and are unable to ride fixed route service; and
2. The Intermountain Area communities of Burney, Cassel, Fall River Mills, and McArthur.

Despite early drops in ridership due to the impact of RABA taking on the Knighton Road area regional transit services and reintroduction of fares, the CTSA service is up 316 trips compared to the same eleven months of FY 2023/24. The most recent month – May 2025 – showed a 20.6 percent increase in ridership over May 2024. A summary of service performance is available through the attached table and chart.

Regional Transit Consolidation – SRTA, DHCL, and RABA staff are coordinating on regional transit consolidation based on recommendations in SRTA's 2024 Shasta Coordinated Transportation Plan and 2040 Long-Range Transit Plan. Staff are working on the transit consolidation efforts systematically and bringing items before the SRTA Board of Directors, the RABA Board of Directors, and DHCL's executive committee for consideration and approval. Consolidation of regional transit services should improve costs and provide better service to riders over time.

Completed consolidation efforts are listed below.

- RABA's service area now covers all of Shasta County, allowing RABA to directly operate Route 299X and removing Shasta County Public Works as a transit operator.
- Fares were coordinated for greater consistency between RABA and ShastaConnect services.
- RABA continues to be the sole applicant for Low Carbon Transit Operations Program (LCTOP) and State of Good Repair (SGR) funds while working with DHCL on CTSA-related service needs.
- RABA included ShastaConnect services in their contract with Via, so SRTA no longer maintains a contract with the software company for on-demand ride-sharing. Additionally, there is now one mobile app for riders in the region to request transit rides.
- Sunday transit services transitioned from ShastaConnect to RABA on September 1, 2024.
- A memorandum of understanding for transit coordination between RABA and DHCL, including shared use of vehicles, was completed.
- SRTA transferred ownership of all SGR-funded vehicles to RABA.
- SRTA amended the CTSA contract for ShastaConnect services to facilitate a potential contract transfer to RABA.
- SRTA transferred four ShastaConnect SGR projects, totaling $356,827.48 with accrued interest, to make RABA the implementing agency.

- SRTA transferred all remaining SGR funds for RABA projects to RABA as the implementing agency (**new**).
- SRTA designated RABA as the CTSA for the region as part of the Transit Needs Assessment; RABA board considered CTSA designation at their June 16, 2025, meeting, effective July 1, 2025. SRTA notified DHCL of assigning the DHCL contract for ShastaConnect services to RABA, effective July 1, 2025, with DHCL continuing CTSA operations under the existing contract **(new**).
- SRTA worked with Caltrans, Shasta County Public Works, and RABA to transfer Federal Transit Administration (FTA) rural transit grants to RABA (**on-going**).
- Simplified the State Transit Assistance (STA) allocation process under SRTA's Transportation Development Act (TDA) policies and procedures, providing a streamlined process for allocating all estimated transit-only eligible funding to RABA for administration of transit operations upfront as part of the annual TDA budgeting process (**pending approval of Agenda Item 11 recommendations**).

Remaining on-going efforts to consolidate regional transit include:

- Working with Caltrans, DHCL, and RABA to transfer approved grant-funded projects, including LCTOP, State of Good Repair (SGR), Transit and Intercity Rail Capital Program (TIRCP), and Senate Bill (SB) 125 Transit Program funds to RABA for implementation.
- Further updating of TDA policies and processes pending recommendations from SB 125 Transit Transformative Task Force report (anticipated Fall 2025) and subsequent state legislative action.

OTHER AGENCY INVOLVEMENT:
SRTA discusses and coordinates services with DHCL and RABA, as needed, to meet rider needs and make regional transit more cost effective. Staff expect future ShastaConnect performance reports will be provided to SRTA by RABA , starting July 1, 2025, on a quarterly basis.

FISCAL IMPACT:
SRTA staff time to administer CTSA and other transit programs is budgeted in the FY 2024/25 Overall Work Program.

Weekday On-Demand Rideshare Service – Weekday transit services are funded through SRTA's annual five percent set-aside from the Local Transportation Fund (LTF) for CTSA services and SGR funds. Operational costs for FY 2024/25 from July 1, 2024, to May 31, 2025, totaled $759,239.89. FY 2024/25 CTSA costs are over budget compared to estimates provided by DHCL primarily due to costly vehicle repairs, rising fuel costs, and increased personnel costs due to required increases in minimum wage and other employee benefits. Existing grant funds, including the CTSA Reserve account, which is a balance of unused CTSA funds for prior years, were estimated sufficient to cover the projected expenses in excess of the initial FY 2024/25 budget. If CTSA funds are insufficient, DHCL staff indicated during a May 3, 2025, meeting that they will be able to cover any remaining CTSA costs. Staff continue to monitor and discuss ways to reduce costs with DHCL and RABA; the declining CTSA Reserve funding requires CTSA operating costs to be met with other funding sources (e.g., DHCL contributions) and/or service modifications. RABA has identified cost saving approaches that would result from transferring CTSA services to RABA starting July 1, 2025.

Sunday On-Demand Transit Service – SRTA currently reimburses RABA for Sunday service using LCTOP grant funds dedicated for this service with approximately $12,302.71 remaining. Once LCTOP funds are fully expended, RABA intends to use TDA State Transit Assistance, FTA, and SB 125 funds to pay for ongoing Sunday transit service if it meets RABA performance standards for microtransit services in the Short-Range Transit Plan.

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Sean Tiedgen, AICP, Executive Director

Attachment: ShastaConnect Service Performance Metrics

ShastaConnect Service Performance Metrics – Fiscal Year 2024/25

Table 1: Weekday On-Demand Rideshare Service Trips

Month	Total Passenger Trips	Operating Days in Month	Avg. Daily Passenger Trips	Ridesharing Trip %	Avg. Trip Length (miles)	Avg. Ride Time (minutes)
July 2024	697	26	26.8	39.3%	10.8	23.4
Aug. 2024	860	27	31.9	42.8%	10.7	23.4
Sept. 2024	853	24	35.5	43.0%	11.2	23.4
Oct. 2024	914	27	33.9	48.8%	12.3	25.7
Nov. 2024	756	25	30.2	48.0%	12.4	25.9
Dec. 2024	875	21	41.7	47.3%	11.4	24.2
Jan. 2025	828	21	39.4	42.4%	11.6	24.5
Feb. 2025	843	19	44.4	43.2%	11.1	23.7
Mar. 2025	987	21	47.0	46.8%	11.6	24.5
Apr. 2025	1,019	22	46.3	46.4%	13.7	28.0
May 2025	890	21	42.4	44.3%	12.3	25.9
June 2025						
Total/Average	9,522	254	37.5	44.8%	11.8	24.8
2023/24 Total	9,206					
Change	3.4%					

Chart 1: Three Year Historic CTSA Ridership