

STAFF REPORT



MEETING DATE:	December 19, 2024
SUBJECT:	Receive Update on ShastaConnect Transit Services for Fiscal Year 2024/25
AGENDA ITEM:	8-6
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:

1. Consolidated Transportation Services Agency (CTSA) Monday through Friday (weekday) in rural Shasta County, including within:
 - a. 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
 - b. The Intermountain Area communities of Burney, Cassel, Fall River Mills, and McArthur.
2. Sundays in the cities of Anderson, Redding, and Shasta Lake until August 31, 2024. Starting September 1, 2024, RABA took over operating Sunday service.

A summary of service performance is available in the attached tables. Overall, weekday CTSA service decreased by 544 trips, compared to the same five months of FY 2023/24. Sunday service decreased by 183 trips compared to July and August ridership in FY 2023/24. The drop in ridership is primarily due to RABA taking on the Knighton Road area regional transit services and reintroduction of fares.

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.

Consolidation efforts that are complete include:

- RABA's service area now covers all of Shasta County allowing RABA to directly operate Burney Express (299X) and removed Shasta County Public Works as a transit operator;
- Fare coordination so that fares are more consistent between RABA and ShastaConnect services;
- RABA was the sole applicant for FY 2023/24 Low Carbon Transit Operations Program (LCTOP) funds and will work with DHCL on CTSA-related service needs;

- RABA included the ShastaConnect services in their contract with Via, so SRTA no longer has to maintain 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 (A “How to book” video is available at https://www.rabaride.com/T18_R40.php);
- Sunday transit services transitioned from ShastaConnect to RABA on September 1, 2024; and
- A memorandum of understanding for transit coordination between RABA and DHCL, including shared use of vehicles.

On-going efforts to consolidate regional transit are:

- Transferring ownership of three SRTA owned vehicles to RABA;
- RABA has requested to be designated the CTSA for the region. SRTA staff are reviewing steps to make this happen including how to sign over the contract with DHCL for ShastaConnect CTSA services to RABA and potentially designating RABA as the CTSA in FY 2025/26;
- Working with Caltrans, Shasta County Public Works, and RABA to transfer Federal Transit Administration (FTA) rural transit grants to RABA;
- 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 125 Transit Program funds to RABA for implementation; and
- Simplifying SRTA’s Transportation Development Act (TDA) policies and procedures to give all transit-only eligible funding solely to RABA for administration of transit operations.

OTHER AGENCY INVOLVEMENT:

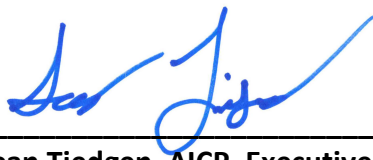
SRTA discusses and coordinates services with DHCL and RABA as needed to meet rider needs and to make all systems more cost effective.

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 State of Good Repair (SGR) funds. All LCTOP funds designated for expanded CTSA services were fully expended in FY 2023/24. Operational costs for FY 2024/25 from July 1 to September 30, totaled \$210,537.19.

Sunday On-Demand Transit Service – Sunday service, when part of SRTA’s contract with DHCL, was funded via LCTOP grants. Operational costs for FY 2024/25 for July 1 to August 30 totaled \$37,865.30. Approximately \$141,446 remains in LCOTP funding for Sunday service, by which SRTA will reimburse RABA.



Sean Tiedgen, AICP, Executive Director

Attachment: ShastaConnect Service Performance Metrics

ShastaConnect Service Performance Metrics – Fiscal Year 2024/25

Table 1: Sunday On-Demand Transit Trips

Month	Total Passenger Trips	Operating Days in Month	Avg. Daily Passenger Trips	Ridesharing Trip % ¹	Avg. Trip Length (miles)	Avg. Ride Time (minutes)
July 2024	181	4	45.3	18.5%	4.0	13.4
Aug. 2024	171	4	42.8	32.6%	5.1	15.8
Total/Average	352	8	44.0	25.6%	4.6	14.6
2023/24 Total	535					
Change	-183					

Table 2: Weekday On-Demand Rideshare Service Trips (CTSA)

Month	Total Passenger Trips	Operating Days in Month	Avg. Daily Passenger Trips	Ridesharing Trip % ¹	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						
Jan. 2025						
Feb. 2025						
Mar. 2025						
Apr. 2025						
May 2025						
June 2025						
Total/Average	4,080	129	31.6	44.4%	11.5	24.4
2023/24 Total	4,624					
Change	-544					

¹ “Ridesharing Trip %” refers to the share of bookings that had some boarded time shared with another booking