

STAFF REPORT



MEETING DATE:	February 23, 2021
SUBJECT:	Receive Update on ShastaConnect Transit Services
AGENDA ITEM:	8-7
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

SUMMARY

The Shasta Regional Transportation Agency (SRTA) contracts with Dignity Health Connected Living to provide specialized transportation services in the Shasta Region under the ShastaConnect brand. This includes weekday Consolidated Transportation Services Agency (CTSA) and rural public transit service and Sunday On-Demand Transit service in the cities of Anderson, Redding, and Shasta Lake. An update and key performance metrics for each service for FY 2020/21 are summarized below.

STAFF RECOMMENDATION:

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

DISCUSSION:

Sunday On-Demand Transit Service Update – On November 1, 2020, the Sunday service relaunched with an expanded service area that now includes the cities of Anderson and Shasta Lake. While still in its pilot phase, this service is currently focused on providing essential transportation for our community during this pandemic while following recommended health guidelines. Greater emphasis on outreach to increase ridership and ridesharing will grow over time as pandemic conditions ease and the region moves into lower COVID tiers.

As of February 1, 2021, there are 259 registered riders. Currently registered riders are 37 percent of the 700 registered riders we had at the end of March 2020, when service was suspended due to COVID. Key service performance metrics for Sunday Transit service from November 1, 2020 – January 31, 2021, are summarized in Table 1. Overall, Sunday On-Demand Transit passenger trips are down 43 percent when comparing November-January in Fiscal Year (FY) 2020/21 to FY 2019/20.

Table 1: ShastaConnect Sunday On-Demand Transit Trips

Month	Total Passenger Trips	Total Reverse Trips	Avg. Daily Passenger Trips	Ridesharing Trip %	Avg. Trip Length	Avg. Ride Time
Nov. 2020	148	0	29	20%	5.2 miles	12.2 min
Dec. 2020	130	112	32	15%	4.9 miles	12.0 min
Jan. 2021	166	73	33	11%	5.2 miles	13.1 min

The new software has resulted in better efficiency and cost management, despite having lower ridership and a larger service area. The current average operating cost on Sundays is \$56.76 per hour for the period from November 2020 – January 2021. This contrasts with an average operating cost of \$65.88 per hour for the same period of November 2019 – January 2020.

Monday–Friday Rural Public Service Update – Since April 2020, reverse transit trips—which allow riders to order, pay, and then have essential groceries or medicines delivered to them— accounted for over 60 percent of all weekday CTSA and rural transit trip requests. This has helped minimize public interaction during the pandemic. These requests are anticipated to drop as health requirements ease. Table 2 summarizes key ShastaConnect weekday service data available for FY 2020/21.

Table 2: ShastaConnect Weekday Trips

Month	Passenger Trips	Reverse Trips	Total Trips
July 2021	905	1,398	2,303
Aug. 2021	894	1,042	1,936
Sept. 2021	966	888	1,854
Oct. 2021	435	770	1,205
Nov. 2021	337	640	977
Dec. 2021	479	633	1,112

Comparing current ridership to pre-pandemic levels, ShastaConnect weekday service bucks the statewide trend. ShastaConnect weekday CTSA and rural public transit service increased 8.9 percent when comparing July – December in FY 2020/21 (9,387 trips) to FY 2019/20 (8,622 trips). Whereas transit agencies statewide have seen an estimated 65-85% average loss of ridership statewide.

OTHER AGENCY INVOLVEMENT:

SRTA contracts with Dignity Health Connected Living to operate ShastaConnect services.



Daniel S. Little, AICP, Executive Director