

STAFF REPORT



MEETING DATE:	October 22, 2019
SUBJECT:	Receive Report on ShastaConnect Sunday On-Demand Transit Service
AGENDA ITEM:	9
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

STAFF RECOMMENDATION:

It is recommended that the board of directors receive a report on the start of the ShastaConnect Sunday On-Demand Transit Service, including initial ridership.

DISCUSSION:

The board of directors approved a budget and service area for the Sunday On-Demand Transit service project on June 25, 2019. Staff proceeded with implementing the service in partnership with Dignity Health Connected Living (DHCL). The service launched on October 13, 2019.

The Sunday On-Demand Transit service is a unique approach to addressing a need for transit on Sundays by providing an on-demand, ride-sharing public transit service that can be used by everyone. The service will initially operate through October 2021. Here is a summary of service details:

- **Operating Hours:** 6:30 AM to 7:30 PM, every Sunday, except major holidays.
- **Service Area:** Redding area. See attached image of the service area.
- **Cost:** Free for a limited time over the next two years.
- **Number of vehicles:** Up to five to start, with the possibility of up to ten vehicles.
- **How to ride:** Create an account and call or download the mobile app to request a ride.

Staff is using several outreach techniques, in stages, to inform the community about the new Sunday transit service. To date the following materials have been used (see attached examples):

- Outreach posters and flyers to go on transit vehicles and to be shared across the region.
- Radio ads to be run on five local stations for six weeks.
- Digital ads to run for three months.

OTHER AGENCY INVOLVEMENT:

SRTA contracted with DHCL to operate the Sunday On-Demand Transit service. A verbal update was provided to the Technical Advisory Committee (TAC) and the Fiscal Committee.

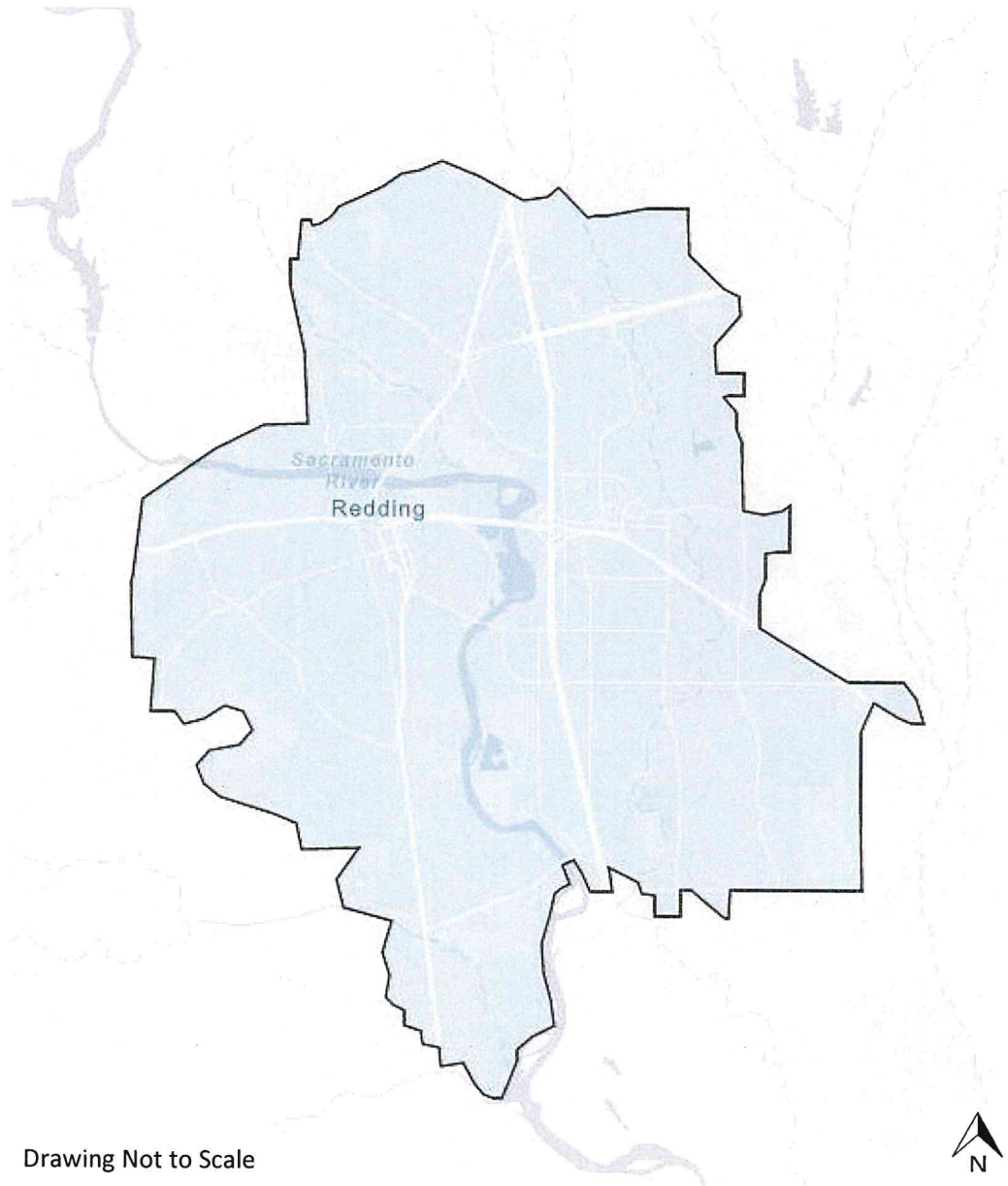
A handwritten signature in blue ink, appearing to read "Daniel S. Little", is written over a horizontal line.

Daniel S. Little, AICP, Executive Director

Attachments:

Service Area Map
Example Service Outreach Materials

ShastaConnect's Sunday On-Demand Transit Service Area





ShastaConnect's On-Demand Sunday Transit Service

What is it? A free, on-demand public transit ride-sharing service for everyone!

Starting When? October 13, 2019

Operating Hours? 6:30 AM to 7:30 PM

Cost? FREE! - for a limited time the next two years (thanks to grant funding)

Three easy ways to sign up:

1. Create an account online at www.shastaconnect.org
-or-
2. Download the app
-or-
3. Call us at (530) 226-3075

What Communities Do You Serve? We are starting in the Redding area. We may expand to other areas in the future based on available resources and community requests.



This service is being provided by:



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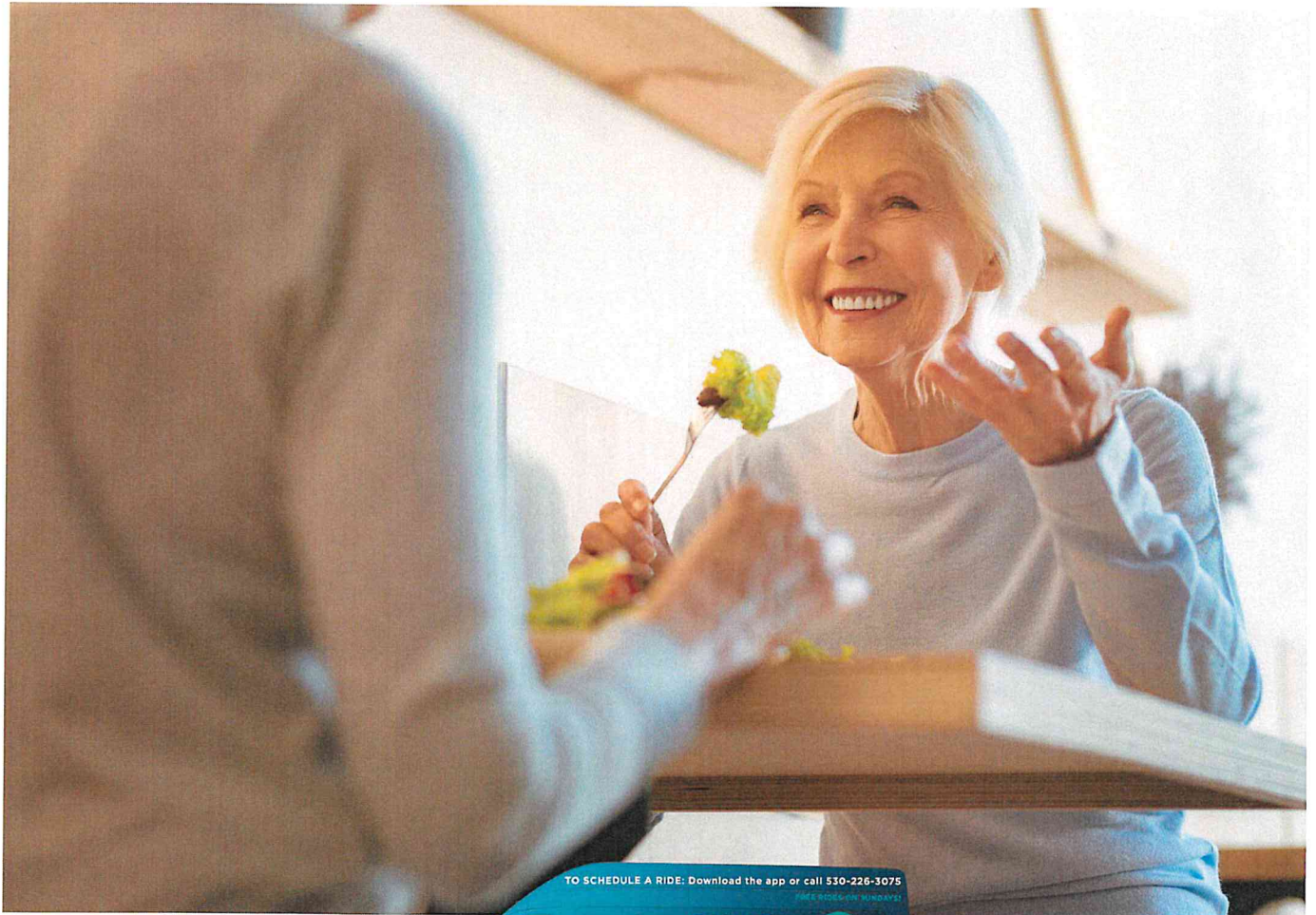
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This service is being provided by:



BEDROOM to BRUNCH



Whether you're headed to work, shop, or play, on-demand, curb-to-curb rides are the best way to get around the Redding area on Sundays. Better yet, rides are FREE for a limited time.

To learn more or sign up and book a ride, visit shastaconnect.org, download the mobile app, or call **530-226-3075**.



 **Dignity Health.**
Connected Living



This is not a service of RABA.

MI CASA *to* MACCHIATO



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DOORSTEP ^{to} QUICKSTEP



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Connected Living



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LIVING ROOM *to* LIVING LARGE



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