

STAFF REPORT



MEETING DATE:	October 10, 2020
SUBJECT:	Receive Update on ShastaConnect Sunday Transit Service and Approve Relaunch of Service on November 1, 2020
AGENDA ITEM:	9
STAFF CONTACT:	Sean Tiedgen, AICP, Senior Transportation Planner

SUMMARY

The ShastaConnect Sunday On-Demand Transit service launched October 13, 2019. On April 5, 2020, the service was suspended due to impacts of the COVID-19 pandemic. The service is set to relaunch November 1, 2020, with a new mobile app and expanded service to the cities of Anderson, Shasta Lake, and most of Redding.

STAFF RECOMMENDATION:

It is recommended that the board of directors:

1. Receive a status update on the ShastaConnect Sunday On-Demand Transit service; and
2. Approve the service relaunch scheduled for November 1, 2020.

DISCUSSION:

Service Update – On April 5, 2020, SRTA and Dignity Health Connected Living (DHCL) suspended the ShastaConnect Sunday On-Demand Transit service due to the COVID-19 pandemic and its continued impacts on ridership, staffing, and the ability to provide transit services for the pilot program. The Sunday transit service is expected to relaunch on Sunday, November 1, 2020.

As part of the relaunch, the service area has been expanded to include the cities of Anderson and Shasta Lake, and most of Redding (see map on Attachment A). In April, the board of directors approved SRTA's request to allocate fiscal year (FY) 2019/20 Low Carbon Transit Operations Program (LCTOP) funds towards an expanded service area. The application was approved by the California Air Resources Board (CARB) and Caltrans on July 1, 2020. Service area expansion benefits the pilot project budget by better covering operational costs overall. Additionally, the expanded service will be available to a greater number of residents and will provide access to more locations for essential trips.

While the service will resume with limited capacity on vehicles, these limitations will be lifted as state guidelines allow. SRTA is purchasing additional vehicles per the board of directors' approval of State of Good Repair funds to address limited capacity seating and anticipated increased rider demand.

In June, the board of directors approved a new contract with Via Transportation, to provide a responsive dispatch software and improved mobile app. The prior vendor was unable to meet service needs. A Via software feature allows riders to designate an arrival time, such as for an appointment or to get to work. This translates to an optimal pick-up time and better scheduling. The Via software also allows "reverse

transit trips” in which residents pre-pay businesses for essential items and have the items delivered to their home. Lastly, because of the versatility of the Via software, DHCL will be able to use the software for the Consolidated Transportation Services Agency (CTSA) and general public transit services they provide Monday through Friday outside of the RABA service area.

In response to COVID-19 concerns, DHCL and SRTA developed and implemented safety measures to keep drivers and riders safe. This includes installing plastic panels behind drivers, setting limits on number of riders at one time, designating which seats can be used to ensure social distancing of riders, more frequent vehicle cleanings, and requesting everyone wear masks while riding on vehicles (consistent with existing federal and state transit guidelines).

FY 2020/21 Budget – With relaunch of the service confirmed, SRTA and DHCL prepared a revised FY 2020/21 budget (see attachment), which includes pre-planning activities to prepare the service for launch; operations from November 2020 through June 2021; software and technology costs; and outreach activities and materials. The total estimated budget of \$204,902 is well within the DHCL budget approved by the board of directors in June as part of the FY 2020/21 Transportation Development Act Budget action. Revenues for this project come from two sources:

- FY 2017/18 LCTOP funds (\$231,865) –ride reimbursement at \$15 per trip and software expenses.
- FY 2019/20 LCTOP funds (\$135,848) –administration, operational, and outreach expenses for the expanded service.

OTHER AGENCY INVOLVEMENT:

SRTA contracts with DHCL to operate the ShastaConnect Sunday On-Demand Transit Service. Staff at both agencies have been working together to get the service relaunched.

FISCAL IMPACT

The ShastaConnect Sunday On-Demand Transit service is funded primarily by FY 2017/18 and 2019/20 LCTOP funds totaling \$367,713. Some outreach materials may be paid from CTSA Local Transportation Fund (LTF) reserves as there are strict limitations on using LCTOP funds for outreach materials.



Daniel S. Little, AICP, Executive Director

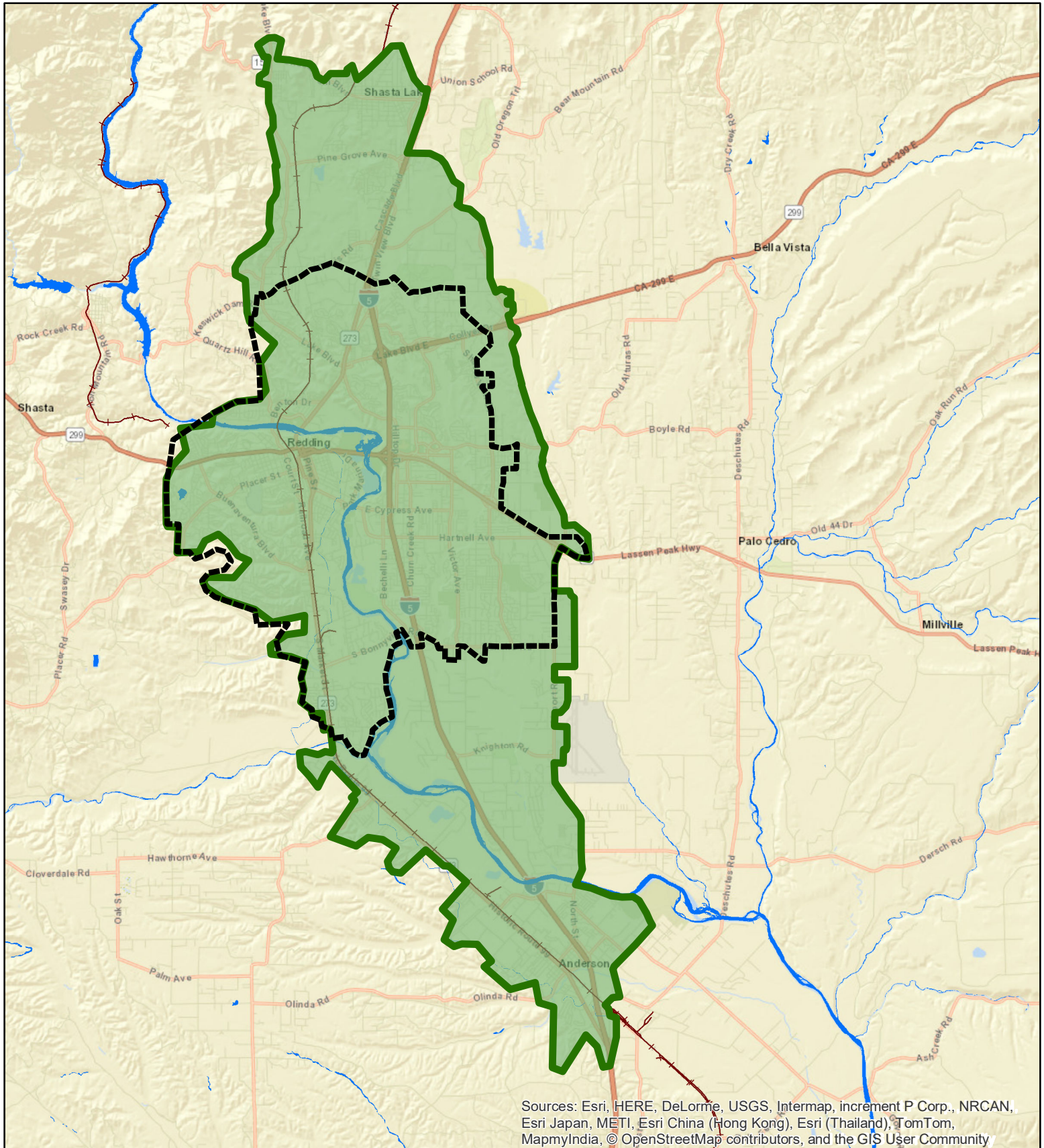
Attachments:

Attachment A: ShastaConnect Sunday Transit Service Area Maps

Attachment B: ShastaConnect Sunday On-Demand Transit FY 2020/21 Budget

Attachment A

ShastaConnect Sunday Transit Service Area Maps



-  Original Service Area Boundary
-  Expanded Service Area Boundary

0 1 2 3 4
Miles



Attachment B
ShastaConnect Sunday On-Demand Transit FY 2020/21 Budget (Estimated)

**ShastaConnect Sunday On-Demand Transit
FY 2020/21 Estimated Revenue**

Revenue (Funds Sources)	FY 2020/21 Planned
FY 2017/18 Low Carbon Transit Operations Program (LCTOP)*	\$ 59,690.00
FY 2019/20 Low Carbon Transit Operations Program (LCTOP)*	\$ 135,848.00
CTSA Local Transportation Fund (LTF) Reserves	\$ 9,364.00
Total Estimated Revenue:	\$ 204,902.00

**ShastaConnect Sunday On-Demand Transit
FY 2020/21 Estimated Expenditures**

Expenses	FY 2020/21 Planned
Via Software	\$ 14,075.00
SRTA Administration ¹	\$ 20,400.00
DHCL Operations and Maintenance ²	\$ 137,107.00
Website Development and maintenance	\$ 2,000.00
Marketing	
Development of Outreach Materials	\$ 13,020.00
Outdoor Advertising	\$ 11,000.00
Digital Media	\$ 500.00
Print Advertising	\$ 4,800.00
Production Costs	\$ 2,000.00
Total Estimated Expenses:	\$ 204,902.00

Footnotes:

*\$231,865 in FY 2017/18 LCTOP Funds and \$135,848 in FY 2019/20 funds has been allocated in total toward the project.

¹SRTA administration costs in support of project.

²Administration Costs for DHCL is included in operations invoices.