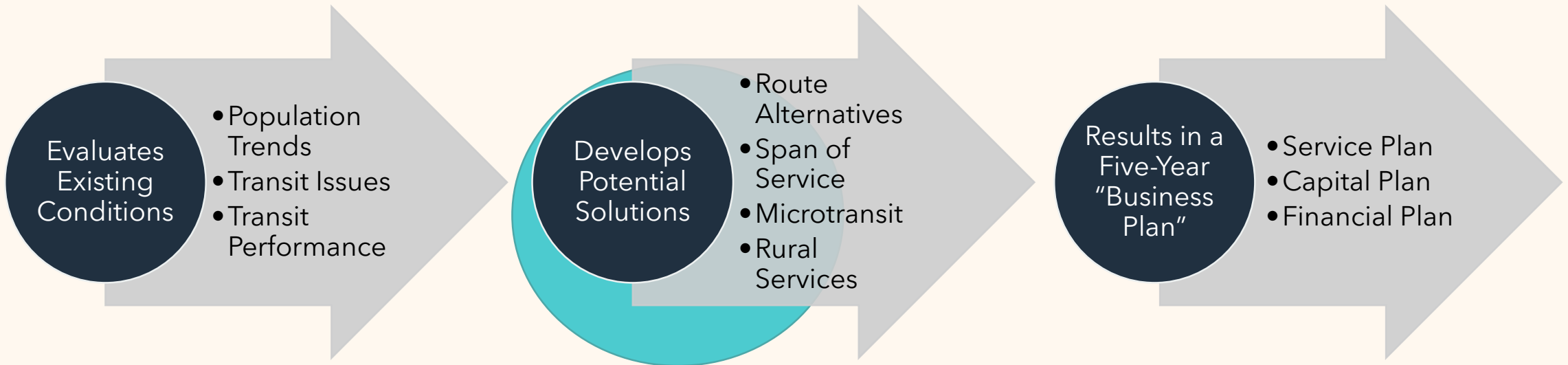


The background of the slide is a photograph of a modern cable-stayed bridge at sunset. The sky is a mix of orange, yellow, and blue. Several people are walking on the bridge deck, and a person is riding a bicycle. The bridge has a white railing and a tall pylon with stay cables.

Redding Area Bus Authority
Short Range Transit Plan
DRAFT

What is a Short Range Transit Plan?



Tech Memo One
- Fall 2022

Tech Memo Two
- Spring 2023

Rural Service Memo
- Fall 2023

Final SRTP Report
- January 2024

Study Goals



- Improve Reliability
- Provide more direct service between key origins and destinations
- Reduce passenger travel time where possible
- Maximize cost efficiency
- Increase RABA rider convenience



RABA Overview

Local Routes

- 11 local routes within Redding and connecting to Shasta Lake and Anderson
- Mostly hourly headways
- 5:30 AM to 7:30 PM weekdays, 8:30 AM to 7:30 PM Saturdays
- Sunday service by ShastaConnect, a SRTA service

Commuter Routes

- Route connecting Anderson and Redding

Paratransit

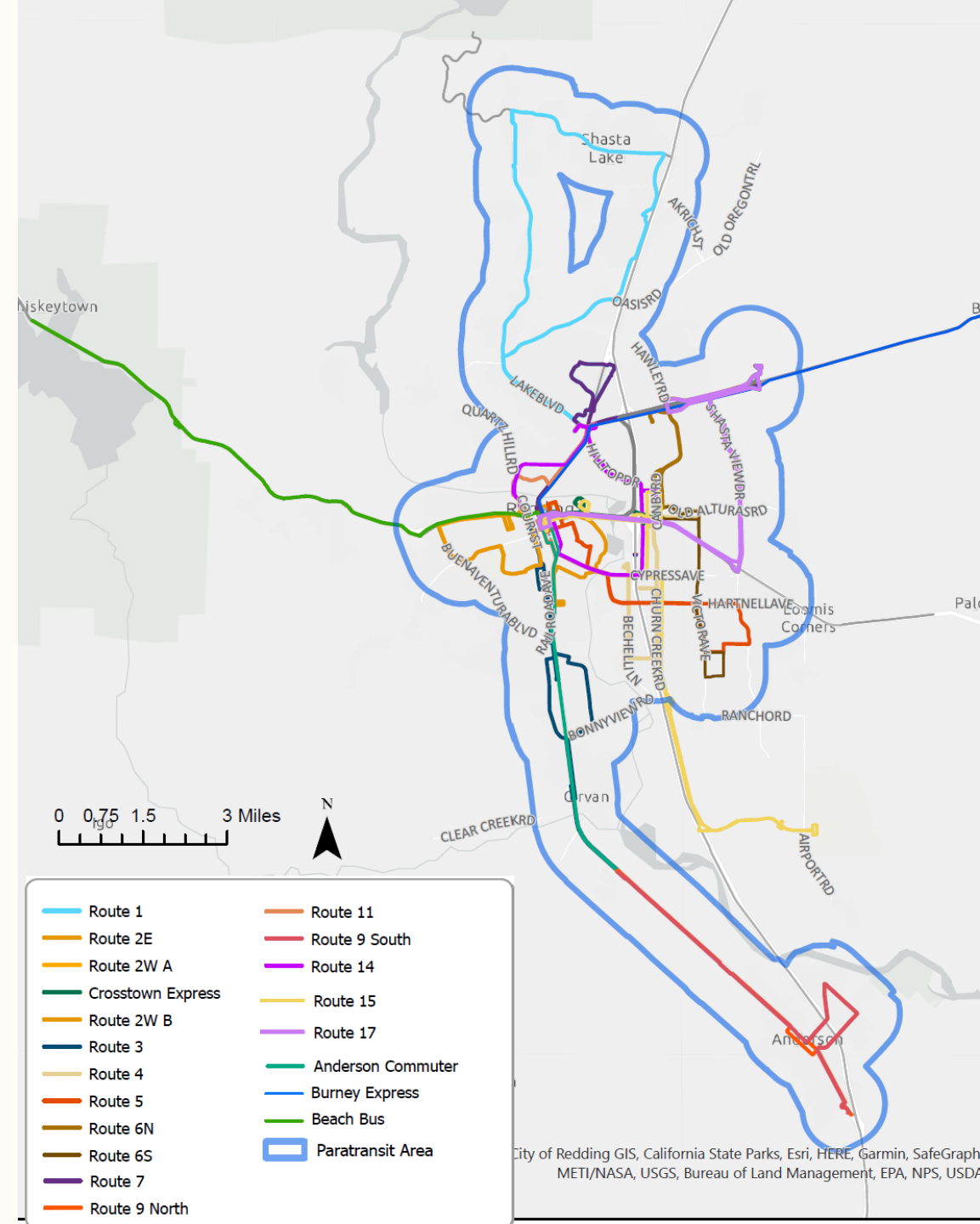
- Complements fixed route within 3/4 mile radius

Burney Express (Route 299X)

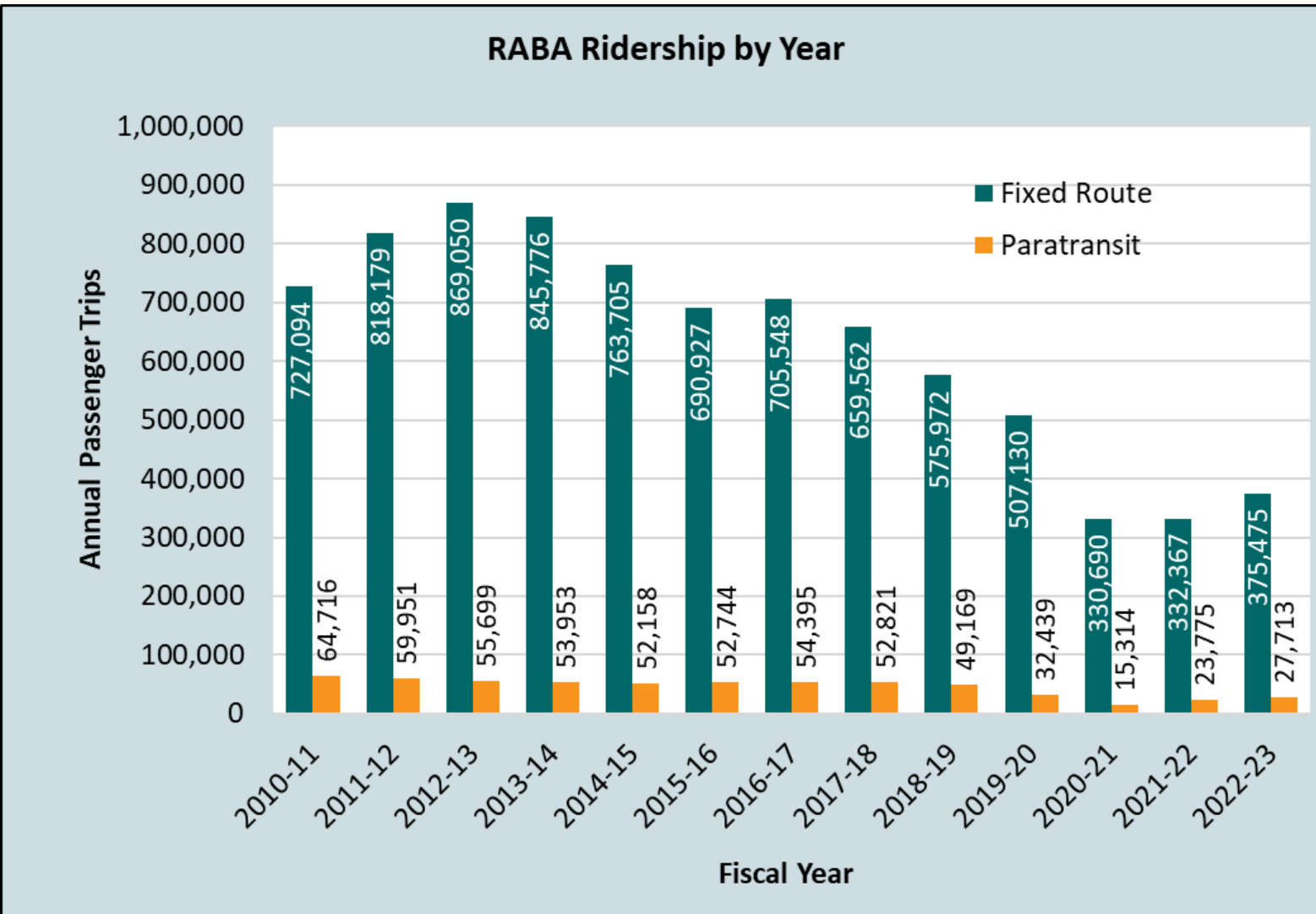
- Service between Burney & Redding, operated by RABA on behalf of Shasta County

Beach Bus (Route 19)

- Summer service to Whiskeytown Lake from Redding



Ridership & Performance Trends



- Fixed route ridership peaked in 2012-13, was dropping pre-COVID-19.
- During COVID-19, fixed route ridership dropped to 330,000 but it exceeded 375,000 last year
- Routes 11 and 14 are the most efficient (*highest number of passengers carried per hour*)
- Route 18, Route 9 and Route 6 are least efficient.

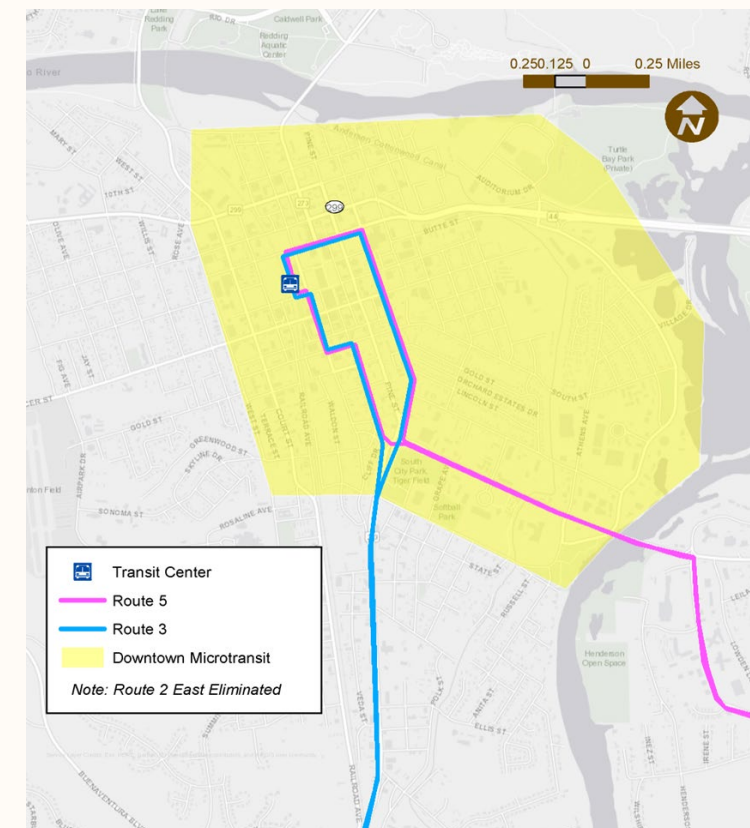
Public Input

- Surveyed passengers on buses (*Summer 2022*)
- Surveyed the community and Shasta College students online (*Fall of 2022*)
- Interviewed stakeholders (*Fall of 2022*)
- Held a pop-up event and community open house workshops (*November 2022, May 2023*)
- Conducted onboard surveys on Burney Express (Route 299X) (*August 2023*)
- Conducted rural online survey (*August 2023*)



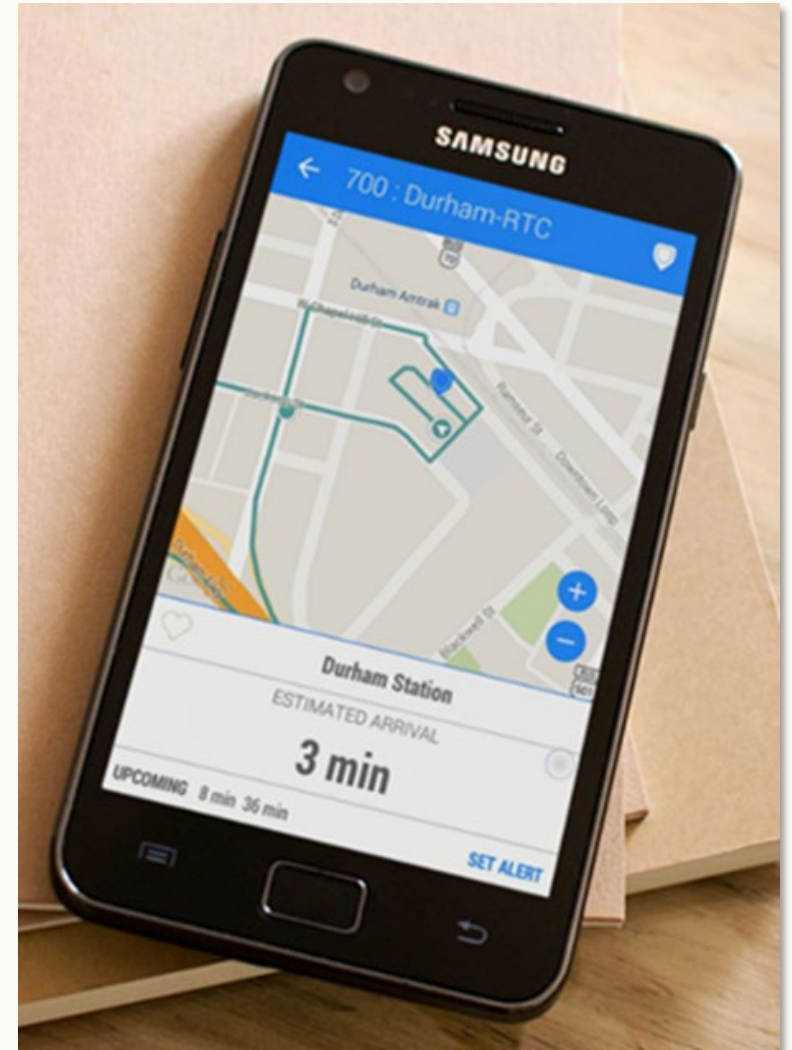
Types of Alternatives Evaluated

- Reduce route length to improve on-time performance
- Realign routes to eliminate poor performance and/or serve new areas
- Microtransit service
- Span of service (hours and days of service)
- Rural services
- Management options
- Capital improvements
- Fare modifications
- Marketing strategies

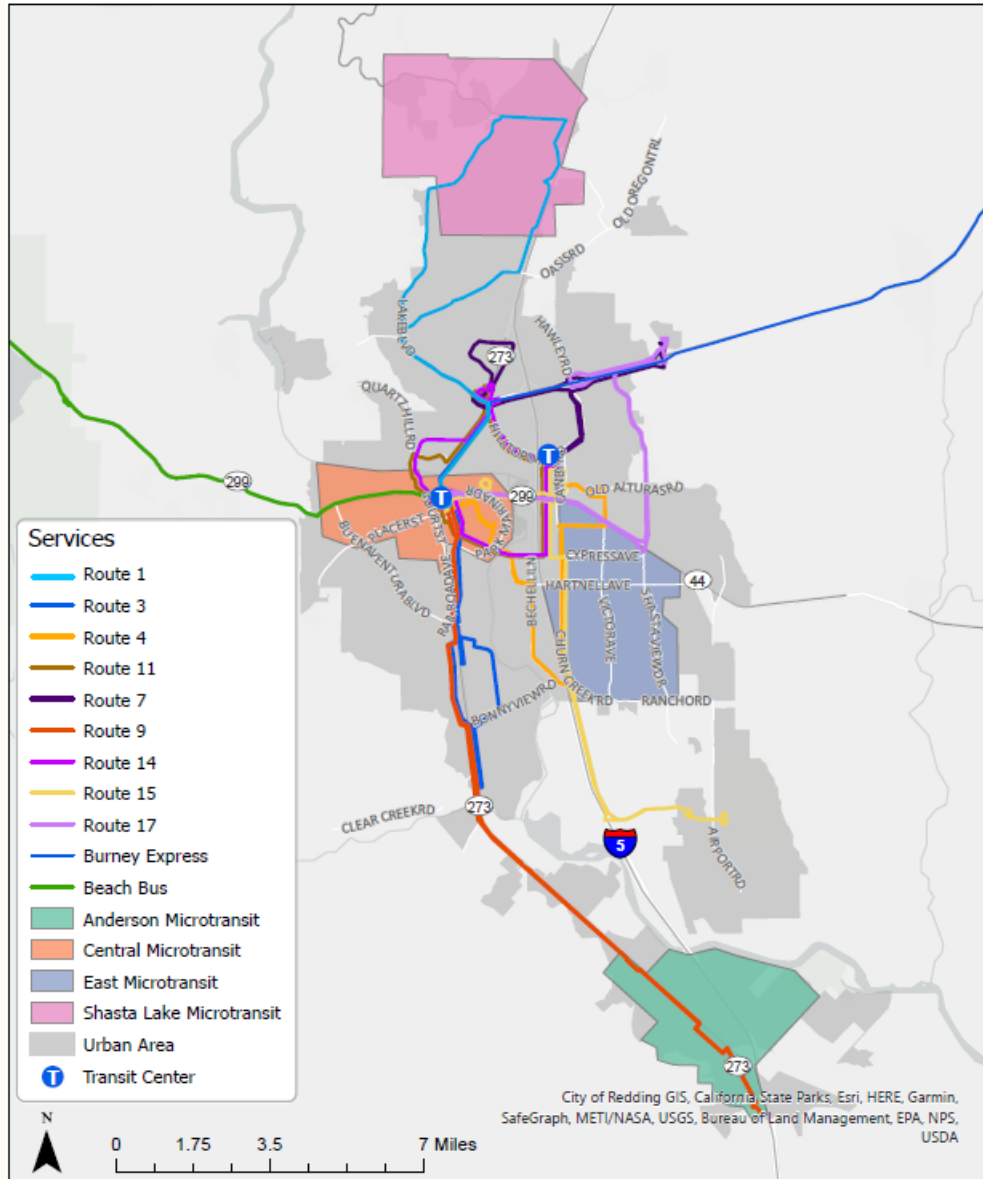


Microtransit

- How does it work?
 - Riders use an app on their phone (or call) to request a ride, like they would for Uber or Lyft
 - Available to all, within a specific zone and to/from a transit hub
 - Rides are typically provided within 15-30 minutes of a request
 - Accessible vehicles are used to serve ADA passengers
 - Extends service availability into a broader area
 - As small vans are used and are only in operation when needed, there is greater acceptance on residential streets
- Microtransit services are successful in other transit systems, such as Sacramento, Reno, Bakersfield and Napa



Urban Service Plan



- Extend Rt 1 to DTC and trim in other areas, replaced with Shasta Lake Microtransit and Rt 7
- Eliminate Rt 2, replace with Central Microtransit
- Shorten Rt 3
- Combine Rts 4 and 5, extend to new Costco and replace some areas with East Microtransit. 30 minute service in peak period.
- Eliminate Rt 6, replaced by revised Rt 7 and East Microtransit
- Extend Rt 7 to the Caterpillar/Northpoint loop and serve Canby rather than DTC
- Extend Rt 9 north to DTC, replace some areas with Anderson Microtransit
- Eliminate Rt 12X, replaced with Rt 9 extension
- Continue new Route 15 service, combine with CTE to serve DTC directly.
- Expand Rt 17 (School Express) to provide more runs and serve Shasta View Dr.
- Provide Microtransit service throughout urban area on Sunday and in weekday evenings.
- Pursue Micromobility Program - Investigate bike share/scooter program, vanpool and late night/weekend TNC subsidy

Rural Service Plan



- Provide Shingletown Express Service 2 runs a day in each direction, 5 days a week, on a demonstration basis
- Provide Cottonwood Microtransit service 2 days a week on a demonstration basis as an expansion to the Anderson Microtransit zone
- Encourage use of the Trinity Transit service along the 299 West corridor and Sage State service in Fall River Mills and McArthur through partial fare subsidy and a focused marketing effort
- No changes in Route 19 or Route 299X services

Capital Plan

- Reduce the number of routes operated with full size buses to 5
- Purchase 7 ZEB buses, 16 ZEB cutaways and 8 ZEB microtransit vans
- Improve the Downtown Transit Center (repairs, improve bike/ped access, security, bus charging, shelters/benches)
- Improve the Canby Transit Center
- Eliminate the Masonic Transit Center through route realignment
- Eliminate unused and redundant bus stops
- Operations center improvements (alternative fuels)
- Bus technology improvements



Fare Recommendations

Key Goals of Fare Strategy

- ✓ Keep services affordable
- ✓ Attract new riders (youths!)
- ✓ Simplify fares and make it easy to understand
- ✓ Generate revenue
- ✓ Make payment and collection effective and efficient

Recommended Fare Changes

- ✓ Increase base urban fixed route fare to \$2.00, but convert urban services to one zone only and allow unlimited transfers for 2 hours
- ✓ Increase base Paratransit fare from \$3 +\$1.50 per additional zone to a flat \$4 for all trips
- ✓ Expand reduced fares to entire RABA service area
- ✓ Introduce Day Pass for \$4.00, and eliminate the Punch Pass
- ✓ Expand Monthly Pass to entire RABA area, and convert it to a **30-day pass**
- ✓ Make **youth pass free** (no longer \$29)
- ✓ Paratransit fares unchanged
- ✓ Establish contactless fare payment

Note that fares were last increased in 2006. With inflation, the \$1.50 base fare in 2006 is equal to a \$2.30 fare today

Marketing

- ✓ Objective 1: Maintain a loyal community of existing riders and encourage new riders to try RABA
- ✓ Objective 2: Establish an image of RABA as an easy, reliable, and affordable transportation option, and build awareness of RABA by promoting key benefits for riders and the community

Strategies include...

- Website improvements
- Supplying kiosks and buses with Rider Guides
- Establishing and maintaining social media
- Conducting events

Management Plan

- ✓ Consider integrating Burney Express into RABA by way of expanding service area
 - ✓ Frees County Public Works staff to perform other functions related to their core mission
 - ✓ Benefits include the following
 - ✓ Eliminates duplicative reporting
 - ✓ Eliminates invoicing, allows RABA to maximize rural funding for routes serving non-urbanized areas in Shasta County
 - ✓ Allows RABA to directly apply for rural funds
 - ✓ Allows RABA to spend down \$1.6 million of COVID-19 rural funding for a cohesive transit system in Shasta County
- ✓ Consider shifting Sunday Transit to RABA as part of evening microtransit strategy
- ✓ Consider integrating ShastaConnect Into RABA
 - ✓ Continue to provide service through Dignity Health contract
 - ✓ Benefits include the following
 - ✓ Increased public awareness of ShastaConnect services
 - ✓ Consolidation of vehicle-trips
 - ✓ Ability to add seniors and non-ADA to the revised demand response service within the RABA urban service area, South/East County and Intermountain areas
 - ✓ Sharing of vehicles between services allows a smaller overall fleet
 - ✓ Easier integration of new technologies
 - ✓ Allows SRTA staff to perform other functions related to their core mission
- ✓ Adopt Updated Goals and Performance Measures





Operating Financial Plan

- ✓ Urban service operating costs increase by \$1,269,000 (16%)
- ✓ Rural service operating costs increase by \$128,300 (47%), excluding ShastaConnect
- ✓ Ridership increases by 33% on urban services and 84% on rural services, yielding \$260,600 in additional fare revenue
- ✓ In addition to ongoing funding sources (FTA 5307, FTA 5311, TDA, SGR), unspent federal 5311f and COVID funds are available for first 3 years of the plan and state TIRCP funds are available for the first 4 years. There are efforts underway to extend the TIRCP funding.
- ✓ A 10 percent reduction in TDA funding is included in the plan.
- ✓ Even with the reduction in TDA funds, there is more than adequate revenues to fund the plan costs over the five year SRTP period.
- ✓ Will spend down \$1.6 million in available funding that will expire by 2026



Capital Financial Plan

Capital Costs

- ✓ Purchase of 31 vehicles - \$17.3M
- ✓ Bus Stop Improvements - \$425K
- ✓ DTC Improvements - \$193K
- ✓ Canby TC Improvements - \$7K
- ✓ Ops Center Improvements - \$2.3M
- ✓ Fare/Security Technology - \$372K
- ✓ TOTAL \$20.6M

Capital Revenues

- ✓ FTA 5339a Bus/Bus Facilities - \$138K
- ✓ FTA 5339c Lo/No - \$11.6M
- ✓ State of Good Repair - \$560K
- ✓ Transit & Intercity Rail Capital Program - \$5.5M
- ✓ Zero Emission Transit Capital Program - \$972K
- ✓ Low Carbon Transit Ops Program - \$354K
- ✓ Transportation Development Act - \$1.5M
- ✓ TOTAL \$20.6M

Summary

- ✓ Tailors services to current needs
- ✓ Increases ridership by 41 percent
- ✓ Addresses operational problems by shortening and streamlining routes
- ✓ Serves new areas as well as evening service
- ✓ Expands rural services to Cottonwood, Happy Valley and Shingletown on a pilot basis
- ✓ Implements new technologies to simplify fare collection and allow better real time information on services
- ✓ Provides a unified regionwide image for public transit
- ✓ Maximizes transit only funding for a countywide public transit system

Questions?

- **RABA website:**

- All study products so far (Existing Conditions Analysis, Alternatives Analysis, survey results, previous presentations, etc.)

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Or **John Andoh** of RABA at Jandoh@cityofredding.org