





## “City Ride” in City of Citrus Heights

- Monday – Friday, 7 am to 7 pm
- Traditional Dial A Ride Service
- Book one day in advance by phone
- Open to the public
- Basic Fares
- Two Dedicated Vehicles
- Trip Denials/Cancellations
- 30 Avg. Daily Passengers (FY2017)



This  
Used  
To  
Book  
This



# Sacramento Regional Transit

## Citrus Heights, Antelope, Orangevale & Folsom Light Rail Station

Phase 1 & 2, Service Area Expansion April 23, 2018



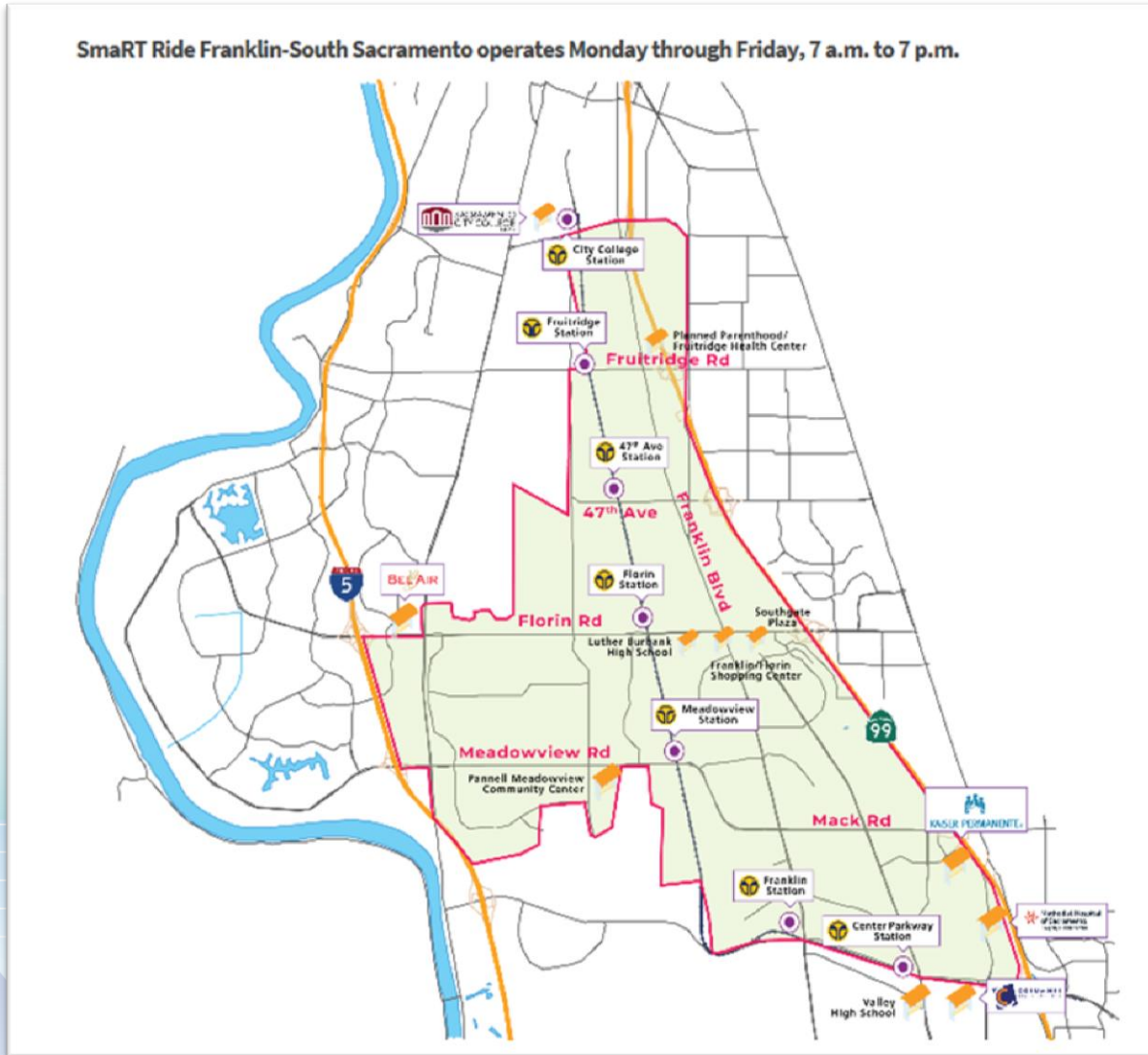
- **City of Citrus Heights, 16.6 Sq. Miles**
- **Antelope, 8.07 Sq. Miles**
- **Orangevale/Fair Oaks, 13.3 Sq. Miles**



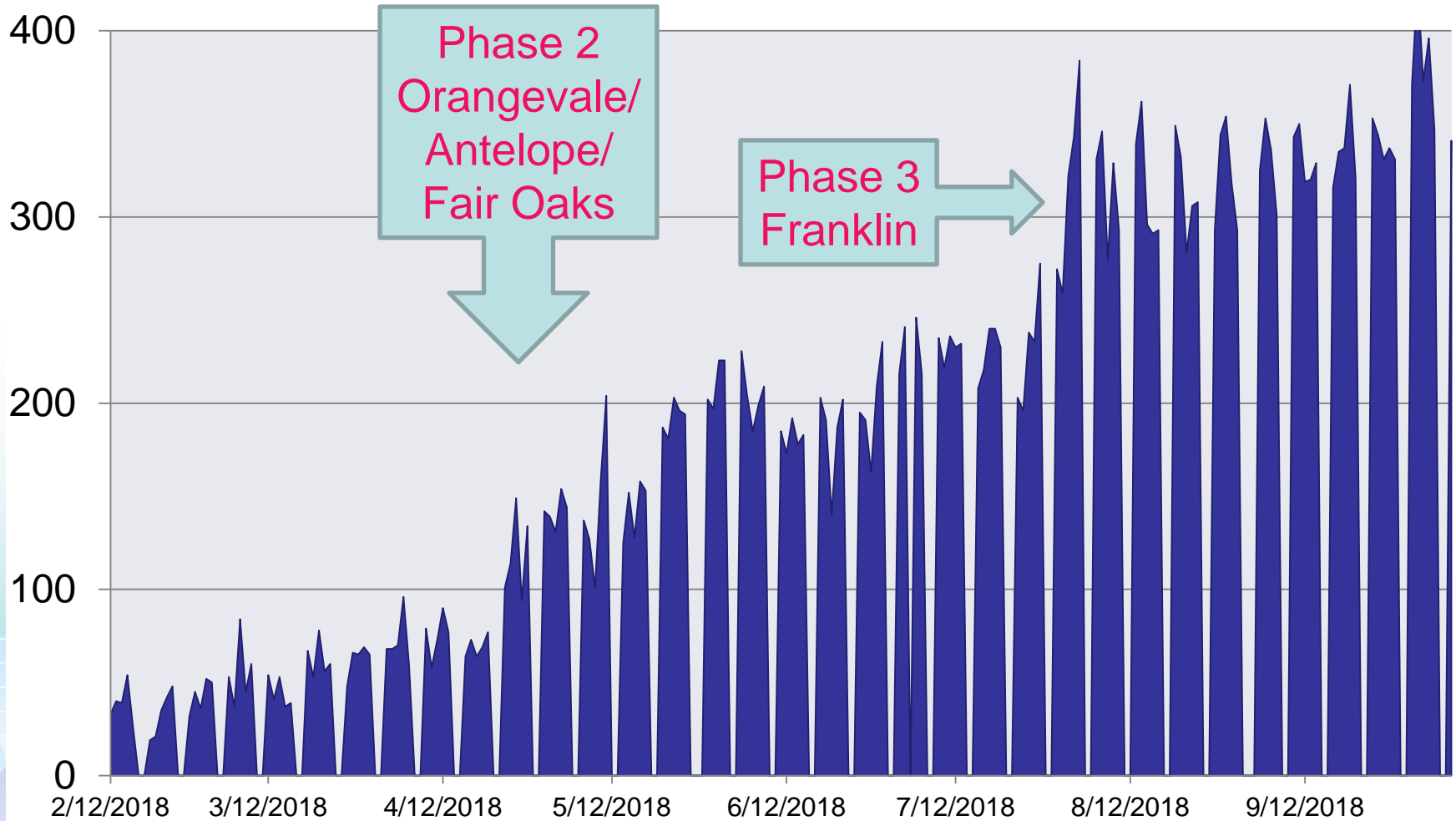
## Franklin/ South Sacramento Phase 3- Launched July 30, 2018

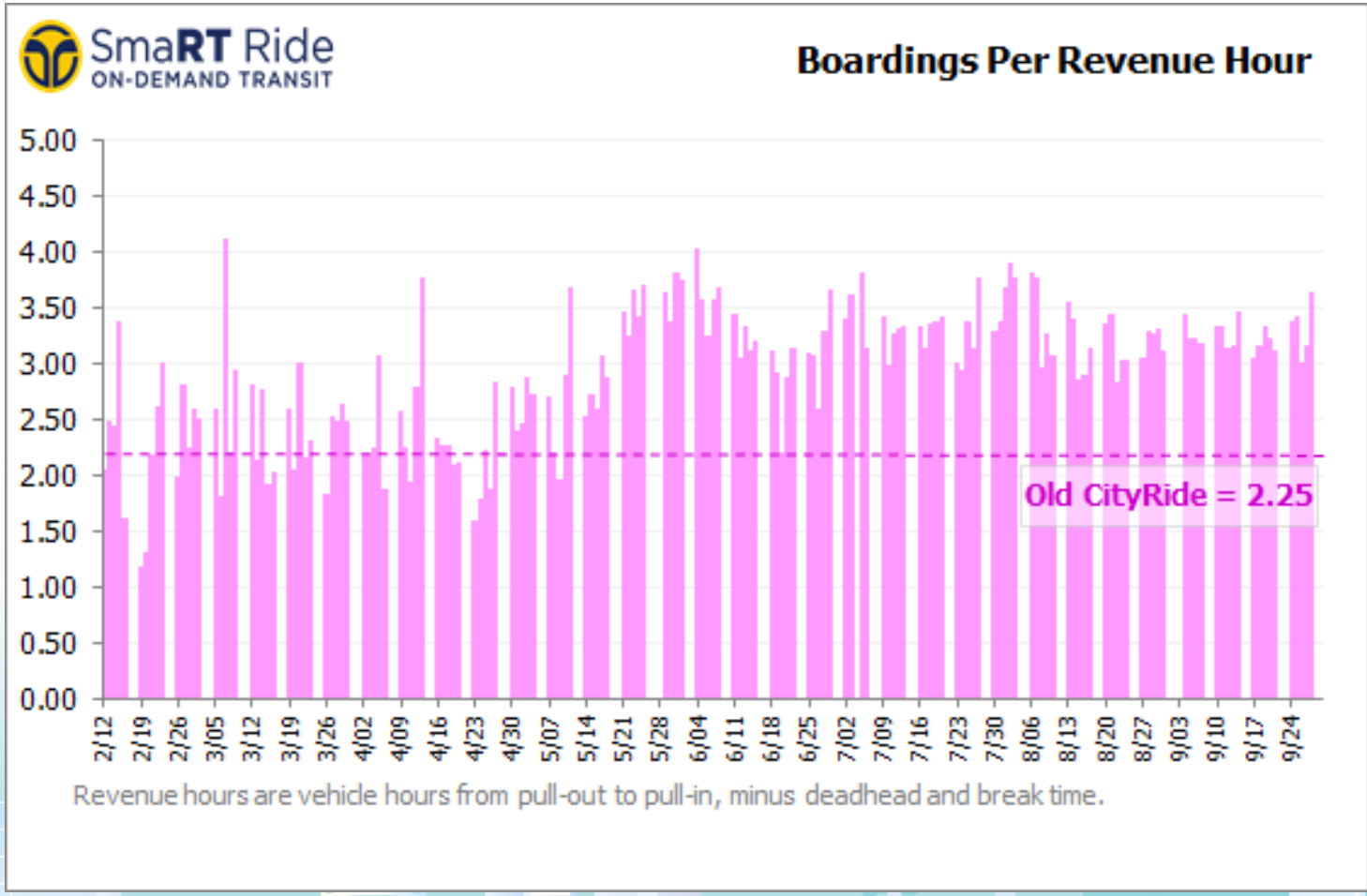
**Includes:**  
Franklin Boulevard, portions  
of Meadowview Road, Mack  
Road, Florin Road and 47<sup>th</sup>  
Avenue, and connections to  
multiple Light Rail Stations

12.8 square miles



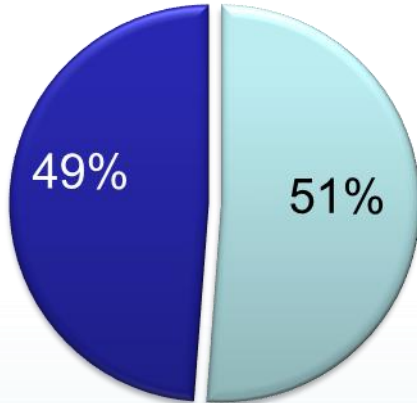
## SmaRT Ride Total Daily Ridership



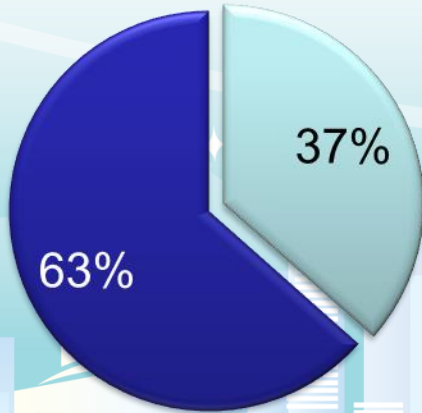


# Trip Reservations by Service Zone

## Citrus Heights - Orangevale



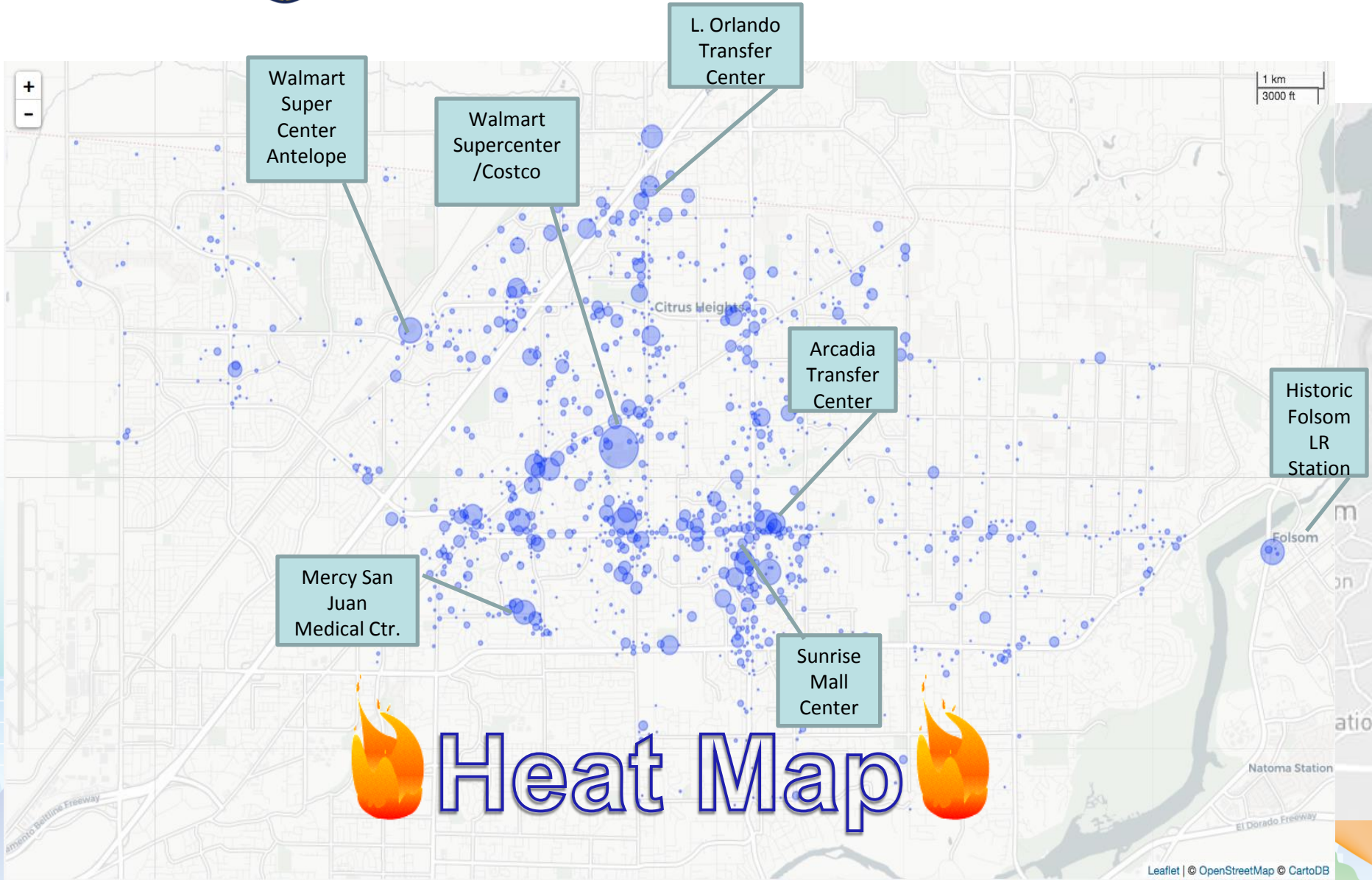
## Franklin Blvd. – South Sac



 Call in  App Book

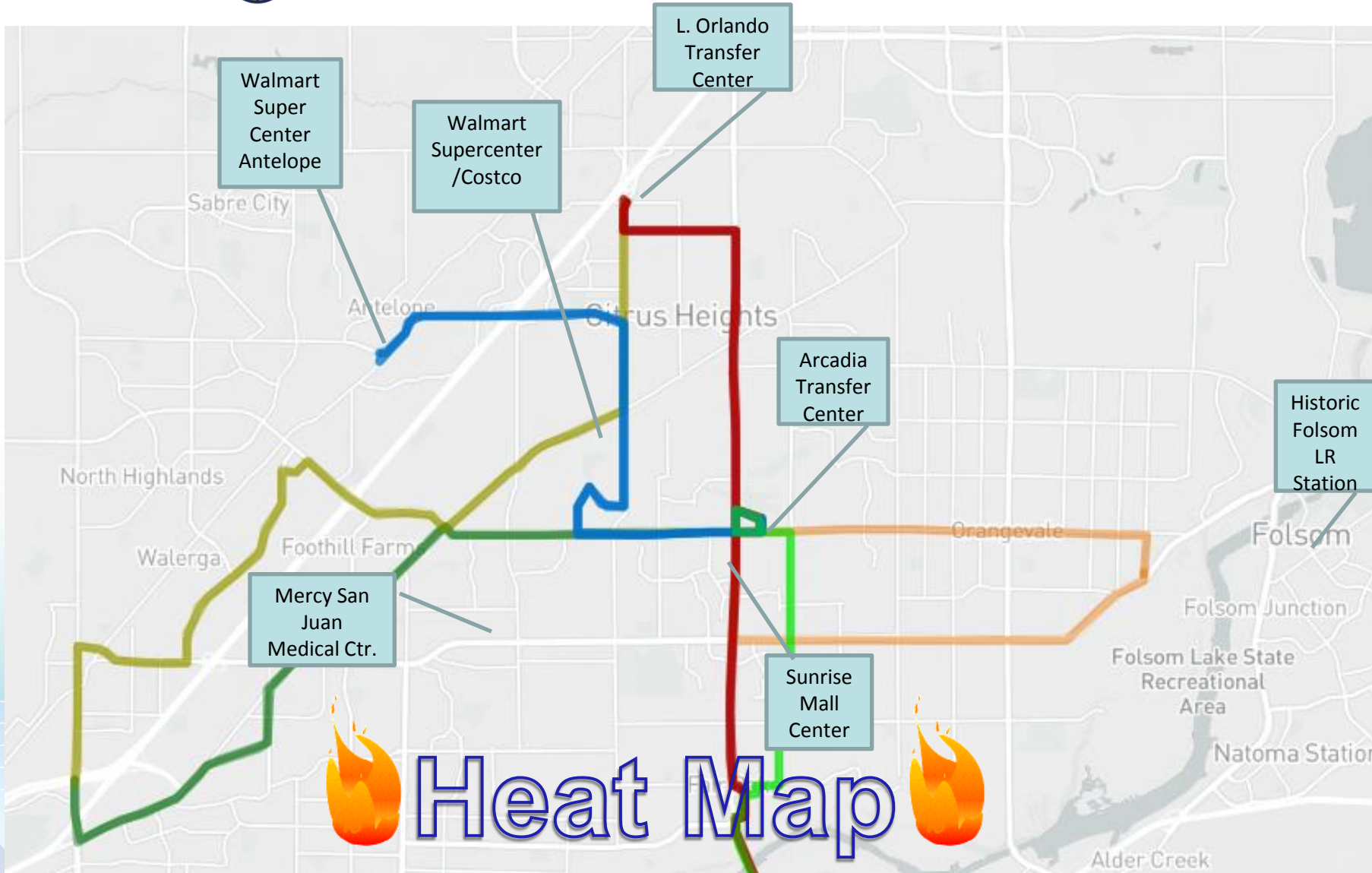






# Heat Map

Leaflet | © OpenStreetMap © CartoDB



## Pilot Key Take Aways

### System Performance per Day Average:

Trip Requested:	150	Completed Rides:	122
Passenger Boardings:	143	Ride Sharing:	29%

There were 1200 uniquely identifiable riders..

- Two-thirds of whom took more than one trip and 46% of whom have been retained over the lifetime of the pilot

48% of riders use the service every week and 6% use it every day

8% of riders used a mobility device that required the use of the lift

### Rider Experience per Day Average: (95%ile)

Wait time: 16 mins (41 mins)

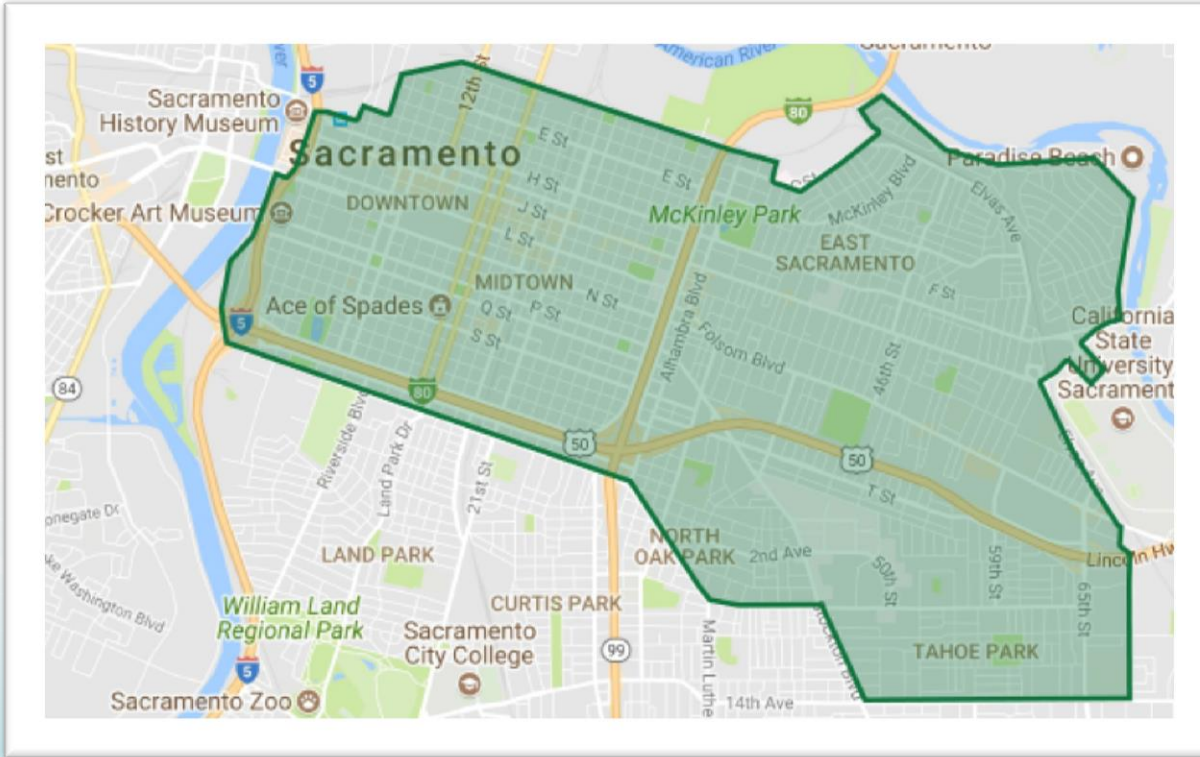
Ride duration: 14 mins (31 mins)

Total trip (wait + ride): 30 mins (62 mins)

(95%iles indicate that 95% of rides had a time less than this value)



## Proposed Zone – Downtown/Midtown/East Sac/Sac State

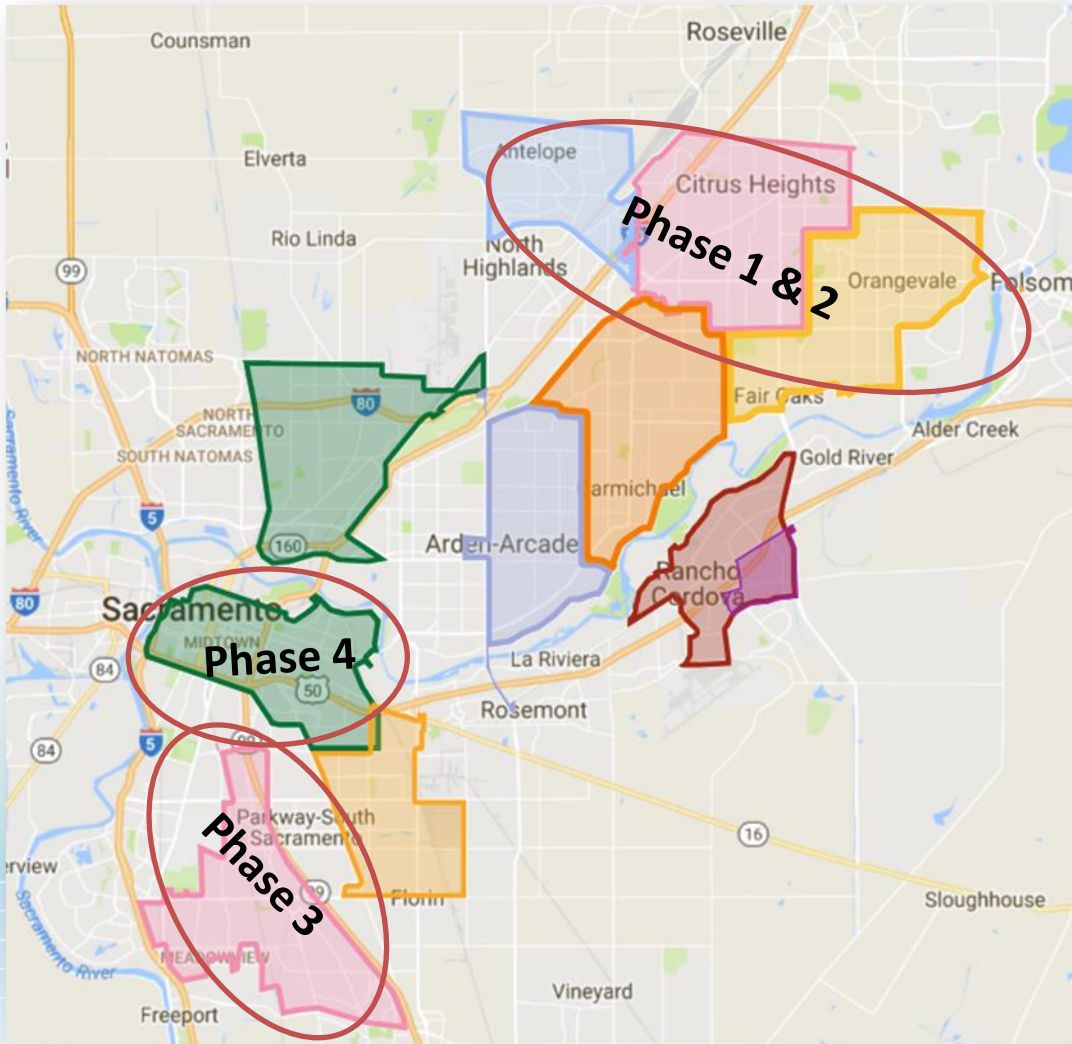


### Key Destinations

- Capitol Building
- Golden 1 Center
- Employment Centers
- Light Rail Stations
- Sac State
- UC Davis Medical

12.2 square miles





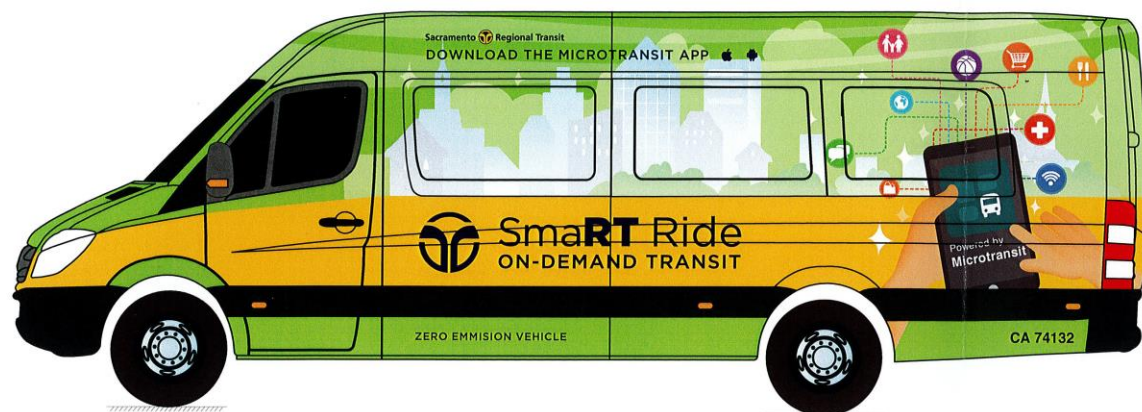
## Planned Zones

- Citrus Heights ✓
- Orangevale/Antelope ✓
- South Sac/Franklin ✓
- Downtown/Midtown
- North Sac/Del Paso Heights
- Rancho Cordova
- Arden Arcade
- Carmichael
- South Sac East
- Folsom



## Future of Smart Ride

- Weekend & late night service in Downtown/Midtown area
- Refine additional service zones
- Operations funding of \$12 million provided by STA
- Approximately 12 Smart Ride service areas planned
- Electric Battery Vehicles
- Procurement of permanent scheduling software



## Lessons Learned/Learning

- Rapid ridership growth
- Software improvements (app, desktop, dispatch)
- Balancing trip wait times and available resources
- Service zone right size-ing
- First mile/last mile connections
- Wheelchair accessibility a plus
- Safety and Security benefits over TNC's
- Marketing and community outreach
- Customer communication enhancements





Visit [www.sacrt.com/apps/smart-ride](http://www.sacrt.com/apps/smart-ride)

