SmaRT Ride Microtransit Project Timeline

- Simulation Model – December 2017 (Complete)
- Develop Implementation Pilot Plan – December 2017 (Complete)
- Operator & Dispatcher Training – January 2018 (Complete)
- Marketing and Community Outreach – January 2018 (Ongoing)
- Launch Microtransit Pilot (Ongoing)
  - Phase 1 Citrus Heights/Orangevale – Launched February 12, 2018
  - Phase 2 Orangevale Expansion – Launched April 23, 2018
  - Phase 3 Franklin Blvd – So Sac – Launched July 30, 2018
- Ridership & Data Analysis (Ongoing)
“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)
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 47th Avenue, and connections to multiple Light Rail Stations

12.8 square miles
Sacramento Regional Transit

SmaRT Ride Total Daily Ridership

Phase 2
Orangevale/
Antelope/
Fair Oaks

Phase 3
Franklin

Revenue hours are vehicle hours from pull-out to pull-in, minus deadhead and break time.

Old CityRide = 2.25
Trip Reservations by Service Zone

Citrus Heights - Orangevale

- 51% Call in
- 49% App Book

Franklin Blvd. – South Sac

- 63% Call in
- 37% App Book
Pilot Key Take Aways

System Performance per Day Average:
- Trip Requested: 150
- Passenger Boardings: 143
- Completed Rides: 122
- 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 sizing
- 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