

MICROTRANSIT SUMMER 2022 PILOT OVERVIEW

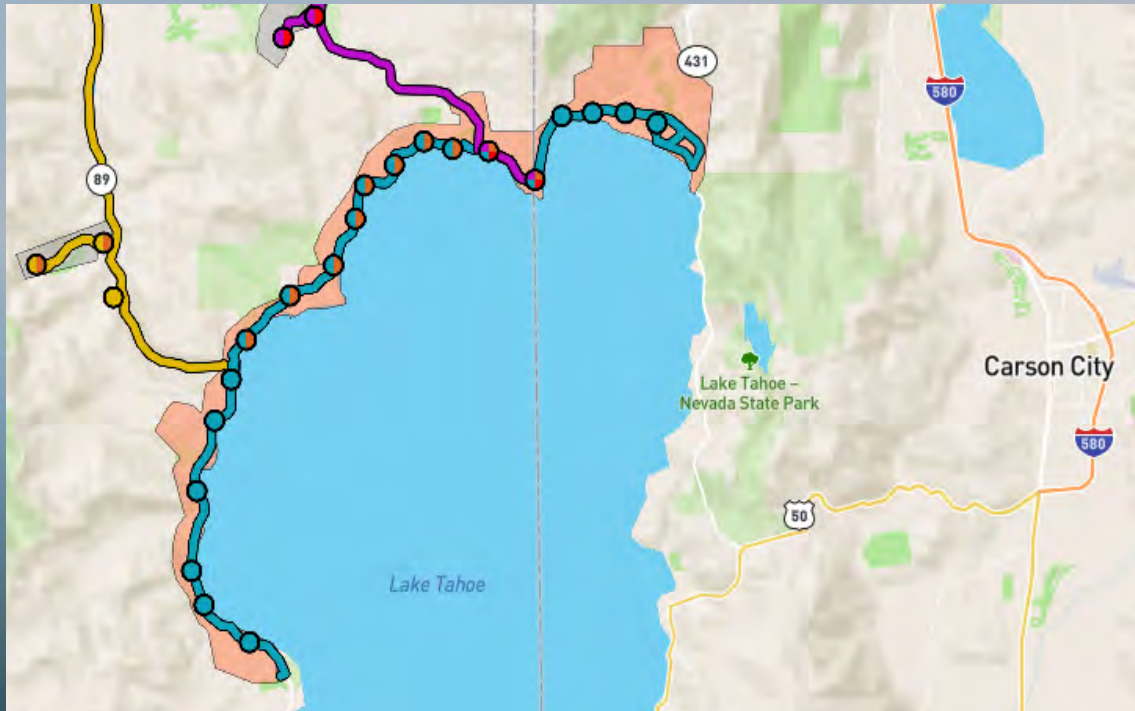


What is Microtransit and Why Consider?

- App Based On Demand Transit
- Scalable
- Convenient and Responsive
- Why ?
 - Opportunity to Reduce Cost
 - Better Level of Service
 - Expanded Service Area
 - Better Customer Experience
 - Environmental Benefit?



Current Placer County TART Connect System

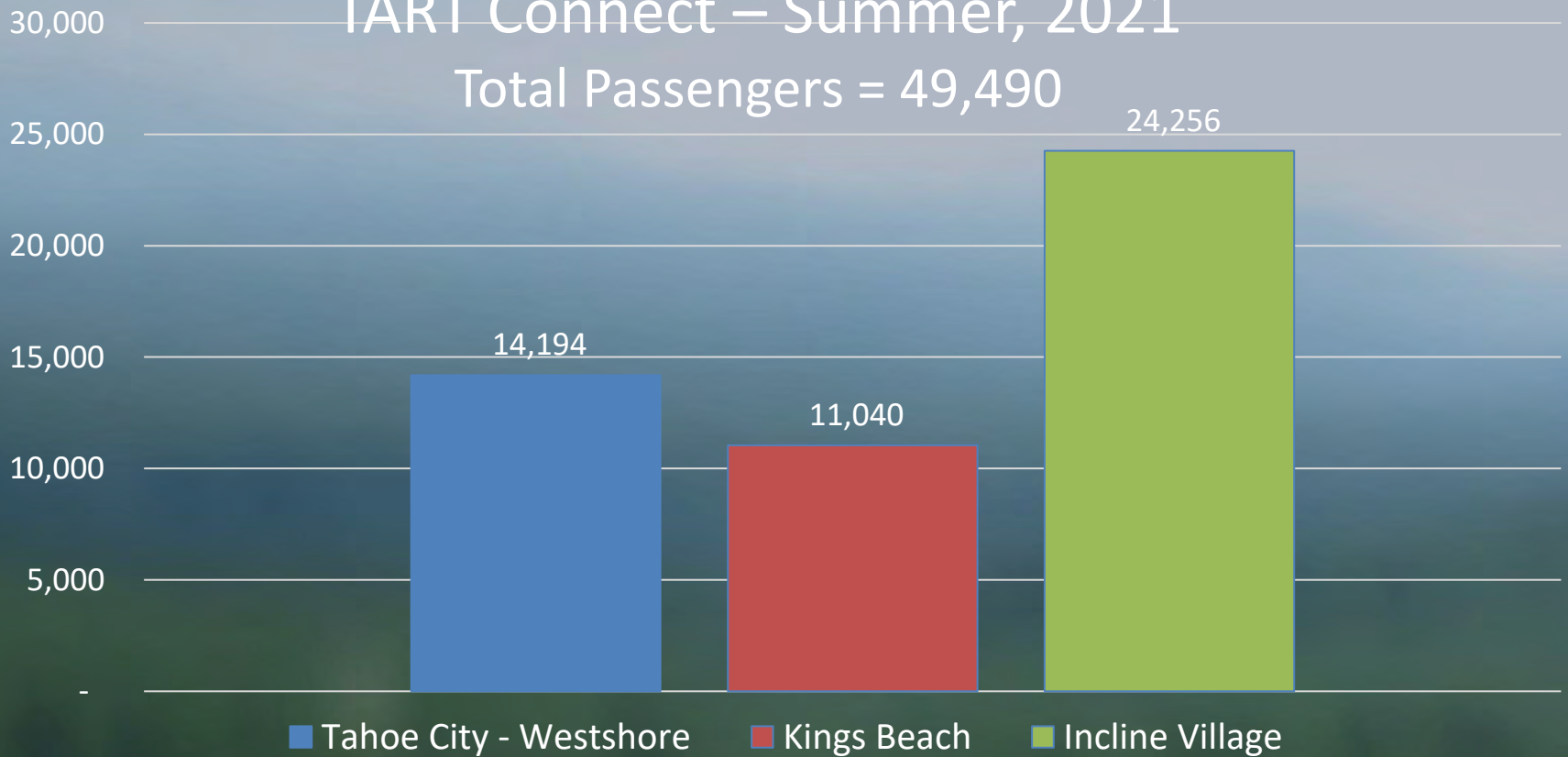


- Two Zones In Placer, One in Washoe:
 - Kings Beach/Tahoe Vista/Brockway
 - Tahoe City/Dollar Point/Westshore
 - Incline Village (Separate Contract with TNT/TMA)
- App-Based On-Demand with Goal of 15-minute max wait time for pick-up

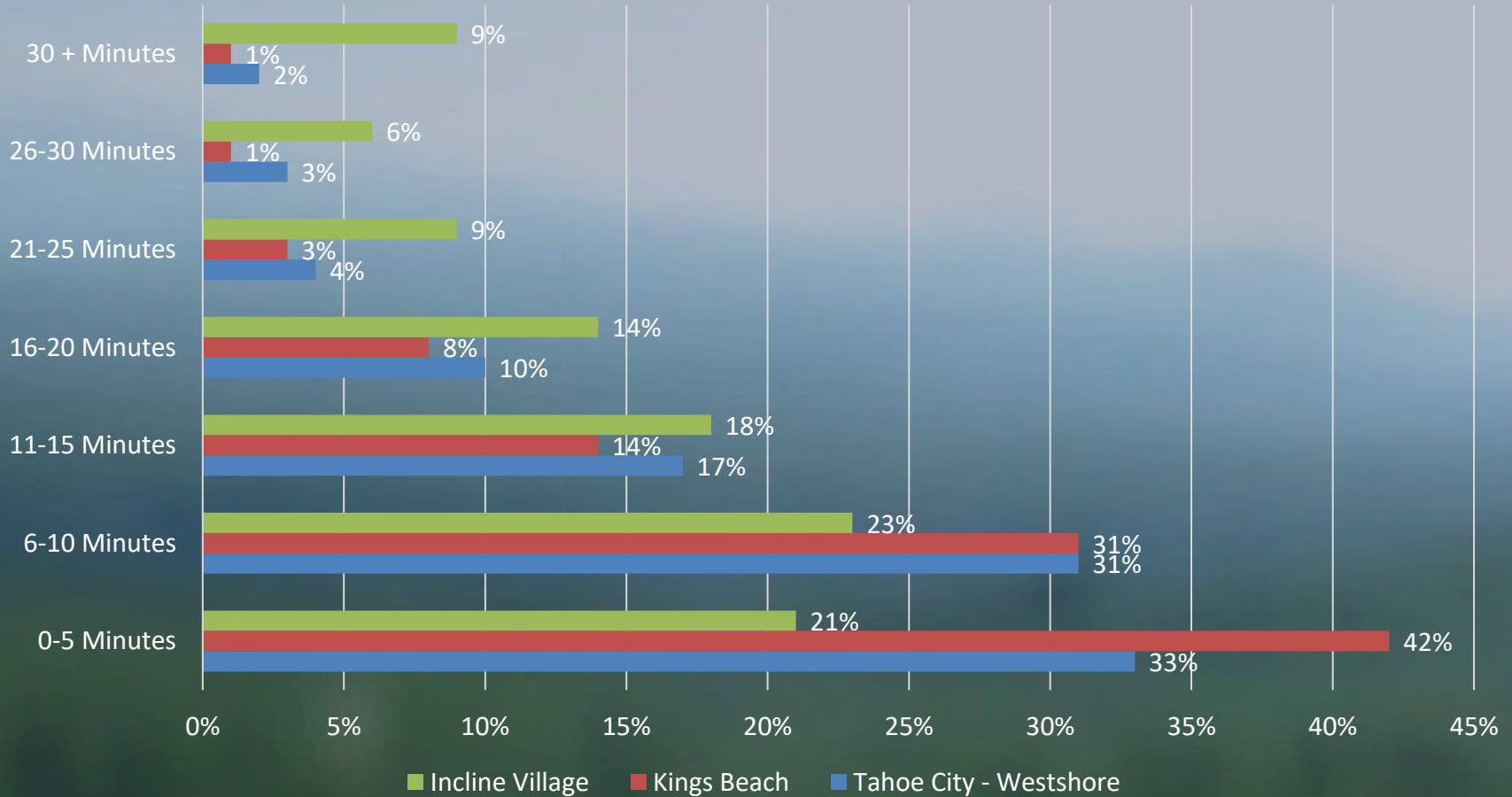


TART Connect – Summer, 2021

Total Passengers = 49,490



TART Connect Avg. Wait Times



TART Connect Video

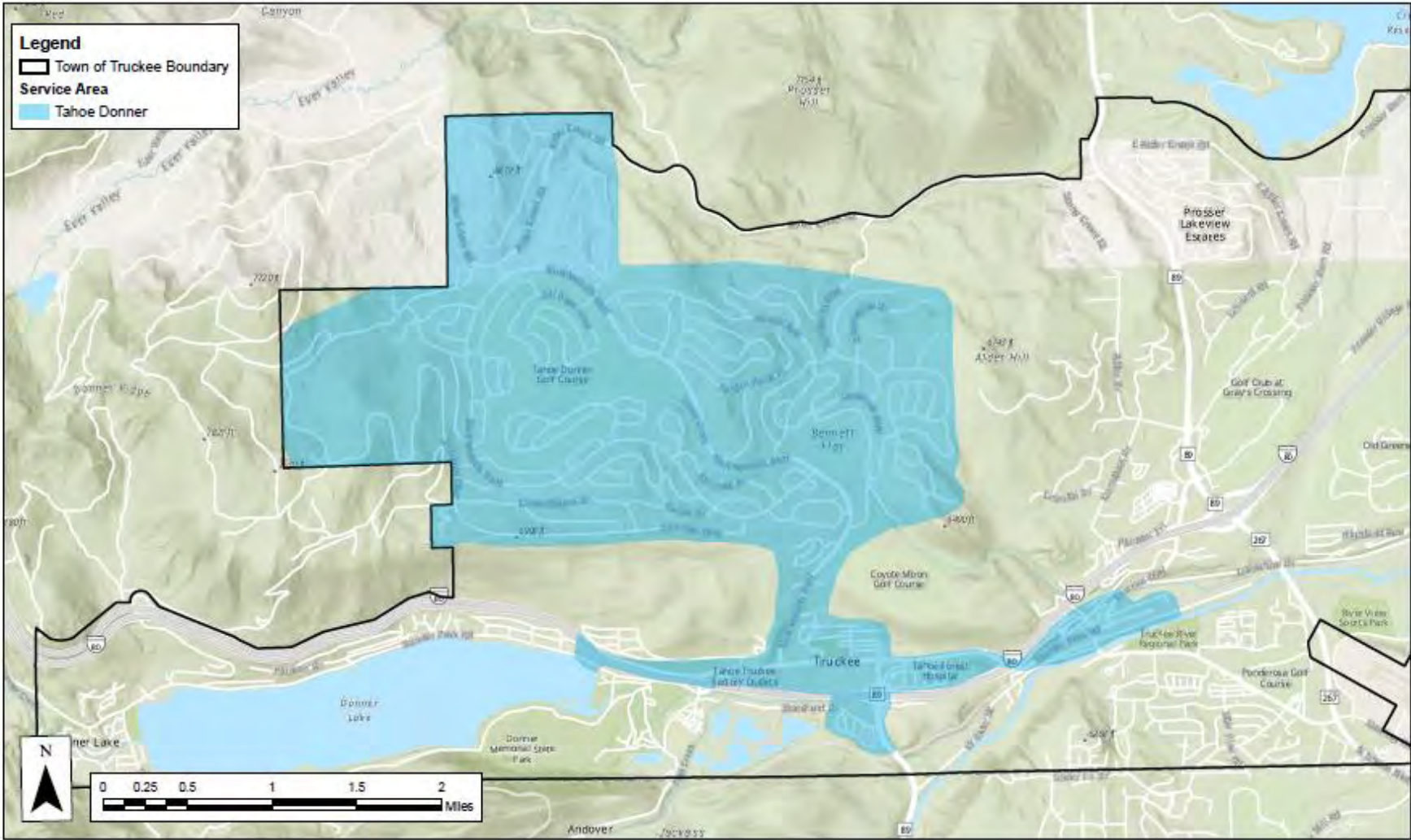
- <https://vimeo.com/567215694>



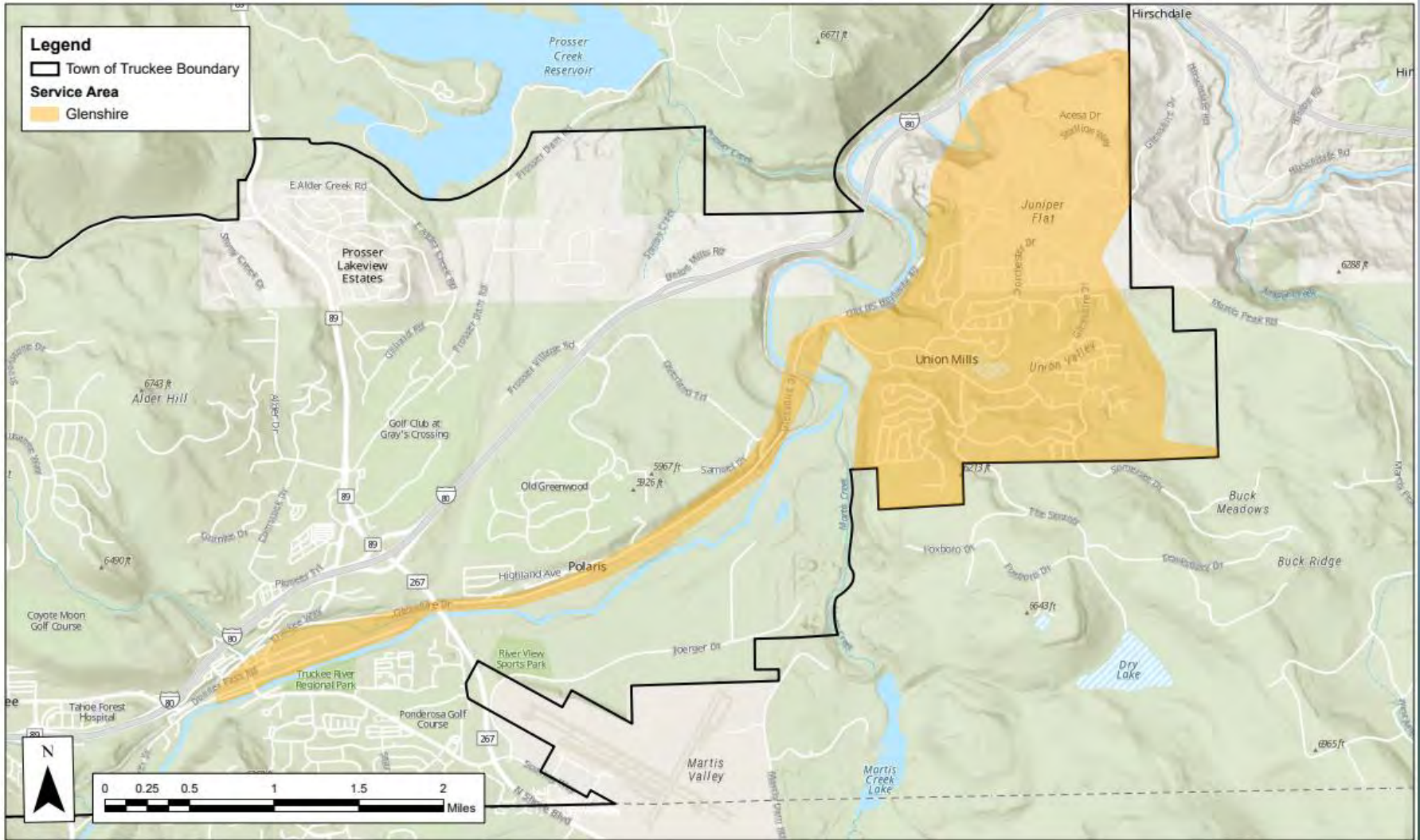
The advertisement features the TART Connect logo at the top, which consists of a stylized 'T' inside a circular icon with four colored segments (green, blue, red, yellow). Below the logo, the text reads "TART connect" and "NEW! North Lake Tahoe Free On-Demand Shuttle Service". The central part of the ad shows a smartphone displaying the app's interface. The screen shows a map of North Lake Tahoe with a blue circle indicating a "3 min" ride time. A driver's profile picture and name "Mike" are visible, along with the text "Mike is heading your way!". The background of the ad is a scenic view of a lake and mountains. At the bottom, it says "Get the App! Just tap, relax and go." and includes a QR code, Google Play, and App Store download buttons. The website "TahoeTruckeeTransit.com/summer21" is also listed.



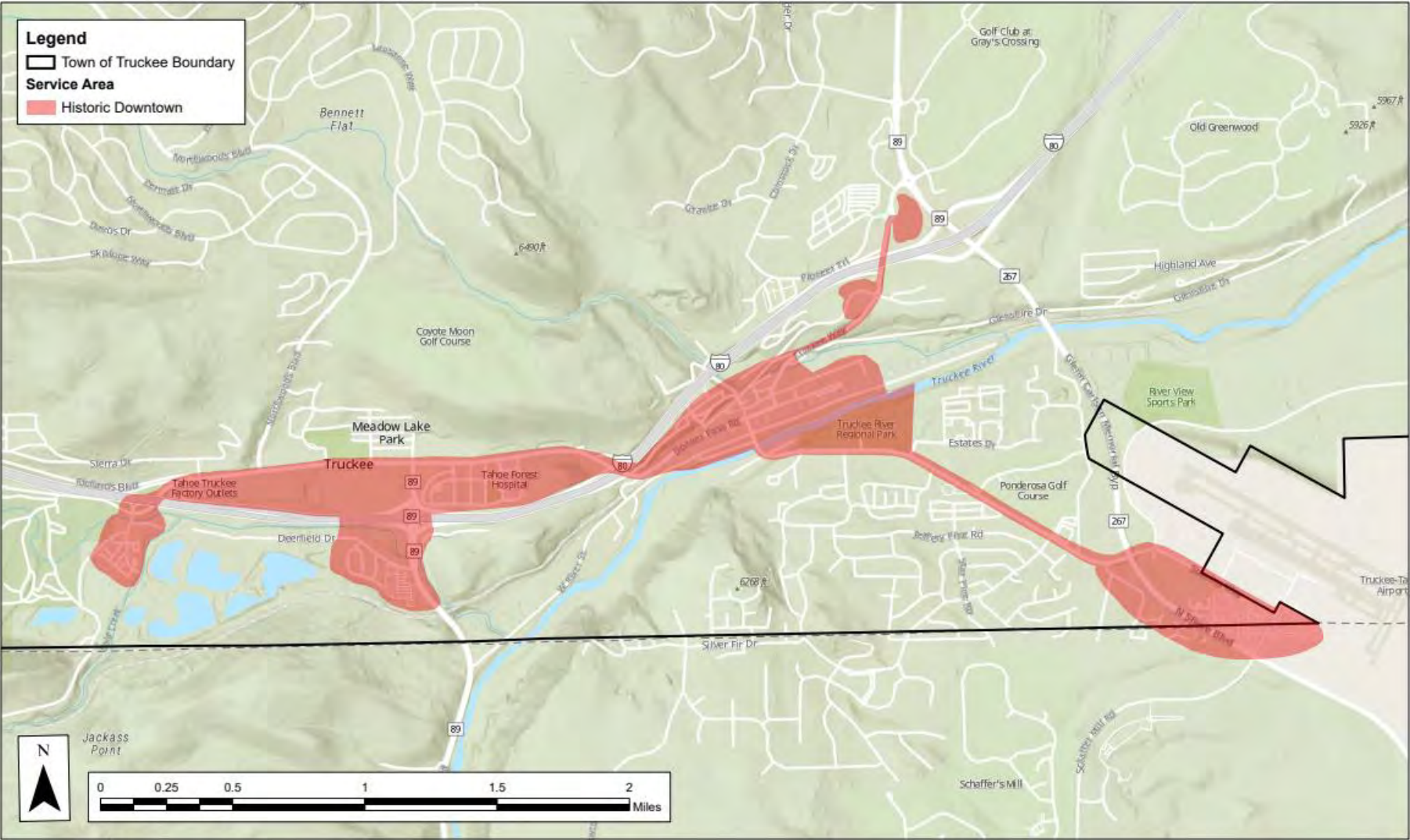
Tahoe Donner Service Area



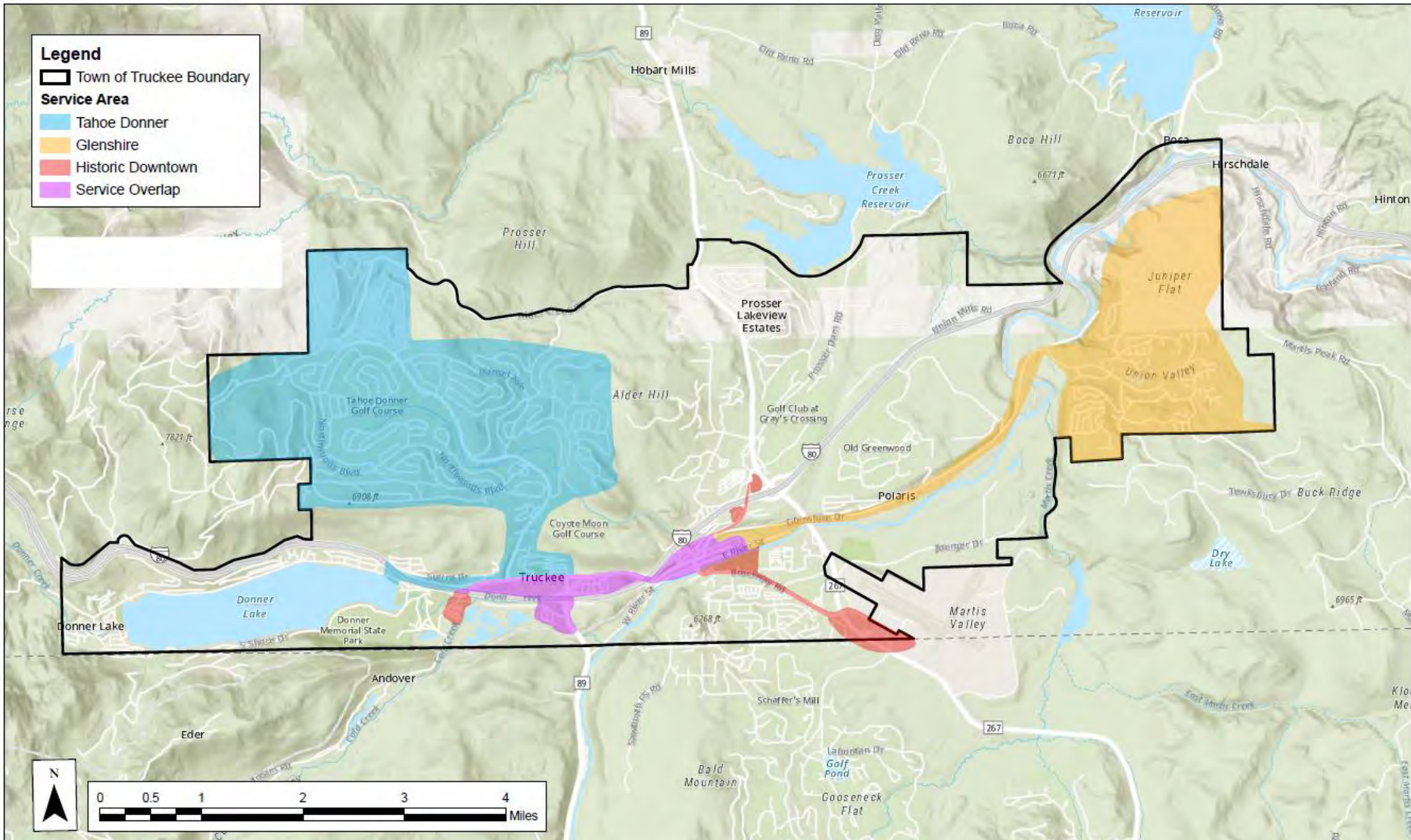
Glenshire Service Area



Historic Downtown Service Area



Service Areas



Legend

- Town of Truckee Boundary
- Service Area
- Tahoe Donner
- Glenshire
- Historic Downtown
- Service Overlap

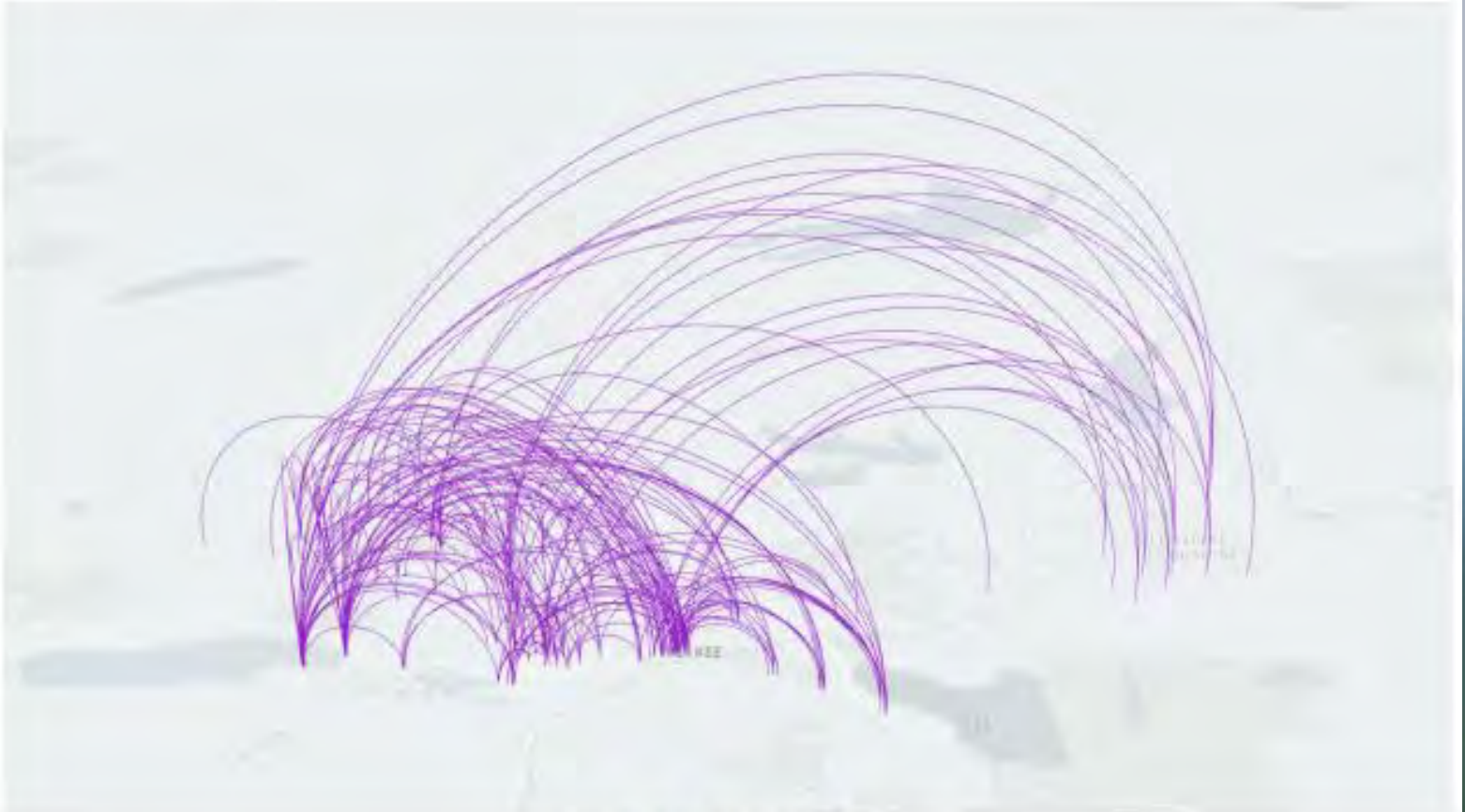
0 0.5 1 2 3 4 Miles

N



Demand Analysis

Simulation



Visual of trip patterns

Partners and Cost Sharing Model

- Tahoe Donner TSSA #1 Funding
- Glenshire TSSA #5 Funding
- Visit Truckee Tahoe Tourism Business Improvement District (1.25% Room Night Tax)
- Town of Truckee (Proposes to Contribute 1/3rd of Overall Cost)



Cost and Service Model – June 25th – September 5th

	Estimated Percent of Demand	Estimated Cost Sharing	Cost With 1/3rd Town Contribution
Glenshire Service Hours 10 AM - 10 PM	18%	\$82,975.86	\$55,316.69
Tahoe Donner Hours 10 AM - 10 PM	52%	\$239,708.04	\$159,803.76
Historic Downtown Hours 10 AM - 10 PM	30%	\$138,293.10	\$92,194.48
Approx Total Hours		5110	
Total Cost		\$460,977	\$307,314.93



Tahoe Donner Service

- Operating Period
 - June 25th to September 5th
- Hours of Operation
 - 10 AM – 10 PM
 - 90% of rides in 15 mins
- TSSA #1 Pilot Costs
 - Approx. \$159K based on Est. % of Demand
- Trip Purposes
 - Internal TD Trips
 - Beach, Pool, and Trailhead Access
 - Town Events
 - Shopping/Dinner/Entertainment
 - Kid Trips



Cost Accounting

- Proposed Town Funding
 - Cover 1/3rd of Total Cost for Pilot
- Tahoe Donner TSSA #1 Funding
 - Rides that Originate or Terminate In Tahoe Donner
- Glenshire TSSA #5 Funding
 - Rides that Originate or Terminate in Glenshire
- Visit Truckee Tahoe TBID Funding
 - Rides that originate AND terminate in the Downtown Core Zone Area



What Happens AFTER the Pilot

- Town conducting feasibility analysis to evaluate current system and funding vs. Town-wide Microtransit model (cost, efficiency, customer satisfaction, etc.)
- Town and transit consultant evaluate performance
- Work with state and federal funding partners to reappropriate existing funding for next FY
- The next evolution of Truckee Transit !

