

# Town of Truckee TART Connect Pilot Project Update



September 2024

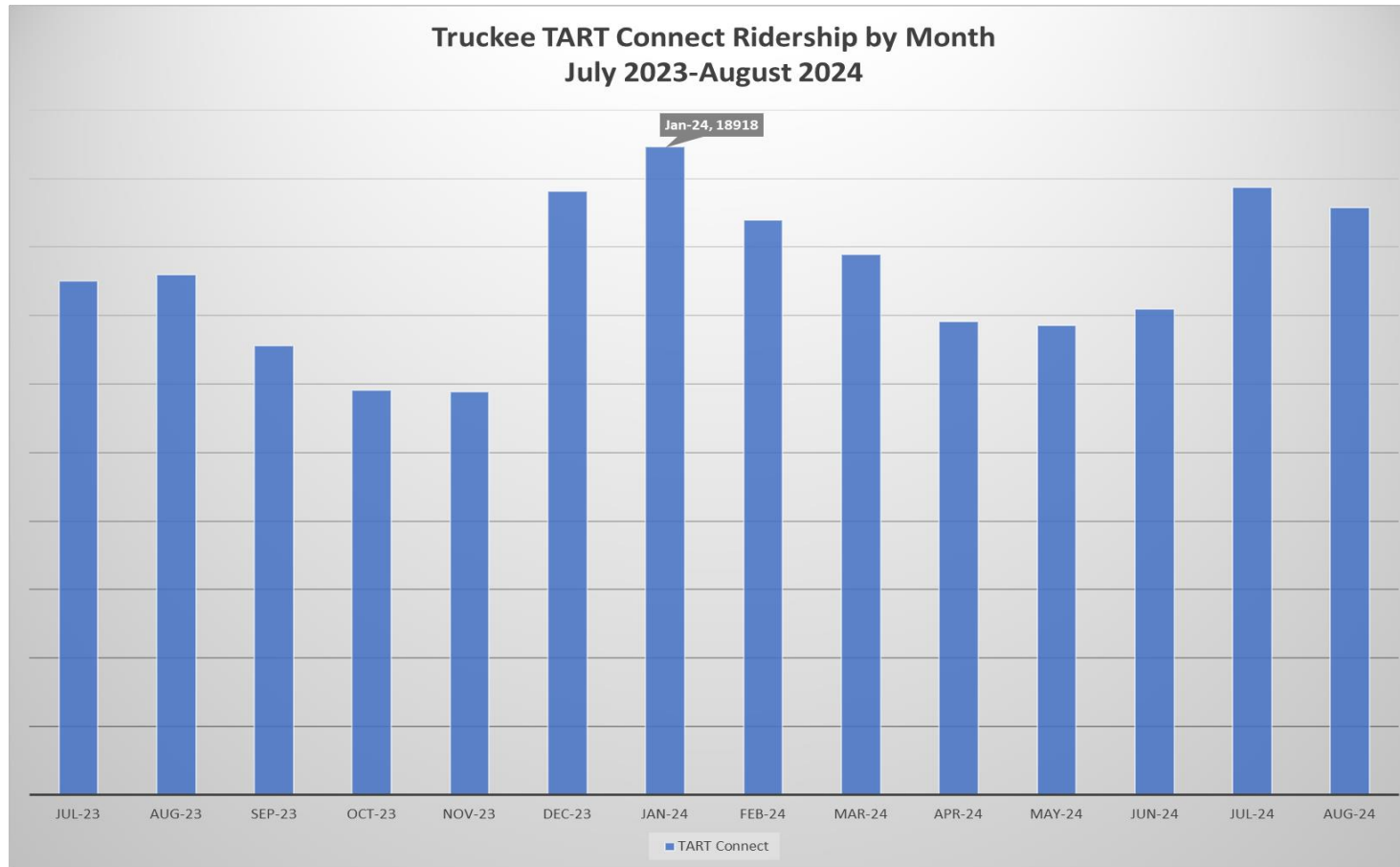
TOWN OF  
**TRUCKEE**

# TART Connect Program Background

- “Fare- Free” Pilot program first initiated in the Summer of 2022 (June 5 to September 5) with a limited service area (Tahoe Donner, Glenshire, Hospital, Donner Pass Road/Commercial Row/Brockway, Airport 10 AM to 10 PM.
- Winter pilot service initiated on December 15, 2022.
- Service expanded to Town-wide and hours expanded to 6:30 AM – 10 PM in April 2023.
- Summer 2023 and Winter 23/24 hours later extended to Midnight
- Currently funded through June of 2025

# TART Connect: \$6.5 million investment

- Fare-Free Program currently funded through June 2025: 2.6 million FY24/25 (2.4 estimated General Fund share)



Since the initial launch in June 2023, Truckee TART Connect has provided over 300,000 rides!

*(Prior to TART Connect, the Truckee TART System served about 30,000 rides annually. Currently, we're providing about 218,000 rides per year.)*

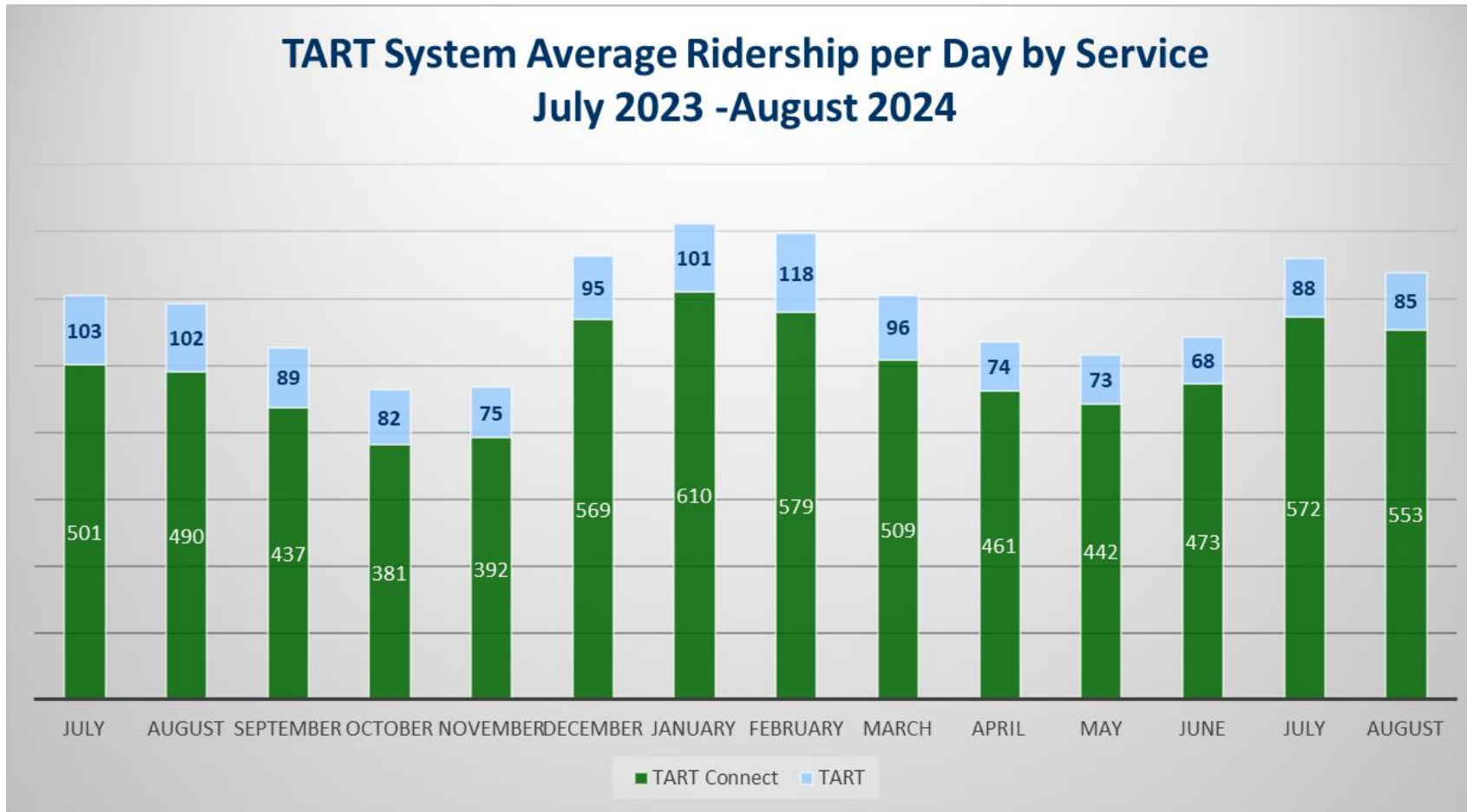


# Current Operations

- Private contractor (Downtownner) provides all dispatchers, drivers, vehicles, and microtransit app. The Town provides office space, parking space, and fuel.
- Vehicles have a capacity of 6 to 9 passengers, are ADA accessible, and are equipped with ski and bike racks.
- Up to 9 vehicles in operation at one time during peak season/peak hours, but typically 7 or 8.



# Ridership Patterns



Ridership continues to grow, averaging around 565 trips per day during peak seasons and about 450 trips per day during off-peak seasons.

# Ridership Patterns

- Fairly consistent ridership by day of week, with highest summer ridership on Thursday and highest winter ridership on Saturday.
- Most riders are residents (56% to 61%) or second homeowners (18%). Overnight visitors made up 11% to 13% of riders and day visitors made up 2% to 4%.
- Most individuals using the service ride occasionally, but 21% ride at least once a week, and 8% ride on most days.
- People of all ages use Truckee TART Connect
  - 8% of riders are 13 to 18 years old, 11% are ages 65 and above



# Ridership Patterns

**Winter** ridership was concentrated in Downtown area, the Donner Pass Road corridor, and Tahoe Donner.



**Summer** ridership was more dispersed, but there was still a concentration of activity in the Downtown and Donner Pass Road core areas.



# Performance Analysis

**Truckee TART Connect's operating cost per passenger-trip is lower than the fixed route (\$30.50) and paratransit (\$75.88), and is comparable with the Placer County TART Connect (\$11.26)**

Truckee TART Connect Performance							
<i>Summer 2022 - Winter 2023-24</i>							
Performance Data and Indicators	Season						Total
	Summer 2022	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24 <sup>1</sup>	
Passengers	19,556	33,127	28,221	30,826	36,702	36,547	184,979
Vehicle Service Hours	5,115	5,134	5,423	5,728	7,325	6,111	34,836
Vehicle Service Miles	62,831	81,594	103,460	105,859	136,186	111,745	601,675
Total Operating Cost	\$434,387	\$529,107	\$380,971	\$398,496	\$513,361	\$387,240	\$2,643,562
Average Wait Time (Minutes)	9	35	22	22	22	31	23
<i>Passenger-Trips per Hour</i>	3.8	6.5	5.2	5.4	5.0	6.0	5.3
<i>Passenger-Trips per Mile</i>	0.31	0.41	0.27	0.29	0.27	0.33	0.31
<i>Operating Cost per Passenger-Trip</i>	\$22.21	\$15.97	\$13.50	\$12.93	\$13.99	\$10.60	\$14.29
<i>Source: Truckee TART Connect Monthly Performance Reports</i>				<i>Note 1: December and January only.</i>			



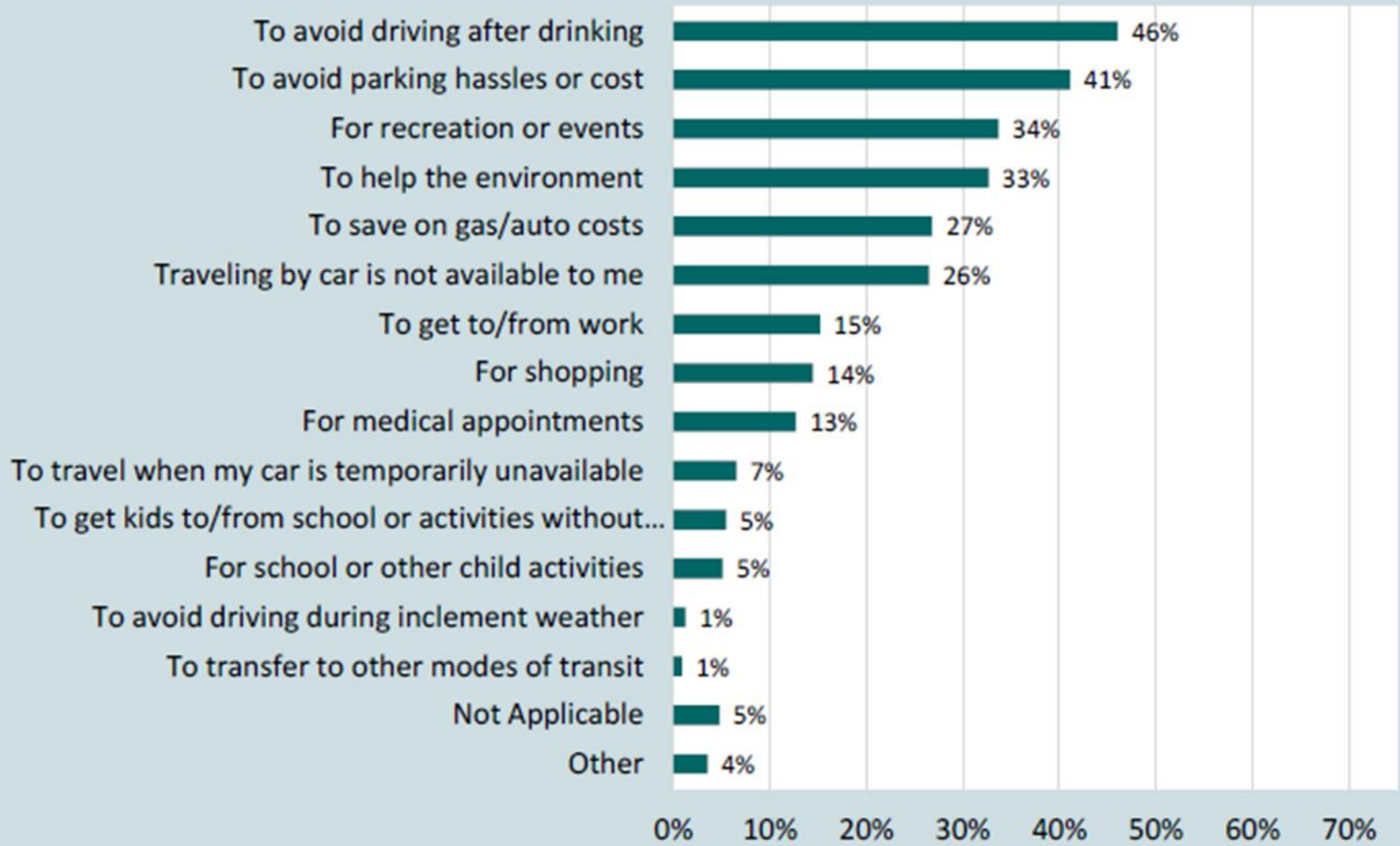
# TART Connect: Community Survey

An online survey with 593 responses indicated that...

- **70% were residents**, 11% second homeowners, 9% employees (non-residents), and 10% visitors.
- Most found out about Truckee TART Connect by **word of mouth (55%)**, seeing the vehicles (31%), and social media (19%).
- Top reasons people ride microtransit are to **avoid driving after drinking (46%)**, **avoid parking hassles (41%)**, and to **access recreation/events (34%)**
- Top reasons people do NOT ride microtransit are **long wait times (48%)**, preferring personal car (22%), and the service hours are not late enough (21%).



Figure C-6: Why Respondents Use Truckee TART Connect

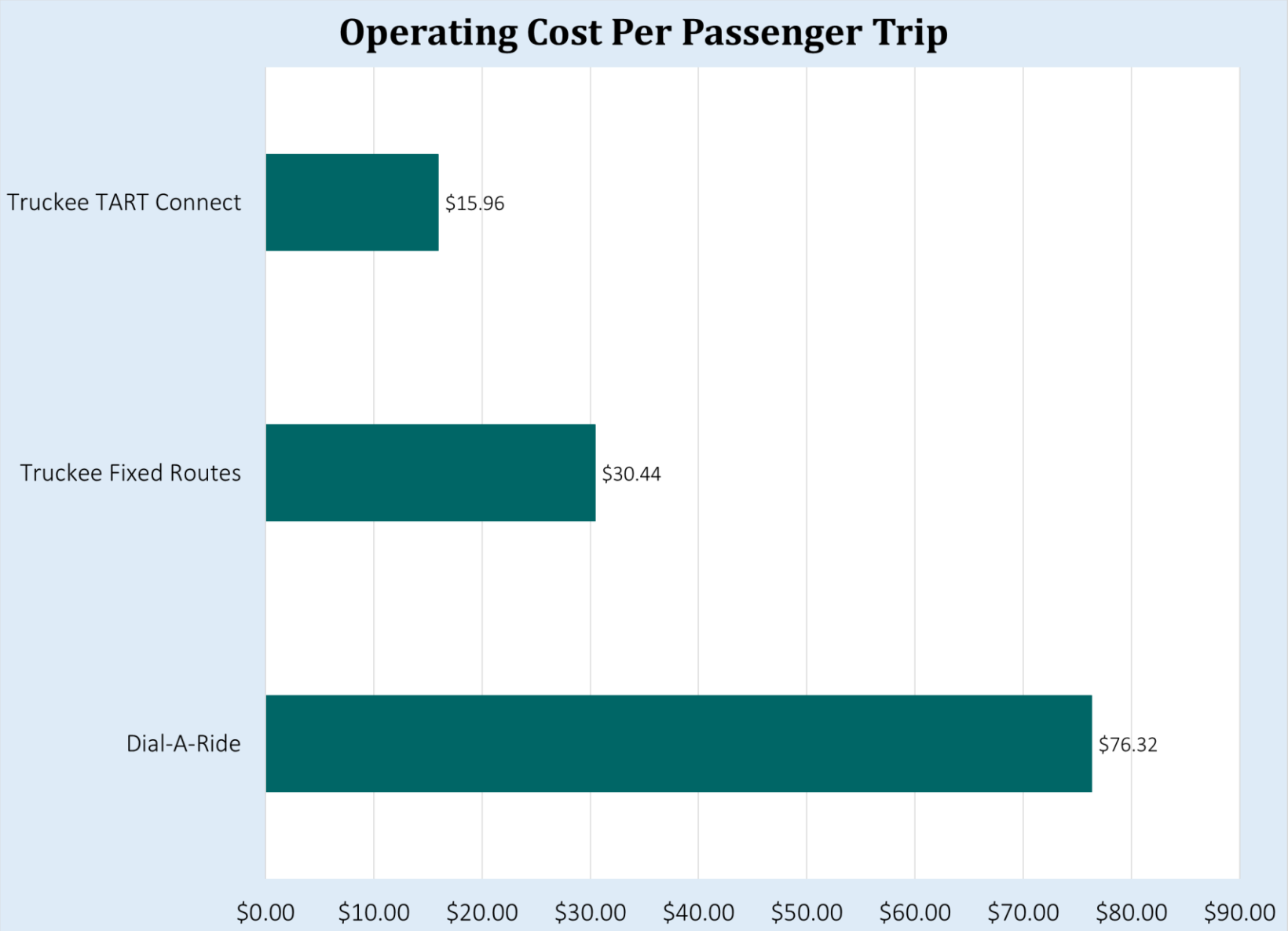


# TART Connect

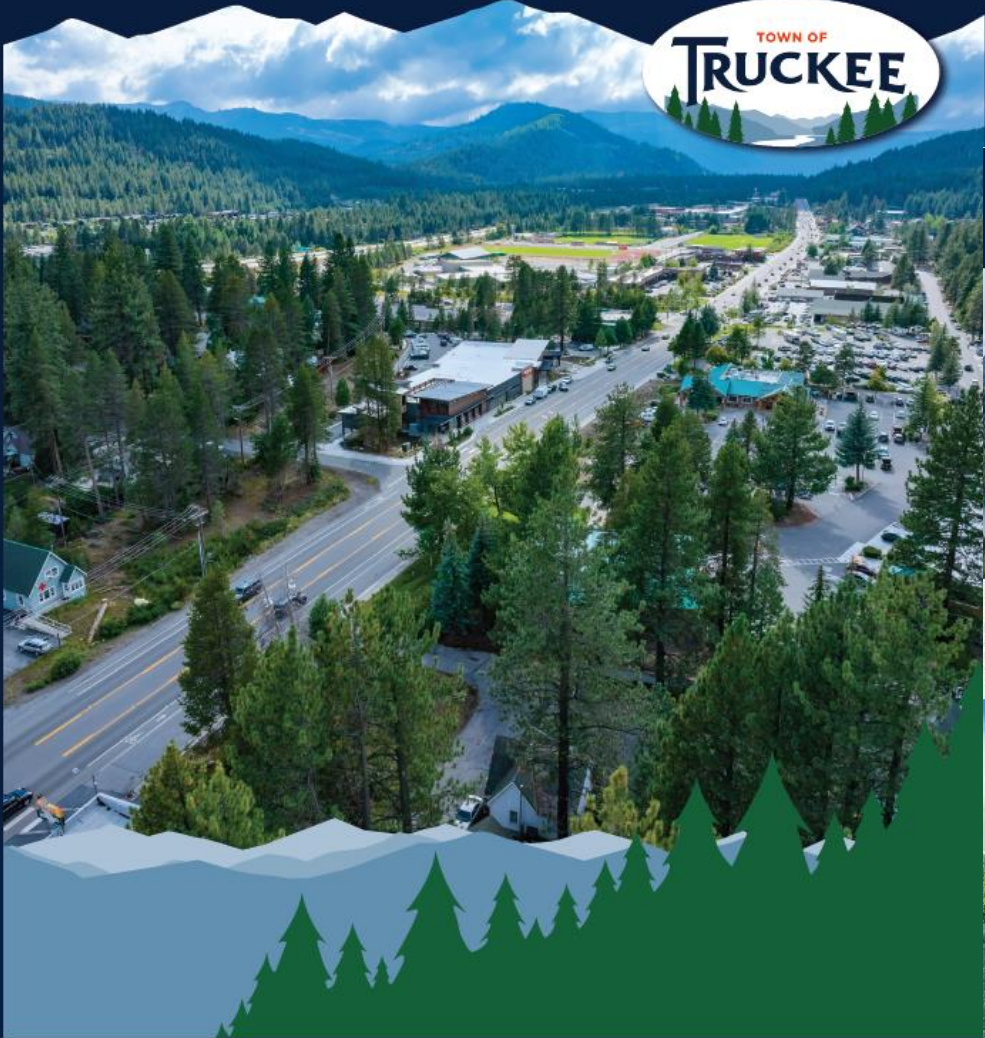
- TART Connect **reduces parking demand** in downtown by 7 – 10 private vehicles per day in winter and 16 – 25 per day in summer.
- TART Connect **increases overall mobility**, serving about 35 trips per day that riders say otherwise would not have been made.
- TART Connect gets up to 65 workers to work and back each day, **benefiting both workers and employers**.
- TART Connect serves up to 17 overnight visitor travel groups a day, **benefiting lodging properties**.
- With around 40 percent of trips to shopping and dining, there is a **sales tax benefit**.
- Serving about 35 round trips per day to restaurants/bars, TART Connect provides a **safety benefit** by reducing drunk driving.
- 26% use the Truckee TART Connect because they cannot drive, whether due to a medical condition or not having a vehicle available.



# Truckee Services Performance (FY 2022/23)







# MAINTAINING ESSENTIAL TOWN SERVICES AND INFRASTRUCTURE



Truckee is known far and wide as a vibrant place to live, work, and visit. The Town is proactively planning to sustain the services and infrastructure that help protect the local environment, the safety of the community, and local quality of life.



### MAINTAINING ESSENTIAL SERVICES AND INFRASTRUCTURE

This measure will help by funding and maintaining essential services and potential infrastructure investments including:

- ✓ Expanding roadside vegetation management, evacuation planning, emergency operations, and disaster preparedness due to growing wildfire threats.
- ✓ Continuing to maintain Town-owned facilities, public spaces, and parks to keep them safe and clean.
- ✓ Establishing reliable funding for Town-operated transit services like TART Connect to support community mobility for all, including seniors and people with disabilities.
- ✓ Building resiliency within our watershed and protecting the water quality in our creeks, rivers, and lakes.

### LOCAL FUNDING MEASURE ON THE NOVEMBER BALLOT

Out of every dollar paid in sales tax by residents and visitors shopping in Truckee, only about 24c comes back to the Town.

To enhance local funding for essential services and maximize the portion of local sales tax funding that stays in Truckee, the Town has proposed a measure for local voters to consider on the November 5th, 2024 ballot that would increase the local sales tax rate paid by residents, tourists, and second homeowners by 1/2%, generating approximately \$3.5 million annually to fund essential services, such as:



- Keeping pollution out of our local creeks, rivers, lakes, and waterways
- Preparing for wildfires and other natural disasters
- Protecting the environment and keeping local parks, recreation, and community facilities safe, clean, and well maintained
- Providing transit service to all, including seniors and people with disabilities
- Providing workforce housing to residents and essential professionals such as teachers, nurses, firefighters, paramedics, and deputies

### FISCAL ACCOUNTABILITY & LOCAL CONTROL

The proposed measure includes fiscal accountability and local control requirements, including:

- ✓ All funds are subject to annual independent audits and public disclosure of all spending
- ✓ All funds must remain under local control in Truckee and could not be taken by the State or Nevada County
- ✓ Essential purchases like groceries and prescription medicine are exempt from sales tax to help ensure the cost is not a burden to those on fixed or limited incomes

# MAINTAINING ESSENTIAL SERVICES AND QUALITY OF LIFE





# TOWN OF TRUCKEE

***Truckee Essential Services Measure:*** *To protect essential services such as keeping public areas, facilities, and parkways safe, clean and well maintained; protecting creeks and waterways from pollution; preparing for wildfires and natural disasters; expanding transit services like TART Connect; and for general government use, shall the Town of Truckee measure be adopted establishing a 1/2% sales tax, providing approximately \$3,500,000 annually for 15 years, with independent audits and all funds locally controlled?*



# Proposed Ballot Measure Overview

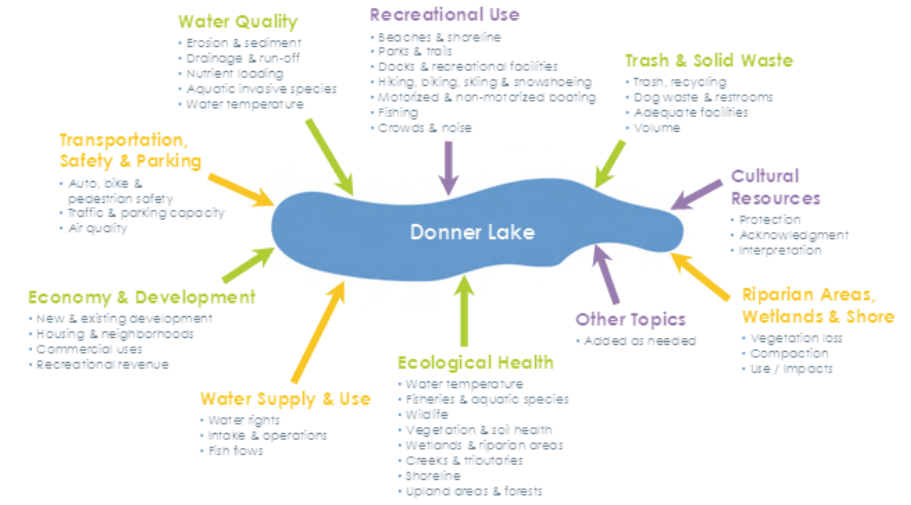
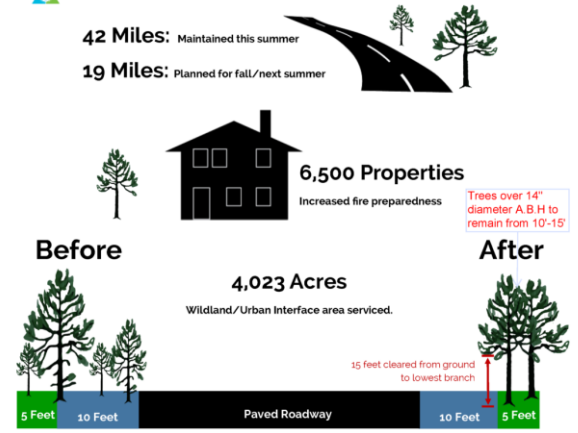
- General Sales Tax of ½% generating an estimated \$3.5 million annually
- Can be used for Town General Government Uses
- Community Priorities Identified, but are not limited to:
  - Maintenance of public facilities and spaces
  - Environmental improvement and protection
  - Natural Disaster and Emergency Preparedness
  - Workforce Housing
  - Transit Service Enhancements and Expansion (i.e. Elderly and Disabled services, TART Connect, event shuttles, etc.)
- Revenue locally controlled by Town with independent audits

# Summary of Current Unfunded Needs

	Unfunded needs		
	One-time	Annual	Total
Parks, Recreation, Community Facilities Safe, Clean and Well-Maintained		\$100,000	\$100,000
Pollution out of our Local Creeks, Rivers, Lakes and Waterways	\$7,200,000		\$7,200,000
Prepare for Wildfires and other Natural Disasters	\$5,275,000	\$150,000	\$5,425,000
Provide Transit services	\$3,500,000	\$2,500,000	\$6,000,000
Protect the Environment	\$2,175,000		\$2,175,000
Workforce housing	\$15,100,000		\$15,100,000
Other	\$24,250,000		\$24,250,000
<b>Total</b>	<b>\$57,500,000</b>	<b>\$2,750,000</b>	<b>\$60,250,000</b>

# Examples of Unfunded Projects, Programs, and Services – “One Time”

- **Wildfire and Natural Disaster Preparation and Mitigation**
  - Road Vegetation Remove and Management
  - Disaster Preparedness (C2515)
- **Environmental Protection:**
  - Electric Vehicle Conversion (C2509)
  - Greenhouse Gas Reduction Projects (C1910)
- **Pollution Out of Waterways and Watershed Enhancement**
  - Donner Lake Interagency Partnership Projects
  - Trout Creek Restoration (C1704)
- **Workforce Housing Programs**
  - Truckee Home Access Program (2014)
  - New Deed Restriction Program
  - “Rooted Renters” Program Beyond Pilot
- **Other Identified Needs**
  - West River Revitalization (C2408)
  - Future Downtown Streetscape Projects (i.e. Jibboom and Envision DPR)
  - Public Art Projects
  - New Truckee Library



# Examples of Unfunded Projects, Programs, and Services – Annual

- Maintenance of New Town Owned Public Spaces
  - Railyard Mobility Hub
  - New West River/DEWBHEYÚMUWE? Park
- Transit Enhancements
  - TART Connect Continuation Beyond FY24/25
  - Event Shuttles
- 2040 General Plan Implementation and Annual Support
  - Various





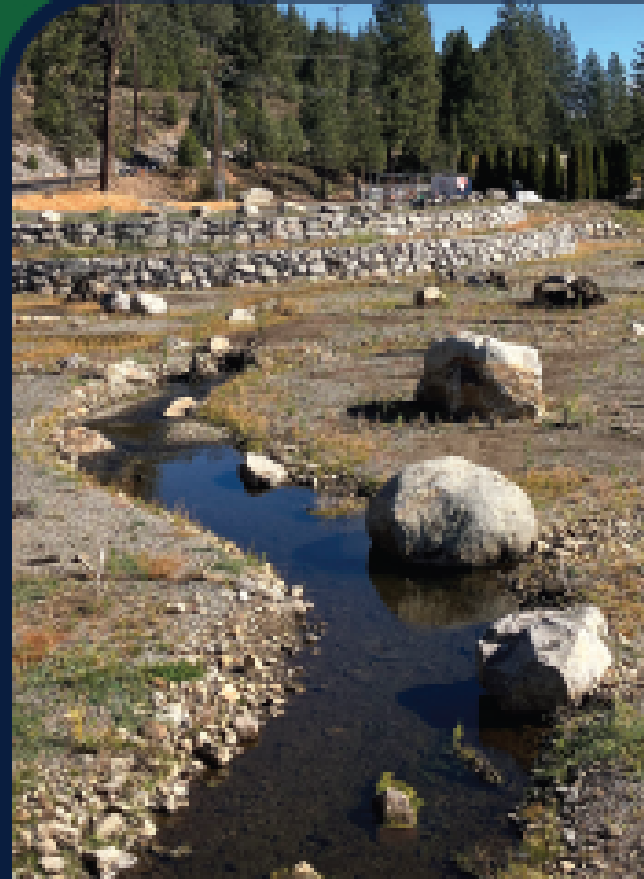
# Sales Tax Rates:

Town of Truckee	
Current Sales Tax	8.25%
Traisl Tax (Oct.): Renewal plus 0.25	0.50%
Sales Tax as of November 2024	8.50%
Proposed Essential Services Tax Measure	0.50%
Potential Future Sales Tax Rate	9.00%

Nevada City	8.875%
Grass Valley	8.875%
Nevada County	7.50%




California Department of Tax and Fee Administration lists Effective Sales and Use Tax Rates

- 482 cities listed
  - 293 Cities (61%) sales tax equal to or greater than 8.5%
  - 195 Cities (40%) sales tax equal to or greater than 9%
  - Avg of all Cities: 8.76%
- Updated July 2024, only rates that have gone into effect at the time of update



## FISCAL ACCOUNTABILITY & LOCAL CONTROL

The proposed measure includes fiscal accountability and local control requirements, including:

-  All funds are subject to annual independent audits and public disclosure of all spending
-  All funds must remain under local control in Truckee and could not be taken by the State or Nevada County
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# Short Range Transit Development Plan

## What is the Future of Transit in Truckee ?

2024 Town of Truckee  
Transit Development Plan  
DRAFT



Prepared for the  
Nevada County Transportation Commission



# 2024 Truckee Transit Development Plan

## Alternatives Evaluation

*Alternatives were developed to improve services based on passenger feedback and findings from the existing conditions analysis.*

### Truckee Local Services

- Half-Hourly Service
- Replace fixed-route with microtransit
  - All day
  - 5:30 PM to 6:30 PM
  - Northstar night service

### Truckee TART Connect

- Reduce service to evenings only
- Eliminate service after 10 PM
- Limit service to Glenshire Zone to specific time windows
- Establish a minimum trip length
- Limit service to Downtown, Hospital, and Sierra Meadows
- Expand service to unincorporated Placer County
- Dedicate 1 van to Downtown/Hospital Zone
- Implement \$5 Base Fare

## Two scenarios were developed for this TDP:

- **Scenario A** – A new recurring funding source, such as a sales tax, is available
- **Scenario B** – Only traditional transit operating funding sources such as TDA, FTA and partnership funding are assumed. Possible smaller levels of funding available through other means such as parking revenues and Town general funds is possible to enhance services.



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**THANK YOU!**

