



**MEMORANDUM
PUBLIC WORKS
TRANSIT DIVISION**
County of Placer

TO: Honorable Board of Supervisors **DATE:** October 26, 2021
FROM: Ken Grehm, Director of Public Works
BY: Will Garner, Deputy Director
SUBJECT: Tahoe Truckee Area Regional Transit Connect Pilot Program / Report on Summer 2021

ACTION REQUESTED

Receive a report on the results of the Summer 2021 Tahoe Truckee Area Regional Transit Connect Pilot Program.

BACKGROUND

On March 30, 2021, your Board approved an award of a contract with Squaw Downtowner, LLC to develop and implement a microtransit pilot program in North Tahoe. On May 25, 2021, your Board approved an amendment to the agreement to begin the service one week earlier. Funding for the service came entirely from Transient Occupancy Tax (TOT) funds that were carried over from the FY 2019-20 TOT, which was approved by your Board on March 9, 2021. Through a partnership with the Truckee North Tahoe Transportation Management Association (TMA), the Tahoe Transportation District (TTD), and the Incline Village Crystal Bay Visitors Bureau (IVCBVB), microtransit service in Incline Village and Crystal Bay was added.

The concept of microtransit in North Tahoe came from the Resort Triangle Transportation Plan which was accepted by the Board of Supervisors in October of 2020. Microtransit is a widely used term in the transit industry that describes an on-demand shuttle service using small transit vehicles that passengers request on smartphones or computers through an app provided by the private transportation carrier. Like well-known Uber and Lyft services, the passenger is notified of the pick-up time and the vehicle location.

The summer Tahoe Truckee Area Regional Transit (TART) Connect service ran for 75 days from June 24 through September 6, 2021. Total ridership was 49,490 with 25,234 in the two Placer County zones and 24,256 in the Incline-Crystal Bay zone. The total contract cost of the program was \$424,516 for the Placer County zones and \$198,721 for the Incline Village-Crystal Bay Zone. According to survey responses, the TART Connect service was very well received by the public with a net promoter score of 91 out of 100. The PowerPoint presentation provides information on the full program in both Placer County and Washoe County and compares the service results among the three zones. TART Connect service has been continued into the fall and operates between 6:00 PM and 10:00 PM. Under a separate action item, TART Connect is proposed to operate in the Winter of 2021/22.

ENVIRONMENTAL IMPACT

This item is not project as defined by Public Resources Code Section 21065, CEQA guideline 15378(b) and is therefore not subject to CEQA.

Honorable Board of Supervisors

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FISCAL IMPACT

The Microtransit service for summer of 2021 had a contract expense of \$424,516 which was included in both the FY 2020-21 and FY2021-22 Budgets. Funding for the service came from the FY 2019-20 TOT Fund Balance. The cost for the TART Connect Service in Incline Village-Crystal Bay was not funded by Placer County. The fall TART connect service will cost \$236,000 and is included in the FY 2021-22 Budget. The proposed winter TART Connect Service is included in a separate item and would cost \$1,391,741 including service in Incline-Crystal Bay.

ATTACHMENTS

None