



# TART Connect Pilot Project

## FY 2021-22

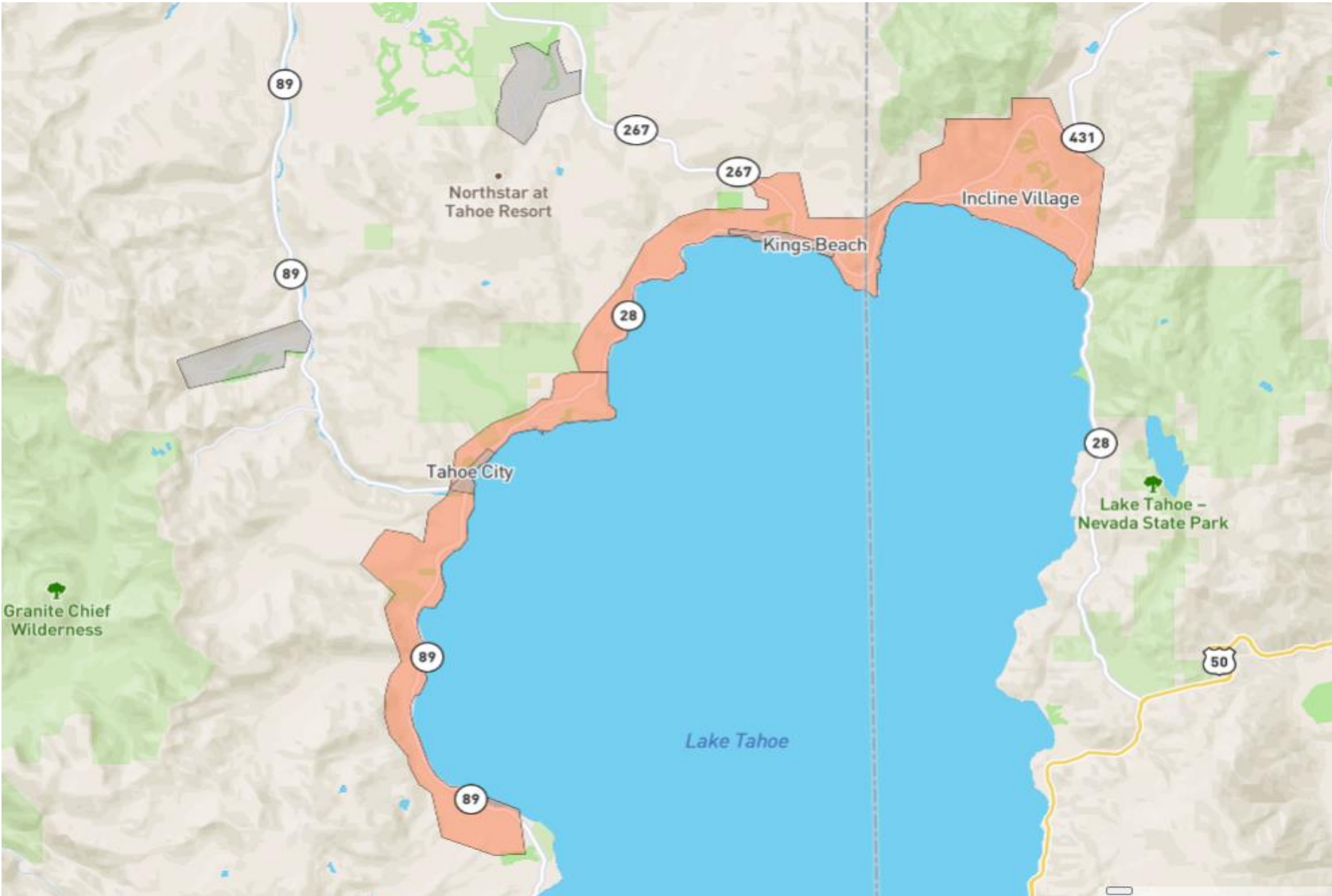




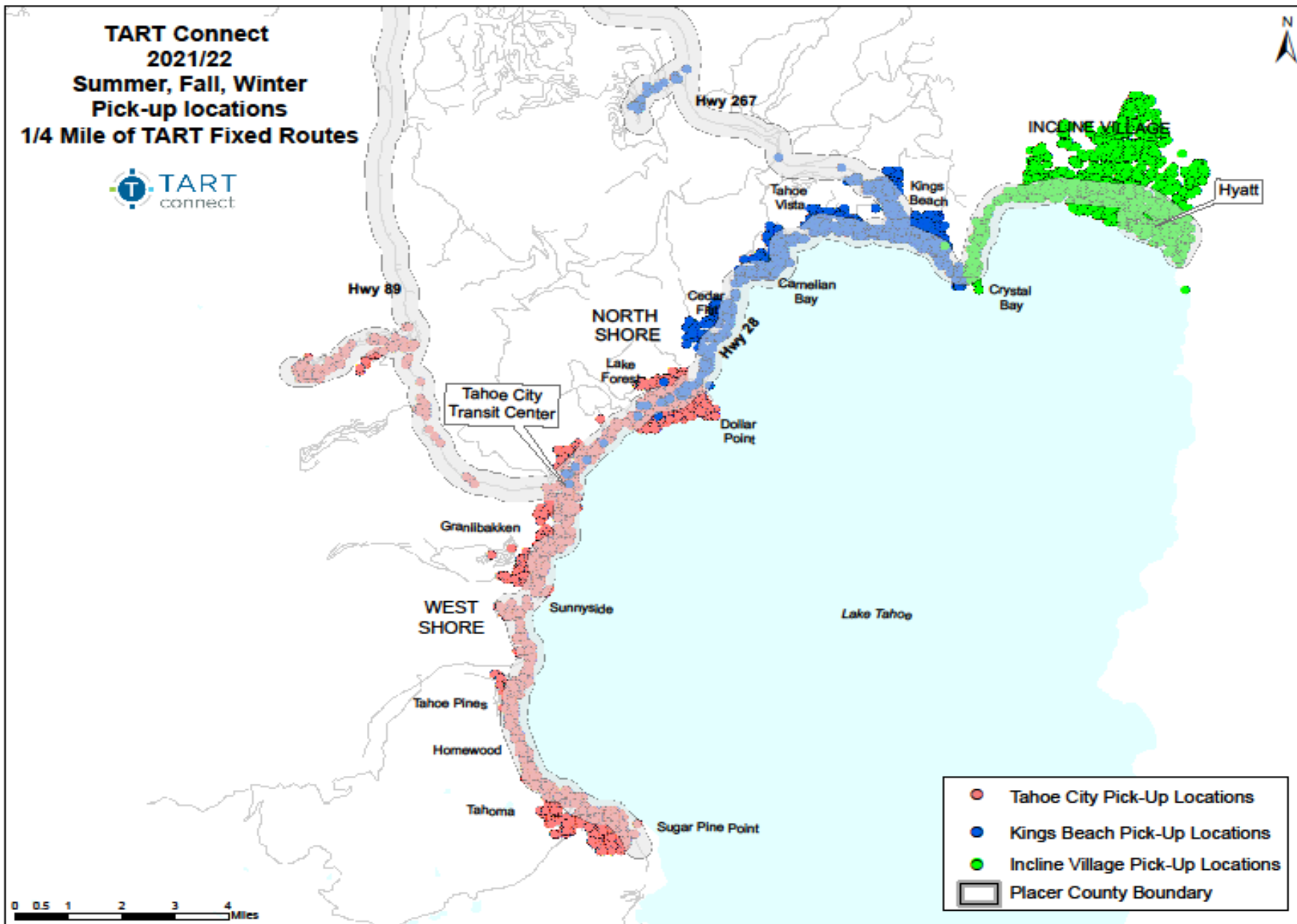
**App Based On-Demand  
Public Transit Service**



# TART Connect Zone Map



**TART Connect  
2021/22  
Summer, Fall, Winter  
Pick-up locations  
1/4 Mile of TART Fixed Routes**



# Peak Season Service Overview

- Branded as a service of TART
- Provided by Tahoe Downtowner, LLC – Operator of Mountaineer in Olympic Valley/Alpine
- App-Based On-Demand with Goal of 15-minute max wait time for pick-up
- Point-to-Point & Connections to Regional TART
- Days of operation:
  - Summer Peak Season: June 24 – September 6, 2021
  - Winter Peak Season: December 10, 2021 – April 10, 2022
- Hours of operation: 8:00AM-Midnight
- 11 vehicles in maximum service & 15 vehicles with the addition of resort zones in winter 21-22
- Four Zones In Placer, One in Washoe:
  - Kings Beach/Brockway/Tahoe Vista/Carnelian Bay
  - Tahoe City/Dollar Point/Westshore
  - Incline Village/Crystal Bay
  - Olympic Valley/Tahoe City (Expanded in Winter 21-22)
  - Northstar/Kings Beach (Expanded in Winter 21-22)



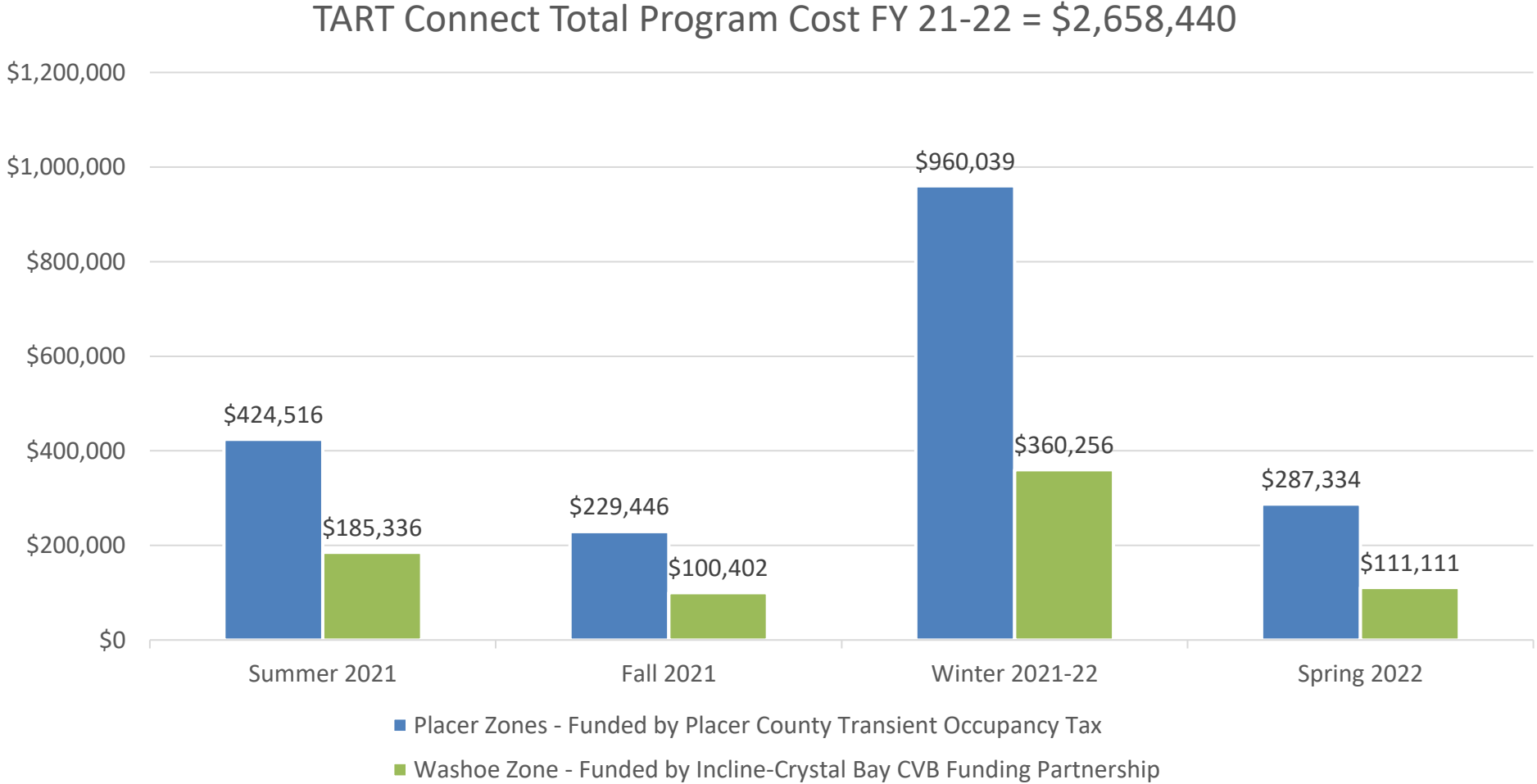


# Non-Peak Season Service Overview

- Branded as a service of TART
- Provided by Tahoe Downtowner, LLC – Operator of Mountaineer in Olympic Valley/Alpine
- App-Based On-Demand with Goal of **60-minute** max wait time for pick-up
- Point-to-Point & Connections to Regional TART
- Days of operation:
  - **Fall Non-Peak Season: September 7 – December 9, 2021**
  - **Spring Non-Peak Season: April 11 – June 29, 2022**
- **Hours of operation: 6:00PM-10:00PM**
- 11 vehicles in maximum service
- **Two Zones In Placer, One in Washoe:**
  - Northstar/Kings Beach/Brockway/Tahoe Vista/Carnelian Bay
  - Olympic Valley/Tahoe City/Dollar Point/Westshore
  - Incline Village/Crystal Bay

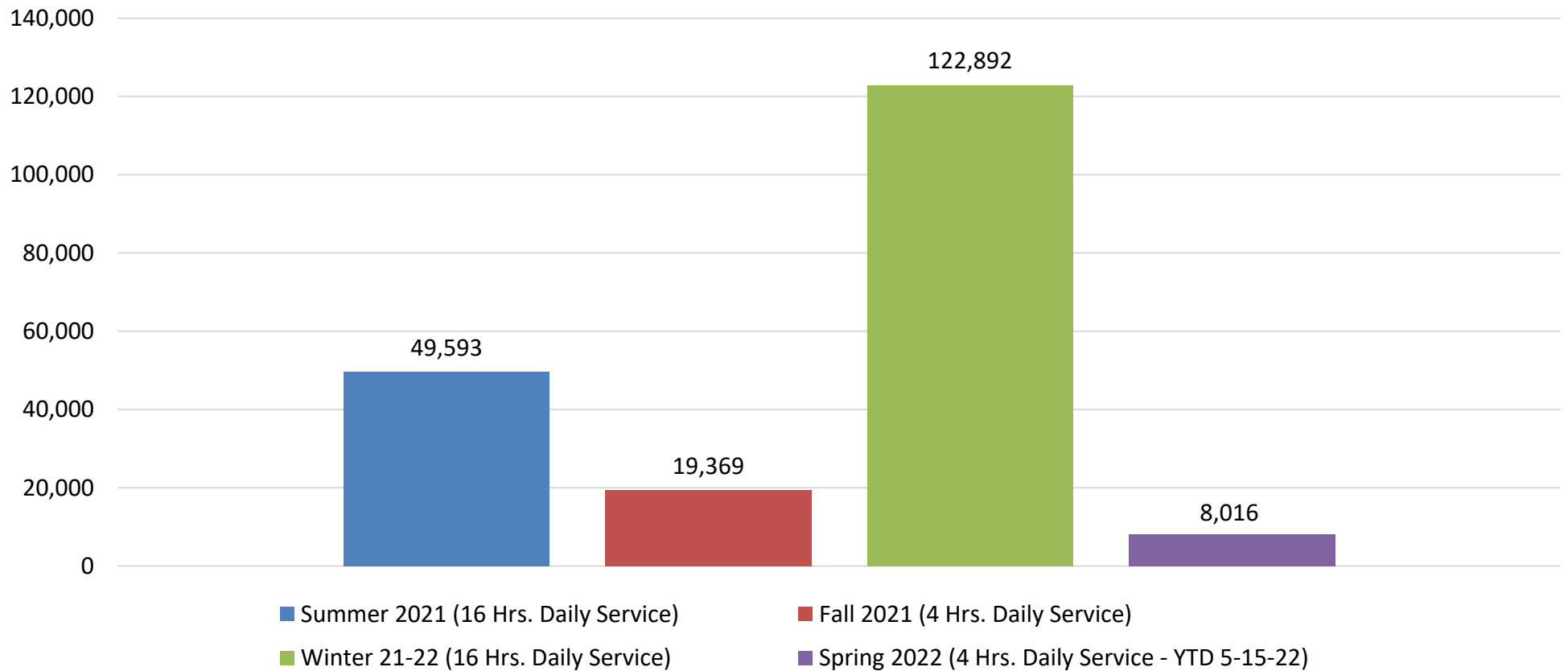


# TART Connect Operating Cost FY 21-22



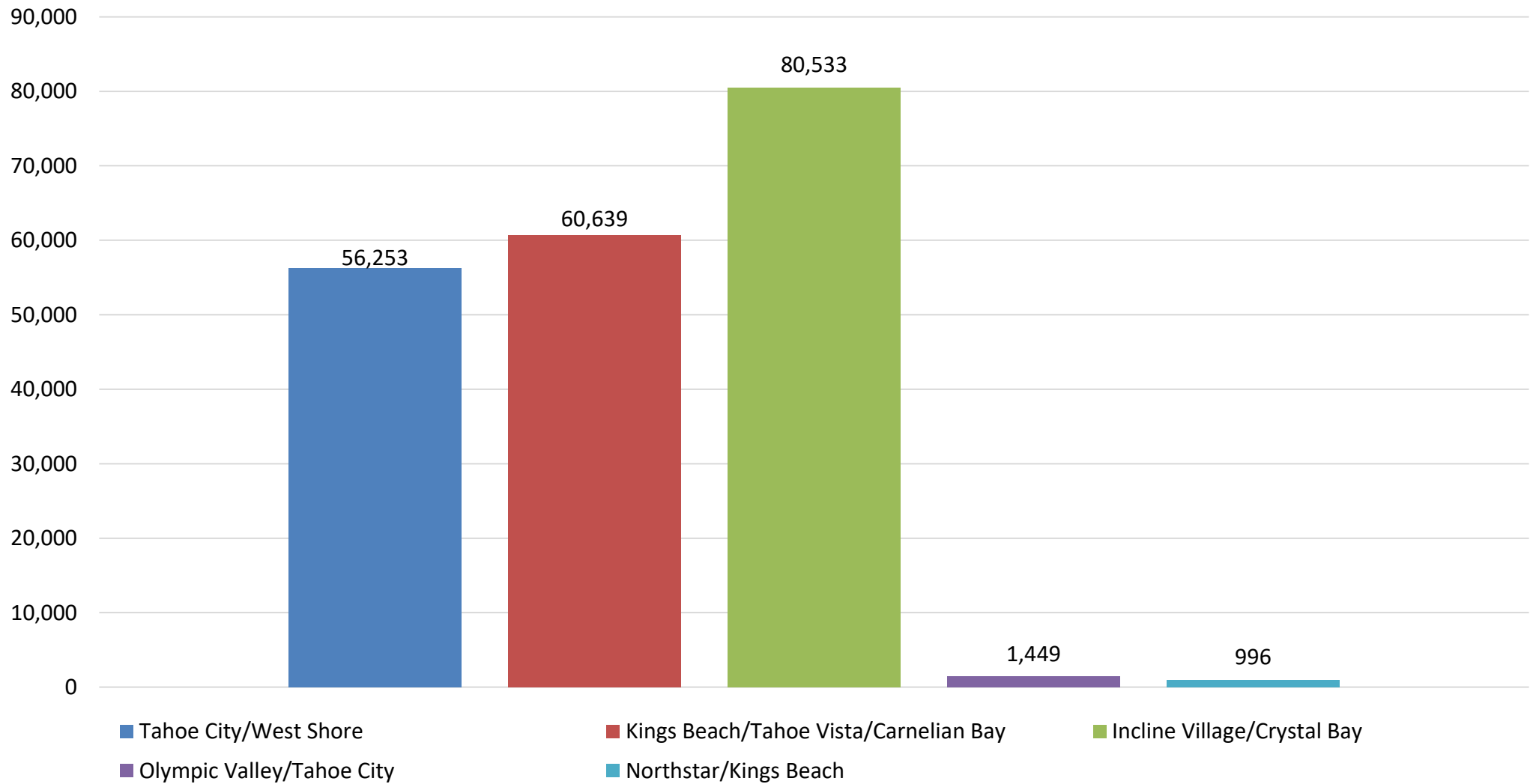
# TART Connect Total Ridership By Season

TART Connect FY 21-22  
Total Passengers Thru May 15, 2022 = 199,870



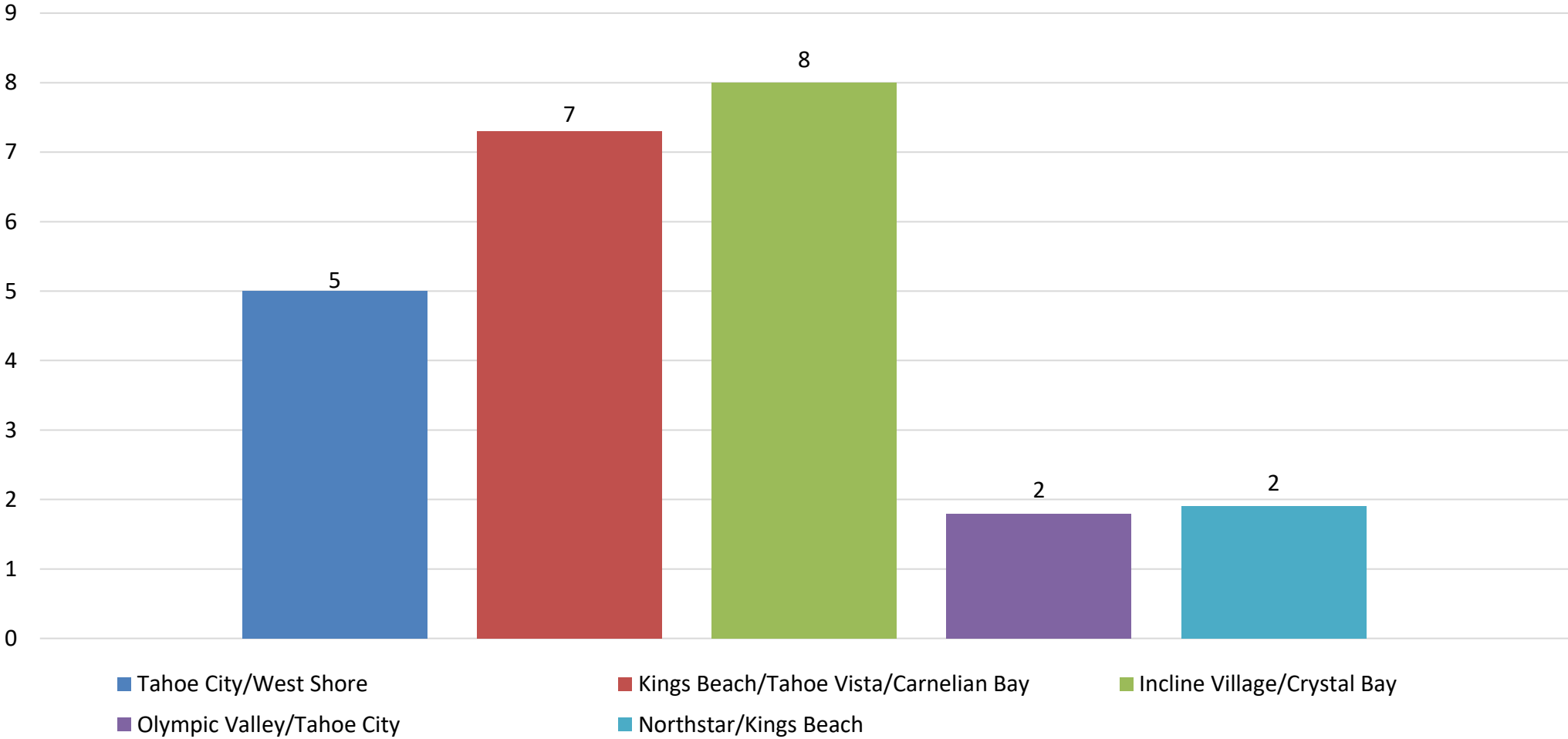


# TART Connect Total Ridership By Zone

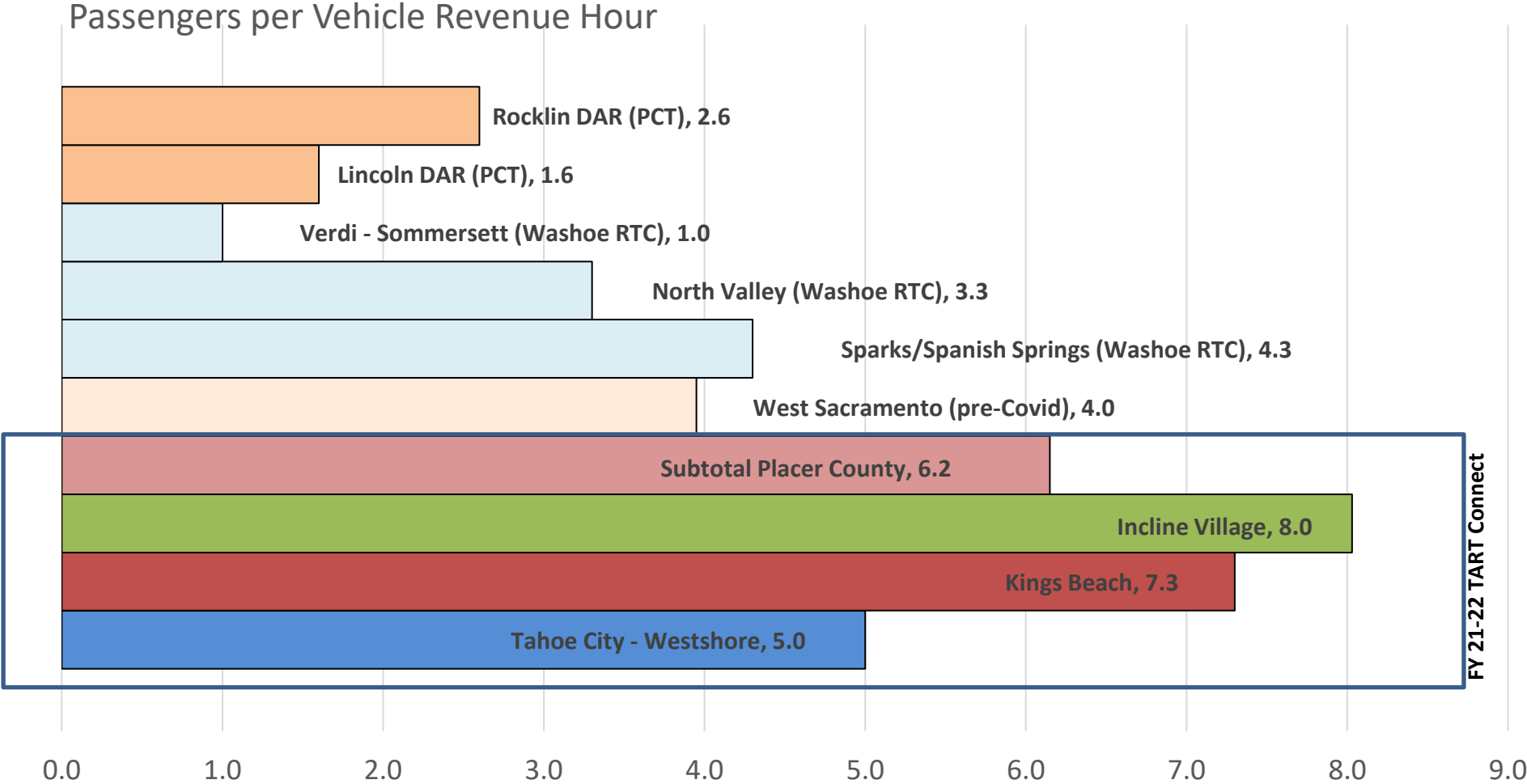


# TART Connect Productivity

Average Passengers Per Vehicle Revenue Hour by Zone

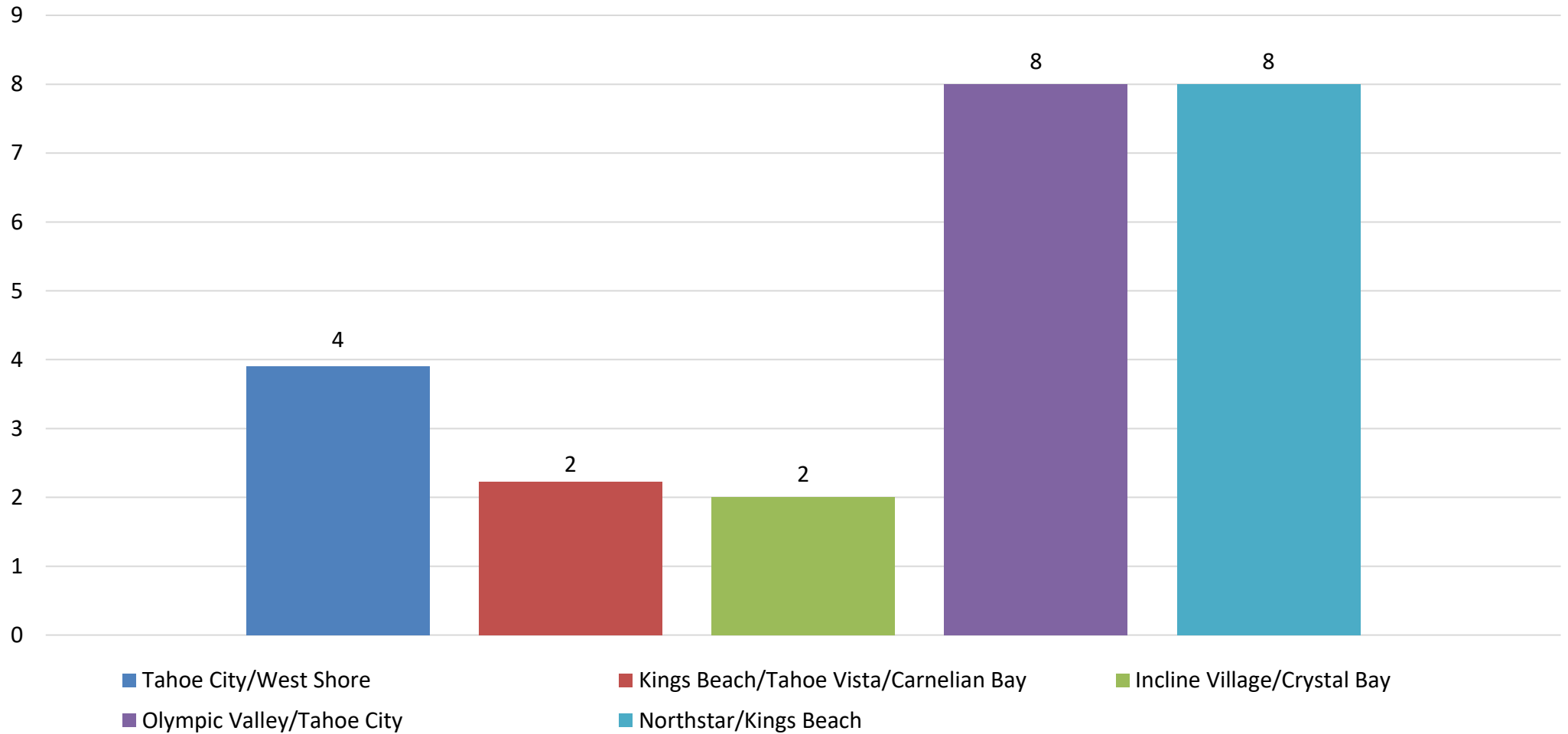


# TART Connect System Comparison



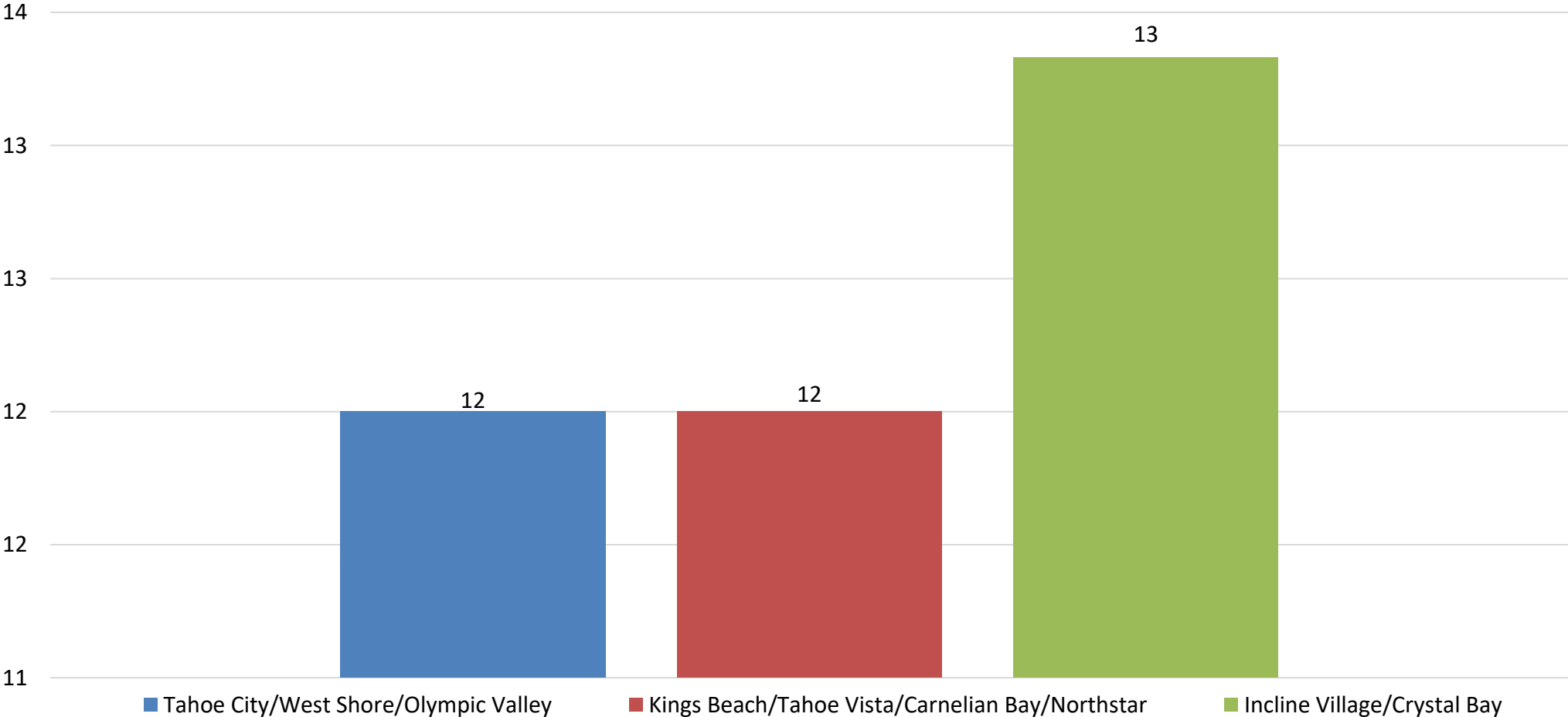
# TART Connect Trip Distance

Average Passenger Trip Distance in Miles by Zone



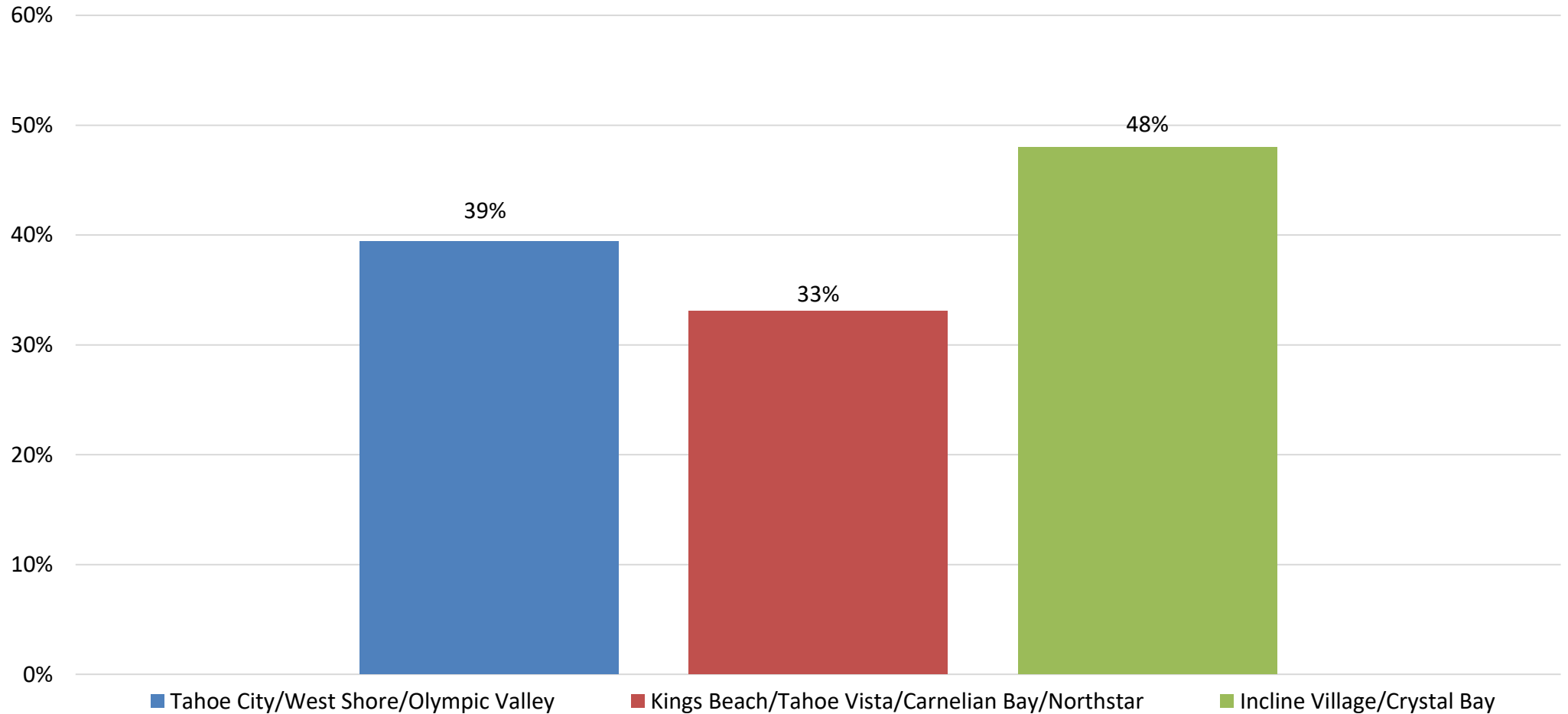
# TART Connect Wait Times

Average Passenger Wait Times in Minutes by Zone



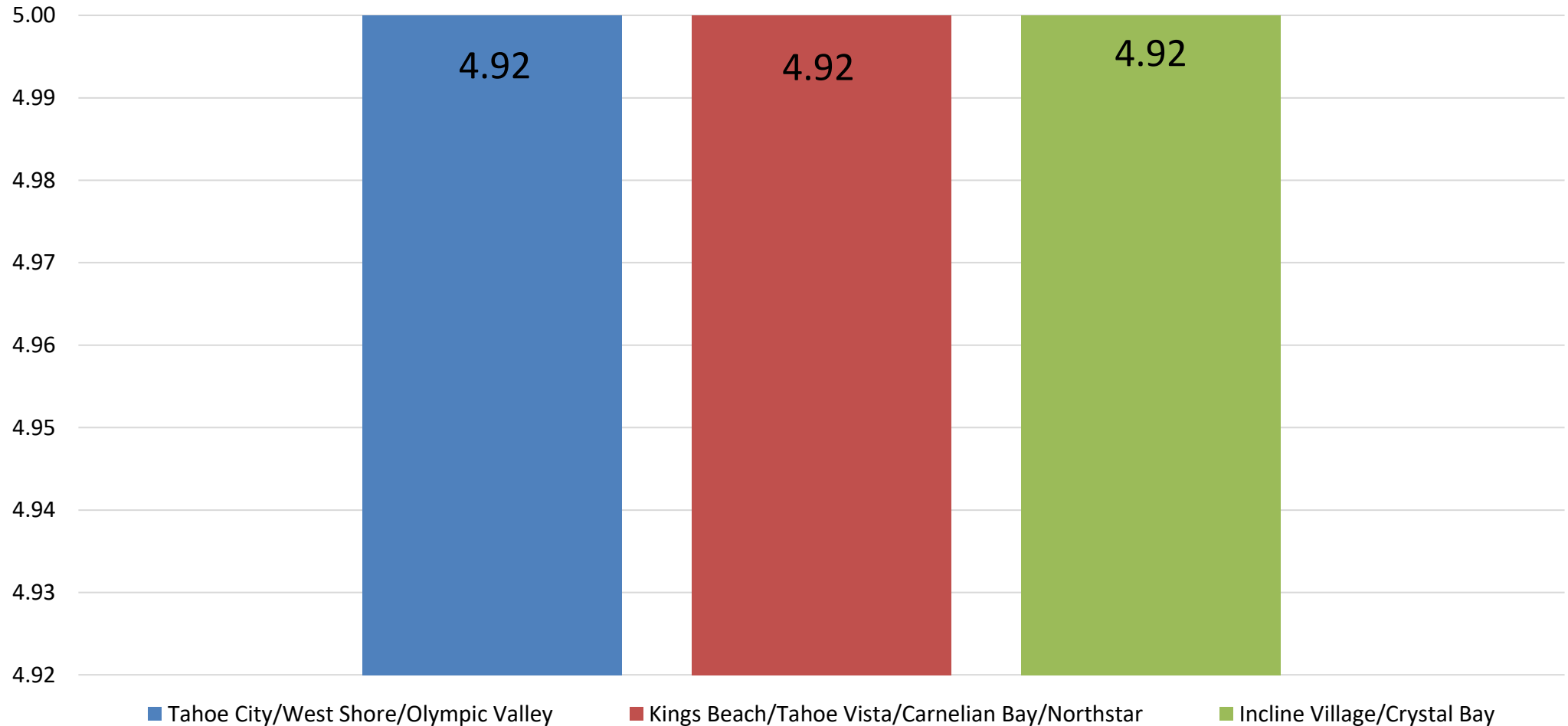
# TART Connect Shared Rides

Average Percentage of Shared Rides by Zone



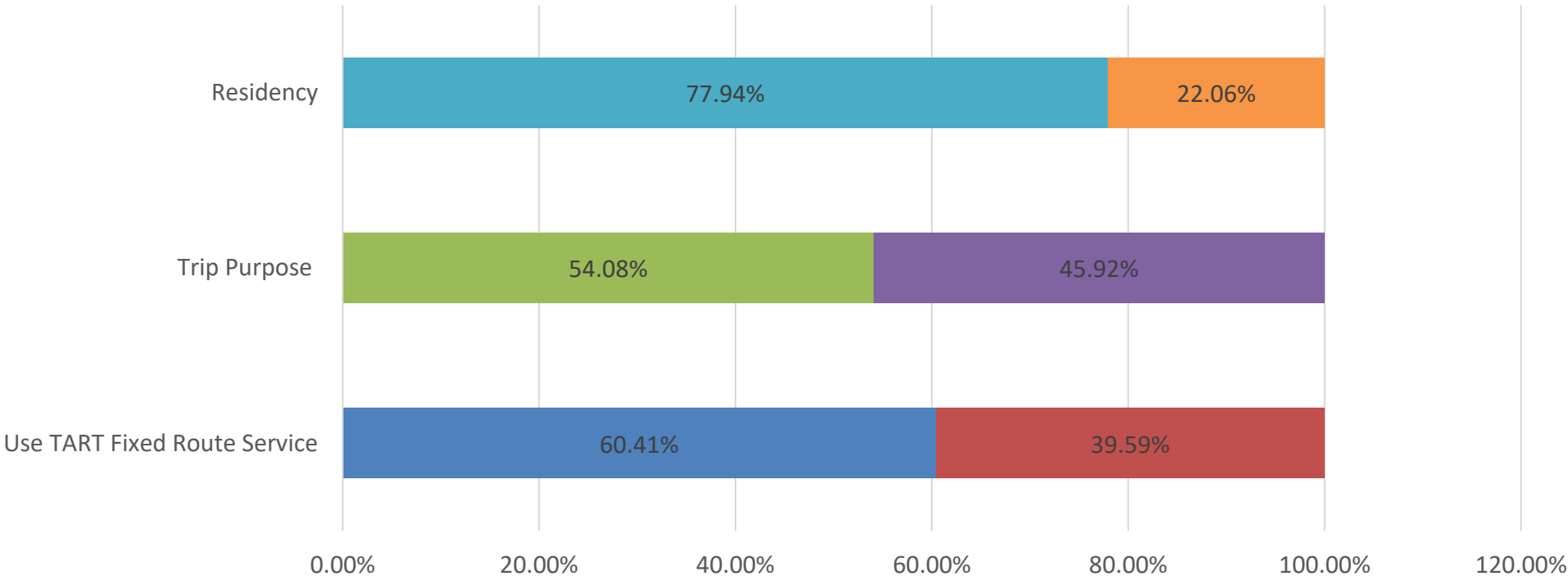
# TART Connect Experience Rating

Average Passenger Experience Rating (Max 5 Stars)





# TART Connect Rider Profile

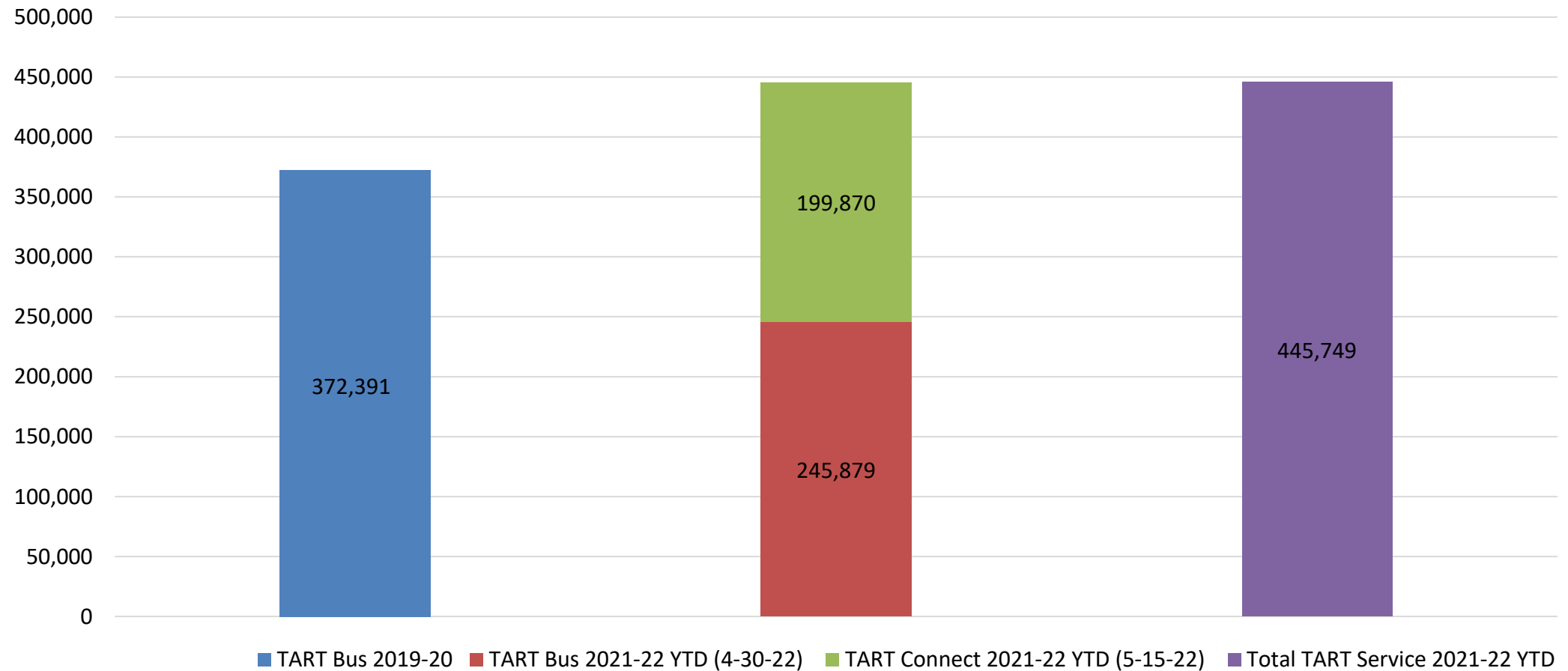


	Use TART Fixed Route Service	Trip Purpose	Residency
■ Full Time Resident	60.41%		
■ 2nd Home Owner/Visitor	39.59%		
■ Work/Appt./School		54.08%	
■ Recreation/Social		45.92%	
■ Yes			77.94%
■ No			22.06%

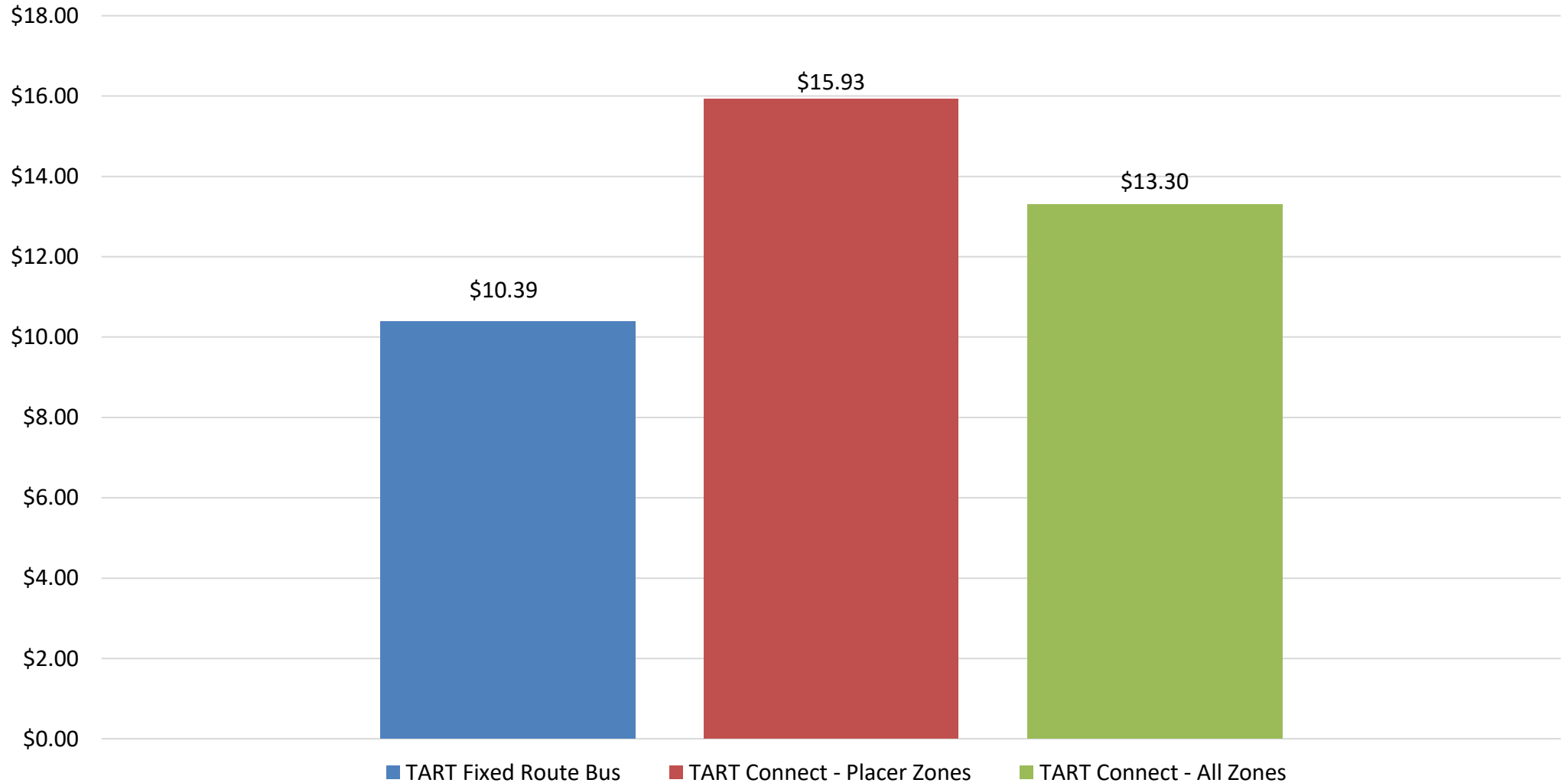
# TART & TART Connect Ridership

2019-20 Public Transit Ridership = 372,391

2021-22 Public Transit Ridership = 445,749 (20% increase)



# TART & TART Connect Cost per Passenger



# FY 21-22 Program Changes & Lessons Learned

- Expanded Kings Beach/Tahoe Vista Zone to include Carnelian Bay
- Added Resort Zones Friday and Saturday evenings in Peak Season
- Move Connection Point for Tahoe City and Tahoe Vista Zones from Dollar Hill to Carnelian Bay
- Connection to Fixed Route Services Crucial to Success of Microtransit Service within North Lake Tahoe
- App Based Technology Adopted by Wide Range of Users
- Desire for Advanced Booking Technology



# FY 22-23 TART Connect Program Overview

- FY 22-23 Peak and Non-Peak Levels of Service Similar to FY 21-22
  - Summer Peak Season: June 30 – September 5, 2022, operating 8am – 12am (midnight)
  - Fall Non-Peak Season: September 6 – December 14, 2022, operating 6pm – 10pm
  - Winter Peak Season: December 15, 2022 – April 9, 2023, operating 8am – 12am (midnight)
  - Spring Non-Peak Season: April 10 – June 27, 2023, operating 6pm – 10pm
- Continued operation of Peak-Season Resort Zones Friday and Saturday 6pm – 11pm
- Special Event Service Expansion Options
- Technology Enhancements:
  - Advanced Booking Technology
  - Real-time tracking of Fixed Route Bus Service

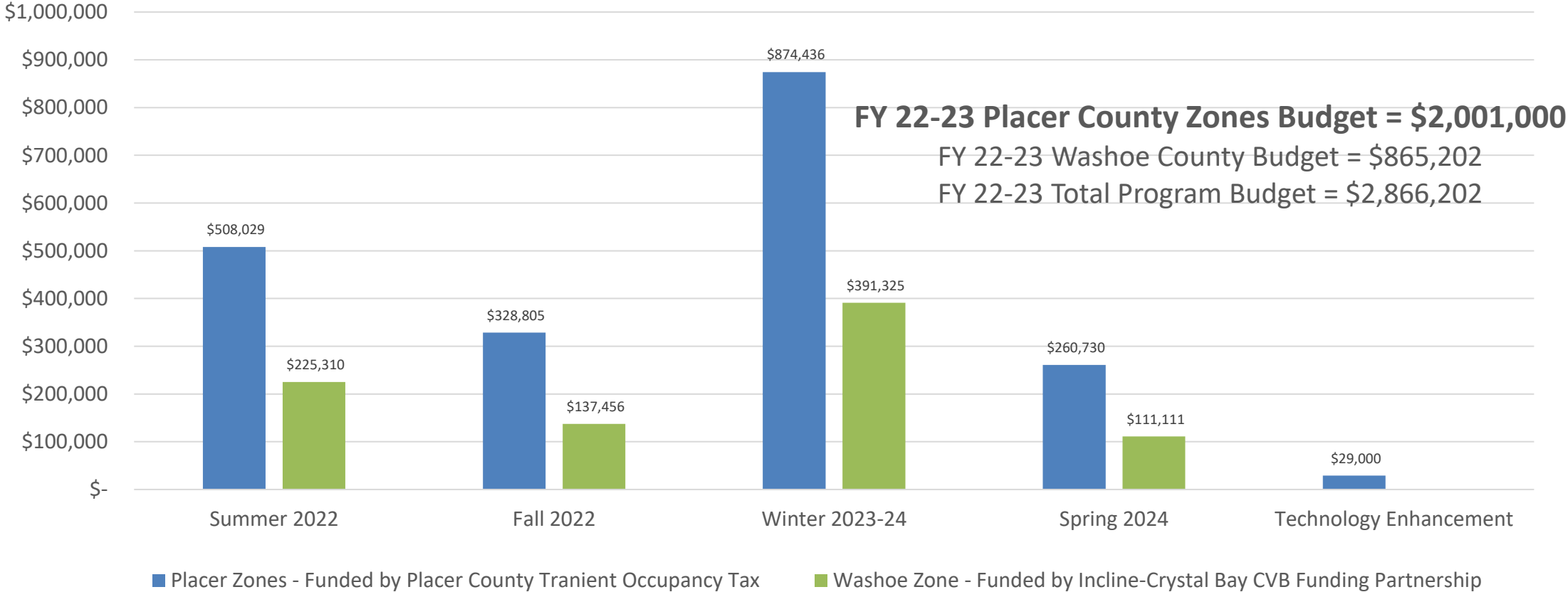


# FY 22-23 TART Connect Program Goals

- Increase Percentage of Shared Rides
- Maintain User Experience Rating of 4.92 or Better for all Zones
- Increased Awareness of TART Fixed Route Service Connections
- Evaluation of TART Connect and TART Fixed Route Services into the Future
- Continued Partner Collaboration
  - North Tahoe TBID/North Lake Tahoe Resort Association
  - Washoe RTC
  - Incline Village – Crystal Bay CVB
  - Town of Truckee – TART Connect Expands to Truckee Summer 2022!
  - Mountaineer



# FY 22-23 TART Connect Program Budget







# Questions/Comments

Jaime Wright

[Jaimewright@placer.ca.gov](mailto:Jaimewright@placer.ca.gov)

