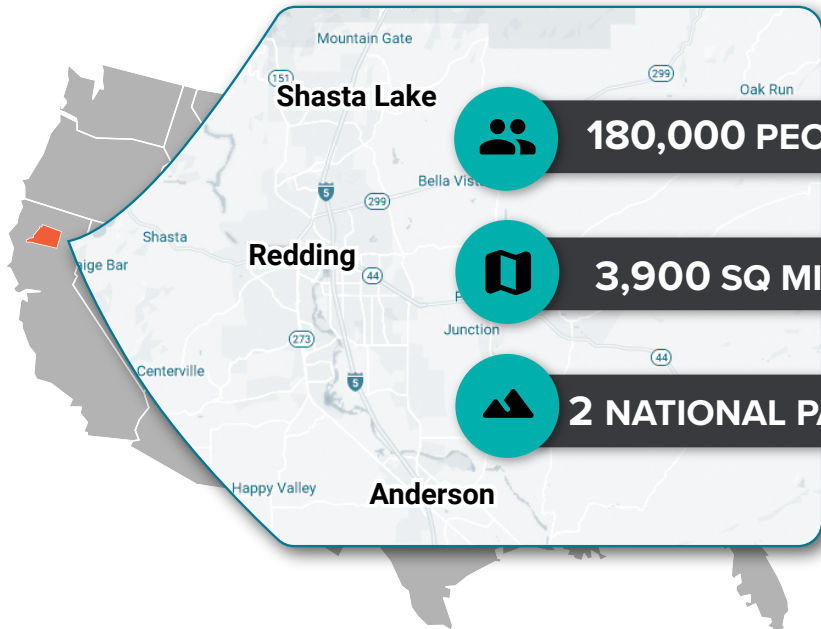


SHASTACONNECT

On-Demand service model and Routematch Mobility Platform make Sunday public transit service possible through Shasta Regional Transportation Agency.

SHASTA COUNTY, CALIFORNIA



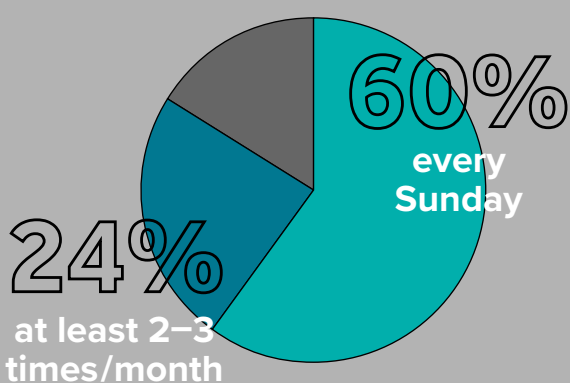
Shasta Regional Transportation Authority (SRTA) in Shasta County found the lack of Sunday service to be particularly problematic for its residents. Shasta County is in Northern California, anchored by three cities: Anderson, Redding and Shasta Lake, all of which run along the Sacramento River.

“Our region is growing and providing public transportation on Sundays has been a common request of our community. However, finding a cost-effective and efficient way to do so with limited resources is difficult. We conducted a study to help us determine the likely number of riders and what [transit] service models might work. We landed on a creative approach similar to projects in larger metropolitan areas like SacRT’s ‘SmartRide’ in Sacramento and Marin Transit’s ‘Connect’ in the Bay Area.”

SRTA’s Senior Transportation Planner, Sean Tiedgen.

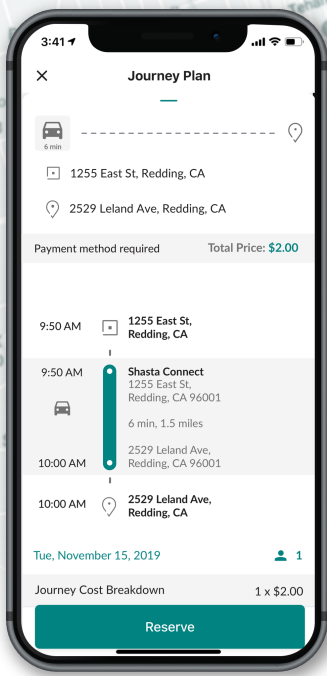
SURVEY RESULTS FROM SRTA RIDERS:

WHEN?



WHY?

- SHOPPING
- RECREATION
- EDUCATION
- RELIGION



SINGLE MOBILITY APP

SRTA found a mobility partner in Routematch to assist with service design and the technology side of the project. A mobile app will be used where riders could spontaneously request trips for pick up based on the parameters set by SRTA. The app also allows the agency to create several different types of service models simultaneously and would have an automated fare collection option built in, should the time come to use it.

“What inspires us about SRTA’s project is how purpose driven it is, and the amount of direct community data that SRTA had already gathered from their feasibility study. The team’s vision centers on pursuing new ways to look at public transit. Together, we have the potential to design and execute on a mobility ecosystem that could be replicated in the other 20,000 + small towns across the United States.”

Pepper Harward, Routematch’s President

CURB TO CURB

Sunday Service

SHASTA
CONNECT

35+ SQUARE MILES

2 CUTAWAY BUSES

6:30 AM–7:30 PM

3 FORD TRANSIT VANS

“I’m excited and cautiously optimistic. The model itself shows a lot of potential to address low performing routes, areas of low ridership and first-mile/last-mile connections that a traditional fixed route system may not be able to reach. We are trying to make public transit not feel like public transit. It will be a different experience and a paradigm shift. We’re excited to see how the community responds.”

SRTA’s Senior Transportation Planner, Sean Tiedgen.

Does this sound like your agency?

Learn more about on-demand service models and explore how a mobility ecosystem can impact your community.