

Town of Truckee

Transportation Program Update

November 2023



TART

Tahoe Truckee Area Regional Transit

Where We Started & Where We are Now



Traditional Fixed Route, Dial-a-Ride, and Night Service

FY 21/22 Ridership was approximately 32,000 passengers per year



Added Summer, Winter, then Spring TART Connect Pilot Programs

Ridership grew consistently throughout the year as hours and service areas expanded. First few months averaged 291 passengers/day, **current TART Connect Summer ridership is 490 passengers/day and 600 systemwide!**

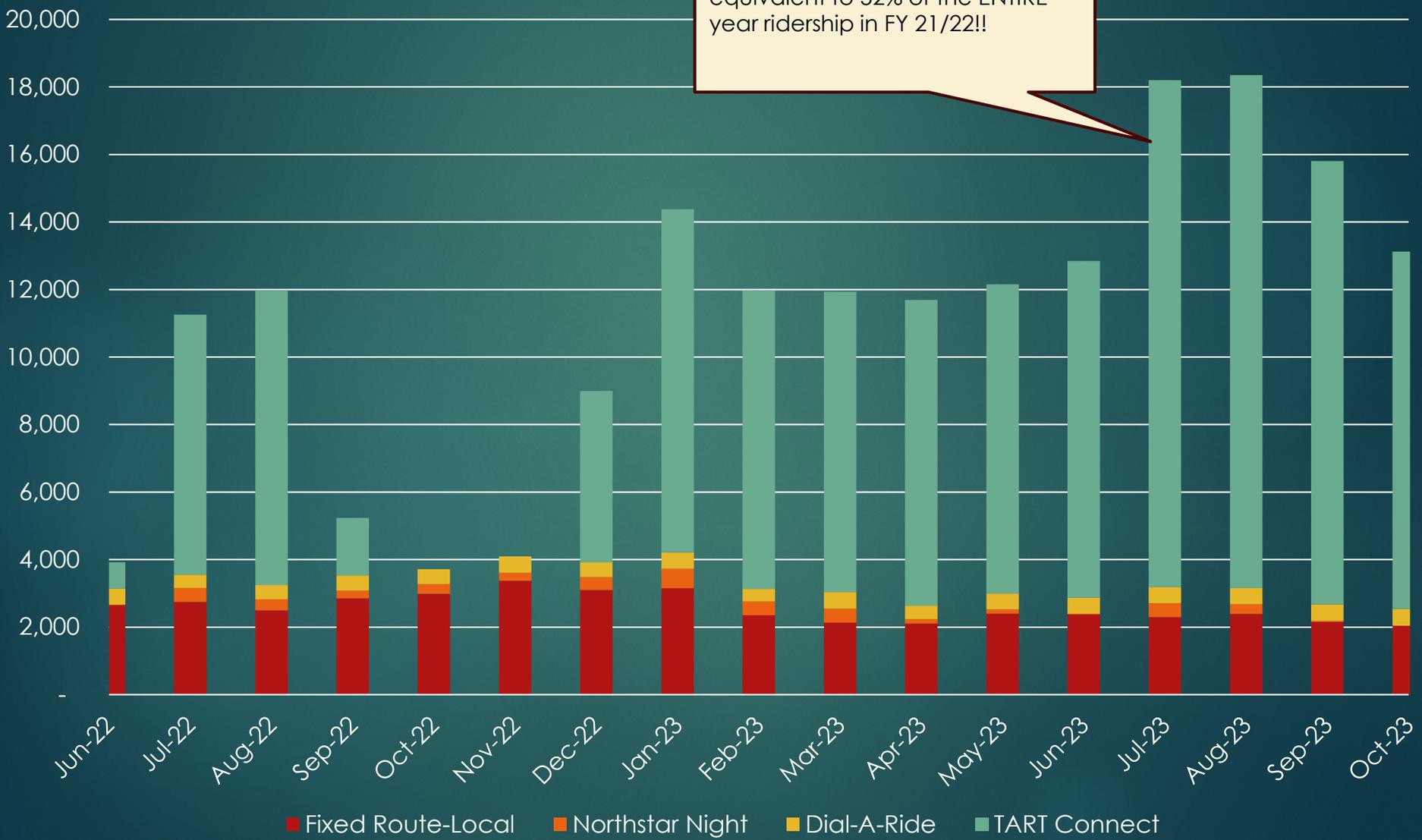


Total System has grown 250% in ONE YEAR with the addition of Microtransit!

Ridership increased from about 32,000 per year to 128,000 per year

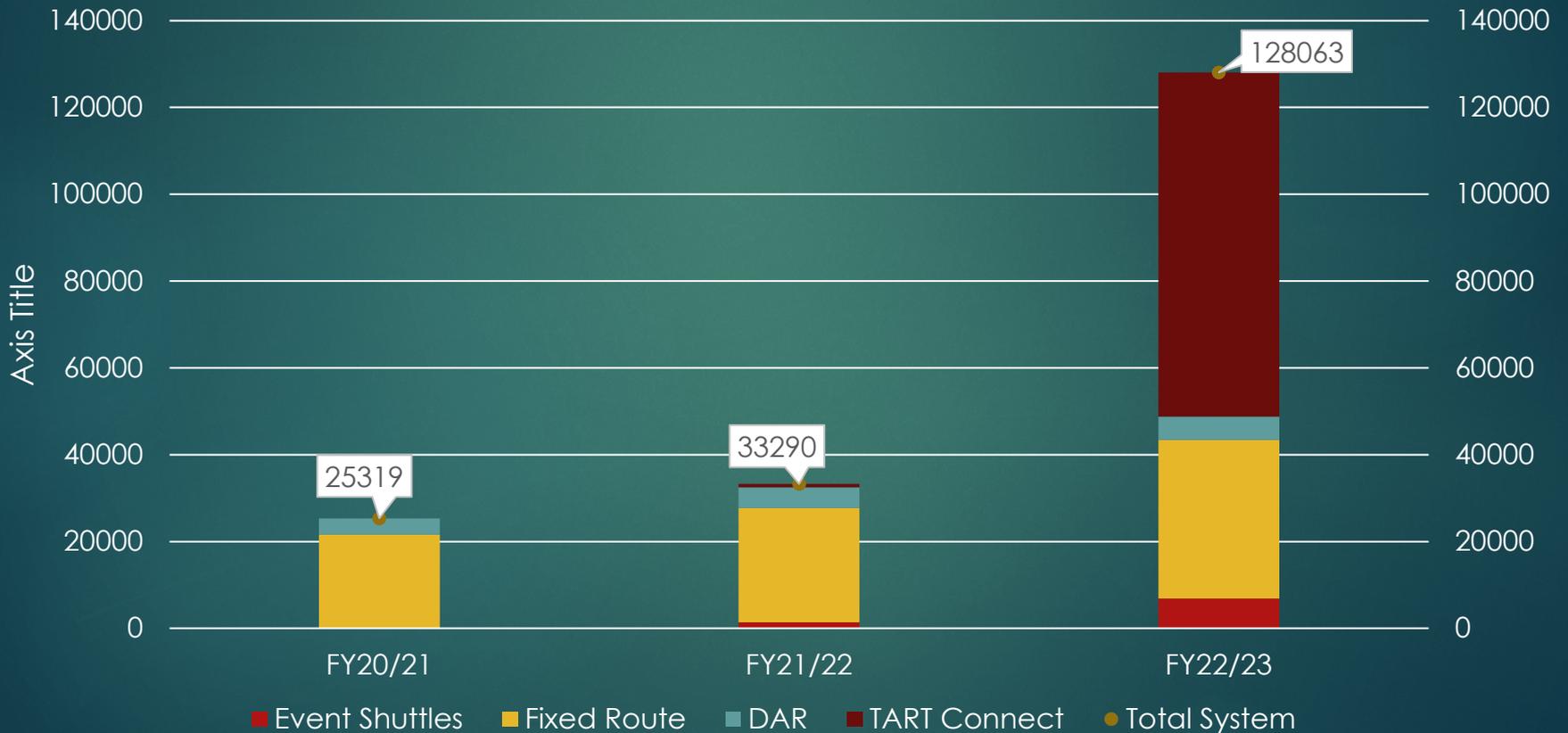
Monthly Ridership by Service

July 2023 ridership was 17,400, equivalent to 52% of the ENTIRE year ridership in FY 21/22!!



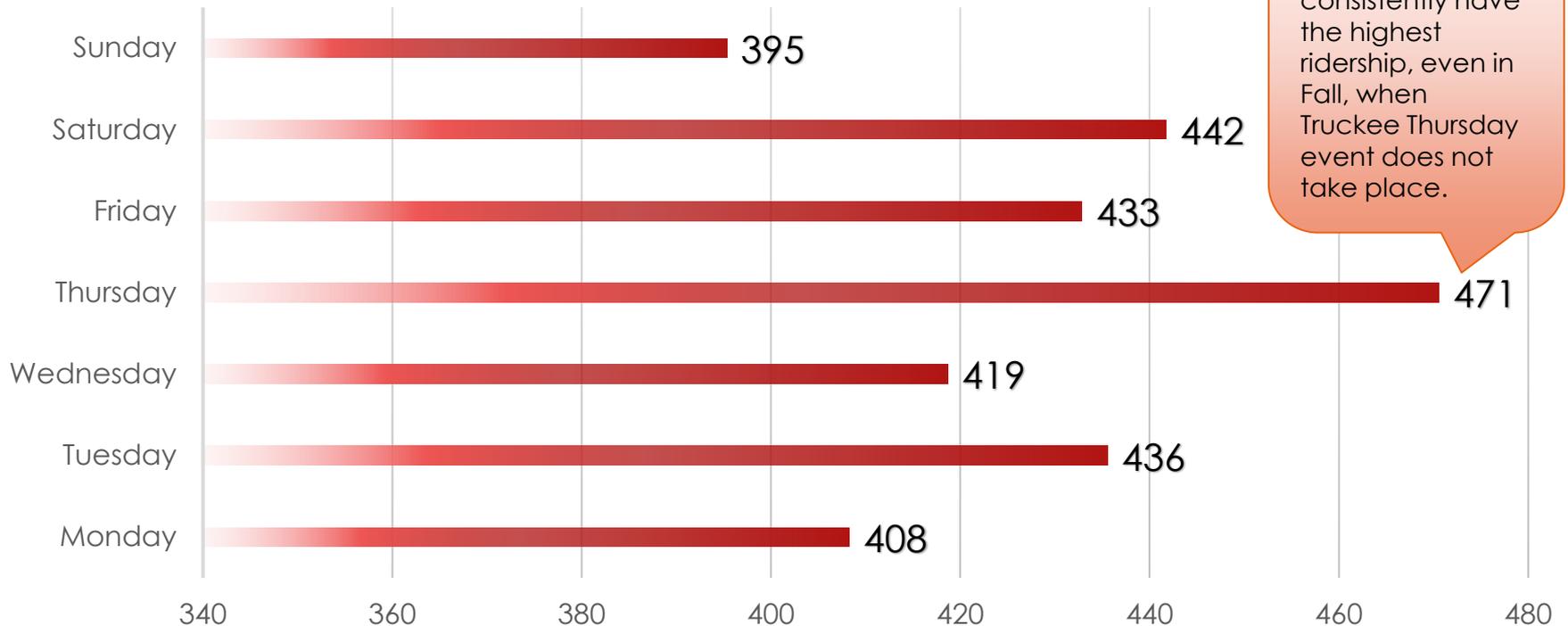
Truckee Transit System Growth

Transit System Growth
FY 20/21- FY 22/23



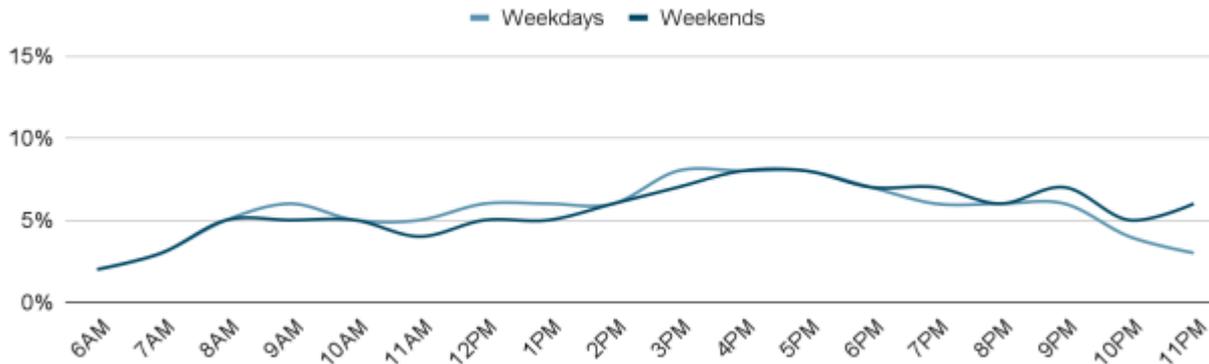
Ridership Trends

AVERAGE DAILY RIDERSHIP JUNE 2023-OCTOBER 2023



Who is Riding, When, and Why?

Demand by Hour



Rides by Zone

- Glenshire: 6%
- Hospital: 1%
- Tahoe Donner: 15%
- Sierra Meadows: 5%
- Downtown: 56%
- Donner Lake: 5%
- Prosser View Estates: 2%
- Pioneer Trail: 7%
- Old Greenwood / Grey Crossing: 1%



What is the purpose of your Trip Today ?”

ANSWER CHOICES	RESPONSES
Going to or from work	20.33%
Going to or from shopping	8.94%
Going to or from doctor's appointment	4.07%
Going to or from school	1.63%
Going to or from outdoor recreation	26.83%
Going to or from social activity / event	17.07%
Going to or from a restaurant / bar	17.07%
Going home	0.00%
Other (please specify)	15.45%



If not for TART Connect, How Would you have made your trip ?”

ANSWER CHOICES	RESPONSES
Drive alone	21.39%
Drive with others	14.93%
TART Bus	7.46%
Walk	19.40%
Bicycle / Scooter / E-Bike	3.48%
Taxi / Lyft / Uber	7.46%
Would not take the trip	17.41%
Other (please specify)	8.46%
TOTAL	



What have we learned?



Important to find the perfect balance of number of vehicles to decrease wait time but maximize productivity and shared ride percentage



9 vehicles have enabled us to maintain an average wait time of 24 minutes, with 71% of rides picked up in less than 30 minutes



Average Shared Ride Percentage has increased from 27% during Summer 2022 Pilot to the current 54%

**¡TART
Connect ya
está
disponible en
español!**

**Pon su dispositivo
iPhone o Android con el
español a su idioma
principal, y la
aplicación TART
Connect se mostrará
automáticamente en
español.**



¡Descargue la aplicación hoy!

TRUCKEE BCycle RIDER TIPS

ALL-STATIONS MAP

STATIONS & MORE INFO: TRUCKEE.BCYCLE.COM

Supporting the Town of Truckee's ongoing focus to: **Keep Truckee MOVING**

FREE BCycle Pass!



**Nominate a
TART Connect
Mobility All-Star!**

If your nominee is selected, you each receive a **FREE** one-month pass for Truckee's new BCycle electric bike share program.*

Email nominations to nominate@townoftruckee.com

*Nominee must be a frequent TART Connect rider, and nomination must be chosen for production by Town of Truckee staff.

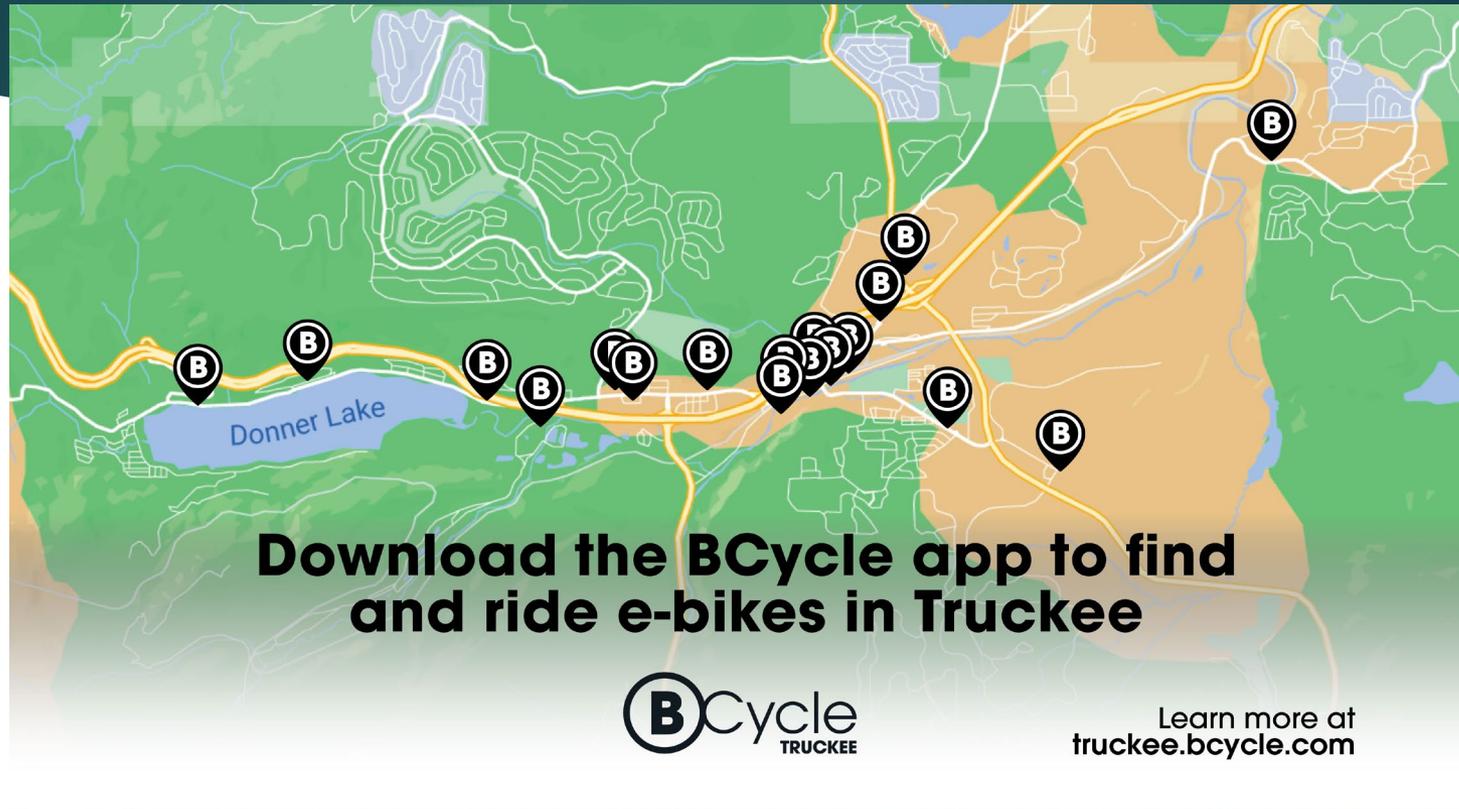


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Marketing and Outreach

Truckee BCycle Program



**Download the BCycle app to find
and ride e-bikes in Truckee**



Learn more at
truckee.bcycle.com

***"I was so impressed by how easy it was to rent the bike.
I've now recommended it to over 10 people. I love it!
I also love that it democratizes biking for the underserved in Truckee :)"***
Erika N. Truckee Resident

Truckee BCycle Performance



TOTAL TRIPS:
3,218



MILES RIDDEN:
20,679

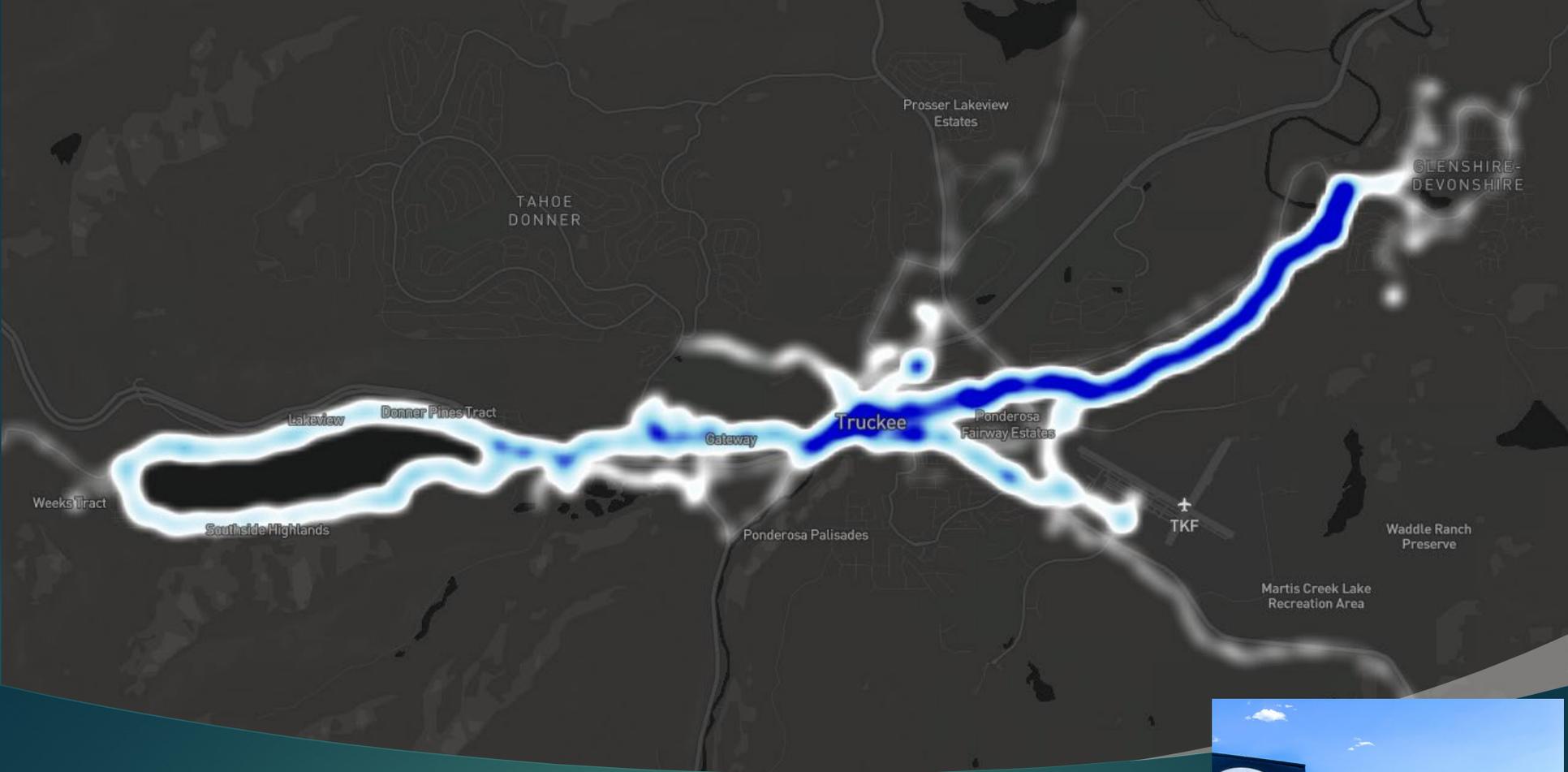


CARBON
OFFSET:
19,626 LBS.



TIME SPENT
RIDING:
3385 HOURS

(Enough to bike the US coast to coast more than 8 times!)

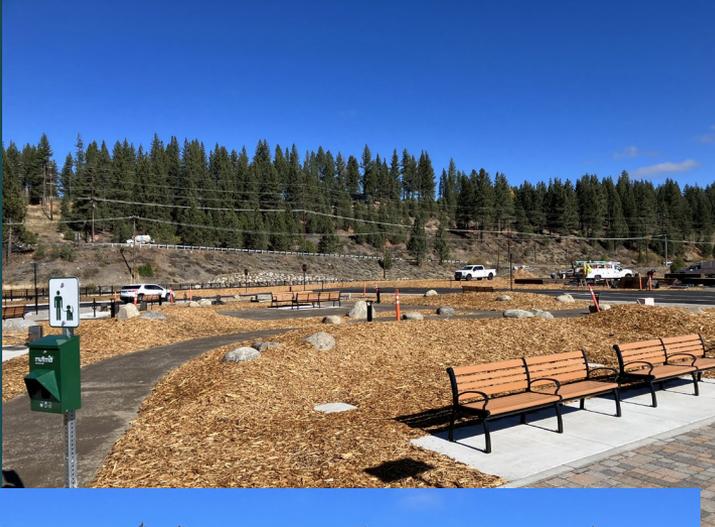


Most Popular Stations:

1. Glenshire Legacy Trailhead
2. Donner Lake Boat Ramp
3. 50/50 Brewery Bus Stop



Railyard Mobility Hub Update



Railyard Mobility Hub Update

1

2

3

Phase 1

- Site Work & Circulation
- Grading, Paving, Bus Bays, Walkways, Restroom, Streetscape Amenities
- **Construction Complete!**

Phase 2A

- Adjacent Parking Lot, EV Charging Infrastructure, Solar Canopies
- 60% Design complete, Construction to begin Summer 2024
- ~75% Funded through TIRCP Cycle 6 Award

Phase 2B

- Mobility Hub Traveler Information/Welcome Center Building
- Construction expected to begin Summer 2025
- ~50% Funded through TIRCP Cycle 6 Award

Awarded \$4.37 million in TIRCP \$



Other Capital Project Updates



Public Art in Public ROW

