

Town of Truckee

Transportation Program Update

November 2023

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!**

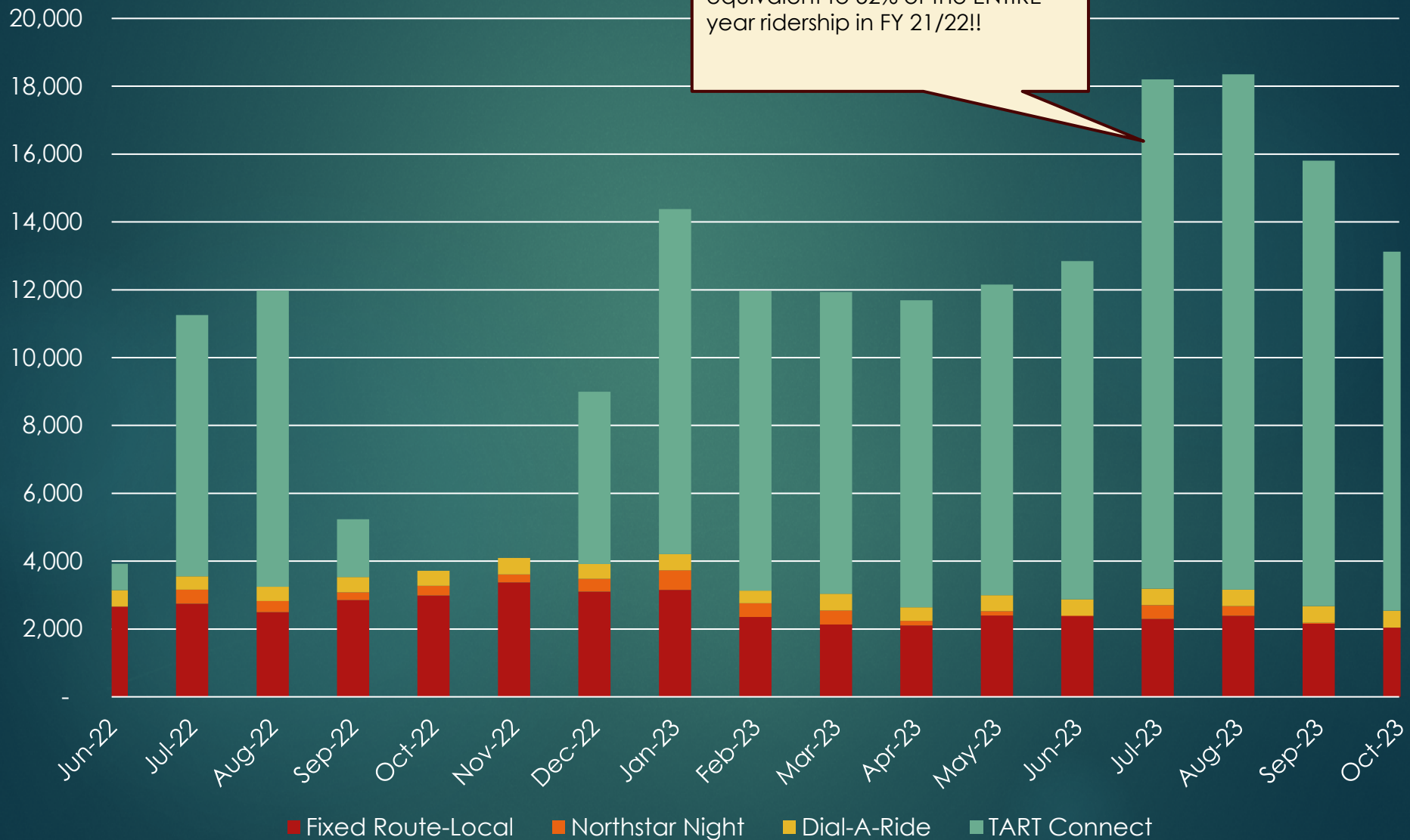


Total System has grown
250% in ONE YEAR with
the addition of
Microtransit!

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

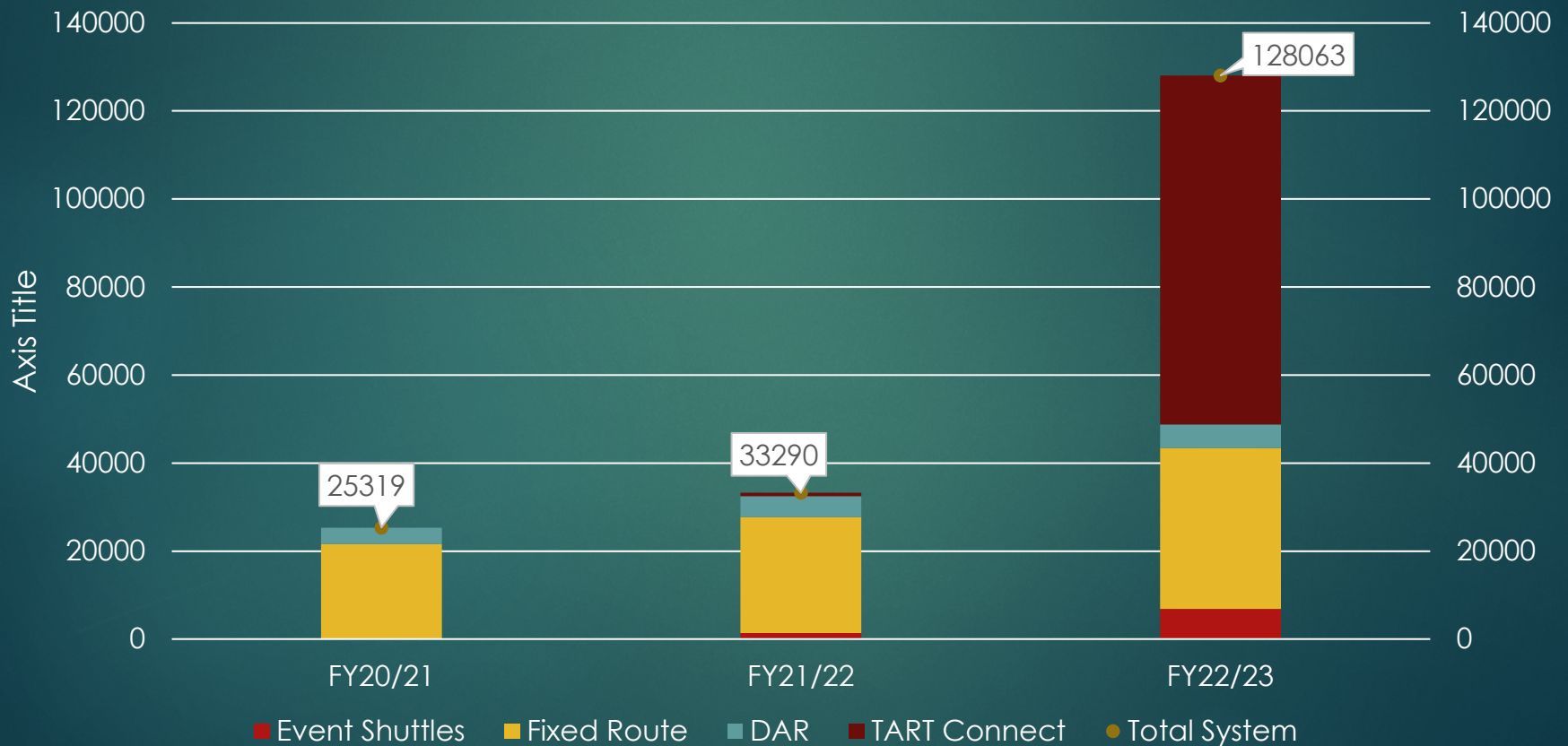
Monthly Ridership by Service

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



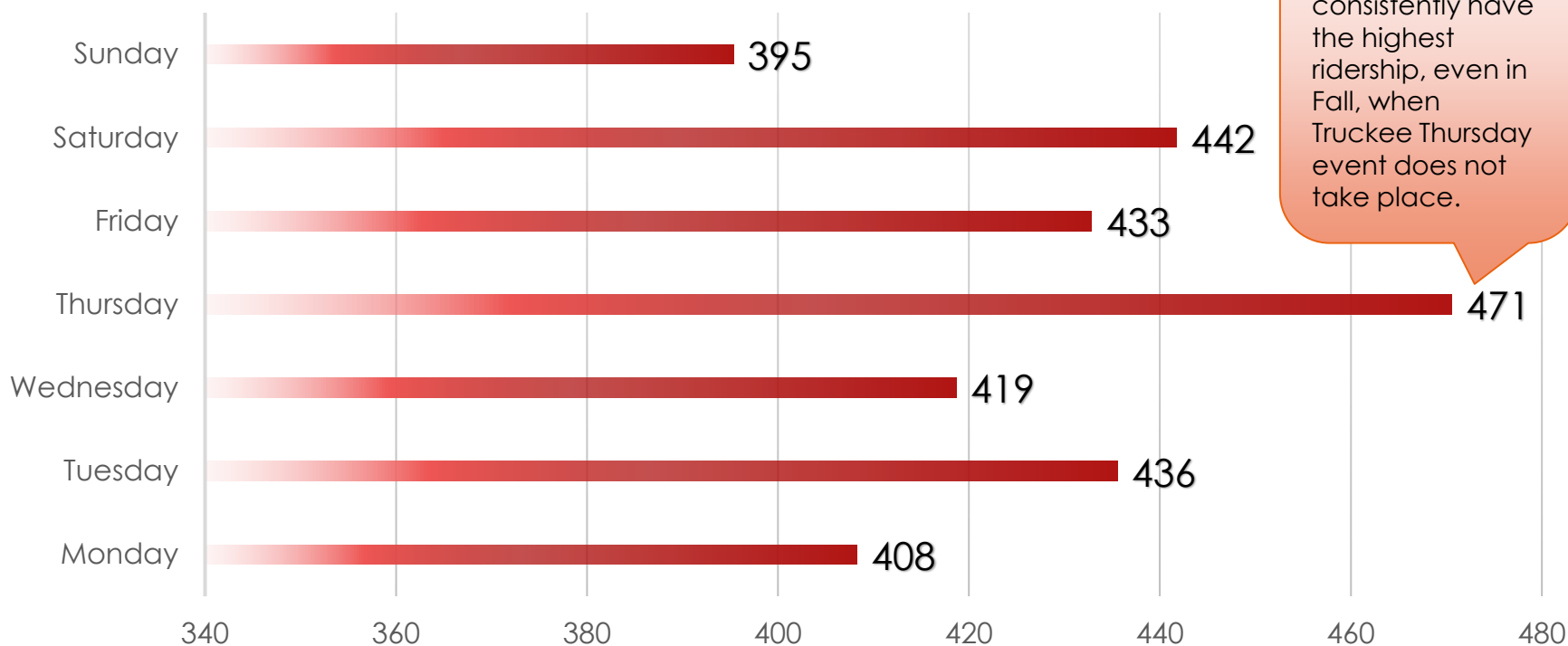
Truckee Transit System Growth

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



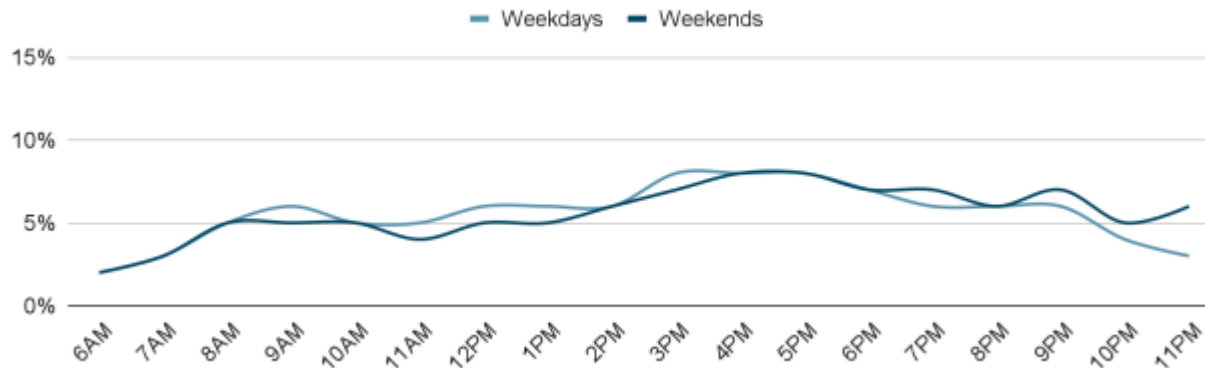
Ridership Trends

AVERAGE DAILY RIDERSHIP JUNE 2023-OCTOBER 2023



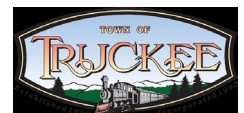
Who is Riding, When, and Why?

Demand by Hour



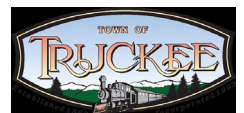
Rides by Zone

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	



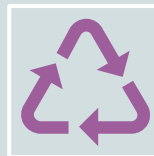
What have we learned?



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!

RIDER TIPS

ALL-STATIONS MAP

STATIONS & MORE INFO: TRUCKEE.BCYCLE.COM

Supporting the Town of Truckee's ongoing focus to:

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.



TRUCKEE **BCycle**



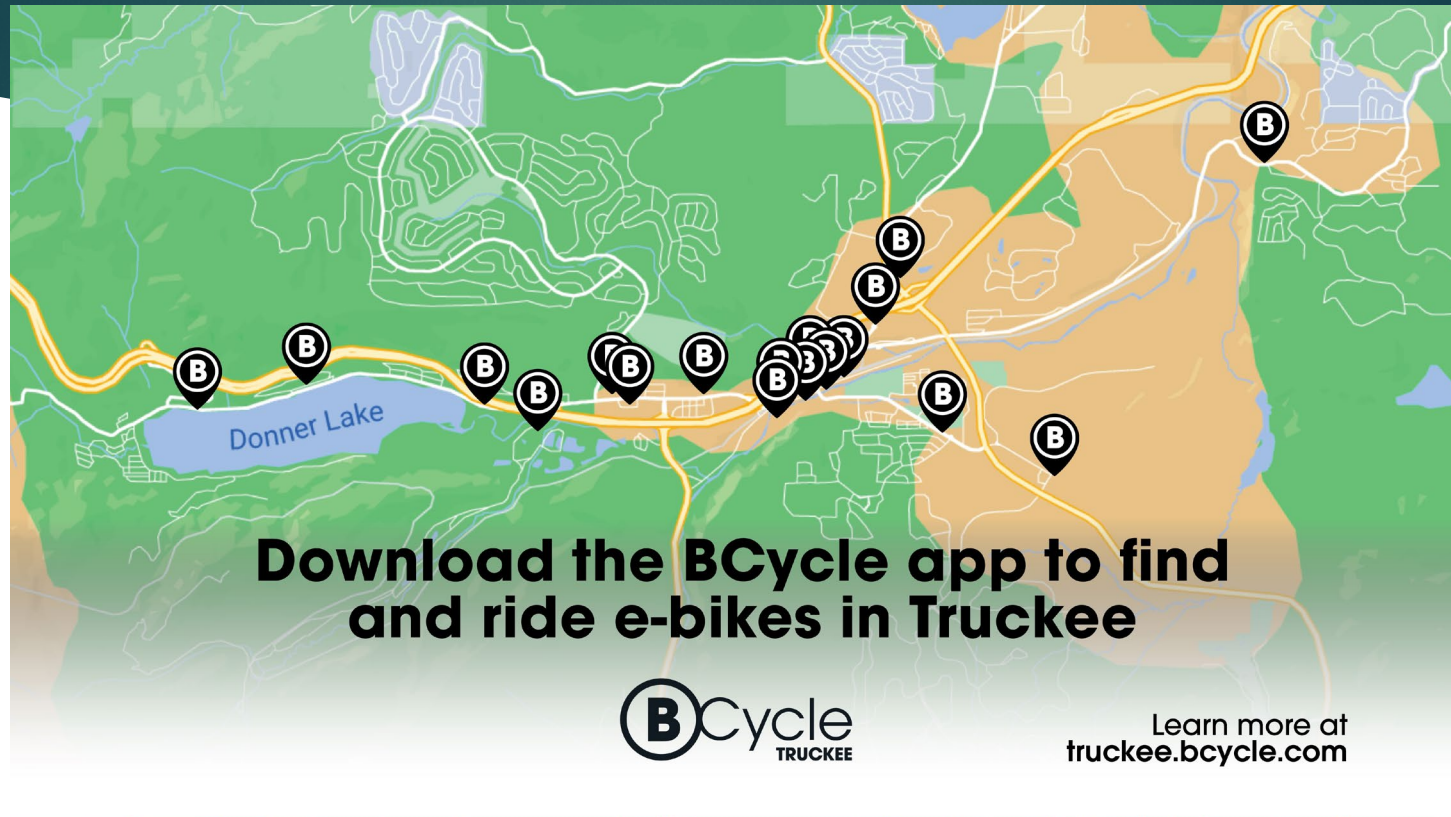
Supporting the Town of Truckee's ongoing focus to:

Keep Truckee **MOVING**



Marketing and Outreach

Truckee BCycle Program



***"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

