
MICROTRANSIT SERVICE PROPOSAL FOR WOODLAND

Yolo Transportation District – May 15, 2023

YoloTD: Vision, Values, and Priorities



Vision Statement

Provide seamless, sustainable mobility solutions to help Yolo communities thrive.



Core Values

- We are transparent, inclusive and accountable
- We are committed to improving outcomes for our most vulnerable communities
- We prioritize environmental sustainability and climate resilience
- We value efficiency, innovation and stewardship of public funds



District-Wide Priorities

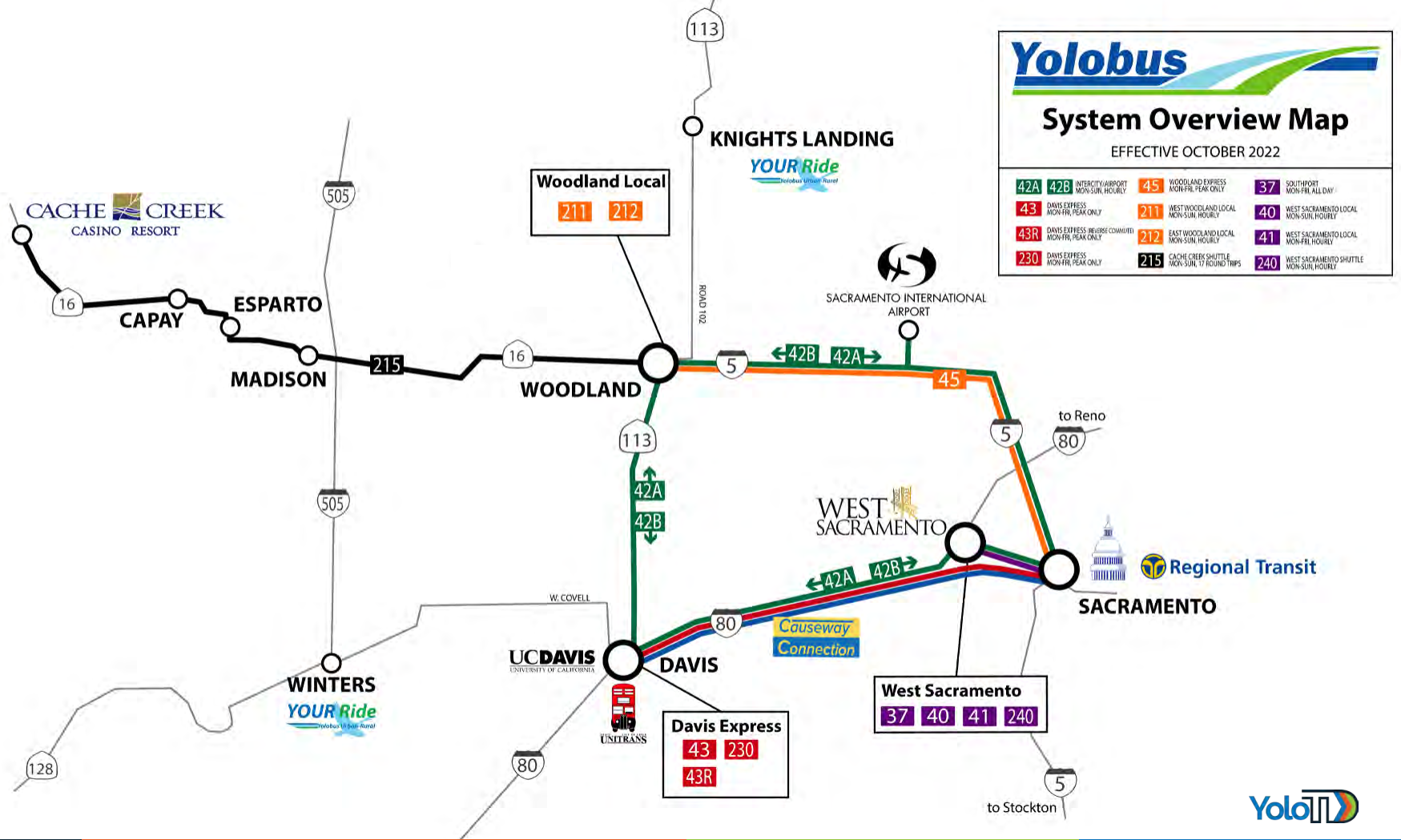
- Provide transit service that is fast, reliable and convenient.
- Work in partnership to identify and address the current and evolving mobility needs of Yolo County.
- Coordinate, plan and fundraise to deliver a full suite of transportation projects and programs.



System Overview Map

EFFECTIVE OCTOBER 2022

42A	42B	INTERCITY AIRPORT MON-SUN, HOURLY	45	WOODLAND EXPRESS MON-FRI, PEAK ONLY	37	SOUTHPORT MON-FRI, ALL DAY
43		DAVIS EXPRESS MON-FRI, PEAK ONLY	211	WEST WOODLAND LOCAL MON-SUN, HOURLY	40	WEST SACRAMENTO LOCAL MON-SUN, HOURLY
43R		DAVIS EXPRESS (HERE & COME) MON-FRI, PEAK ONLY	212	EAST WOODLAND LOCAL MON-SUN, HOURLY	41	WEST SACRAMENTO LOCAL MON-FRI, HOURLY
230		DAVIS EXPRESS MON-FRI, PEAK ONLY	215	CACHE CREEK SHUTTLE TUE-SUN, 17 ROUND TRIPS	240	WEST SACRAMENTO SHUTTLE MON-SUN, HOURLY



Regional Transit

Causeway Connection



Microtransit: An Emerging Model

- ▷ Use smartphone app to request ride
- ▷ Software determines optimal routing
- ▷ Smaller vehicle that seats 8-9
- ▷ Book in real-time, or in advance
- ▷ Trips are limited to zone of service
- ▷ Examples:
 - Sacramento SmaRTride
 - West Sacramento On Demand





YOUR Ride:

Yolobus microtransit serving Knights Landing and Winters

Benefits of Microtransit Service



Door-to-door service



Convenience of booking by app, in real-time



Enables trips that aren't realistic on traditional fixed-route bus service.



Traditional bus service performs well in higher-density areas, or where key destinations (jobs, schools, retail) are centrally located.



Microtransit performs well in lower-density areas, or where destinations are spread out across a wider area.



But it comes at a cost: microtransit operating costs are 2-3x more per passenger than traditional fixed-route bus service

Introducing Microtransit to Woodland

Before COVID

Yolobus offered 4 local bus routes and 4 express routes serving Woodland

- Local: 210, 211, 212, 214
- Express: 45, 45X, 46, 242

2019 - 2021

YoloTD conducts Comprehensive Operational Analysis (YoloGo) to evaluate current service and recommend changes

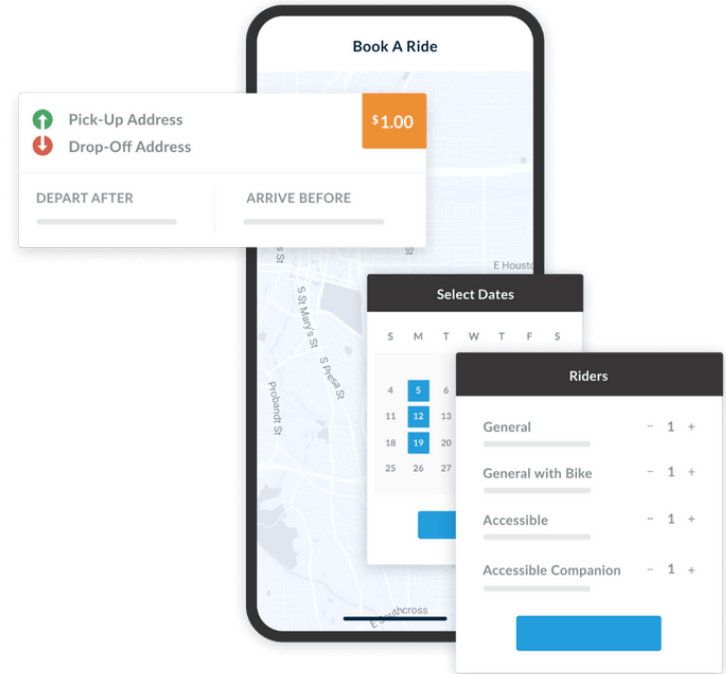
June 2021

YoloGo Plan is approved, including 50% reduction in local bus service in Woodland, to be replaced by microtransit

- Routes 210 and 214 were permanently discontinued
- Remaining local routes are 211 and 212, along with intercity (42A/B, 215) and Express (45).

New Technology Platform: **RIDE**CO

- ▶ 2022: Procurement for new technology platform (aka "App") to serve existing and future microtransit service
- ▶ 8 bids received, RideCo was selected
- ▶ Why RideCo?
 - Passengers can register and book trips in app or by phone, up to 7 days in advance
 - Passengers never get a "try again later" message during service hours
 - App can be tweaked to prioritize connections to transit



New Vehicles

2022: Procurement for 8 new vans



Ram Pro Master

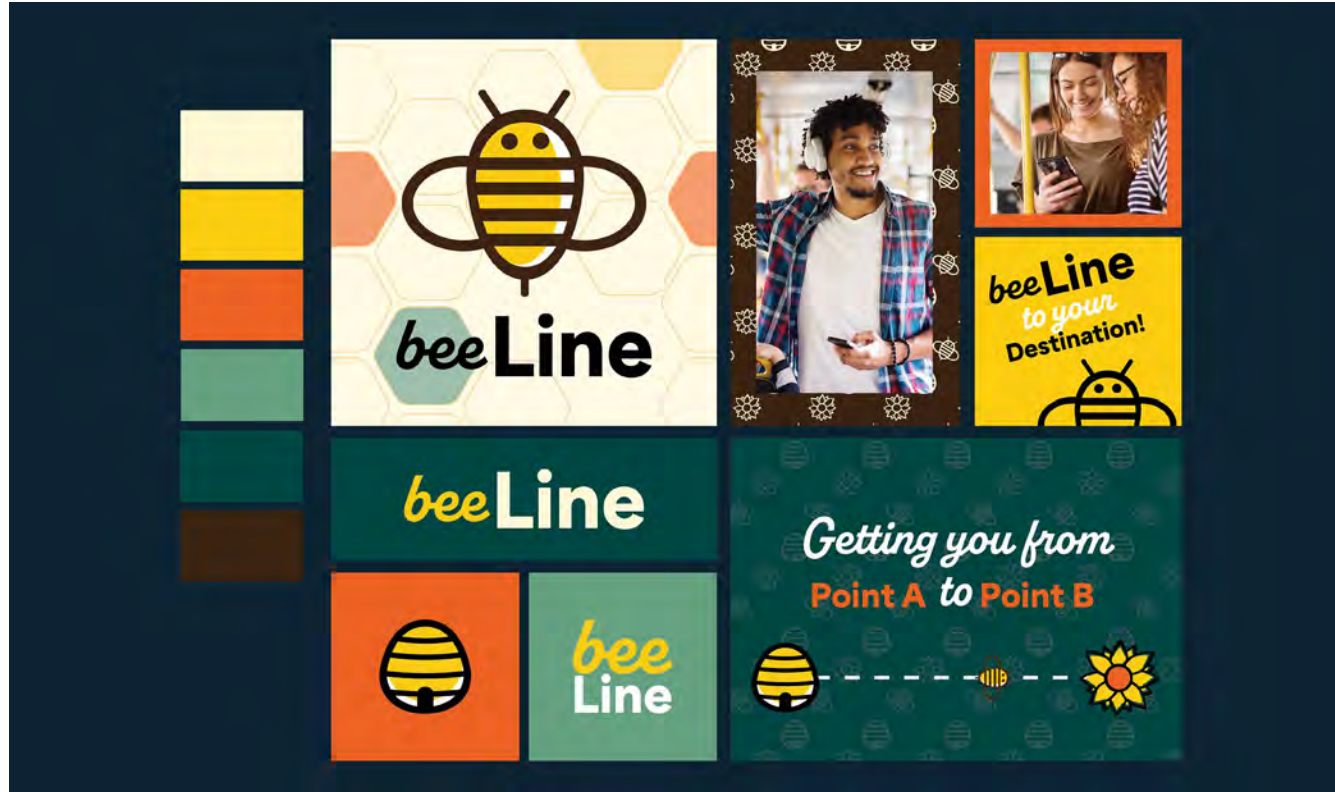
- Wheelchair Equipped
- 4x Vehicles
- Seats 8



Ford Transit

- Non-Wheelchair Vans
- 4x Vehicles
- Seats 9

New brand: *beeLine* by Yolobus



Community Engagement & Feedback

- ▷ Two surveys conducted Jan – Feb 2023
- ▷ Conducted in English and Spanish
- ▷ Online, on the bus, and outside grocery stores
- ▷ General Travel Survey = **264** responses
- ▷ YoloBus Passenger Survey = **425** responses
- ▷ Meetings with community organizations:
 - Woodland Chamber of Commerce
 - Visit Woodland
 - Woodland Joint Unified School District
 - Woodland Community College
 - Woodland Lyons Club



Key Findings of General Travel Survey

70%

of Woodland residents
own their own car

16%

have access to a
shared car

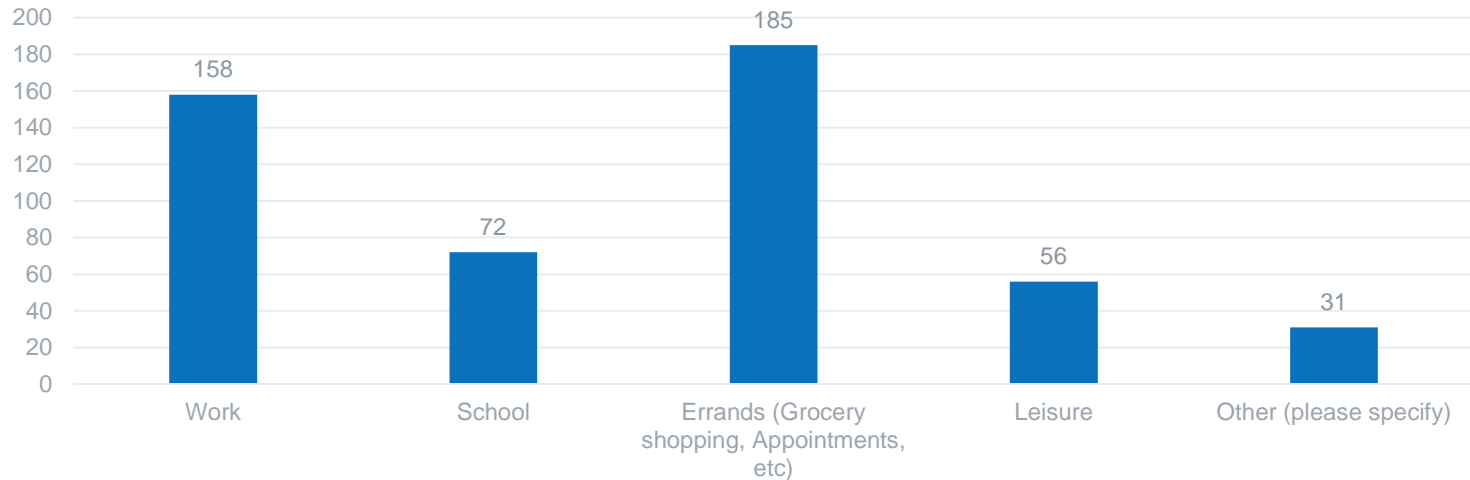
13%

don't have access to
a car

- Among those who don't own their own car, public transit is their primary mode of transportation
- Walking, biking and carpooling are also important modes

Key Findings of General Travel Survey

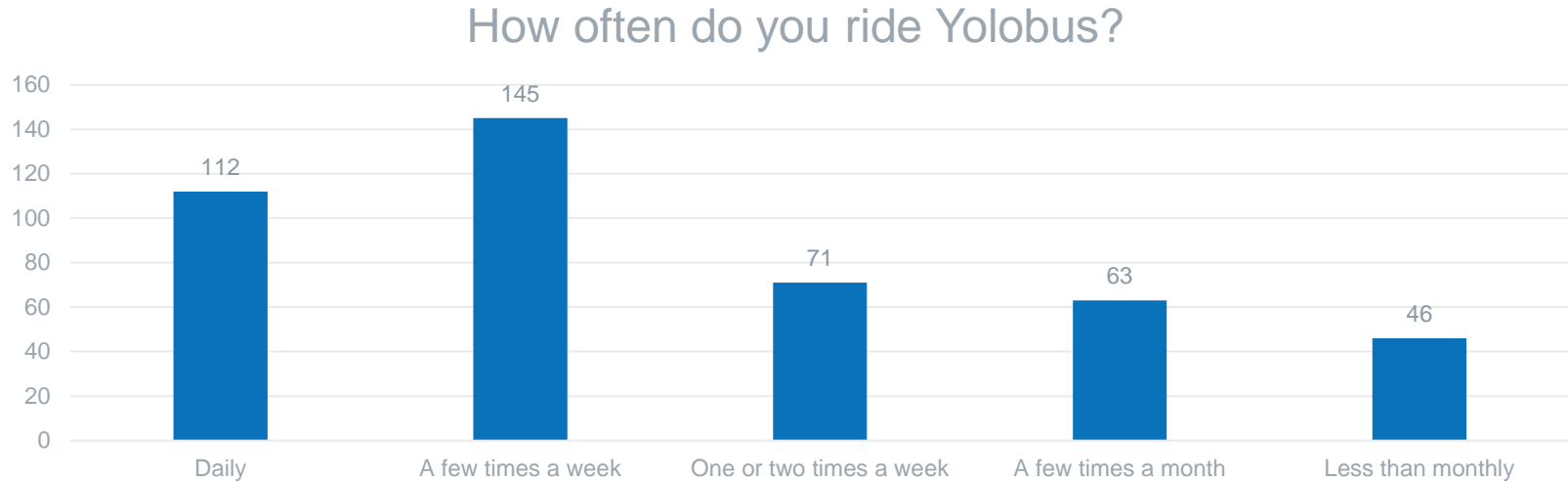
What is the purpose for your trips?
(Check all that apply)



Errands (37%), work (31%) and school (14%) are the most common trip purposes in Woodland

Key findings of Yolobus passenger survey

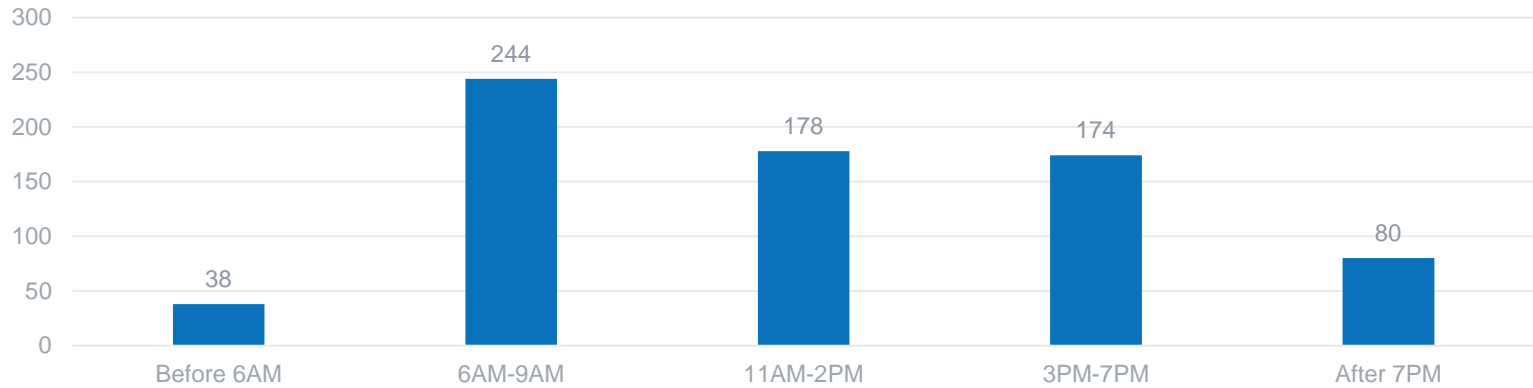
60% of Woodland Yolobus passengers ride the bus “daily” or “a few times a week”



Key findings of YoloBus passenger survey

- ▶ There is steady demand for bus service throughout the day
 - 18% of passengers travel after 7pm, even though Woodland local service stops at 7 pm.

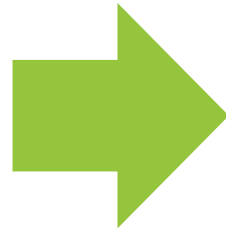
When do you typically ride the bus?
(Check all that apply)



Service Planning for Microtransit

Service Inputs:

- Hours of operation
- # of vehicles at peak times
- Size of service zone
- Fares



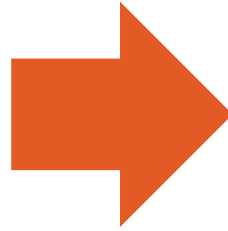
Performance Metrics

- Average wait time
- Ridership
- Operating cost

Proposed Service Plan for Woodland

Service Inputs:

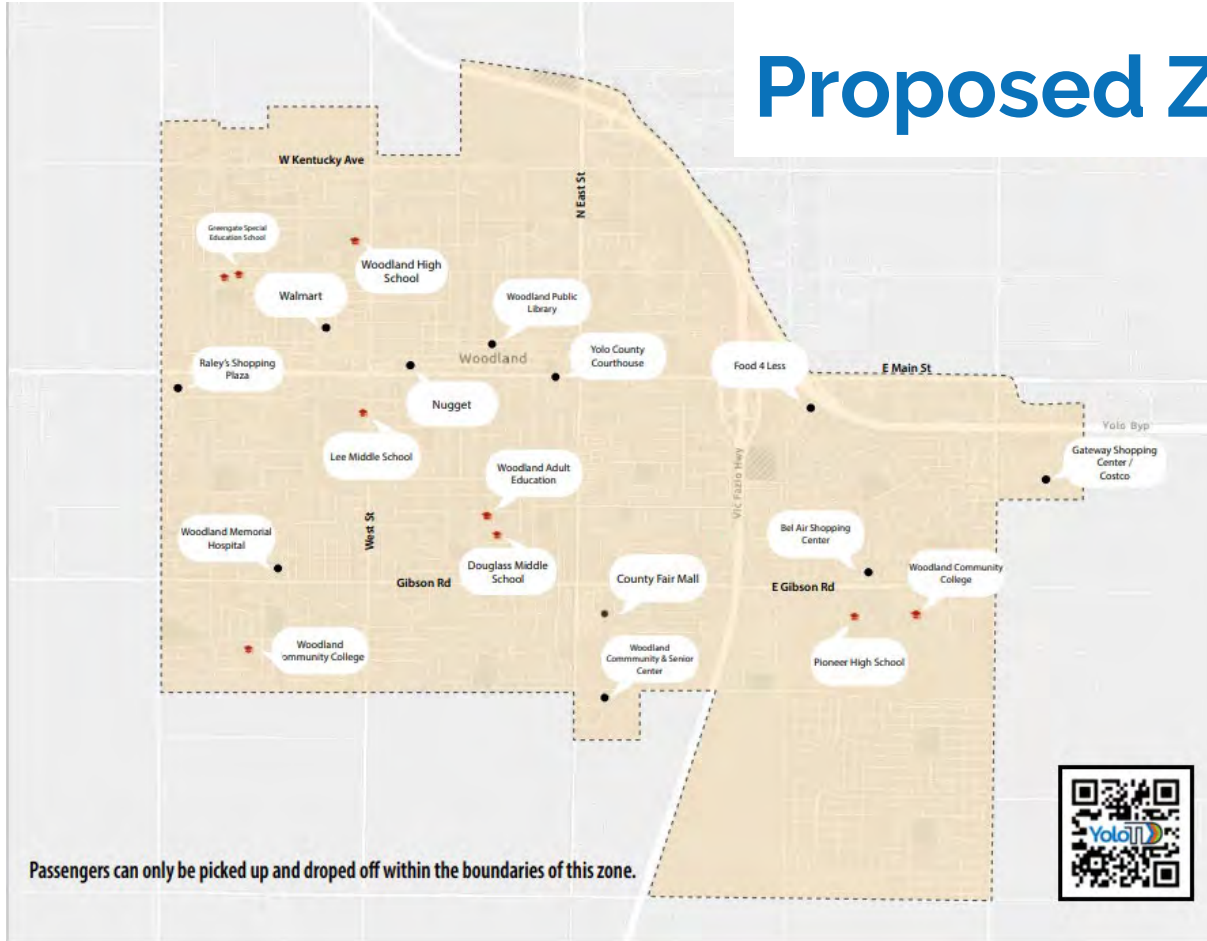
- Hours of operation
 - 7am-7pm M-Th
 - 7am-11pm Friday
 - 9am-11pm Sat
 - 8am-7pm Sun
- 4 vehicles at peak times
- \$3 standard fare
- \$1.50 for youth/seniors
- Zone map: see next



Performance Metrics

- Avg wait time:
 - 10-15 min
- Avg weekday ridership:
 - 210-250 rides/day
- Avg weekend ridership
 - 95-160 rides/day
- Annual Operating cost:
 - \$1.1 million

Proposed Zone Map



Next Steps

- ▶ YoloTD Board will consider approval of the Woodland service plan on June 12, 2023
- ▶ Concurrent Board action on proposed fare structure and rider policies
- ▶ Exact launch date pending vehicle delivery
- ▶ Targeting August 2023