

NORCAL SECTION MEETING

Wednesday, January 20th



Time: **11:30 AM**

Location: **Zoom Meeting**

Cost: **Free**

Presentation

Sacramento Regional Transit District's Smart Ride

In February 2018, the Sacramento Regional Transit District launched a three-year microtransit demonstration project known as Smart Ride, which has grown to become one of the largest on-demand microtransit programs in the country. Using a smartphone app, customers can book Smart Ride for curb-to-curb travel anywhere within a specified zone of approximately 10-20 square miles. At a low cost of \$2.50 per ride, and utilizing smaller vehicles, Smart Ride offers an affordable and flexible means of transportation that complements SacRT's traditional full-size bus system. The Smart Ride pilot project was originally funded for three years via a \$12 million grant from the Sacramento Transportation Authority, which was recently extended for another two years. The presentation will provide an overview of the service, a history of its development, a preview of upcoming expansion and changes, and an analysis of performance, including benchmarking to other forms of public transportation.

Presenters

James Boyle, Director of Planning, Sacramento Regional Transit District

Originally from Jacksonville, Florida, James graduated from Florida State University (FSU) in 2004 with a Master's degree in Urban and Regional Planning. Previous work includes CDM Smith in Atlanta, GA; North Florida TPO (Jacksonville, Florida MPO); Jacksonville Transportation Authority; Chief of Statewide Planning for Alaska Department of Transportation and currently the Director of Planning for Sacramento Regional Transit District. James enjoys travelling, hiking, and generally being outdoors.

James Drake, Principal Planner, Sacramento Regional Transit District

James Drake is a Principal Planner with the Sacramento Regional Transit District. James began his career at SacRT as an Assistant Planner in 2006 and has served as the principal analyst on several of the district's largest service changes including major service reductions in 2010, as well as the SacRT Forward new bus network in 2019. James holds a B.S. in Computer Engineering from the University of California, Davis, with a History minor and in addition to being a former railroad museum volunteer, enjoys reading about history, law, business, and economics.



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