



# Microtransit: City of Auburn's On-Demand Transit Service



Auburn  
**On-Demand**  
RIDE SHARE

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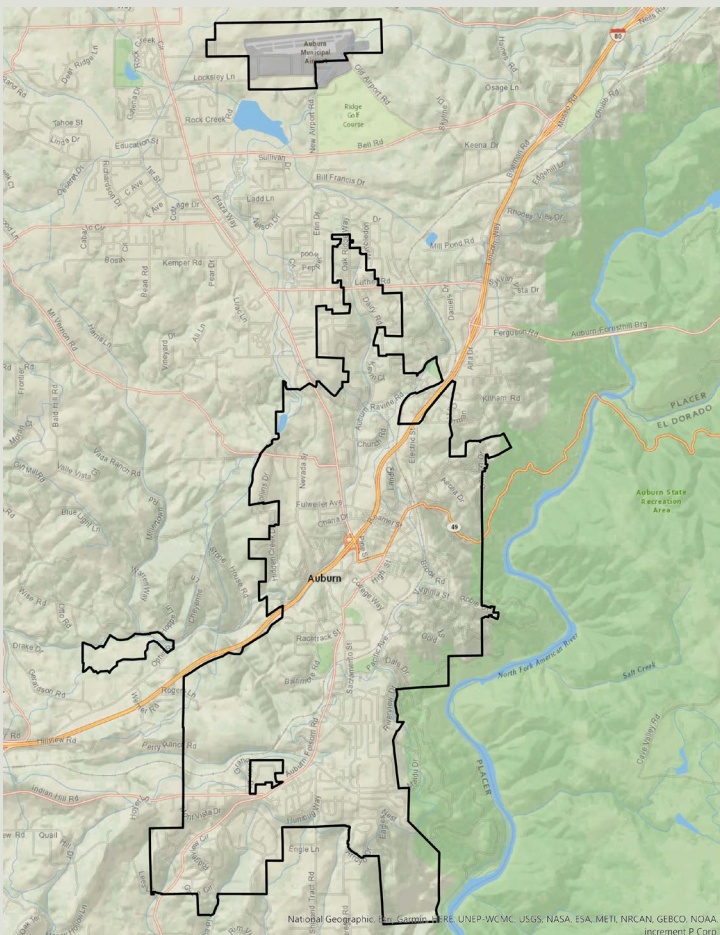
# Today's Topics

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- ❖ All About Auburn (Attributes, Demographics, and Highlights)
- ❖ Current Auburn Transit System
- ❖ On-Demand Transit System Implementation
- ❖ Lessons Learned from Implementation
- ❖ How It's Going
- ❖ Plans for the Future



# All About Auburn: Attributes



- ❖ Incorporated in 1888
- ❖ Size: 7.2 square miles
- ❖ Interstate 80 and Highway 49 run directly through the City
  - ❖ Tourist activity along this corridor include traveler to and from Grass Valley, North Tahoe, Truckee, and Reno
- ❖ Geography: Located in the foothills of the Sierra Nevada range
  - ❖ Surrounded by the Auburn State Recreation Area to the east and unincorporated Placer County to the north, west, and south
  - ❖ Hilly and uneven topography throughout the City



# All About Auburn: Demographic

- ❖ Population: 13,776 (2020 census)
- ❖ Median Age: 45.4 years
  - ❖ Median Age of Placer County: 41.9 years
- ❖ Four Public Schools in City Limits
  - ❖ Placer High School
  - ❖ E.V. Cain Middle School
  - ❖ Skyridge Elementary School
  - ❖ Alta Vista School





# All About Auburn: Highlights



- ❖ Known for our California Gold Rush History
- ❖ Registered as a California Historical Landmark
- ❖ Old Town Auburn and Downtown Auburn
- ❖ Economic hubs for the City
- ❖ Many shops and restaurants
- ❖ Auburn Municipal Airport
- ❖ Nature and hiking opportunities
- ❖ Endurance Capitol of the World
- ❖ Robie Point, China Bar, Stage Coach Trail, the Confluence



# Current City of Auburn Transit System

## ❖ Fixed Route (Auburn Loop)

- ❖ Monday – Saturday: 9:00 AM – 5:00 PM
- ❖ General public: \$1.50
- ❖ Senior/Youth/Disabled: \$0.75

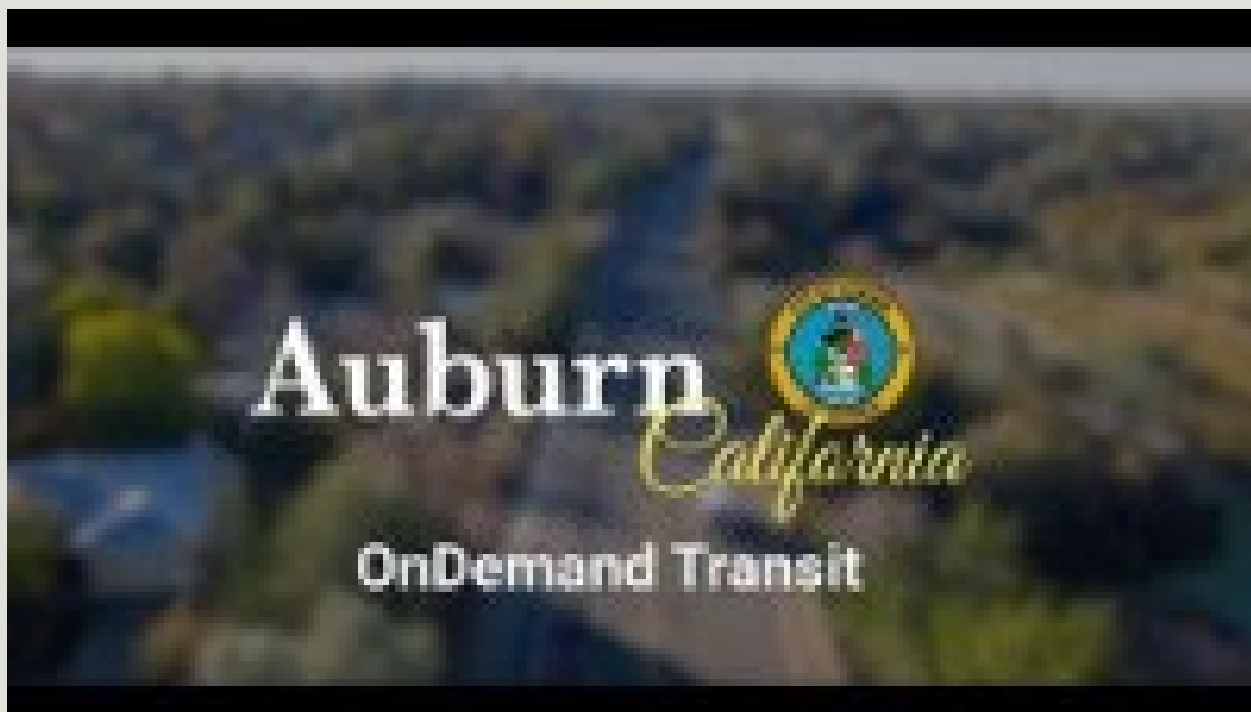
## ❖ Auburn On-Demand

- ❖ Monday – Wednesday: 6:00 AM – 8:00 PM;  
Thursday – Saturday: 6:00 – 11:00 PM
- ❖ General public: \$3.50 one way
- ❖ Senior/Youth/Disabled: \$1.75 one way
- ❖ Confluence Route: Friday – Saturday: 9:00 AM – 5:00 PM





# Implementing Auburn On-Demand



- ❖ Started as a Pilot Program in October of 2021
  - ❖ First Transit Agency in the region to implement a microtransit program
- ❖ App based program
  - ❖ Gives the public the ability to book rides right from their phone
- ❖ Initial steep learning curve for both the department and the public
  - ❖ “Learn as you go”
- ❖ Initial goal was to give the public the ability to more effectively and efficiently move throughout the Auburn area



# Lessons Learned From Implementation

- ❖ Soft Roll Out
  - ❖ Would have allowed us to learn and adjust better to community needs
- ❖ Knowing most effective vehicle types
  - ❖ May have implemented passenger vehicles sooner
    - ❖ City's complex topography prohibited larger buses from getting to some areas of the city
  - ❖ Wheelchairs and bike racks
- ❖ Better ways to gain community buy-in
  - ❖ Create Transit Dispatcher position sooner to bridge the gap between the public and the agency



RIDE SHARE

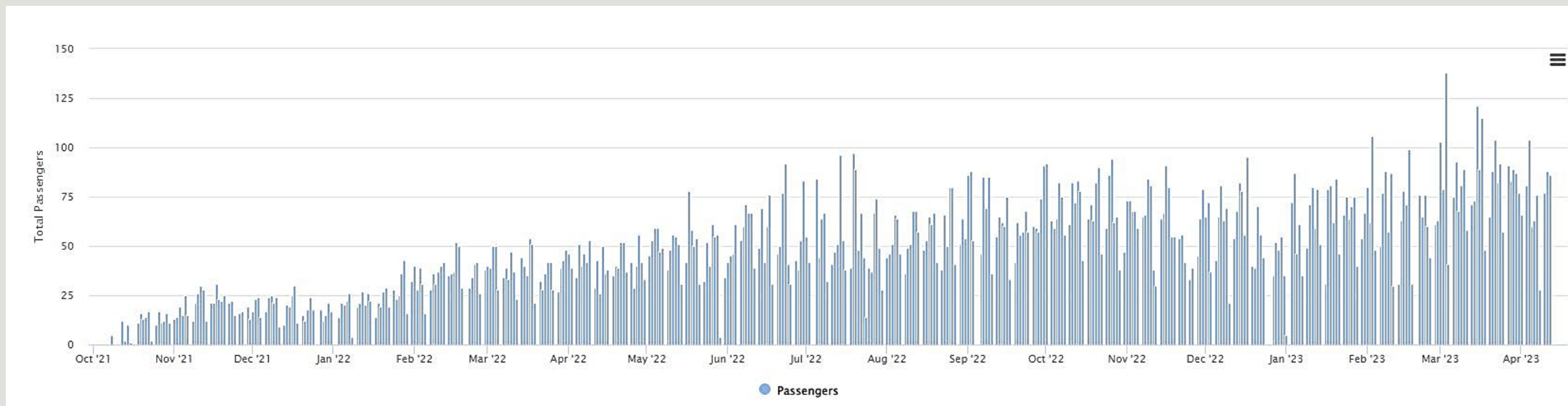
- No Hassle of Parking
- Eco-Friendly
- Stress-Free Travel
- Convenient Way to Get Around
- Designated Driver
- Affordable





# How It's Going

- ❖ Auburn On-Demand is steadily growing!
- ❖ Moving towards zero-emissions fleet
  - ❖ Currently have 2 electric busses and 2 electric passenger vehicles





# Plans For The Future

- ❖ Potential to expand hours of service for Auburn On-Demand
- ❖ Expand our Transit fleet to meet the growing demand
  - ❖ Move to zero emission fleet
- ❖ Ability to meet the community's needs as they continue to change
  - ❖ The way people utilize Transit is ever-changing, especially during and even after the COVID-19 pandemic





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**Thank you! Questions?**

*Auburn On-Demand*