



Placer County Transit Dial-A-Ride Microtransit Technology Implementation



Placer County Transit System Map

**Placer County
Transit
Dial-A-Ride
Microtransit
Technology**

Joint procurement for microtransit technology in partnership with Roseville Transit and Auburn Transit


Contract awarded to Spare Labs Inc. (Utilizing white label asset)

Launched GO South Placer microtransit technology spring 2023

Piloting within 2 current Placer County Transit Dial-A-Ride zones utilizing current assets

Service Planning for ADA certified passengers and general public riders






GO South Placer
On Demand Transit in Placer County

Schedule a ride with the tap of a button
Choose where you want to go

Download the app today
Available on iOS and Android

Visit placercountytransit.com



Go South Placer On-Demand Transit

Placer County Transit Dial-a-Ride Service Utilizing Microtransit Technology

Dial-A-Ride services are open to the general public with discount fares available to seniors, persons with disabilities and ADA-certified passengers

Microtransit is an on-demand app-based technology, allowing riders to reserve trips when needed

Following a ride request, the app will provide customers with an estimated pick-up time, allow them to track their bus in real-time and be alerted when their ride is about to arrive

Advanced Reservations Available (up to 14-days in advance)

Curb to Curb Service

No app – No Problem. Rides may also still be reserved by calling agencies call center.



PCT On Demand Dial-a-Ride Service Non-ADA Certified Riders

**Trips only available
within designated
service
zones/boundaries**

**Connections to other
service zones can be
made using Placer
County Transit fixed
route bus service**

PCT On Demand Dial-a-Ride Service ADA Certified Riders

**ADA certified
passengers may travel
between connecting
Placer County Transit
zones/boundaries**

**ADA certified
passengers may
connect to Roseville
Dial-a-Ride at
connecting locations**

Internal Soft Launch Mid-February – Mid-March

Soft App Launch - March 20, 2023

95% of users still using phone to reserve rides

5% of users utilizing the app

QUESTIONS?

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