

Santa Maria, CA Micro Transit

Gamaliel Anguiano, Transit Manager



Population in 2022: 110,125 (100% urban, 0% rural).

Population change since 2000: +42.2%

Males: 55,140 (50.1%)

Females: 54,985 (49.9%)

Median resident age: 29.1 years

California median age: 38.2 years

Zip codes: [93458](#).

Estimated median household income in 2023: \$77,564 (it was \$36,541 in 2000)

Santa Maria: \$77,564

CA: \$95,521

Estimated per capita income in 2023: \$25,173 (it was \$13,780 in 2000)

[Santa Maria city income, earnings, and wages data](#)

Estimated median house or condo value in 2023: \$536,400 (it was \$140,000 in 2000)

Santa Maria: \$536,400

CA: \$725,800

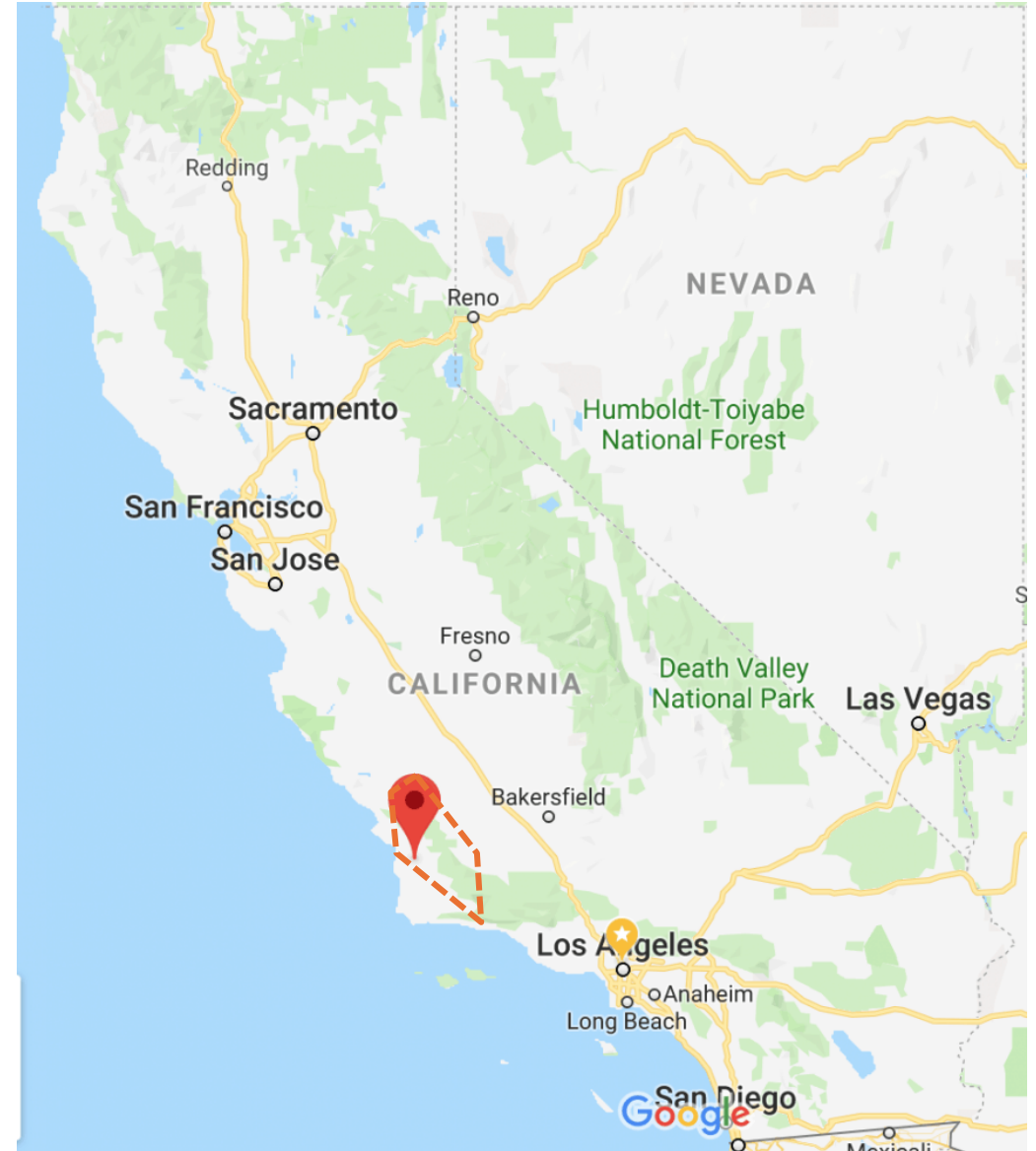
Mean prices in 2023: all housing units: \$531,427; detached houses: \$583,828; townh

Median gross rent in 2023: \$1,801.

December 2024 cost of living index in Santa Maria: 110.9 (more than average, U.S. a

[Santa Maria, CA residents, houses, and apartments details](#)

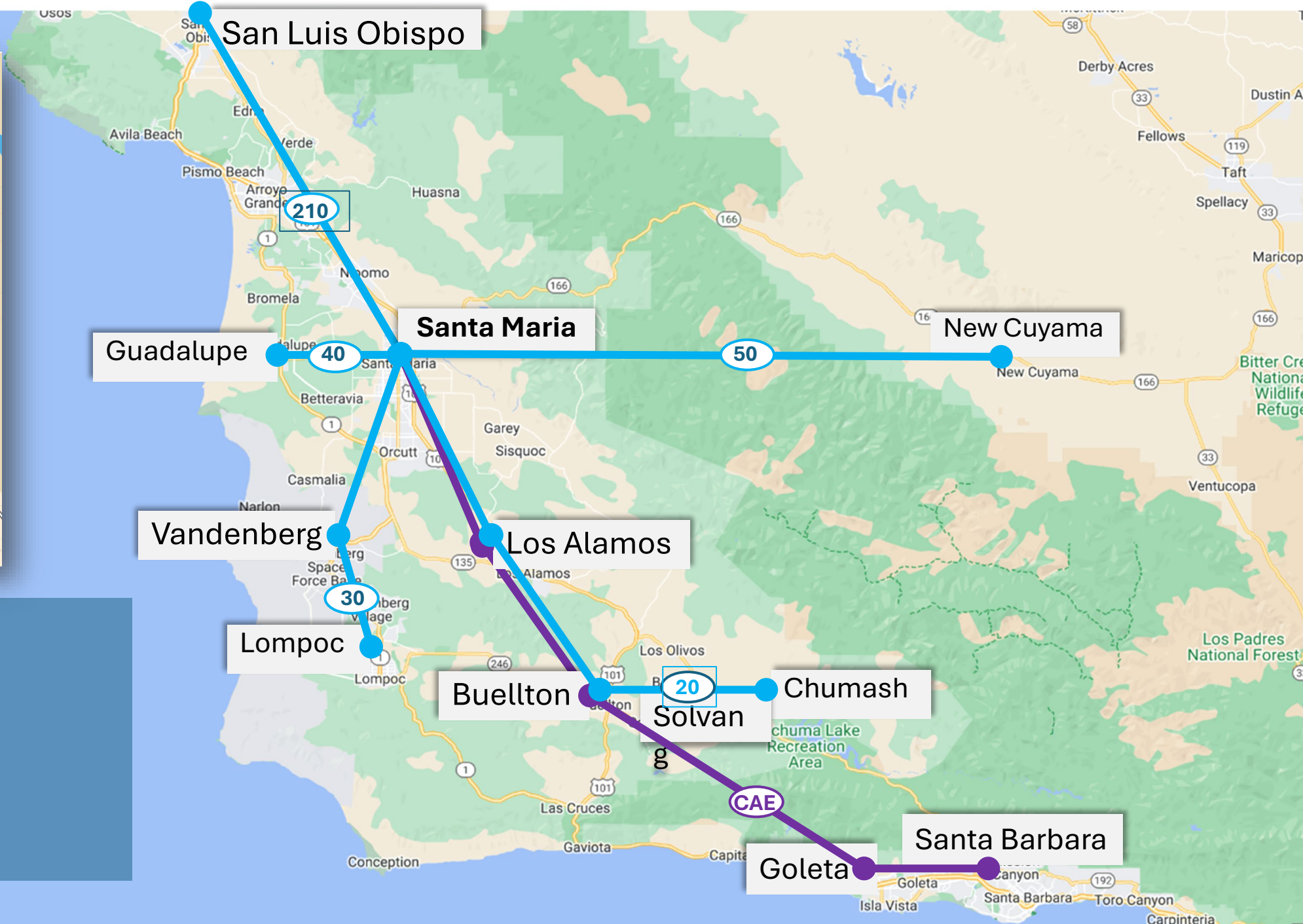
Percentage of residents living in poverty in 2023: 19.8%



Santa Maria

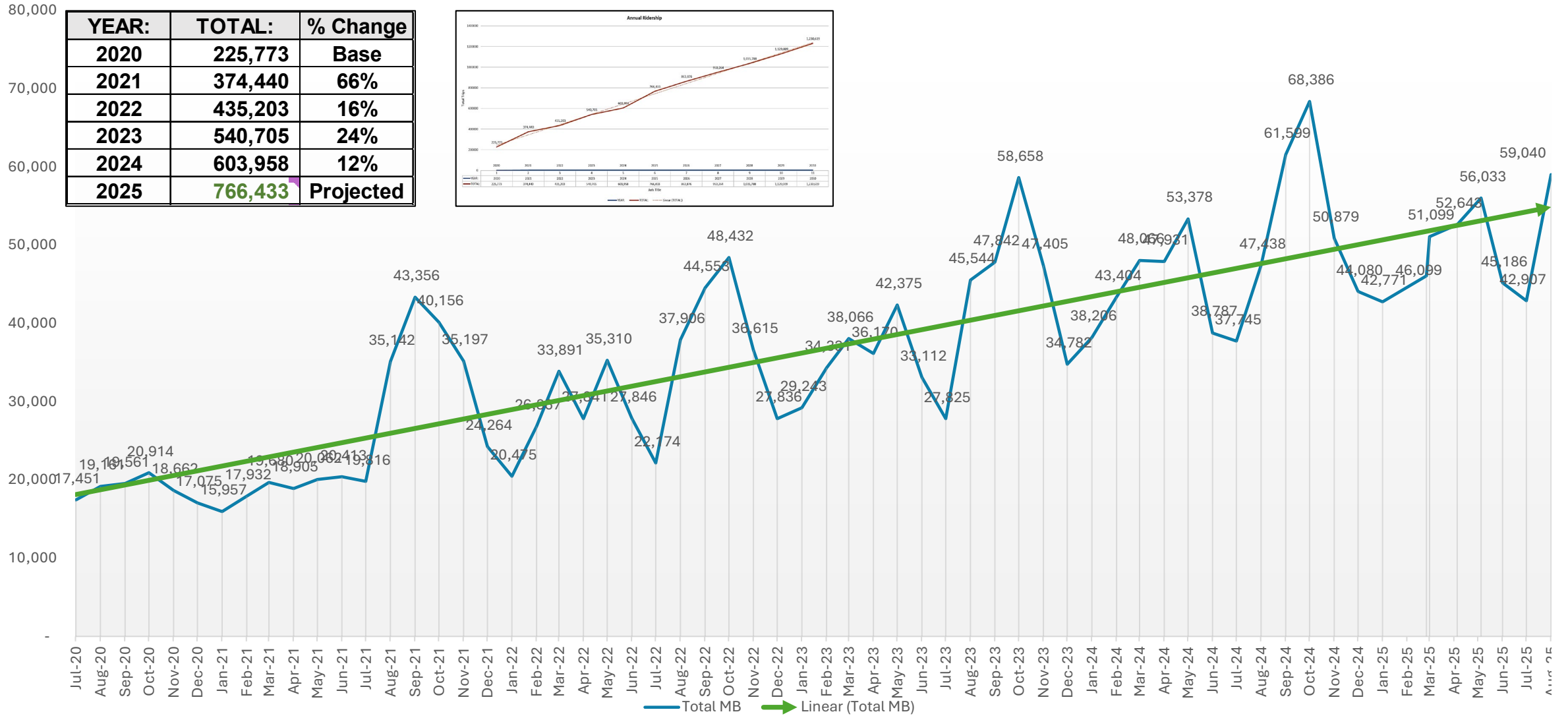
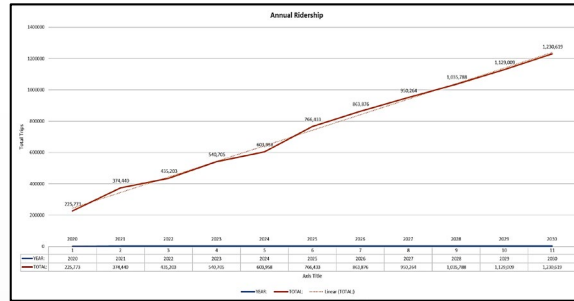


Regional Service



Total Ridership

YEAR:	TOTAL:	% Change
2020	225,773	Base
2021	374,440	66%
2022	435,203	16%
2023	540,705	24%
2024	603,958	12%
2025	766,433	Projected





Project Catalyst:

- The fixed route service (M-F, 6:30 AM - 8:30 PM) meets 98% of ridership needs.
- 2% of riders require additional service hours later into the evening, including:
 - Restaurant workers who finish after 8:30 PM.
 - Students attending night classes that end after 8:30 PM.
 - A pre-COVID limited fixed route "Night Owl Service" was unproductive and financially unjustifiable due to very low ridership
- Unjustifiable to operate 18 routes with such low ridership

On Demand Micro-Transit

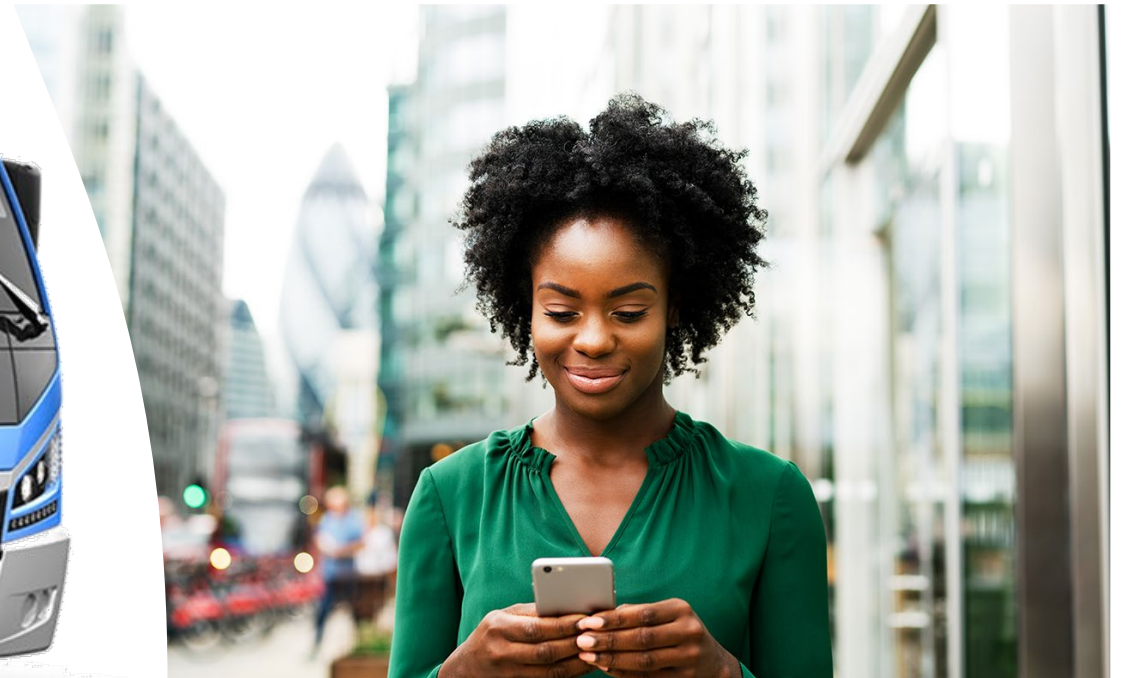
Pilot Service (July 2024)

Mon thru Fri 8:30 PM to 10:30 PM

NEW Sat and Sun 6:30 PM to 8:30 PM

Currently: **FREE**

Route:	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
MicroTransit	54	121	171	215	163	201	198	207	228	238	267	260



Other Project Details

- Use ECOLANE self booking paratransit software
- Currently FREE to use, \$6 soon after
 - \$3 Paratransit
- Limited to Santa Maria 24 sq miles
 - Other communities to follow
- Weekend Microtransit now being offered
- Microtransit IS meeting intended goal.
 - Not under utilized but not overly demanded.

Ancillary Benefits:

- Non CDL License Required (technically)
 - Immediate Work Opportunity vs. Usual Driver Onboarding Time
- “Micro” Fixed-Routes into Narrow Neighborhoods.
 - Cul De Sacs
 - Parking Lots
 - Fixed Route Supplement service
- Halo Affect
 - Driver Recruitment Tool
 - Choice Rider Motivator

More Information:



Can Something SO TINY Ever Become a BIG DEAL for City Transit?

85K views • 8 months ago



Road Guy Rob ✓

Can a tiny, electric bus change the future of late-night transit? Join me in Santa Maria, California as we explore how this ...

CC



12 chapters They Let Me Drive It | Making a Transit Plan | Three Conflicting Goals | Not Enough Drivers | The Baby... ▼



Karsan eJest - Santa Maria, CA's New Microtransit Contender!

889 views • 9 months ago



Steve's Wanderlust

I was recently invited by Santa Maria, California's transit team to have a look at Karsan eJest - the electric mini bus that is poised to ...

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