

FHDA Historic Folsom Green Micro-transit Shuttle Service Update

Nov 14 City Council

Jim Snook FHDA President

Karen Holmes FHDA Past President

Additional Committee Members:

Ron Gray Folsom Micro Shuttle Operator

James Villa Folsom Micro Shuttle Operator

John Lane Historic District Resident

Michael Reynolds Historic District Resident

Agenda

Purpose: Share status update with Folsom City Council on Historic District green micro-shuttle service

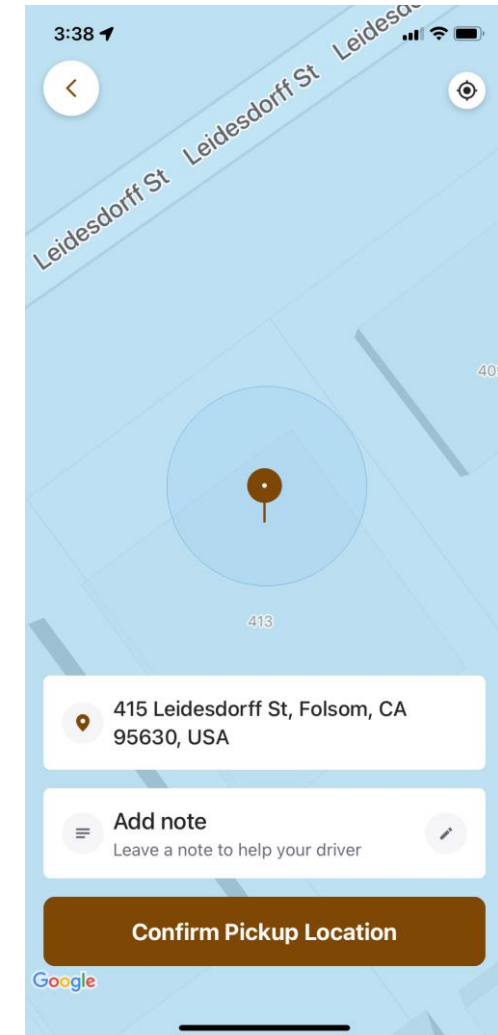
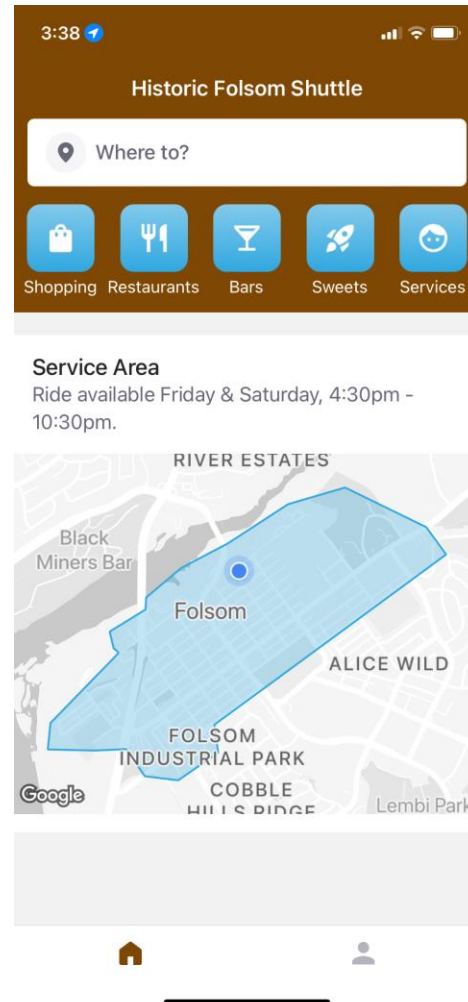
Background:

- ❖ In April 2022, Folsom City Council approved allocation of \$200k of ARPA funding to the Folsom Historic District Association (FHDA) to develop a shuttle service in response to short term solution options recommended in the 2019 Ad Hoc Parking Committee Report*.
- ❖ A team of business owners and local residents formed in May of 2022 to work with service providers to build out the business plan (operations, legal, etc). Pilot operation started in July with full operations commencing in December of 2022 on Friday and Saturday nights (4:30-10:30pm).

*<https://www.folsom.ca.us/home/showpublisheddocument/5479/637522748097730000>

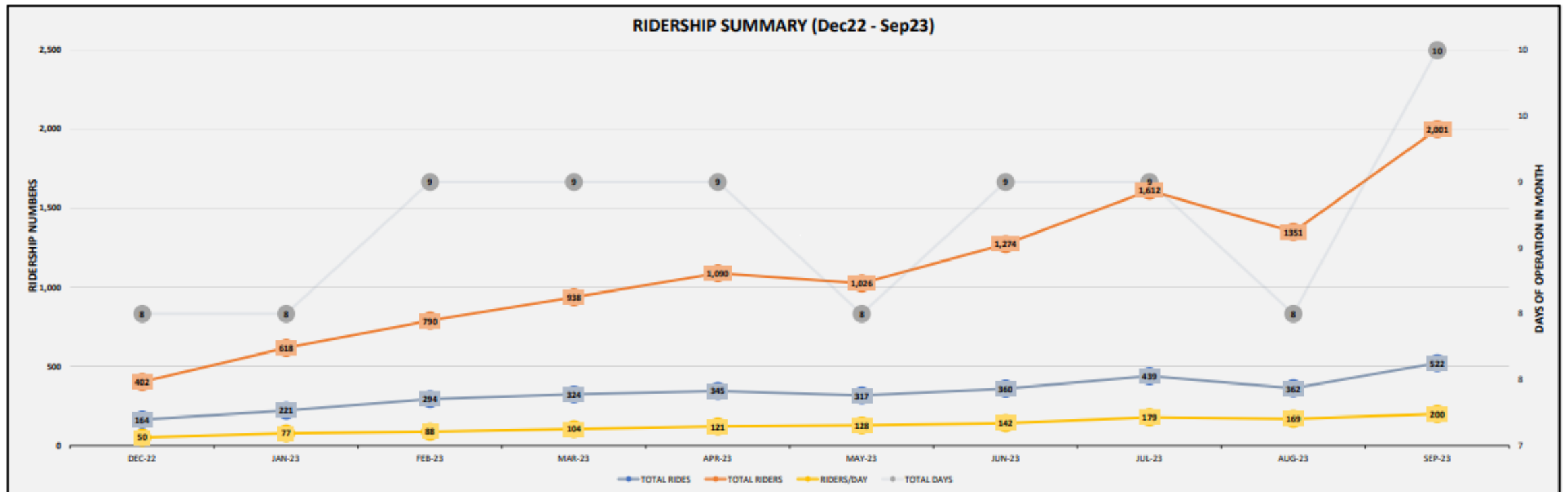
Downtowner Ride Sharing App

- ❖ Operating area serves the full Historic District and area around Red Bus Brewing
- ❖ Downtowner Historic Folsom Shuttle ride share app provides the user the same look & feel as Uber
- ❖ Icons provide background info on local businesses within the operating area



Monthly Ridership

- ❖ Ridership Growth 21% MoM (through Sept'23)
- ❖ Sept cost/rider <\$4



Monthly Ridership

DECEMBER 2022

| Month | Dec-22 |
|---------------------|------------|
| 12/8/2022 | 10 |
| 12/12/2022 | 15 |
| 12/16/2022 | 30 |
| 12/17/2022 | 22 |
| 12/18/2022 | 1 |
| 12/23/2022 | 35 |
| 12/30/2022 | 25 |
| 12/31/2022 | 56 |
| TOTAL RIDES | 165 |
| TOTAL RIDERS | 403 |
| TOTAL DAYS | 8 |
| RIDERS/DAY | 50 |

JANUARY 2023

| Month | Jan-23 |
|---------------------|------------|
| 1/6/2023 | 32 |
| 1/7/2023 | 26 |
| 1/13/2023 | 30 |
| 1/14/2023 | 30 |
| 1/20/2023 | 32 |
| 1/21/2023 | 36 |
| 1/27/2023 | 33 |
| 1/28/2023 | 32 |
| TOTAL RIDES | 221 |
| TOTAL RIDERS | 618 |
| TOTAL DAYS | 8 |
| RIDERS/DAY | 77 |

FEBRUARY 2023

| Month | Feb-23 |
|---------------------|------------|
| 2023-02-03 | 34 |
| 2023-02-04 | 41 |
| 2023-02-10 | 44 |
| 2023-02-11 | 39 |
| 2023-02-14 | 26 |
| 2023-02-17 | 35 |
| 2023-02-18 | 42 |
| 2023-02-24 | 40 |
| 2023-02-25 | 37 |
| TOTAL RIDES | 294 |
| TOTAL RIDERS | 790 |
| TOTAL DAYS | 9 |
| RIDERS/DAY | 88 |

MARCH 2023

| Month | Mar-23 |
|---------------------|------------|
| 2023-03-03 | 30 |
| 2023-03-04 | 29 |
| 2023-03-10 | 36 |
| 2023-03-11 | 31 |
| 2023-03-17 | 39 |
| 2023-03-18 | 33 |
| 2023-03-24 | 47 |
| 2023-03-25 | 37 |
| 2023-03-31 | 42 |
| | 0 |
| | 0 |
| | 0 |
| TOTAL RIDES | 324 |
| TOTAL RIDERS | 938 |
| TOTAL DAYS | 9 |
| RIDERS/DAY | 104 |

APRIL 2023

| Month | Apr-23 |
|---------------------|--------------|
| 2023-04-01 | 29 |
| 2023-04-07 | 34 |
| 2023-04-08 | 33 |
| 2023-04-14 | 45 |
| 2023-04-15 | 41 |
| 2023-04-21 | 37 |
| 2023-04-22 | 42 |
| 2023-04-28 | 35 |
| 2023-04-29 | 41 |
| | 0 |
| | 0 |
| | 0 |
| TOTAL RIDES | 345 |
| TOTAL RIDERS | 1,090 |
| TOTAL DAYS | 9 |
| RIDERS/DAY | 121 |

MAY 2023

| Month | May-23 |
|---------------------|--------------|
| 2023-05-05 | 40 |
| 2023-05-06 | 37 |
| 2023-05-12 | 46 |
| 2023-05-13 | 50 |
| 2023-05-19 | 38 |
| 2023-05-20 | 40 |
| 2023-05-26 | 44 |
| 2023-05-27 | 22 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| TOTAL RIDES | 317 |
| TOTAL RIDERS | 1,026 |
| TOTAL DAYS | 8 |
| RIDERS/DAY | 128 |

JUNE 2023

| Month | Jun-23 |
|---------------------|--------------|
| 2023-06-02 | 49 |
| 2023-06-03 | 41 |
| 2023-06-09 | 35 |
| 2023-06-10 | 44 |
| 2023-06-16 | 38 |
| 2023-06-17 | 42 |
| 2023-06-23 | 46 |
| 2023-06-24 | 32 |
| 2023-06-30 | 33 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| TOTAL RIDES | 360 |
| TOTAL RIDERS | 1,274 |
| TOTAL DAYS | 9 |
| RIDERS/DAY | 142 |

JULY 2023

| Month | Jul-23 |
|---------------------|--------------|
| 2023-07-01 | 32 |
| 2023-07-07 | 33 |
| 2023-07-08 | 43 |
| 2023-07-14 | 57 |
| 2023-07-15 | 60 |
| 2023-07-21 | 52 |
| 2023-07-22 | 62 |
| 2023-07-28 | 58 |
| 2023-07-29 | 42 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| TOTAL RIDES | 439 |
| TOTAL RIDERS | 1,612 |
| TOTAL DAYS | 9 |
| RIDERS/DAY | 179 |

AUGUST 2023

| Month | Aug-23 |
|---------------------|--------------|
| 2023-08-04 | 51 |
| 2023-08-05 | 74 |
| 2023-08-11 | 54 |
| 2023-08-12 | 48 |
| 2023-08-18 | 27 |
| 2023-08-19 | 44 |
| 2023-08-25 | 30 |
| 2023-08-26 | 34 |
| | 0 |
| | 0 |
| | 0 |
| | 0 |
| TOTAL RIDES | 362 |
| TOTAL RIDERS | 1,351 |
| TOTAL DAYS | 8 |
| RIDERS/DAY | 169 |

SEPTEMBER 2023

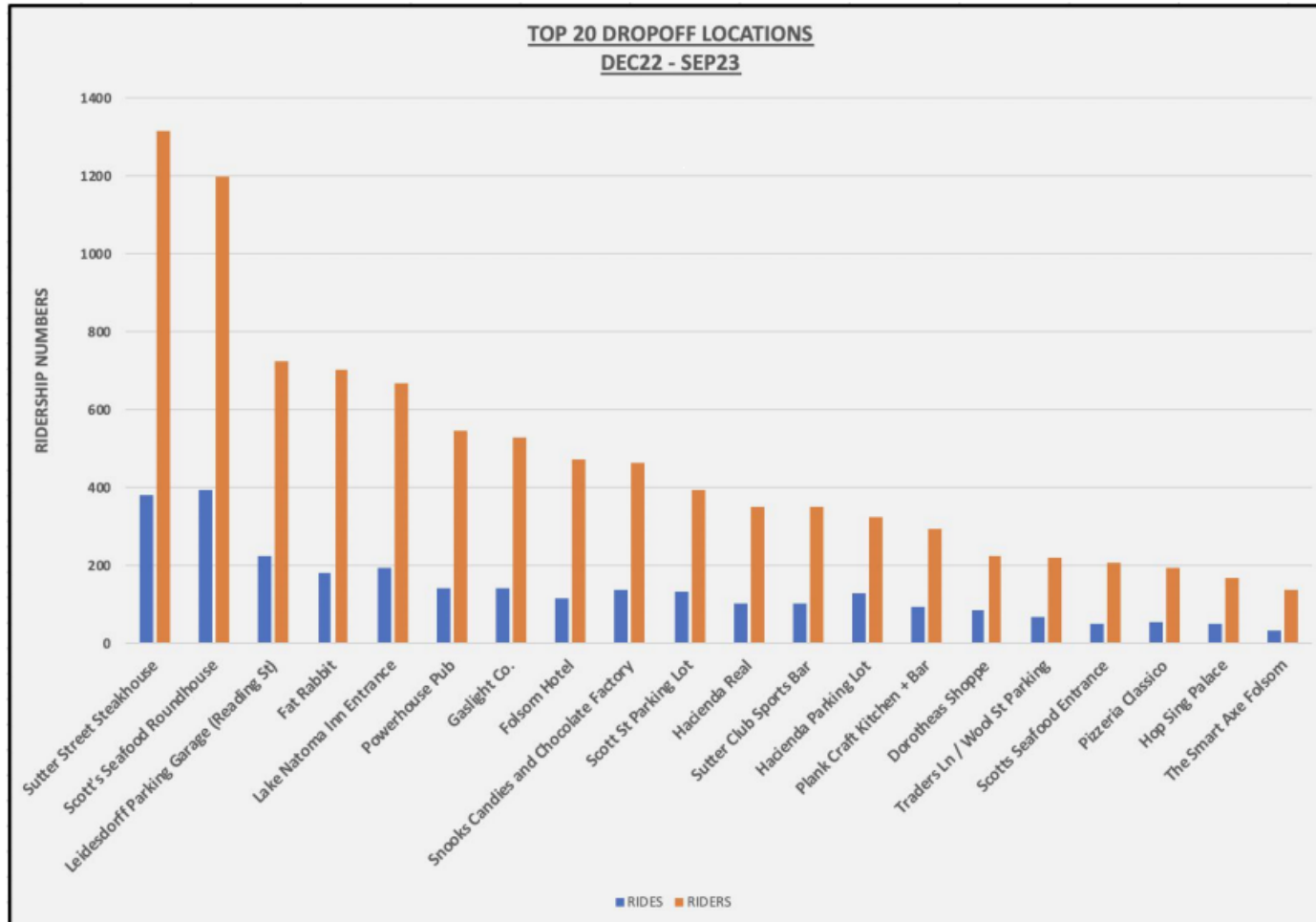
| Month | Sep-23 |
|---------------------|--------------|
| 2023-09-01 | 23 |
| 2023-09-02 | 45 |
| 2023-09-08 | 38 |
| 2023-09-09 | 48 |
| 2023-09-15 | 30 |
| 2023-09-16 | 64 |
| 2023-09-22 | 55 |
| 2023-09-23 | 66 |
| 2023-09-29 | 77 |
| 2023-09-30 | 67 |
| | 0 |
| | 0 |
| | 0 |
| TOTAL RIDES | 522 |
| TOTAL RIDERS | 2,001 |
| TOTAL DAYS | 10 |
| RIDERS/DAY | 200 |

Pickup Locations



Drop-off Locations

FOLSOM HISTORIC DISTRICT eSHUTTLE DATA
December 2022 – September 2023



Shuttle Fun Facts

- 10 months of Downtowner App use
- 600+ App Downloads
- 10% (and growing) of rides originate from the app
- 3,400+ rides
- 11,000+ riders

Shuttle Financial Information

| | Funding | Operating Expenses | | |
|---------|--------------------|---------------------------|-------------------|-------------------------|
| | Initial Investment | Shuttle Service Operation | Shuttle Insurance | Downtown Ride Share App |
| City | \$200,000 | NA | NA | NA |
| Shuttle | | \$5,670/mth | \$1,000/mth | \$1,334/mth |

- Shuttle Monthly Expense Avg - \$8000 (based on 12hrs of operation 4:30-10:30 Fri-Sat. Two (2) shuttles from 6:00-8:00pm)
- \$200k funding lifespan – estimate July 2024

Future Funding Initiatives

Referrals from Josh Hoover and Kevin Kiley offices to pursue:

- SacRT
- SACOG
- SMUD / Electricity Fair

Other public funding options under investigation:

- Congestion Mitigation and Air Quality Improvement Program - CMAQ
- Federal Transit Administration – FTA

Private funding options:

- Advertising and sponsorships are currently being sold to local businesses and patrons

Summary

HD Shuttle Value Prop:

- ❖ The Historic District of Folsom is forecasted to be extremely parking limited in the next 10 years and with Barley Barn, Uncle Charlies, and 603 Sutter St now all design approved, there will be increasing use within the next 2 years with limited solution options.
- ❖ We believe that the continued enablement of a green micro-transit shuttle service + ride sharing app makes the existing surface parking across the district a viable long-term sustainable solution to reduce pressure on the commercial area and surrounding neighborhoods with minimal cost to the city and at a cost/rider trending to below current SacRT.

Request: As city council evaluates funding priorities for 2024, the HD Micro-transit shuttle would like to request funding considerations as part of the City's overall Historic District infrastructure allocation.