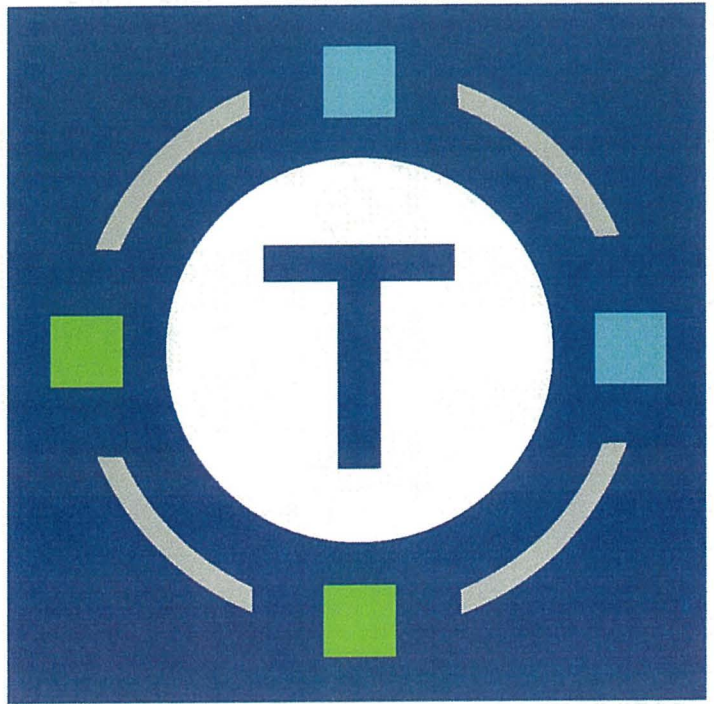




# TART Connect





# TART Connect Microtransit Pilot Summer 2021

- Operations (vehicles & drivers) provided by Downtowner, LLC – Operator of Mountaineer in Squaw/Alpine
- Managed by Placer County DPW – Transit Division and Truckee North Tahoe TMA in Partnership with the Tahoe Transportation District (TTD) in conjunction with IVCBVB.
- Days of operation: June 24 – September 6, 2021
- Hours of operation: 8:00AM-Midnight
- 11 vehicles in maximum service
- Three Zones:
  - Kings Beach/Tahoe Vista/Brockway/Crystal Bay
  - Tahoe City/Dollar Point/Westshore
  - Incline Village/Crystal Bay
- App-Based On-Demand with Goal of 15-minute max wait time for pick-up
- Curb-to-Curb within Zones & Connections to Regional TART
- Branded as a service of TART Connect
- Rides can be reserved via the TART Connect App or by calling (530-214-5811)



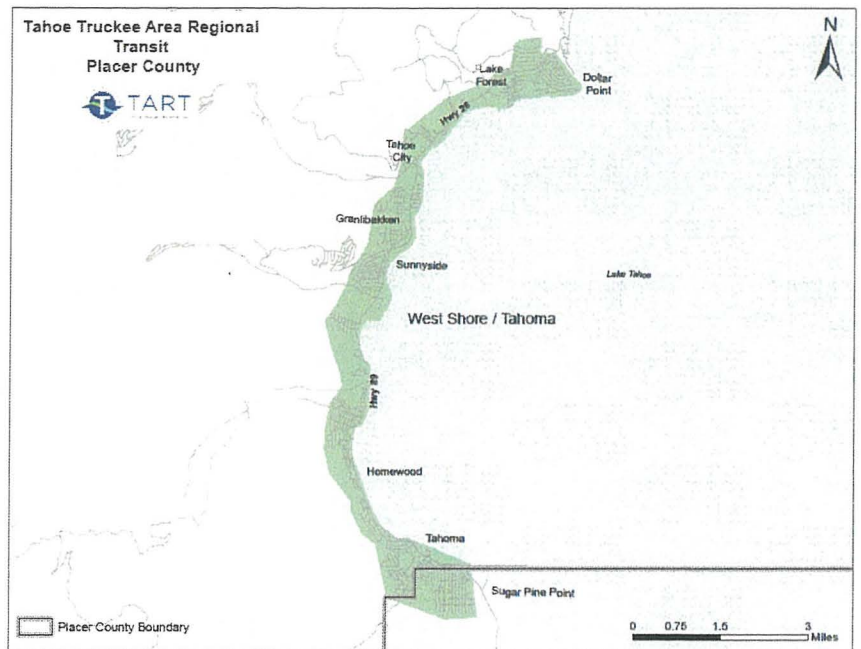
# TART Connect Microtransit Pilot Summer 2021

- 75-Day Pilot
- Introducing App based technology to the public transit system
- Funding:
  - Placer County is funding the service using Transient Occupancy Tax (TOT) dollars made available with the newly passed North Lake Tahoe TBID.
  - Incline Village/Crystal Bay Visitors Bureau is funding the service using a onetime surplus of Transient Occupancy Tax Dollars within Incline Village/Crystal Bay.
- Ridership will be evaluated in conjunction with fixed route bus service
- Final program reporting will be made available in October/November 2021
- Additional Pilot Phases will need to be evaluated with fixed route service before substantial changes are made to the current transit system



# TART Connect Summer 2021 Pilot Zone #1

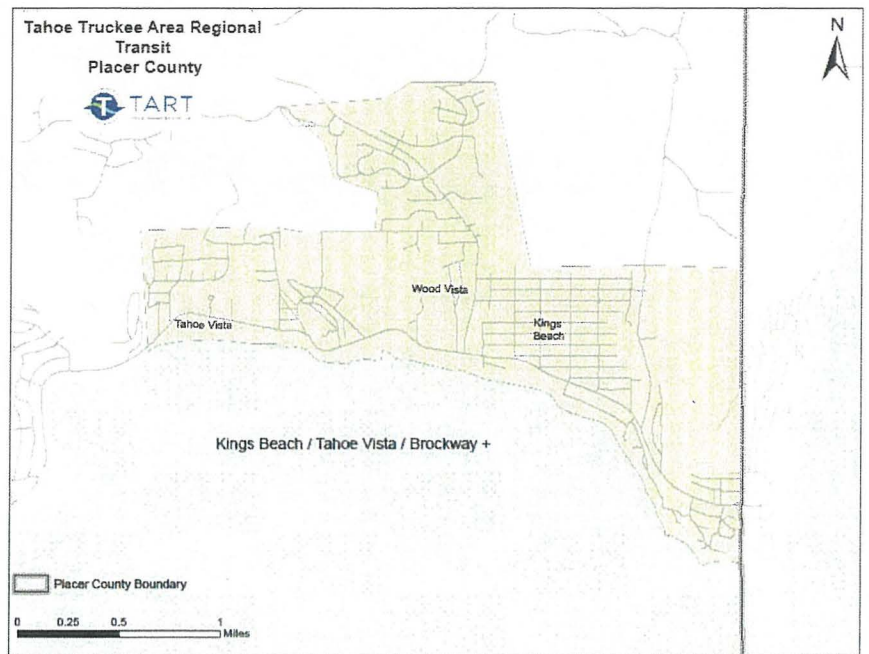
Dollar Hill/Tahoe  
City/Granlibakken/Sunnyside/  
Homewood/Tahoma





# TART Connect Summer 2021 Pilot Zone #2

Kings Beach/Tahoe  
Vista/Brockway/Crystal Bay-  
Stateline







**TART Connect  
Summer 2021 Pilot  
Zone #3  
Crystal Bay-Stateline/Incline  
Village**





# TART Connect Marketing and Public Outreach





# Technology Based Enhancement to the TART System

