


## Exploring the Consumer Market and Environmental Impacts of Microtransit Services in Sacramento and Citrus Heights, California

Assessing the Success of Microtransit.



Planning, Policy  
and  
Programming

October 2022

**Project Title:**

Exploring the Consumer Market and Environmental Impacts of Microtransit Services in Sacramento and Citrus Heights, California

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### WHAT WAS THE NEED?

Sacramento Regional Transit (SacRT) launched its first microtransit service, Smart Ride, in Citrus Heights, California, in February 2018. Because of its success, SacRT then expanded the service to nine areas with 42 shuttles in Sacramento County.

Smart Ride allows passengers who need a ride to open the smart phone application, book online, or call the call center to request their destination on their locations for the request.

Given this is a new service, the size of its market is unknown, as is the relationship to other modes of transportation.

### WHAT WAS OUR GOAL?

The goal was to assess the knowledge and use of microtransit and estimate customer demand for it. It will also help assess the success of microtransit in the marketplace.

### WHAT DID WE DO?

The research team designed focus group and survey questions to assess the knowledge and use of Microtransit. They then conducted focus groups and large-scale online surveys with Smart riders and non-Smart riders. The final steps were conducting data analysis and report writing. The research team would like to acknowledge SacRT for their help in recruiting riders through their marketing methods including their Smart Ride app.



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## WHAT WAS THE OUTCOME?

The results indicated Smart Ride frequently substituted for car trips. About 40% of users would have made their trips by car if Smart Ride was not available. It also showed users with a positive attitude toward Smart increased their willingness to adopt Smart. In addition, individuals who felt they were supported by others (family, friends, neighbors) increased their willingness to adopt it.

## WHAT IS THE BENEFIT?

The deliverables and results provided Caltrans with insights about the demand level for microtransit, the characteristics of its customer market, and its benefits. This information can help inform decisions to encourage this new mobility service in the future.

## LEARN MORE

For more information, see final report below:  
<https://escholarship.org/uc/item/55g4800k>

## IMAGES



Image 1: Customers use a smartphone app to request a ride that will pick up and drop off passengers within service boundaries.