

To: City Council

From: Vivianna Nicole Andres, Assistant to the City Manager

Date: February 11, 2025

Subject: Ridesharing Program for the City of Bastrop



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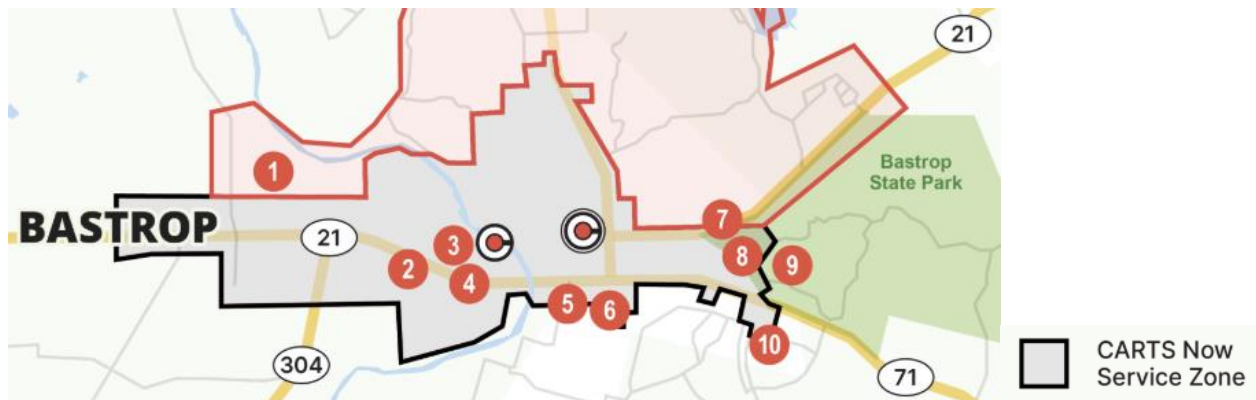
At the request of CM Sylvia Carrillo-Trevino, Staff was directed to investigate the possibility of utilizing a Ridesharing Program for the City of Bastrop.

Rideshare is the concept of utilizing private Transportation Network Companies as part of a public transit resource. Rideshare programs can reduce the reliance on buses and other underutilized assets by providing an economical alternative that does not rely on fixed assets, drivers, and insurance. Additionally, a Ridesharing Program is an on-demand interaction between a service provider and a customer seeking to utilize a transit service. This feature makes it an attractive option for cities to partner with because residents can easily move within the city limits without being limited to specific pickup times and locations.

Currently, the City’s only available transit system is provided through CARTS (Capital Area Rural Transportation System). On average, CARTS provides over 100 trips a day, and the destinations are distributed all over town for many purposes. Some of the most popular stops are to places that contain daily necessities (food, water, clothing), such as HEB and Walmart, with the other most popular destinations being medical facilities. Below is a snapshot of the utilization of the CARTS service from September 2023 to October 2024.

	Oct-24	Sep-24	Aug-24	Jul-24	Jun-24	May-24	Apr-24	Mar-24	Feb-24	Jan-24	Dec-23	Nov-23	Oct-23	Sep-23	Total
Completed trip	2666	2201	2257	2155	2124	2459	2385	2385	2214	2211	2093	2148	2438	2178	31914
Ambulatory	2512	2051	2059	1977	2005	2310	2203	2212	2045	2017	1913	1942	2237	2002	29485
W/Ctrip	154	150	198	178	119	149	182	173	169	194	180	206	201	176	2429

CARTS also offers an on-demand program called CARTS NOW, which can service most of the city limits; however, there are portions within the city limits where this service is currently unavailable. This service also has specific operating hours: Monday – Friday from 7 a.m. to 7 p.m.



A Ridesharing Program could be a creative way for the City to bridge the gap between the currently available CARTS system and private Transportation Network Companies. Staff is seeking feedback on whether the City Council would be interested in pursuing the feasibility of creating a Ridesharing Program for the City of Bastrop.