



Sunset Empire Transportation District BOARD OF COMMISSIONERS

Item 9d Microtransit Pilot Program Review

Date: Feb. 26, 2026

Summary: The microtransit pilot program launched in 2025, serving Seaside and Cannon Beach within the Route 20 service area. It provided complimentary rides, removing cost barriers for all users.

Attachments:

- Program review presentation

Sunset Empire Transportation District Microtransit Pilot Program Review



**SUNSET EMPIRE
TRANSPORTATION DISTRICT**

Exploring innovative, on-demand transportation solutions for Clatsop County's coastal communities



2/27/26

Jason Jones
Jennifer Geisler

Mobility Manager
Chief Operations Officer.



The Future of Transit: On-Demand Microtransit Arrives

Service Launch
Launched in 2025, serving Seaside and Cannon Beach within Route 20 service area

Free Access
Complimentary rides offered throughout 2025, removing cost barriers for all riders

Flexible Model
Pioneering demand-responsive transit that adapts to real-time community needs

"I think eventually transit will become this." — **David Carr, SETD Executive Director**

Funding the Innovation

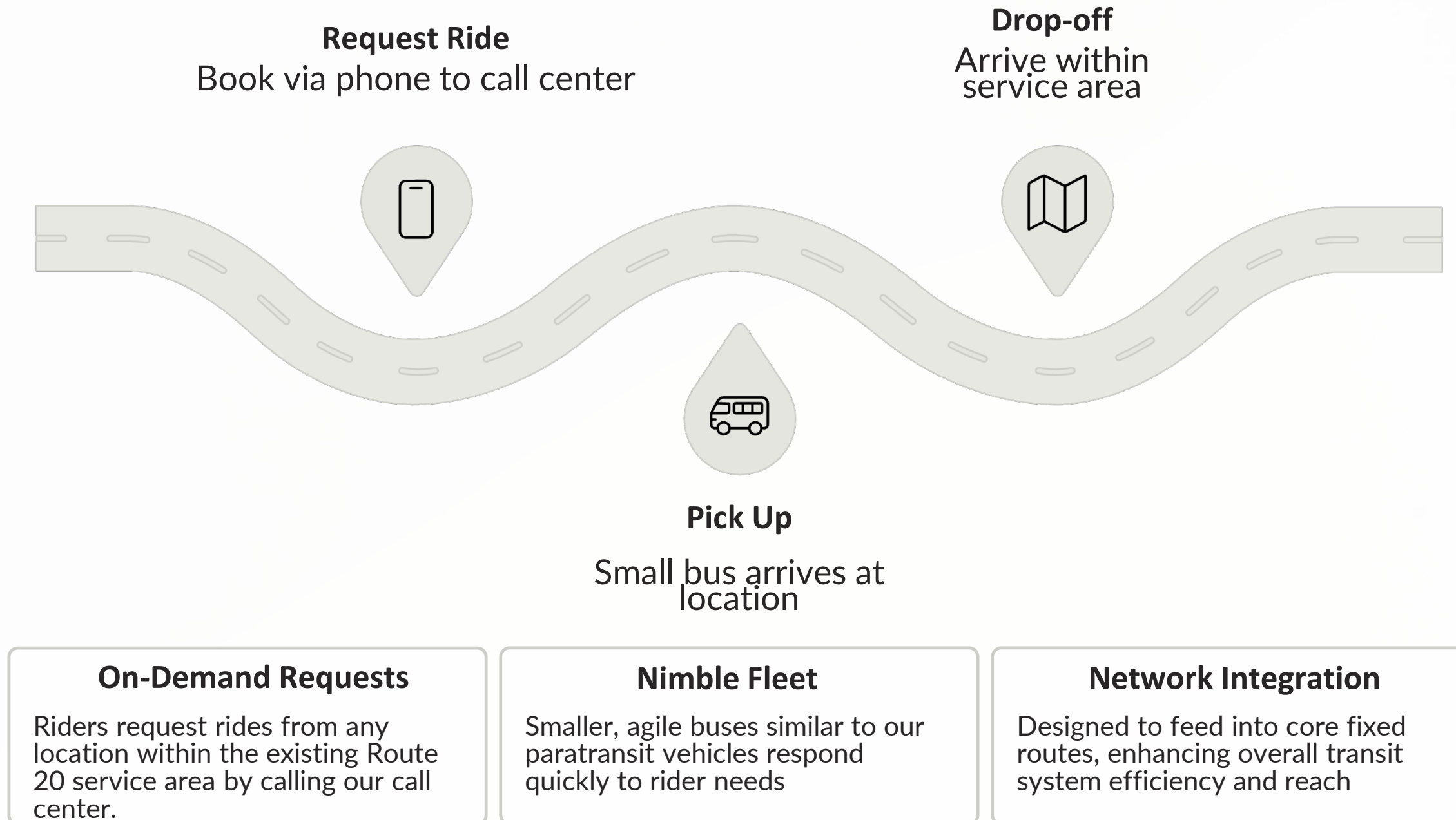
Providence Health Services provided the funding opportunity and allowed us to lead the charge into the future of public transportation.

- **\$50,000 grant** from Providence Health Services secured December 2024
- Funding covered complete pilot operations through 2025
- In the future, we will actively explore new partnerships to extend and expand service beyond pilot phase
- Program currently has ended and we are studying data to demonstrate value for future sustainability



How SETD's Microtransit Pilot Worked

A seamless, technology-driven approach to community transportation that puts riders in control



Real Impact on Riders' Lives

Life-Changing Access

Jason Jones, Mobility Manager, reports riders expressing profound gratitude for newfound independence and essential access.

Complements Fixed Routes

Microtransit boosts flexibility, efficiency, coverage, and equitable access. The pilot showed demand-responsive service effectively complements fixed routes in underserved areas.

Scheduling options

Booking a Microtransit ride makes it easier for the rider to meet their daily scheduling needs. Last-minute ride requests are easier when needed.



Critical Healthcare

Reliable transportation to dialysis treatments, specialist appointments, and routine medical care



Daily Necessities

Expanded access to grocery stores, pharmacies, and essential errands previously out of reach



Social Connection

Visits to family, friends, and community activities that strengthen social bonds and reduce isolation

Microtransit fills critical gaps in traditional transit coverage, serving areas and schedules that fixed routes cannot efficiently reach.



255

total trips
provided



26

unique
riders



Program Facts



\$52
per ride

3-5

Minutes
average call
time



\$52 per ride

Operational Flexibility & Fleet Utility

Smart resource allocation maximizes service delivery across multiple transportation needs

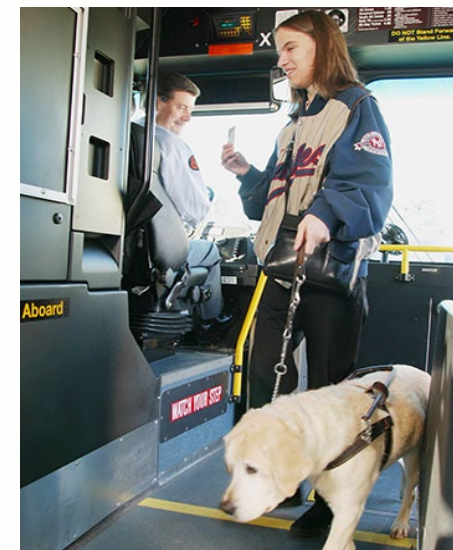
Multi-Application Design

Smaller buses enable flexible deployment across various service models



Rapid Response

Agile vehicles adapt quickly to shifting demand patterns and community needs



Maximized Utility

Dynamic fleet management optimizes asset usage throughout the day

Our versatile fleet supports both ADA paratransit requirements and general public microtransit service, expanding access without requiring separate vehicle investments.

Early Successes & Community Reception

Enhanced Mobility



Riders report significantly improved independence and ability to manage daily activities

“Being able to get to work on time was very important.” - Eric



Reduced Car Dependency



Pilot demonstrates potential to decrease private vehicle reliance in Clatsop County

“Booking rides last-minute helped me manage my schedule better and not have to depend on my family as much” - James

Community Embrace



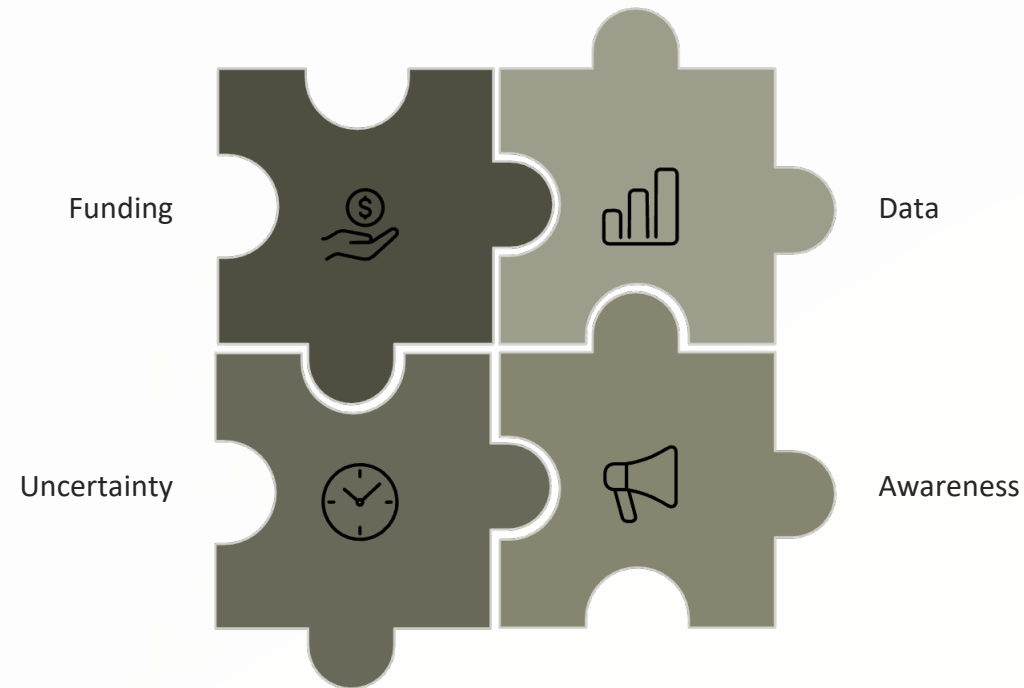
Strong positive feedback encourages adoption of this innovative transit model

Toby was able to explore the area without needing to depend on Travel Training - Toby

Limited-Time Opportunity: Free rides were available through 2025—community members were encouraged to experience and support this new model while it was accessible to all.

Challenges & Lessons Learned

Early insights guide strategic planning for sustainable program development



Funding Sustainability

Uncertainty beyond 2025 requires securing new partnerships or developing alternative funding strategies

Awareness Gap

Building community awareness and increasing ridership numbers critical to demonstrating program value and justifying continuation

Data Collection

Ongoing gathering of operational metrics to optimize route efficiency, service hours, and resource allocation

Vision for the Future of Transit in Clatsop County

Building a comprehensive, rider-centered transportation ecosystem that serves evolving community needs



Feeder System Integration

Microtransit will connect riders to a core fixed route such as the RT 101, creating a seamless multi-modal network aligned with nationwide transit evolution



Strategic Expansion

Potential to broaden service area coverage, extend operating hours, and grow vehicle fleet with sustained funding support



Long-Term Commitment

SETD dedicated to mapping the journey toward a flexible, responsive transit system that prioritizes rider needs and accessibility





Conclusion: A New Chapter in Local Transit

Sunset Empire's Microtransit Pilot is the first step toward a thriving, fully realized system that delivers convenient, inclusive transportation—putting people first and building a more connected, equitable community.

Innovation in Action

Progressive approach to solving last-mile connectivity challenges

Proven Promise

Early results demonstrate meaningful improvements in quality of life and transit equity

Community-Powered

Success depends on active participation and support from residents

It is our hope...

We encourage the board to support the potential use of microtransit services to help shape the future of accessible transportation in our community. Your support and participation in bringing this great program to life is appreciated.