

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: RACHEL EDE, TRANSIT PLANNER
TRANSPORTATION AND PUBLIC WORKS
SUBJECT: REIMAGINING CITYBUS FINAL PLAN

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution, adopt the Reimagining CityBus Final Plan, with the exception of the final configuration of Route 11 termini and service in the Memorial Hospital area, and direct staff to bring back recommendations for those elements for later Council action to incorporate them into the Final Plan.

EXECUTIVE SUMMARY

The Reimagining CityBus Final Plan contains recommendations for a new “Phase I” bus route network to be implemented in 2016, and a “Phase II” longer-range vision for development of the CityBus system. At the May 24, 2016 public hearing on the Reimagining CityBus Draft Plan, City Council members requested that the Transportation and Public Works Department conduct additional outreach and bring additional information related to three elements of the plan: 1) the eastern terminus of Route 11, 2) and western terminus of Route 11, and 3) the alignment of Route 4A/4B service in the Memorial Hospital area. Transportation and Public Works Department staff will return at a future date for Council action on these three elements so that they may be incorporated into the Final Plan.

This item relates to Council Goal 3.1: “Improve transportation network to reduce vehicle miles traveled and promote multi-modal transportation.” The Reimagining CityBus project includes a comprehensive re-evaluation of the Santa Rosa CityBus transit system and development of a plan to better match the system to rider needs and to improve transit system performance.

BACKGROUND

The Reimagining CityBus Final Plan is the culmination of over one year of data analysis, public and stakeholder consultation, and transit service planning activity, including three rounds of extensive public outreach.

The Reimagining CityBus Final Plan includes:

- An Executive Summary and Introduction (Chapter 1) providing the highlights of the plan and an overview of the planning process
- A summary of market analysis findings and existing services (Chapter 2)
- A discussion of the transit service planning approach and Service Design Guidelines (Chapter 3)
- Short-term (Phase I) service recommendations to be implemented in 2016 (Chapter 4)
- Longer-range (Phase II) service recommendations to be implemented as funding becomes available (Chapter 5)
- A discussion of the financial implications of the Phase I and Phase II recommendations (Chapter 6).

PRIOR CITY COUNCIL REVIEW

On April 7, 2015, the City Council received a report on the Reimagining CityBus project and accepted the Public Involvement Plan for the project.

On April 16, 2015, City Council members participated in a planning workshop for Reimagining CityBus with stakeholders from various Santa Rosa agencies and organizations.

On August 8, 2015, the City Council received a report on feedback from public outreach conducted during the spring and summer of 2015, and adopted Service Design Guidelines to guide service planning for the Reimagining CityBus project.

On February 2, 2016, a study session was held with the City Council to review the Preliminary Recommendation for short-term CityBus route and schedule changes.

On May 24, 2016, a public hearing on the Reimagining CityBus Draft Plan was held.

ANALYSIS

The Reimagining CityBus Final Plan presents two sets of recommendations for changes to the CityBus route network and schedules: Phase I (short-term) recommendations that can be implemented within CityBus' existing operating budget, and Phase II longer-range recommendations that would require additional investment in transit service. The Phase I recommendation is intended to serve as the foundation upon which Phase II improvements can be phased in over time.

At the May 24, 2016 public hearing on the Reimagining CityBus Draft Plan, Council members requested that staff conduct additional outreach or provide additional information related to three elements of the Draft Plan:

- The western terminus of Route 11 (proposed to include a loop at Fulton Road, Appletree Drive, Peterson Lane, and Guerneville Road);

- The eastern terminus of Route 11 (proposed to include Parker Hill Road, Leete Avenue, Aaron Drive, and Sleepy Hollow Drive); and
- The alignment of Route 4A/4B service in the Memorial Hospital area.

Transportation and Public Works Department staff will be conducting additional outreach to the neighborhoods at both ends of Route 11, and is exploring additional options for route termini that may require meetings with property owners that would be impacted by those options.

Similarly, additional outreach related to the alignment of bus routes in the Memorial Hospital area and evaluation of the feasibility of potential alternatives will be conducted prior to staff providing a final recommendation to Council.

Transportation and Public Works Department staff are currently following up on these elements of the plan and will seek Council action on these specific elements at a future date so they may be incorporated into the Final Plan.

ADA Paratransit Service Area

The resolution for adoption of the Reimagining CityBus Final Plan includes adoption of a new ADA paratransit service area that corresponds with the Phase I route network. The new service area would include all areas within $\frac{3}{4}$ mile on either side of a Santa Rosa CityBus fixed route, in keeping with the current policy. Current Santa Rosa Paratransit registrants who reside in areas that no longer fall within $\frac{3}{4}$ mile of a Santa Rosa CityBus fixed route under the Reimagining CityBus Final Plan (this area includes part of the Fountaingrove neighborhood) will continue to be eligible to receive ADA paratransit services.

Route Alignment Adjustments

Two route alignment adjustments are proposed for the Final Plan:

- Route 2 to travel between E Street and Fourth & Pierce Streets via Fourth Street rather than Third Street due to limitations on vehicle movements on Third Street
- Route 4A/4B alignment in Montgomery Village to serve the Eastside Transfer Center on Sonoma Avenue rather than via Montgomery Drive

Relationship to the Santa Rosa CityBus Short-Range Transit Plan

The City of Santa Rosa will update its Short-Range Transit Plan (SRTP) to reflect the Reimagining CityBus Final Plan. The SRTP is the planning document of record for agencies including the Metropolitan Transportation Commission (MTC), the Sonoma County Transportation Authority (SCTA) and the Federal Transit Administration (FTA), and as such guides the funding and operation of transit systems. The SRTP will provide additional information to complement the Reimagining CityBus Final Plan in the format required by the Metropolitan Transportation Commission, including goals and objectives, performance measures, and a ten-year financial plan and capital plan for the Santa Rosa CityBus system. It will also include an appendix describing current and

planned future coordination efforts among the Sonoma County transit operators. Following adoption of the Reimagining CityBus Final Plan, the FY 2016-2025 SRTP update will be released in draft form for review by the public, with a public hearing specific to the SRTP to be scheduled during the summer of 2016.

FISCAL IMPACT

Approval of this action does not have a fiscal impacts on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Notification regarding the availability of the Reimagining CityBus Draft Plan for review and comment and the public hearing date was made using the following methods:

- Posters and brochures available onboard all CityBus vehicles, at the CityBus customer service counter at City Hall, and at locations throughout the community
- Reimagining CityBus project website (www.srcity.org/reimagining)
- Reimagining CityBus email alert (over 400 subscribers) and social media posts
- Email to Reimagining CityBus stakeholders
- Direct outreach to transit riders at multiple events
- Public hearing notice published in the *Santa Rosa Press Democrat* on Friday, May 13, 2016.

Notification regarding the adoption of the Final Plan was made via:

- Reimagining CityBus project website
- Reimagining CityBus email alert
- Email to Reimagining CityBus stakeholders
- Direct outreach to transit riders at multiple events

ATTACHMENTS

- Attachment 1 – Reimagining CityBus Phase I and II Recommendation Maps
- Attachment 2 – Reimagining CityBus Draft Plan
- Resolution

CONTACT

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