



Reimagining CityBus Final Plan— Route 4A/4B and Route 11 Final Alignments August 16, 2016

Today's item

- Three elements of Reimagining CityBus Final Plan not included in action taken by Council in June:
 - Western terminus of Route 11
 - Eastern terminus of Route 11
 - Route 4A/4B alignment in Memorial Hospital area

Route 11 Outreach and Evaluation Activities

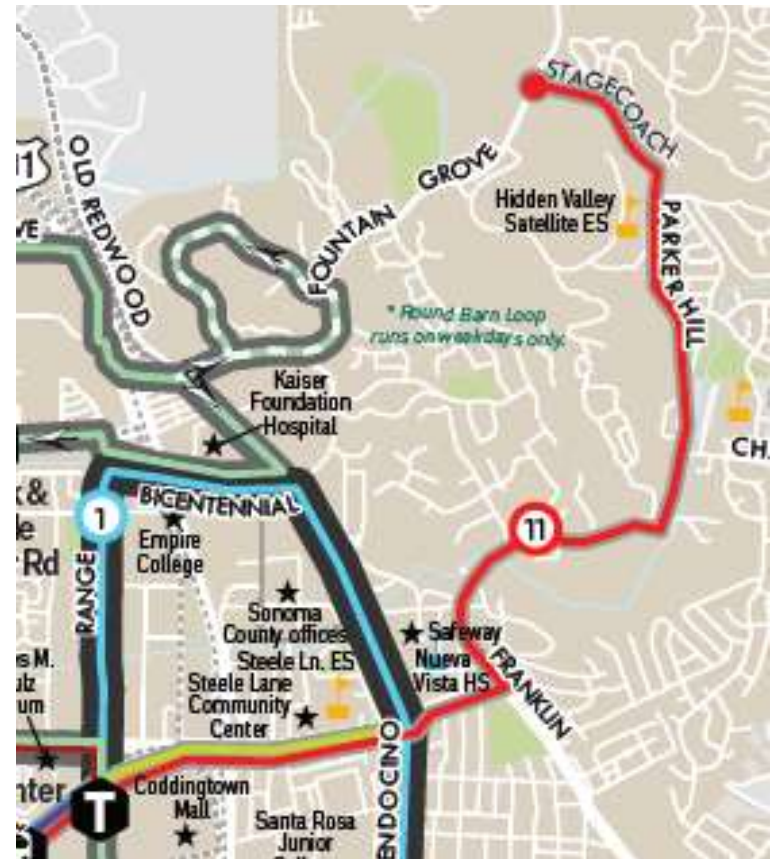
- Evaluated additional options for both eastern and western termini
- Two neighborhood meetings
- Notification to residents/riders regarding proposal and City Council meeting via direct mailing, Next Door, neighborhood newsletter, email alert, project website

Route 11 Eastern Terminus

**Proposal at Public Hearing:
Leete Avenue/Aaron Drive/
Sleepy Hollow Drive**

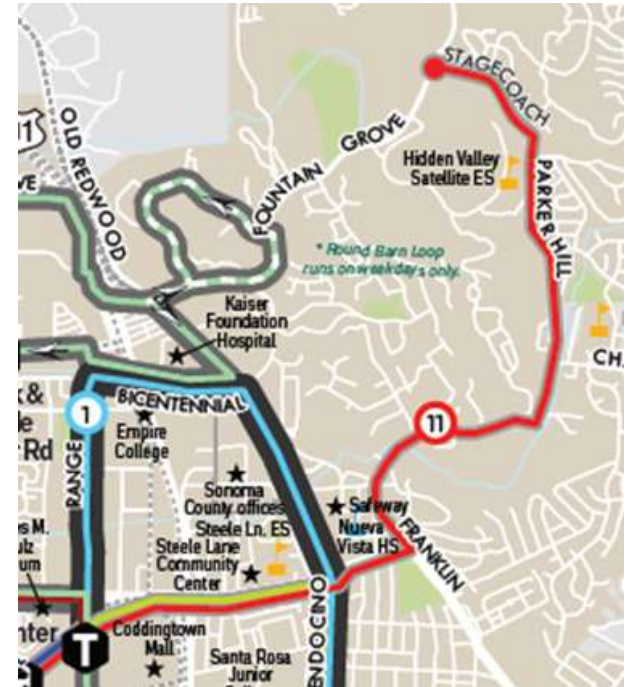


**Revised Staff Recommendation:
Stagecoach @ Fountaingrove
(Fountaingrove Village)**



Route 11 Eastern Terminus

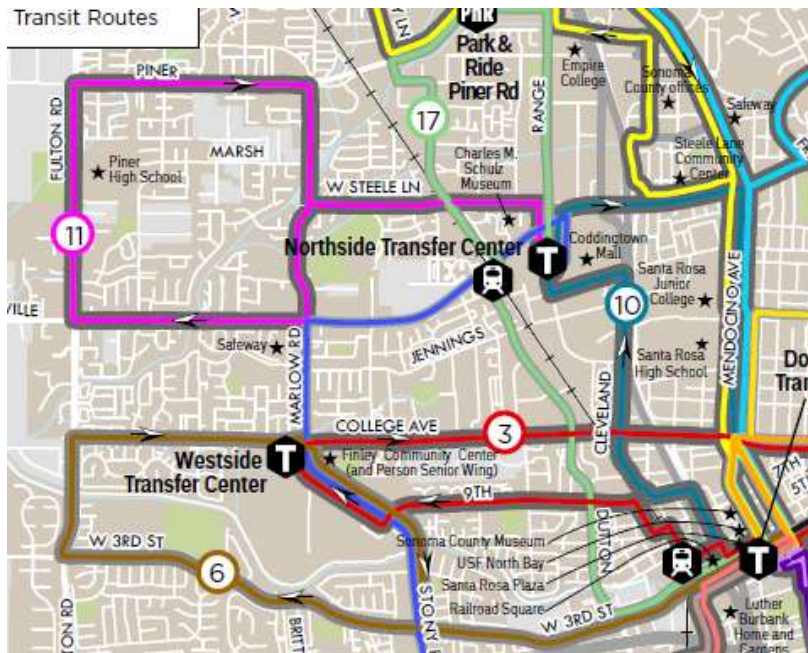
- Benefits of staff recommendation:
 - Bus stays on main streets
 - More coverage to meet needs of Fountaingrove residents and workers
 - Terminus is walking distance to Keysight and Varenna
 - Maintains planned route frequency
 - Maintains existing ADA paratransit service area
- With Council approval, will execute agreement with Fountaingrove Village property owner



Route 11 Western Terminus

Current service: Northwest served by large one-way loop serving Coddington

Proposed service: Two-way service on all streets; direct connection to downtown and Coddington



- Goal of Route 11 proposal: Provide two-way service on Guerneville Road to eliminate lengthy waits and transfers

Route 11 Proposal

- “Lifeline” level of service to fill gaps for transit riders
 - Limited hours of operation
 - Six trips per day
 - Weekday service only
- Small bus (29’ vs. 40’ regular “big bus”)
- Bus stops on Fulton and Guerneville only
- Draft schedule trip times in Appletree Drive area:

Morning trips	Afternoon trips
9:11 AM	2:11 PM
10:26 AM	3:26 PM
11:41 AM	4:41 PM



Alternatives

A. Original proposal: Appletree Drive/Peterson Lane

- Operationally feasible
- Can be operated safely given street width, sight distance, and stop controls (similar to several streets where CityBus operates)
- With small bus and six trips/weekday, Transit Division expects minimal impact on neighborhood

B. Convert proposed two-way service to one-way loop serving Marlow Road, Guerneville Road, Fulton Road, and West College Avenue

- Operationally feasible
- Does not meet goal to provide two-way service on Guerneville Road; lengthy waits and transfers for some riders

Alternatives (continued)

C. Lane in front of Raley's

- Not pursued due to potential for conflicts with pedestrians/ motorists in busy parking lot

D. Delivery lane behind Raley's

- Permission not received due to potential for conflict with delivery trucks

E. Small back parking lot

- Permission received
- Not operationally feasible with current configuration



Alternatives (continued)

F. Route extension—Youth Community Park parking lot

- Not operationally feasible with current configuration
- Adds running time

G. U-turn at protected left at Fulton Road and Appletree Drive signal

- An unorthodox approach; operationally feasible but not optimum
- Would require adjustment to Fulton Road widening project

Route 11 Western Terminus: Staff Recommendation

- Recommend original proposal to turn around via Appletree Drive and Peterson Lane
 - Can be operated safely and with minimal impact to neighborhood, similar to service in other neighborhoods
 - Best option given constraints and limitations of other alternatives
 - Does not require infrastructure changes for a route that has not yet been tested
- Due to neighborhood concerns, recommend setting date for meeting with neighborhood after 3 months of operation, with report back to the City Council

Route 4A/4B Outreach and Evaluation Activities

- Evaluated additional options for alignment in Memorial Hospital area
- Visual survey of medical destinations on Montgomery Drive and Sonoma Avenue to complement ridership data
- Notification to riders regarding proposal and City Council meeting via bilingual rider alerts at bus stops, email alert, email to stakeholders, project website

Route 4A/4B Alignment in Memorial Hospital Area

- Original proposal: Consolidate bus routes in Memorial Hospital Area on Sonoma Avenue
 - Currently two CityBus routes one block apart
 - Sonoma County Transit service provided on Montgomery Drive

Current service: Hourly routes on Montgomery Drive, 4th Street; 30 minute service on Sonoma Ave.



Proposed service: 30 minute service on Sonoma Ave., 4th Street; Montgomery Dr. served by SCT



Alternatives

A. Original proposal: Route 4A/4B service on Sonoma Ave.

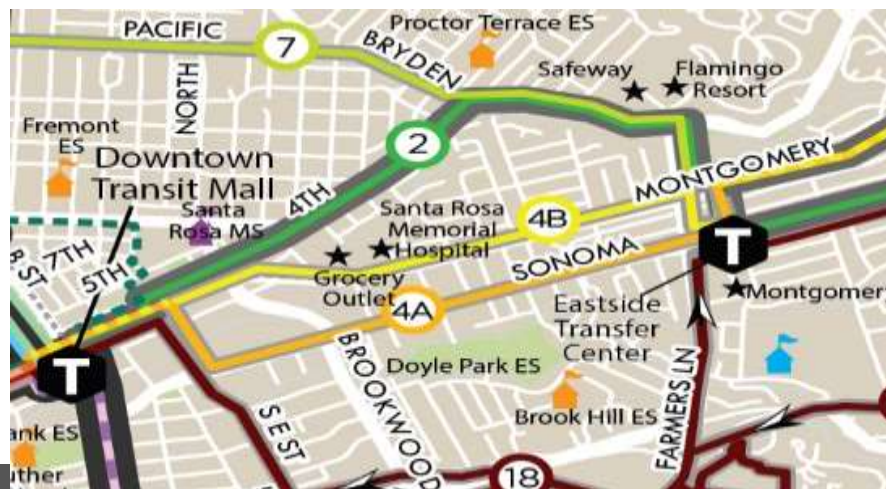
- Higher ridership on Sonoma Ave. today (30 min. service vs. 60)
- Sonoma County Transit service available on Montgomery Drive
- Many medical destinations fronting Sonoma Avenue as well as Montgomery, with major medical buildings on block in between
- Sonoma Ave. operationally better for transit—wide, straight, no delays in and out of Montgomery Village/Eastside Transfer Center

B. Route 4A/4B service on Montgomery Drive

- Operationally feasible
- Would add time to route due to turns at both Farmer's Lane and Montgomery Village to serve Eastside Transfer Center
- Montgomery Drive ridership between Brookwood and Montgomery Village roughly half that of Sonoma Ave.

Alternatives (continued)

- **Split route into two routes between E Street and Farmer's Lane** (hourly service on Montgomery and Sonoma)
 - Operationally feasible, but extra turns from Montgomery Drive would add running time
 - Reduced frequency; no “clockface” schedule
 - Two routes would have different cycle times—no combined 30 minute service in this corridor and Rincon Valley (without switching inbound and outbound alignments)
 - Potential for rider confusion
 - Reduced frequency on stronger transit corridor (Sonoma Ave.)



Alternatives (continued)

- **Split route into one-way couplet between E Street and Doyle Park Drive**
 - Route would travel outbound via Sonoma Ave., and inbound via Sonoma, with deviation to Montgomery Drive at Doyle Park Drive (transfers at Transit Mall and Montgomery Village)
 - Would require removal of approximately 15 parking spaces from Doyle Park Drive (significant impact in high-demand area)
 - Loss of two-way service on Sonoma between E St. and Doyle Park Drive



Route 4A/4B: Staff Recommendation

- Recommend original proposal to consolidate service on Sonoma Avenue
 - Two-way, 30 minute service on higher ridership street in corridor
 - More direct/faster trip between Transit Mall and Eastside Transfer Center
 - Provides service in close proximity to Montgomery Drive
 - Complements Sonoma County Transit service on Montgomery

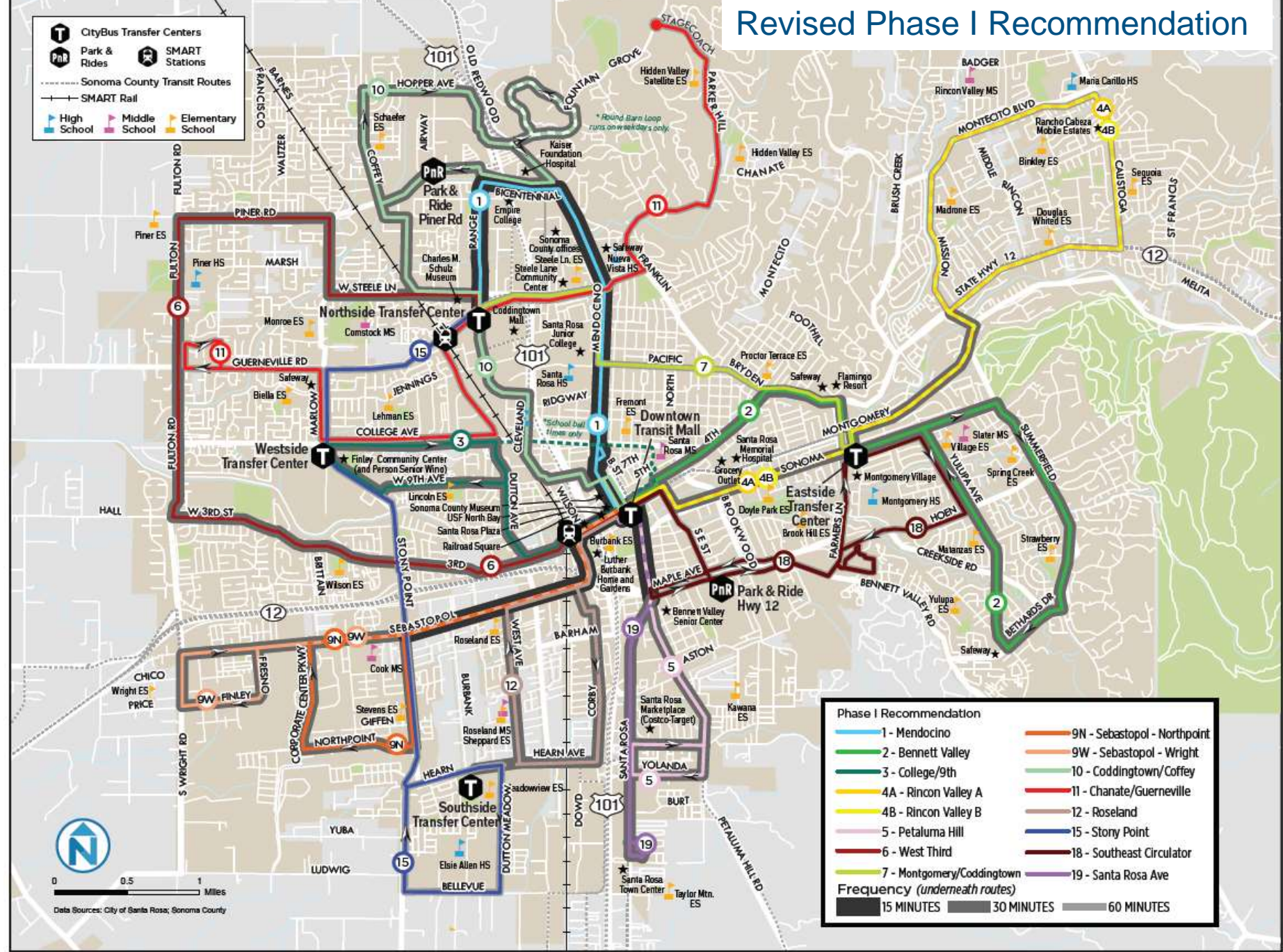
Recommendation

- Adopt, by resolution:
 - Original proposal for Route 4A/4B alignment (Sonoma Avenue)
 - Original proposal for western terminus of Route 11 (Appletree Drive/Peterson Lane)
 - Extension of eastern terminus of Route 11 to Stagecoach Road and Fountaingrove Parkway
- Direct staff to schedule meeting with Appletree neighborhood after 3 months of Route 11 operation and report back to Council

Questions?

Revised Phase I Recommendation

T CityBus Transfer Centers
PnR Park & Rides
SMART Stations
 Sonoma County Transit Routes
 — SMART Rail
 High School Middle School Elementary School



Phase I Recommendation

1 - Mendocino	9N - Sebastopol - Northpoint
2 - Bennett Valley	9W - Sebastopol - Wright
3 - College/9th	10 - Coddington/Coffey
4A - Rincon Valley A	11 - Chanate/Guerneville
4B - Rincon Valley B	12 - Roseland
5 - Petaluma Hill	15 - Stony Point
6 - West Third	18 - Southeast Circulator
7 - Montgomery/Coddington	19 - Santa Rosa Ave

Frequency (underneath routes)

15 MINUTES	30 MINUTES	60 MINUTES
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0 0.5 1 Miles

Data Sources: City of Santa Rosa; Sonoma County

CityBus ADA Paratransit Area Reimagined vs. Current

