



SUSPEND PARKSMART SHUTTLE PILOT ON MARCH
1, 2019 AND USE TRANSPORTATION DEMAND
MANAGEMENT STRATEGIES TO CONNECTING
DOWNTOWN SMART STATION AND RAILROAD
SQUARE WITH DOWNTOWN AND CITY PARKING
GARAGES

City Council Meeting
November 27, 2018

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Background

- Council-initiated circulator shuttle linking RR Square/Downtown SMART station with Courthouse Square and parking garages
- Contracted awarded to MV Transportation for first-year cost of \$180,000
 - Options to extend for two years at \$155,000/year
- Began operations in December 2017

SANTA ROSA ParkSMART shuttle Service Details

- Wheelchair accessible
 - Monday – Friday
 - Twice an hour
 - 6 bus-stops
 - Cost: Free
- Hours
 - 4:20am–9:08am
 - 12:20pm–1:08pm
 - 3:20pm–9:38pm





Marketing

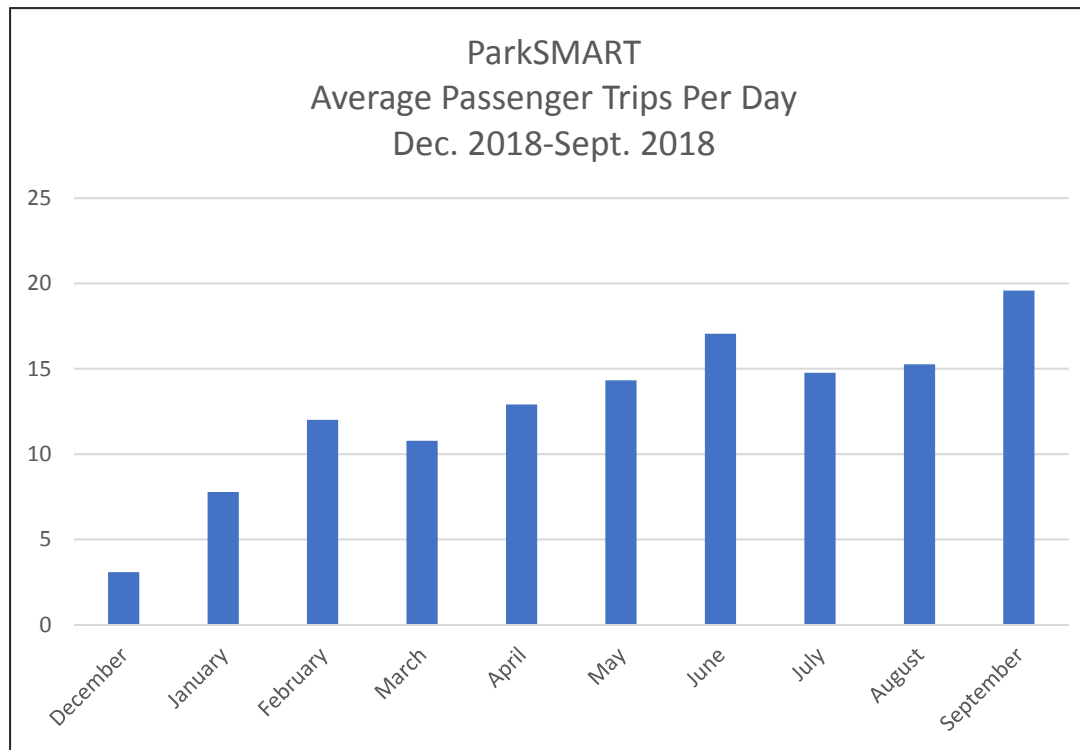
- Vehicle branded
- Social media campaign
- Radio advertising
- Printed brochure
- Web page
- Banners at the parking garages
- Sidewalk map
- Signage along the shuttle route
- Hand delivered fliers to business in Railroad Square and 4th Street downtown





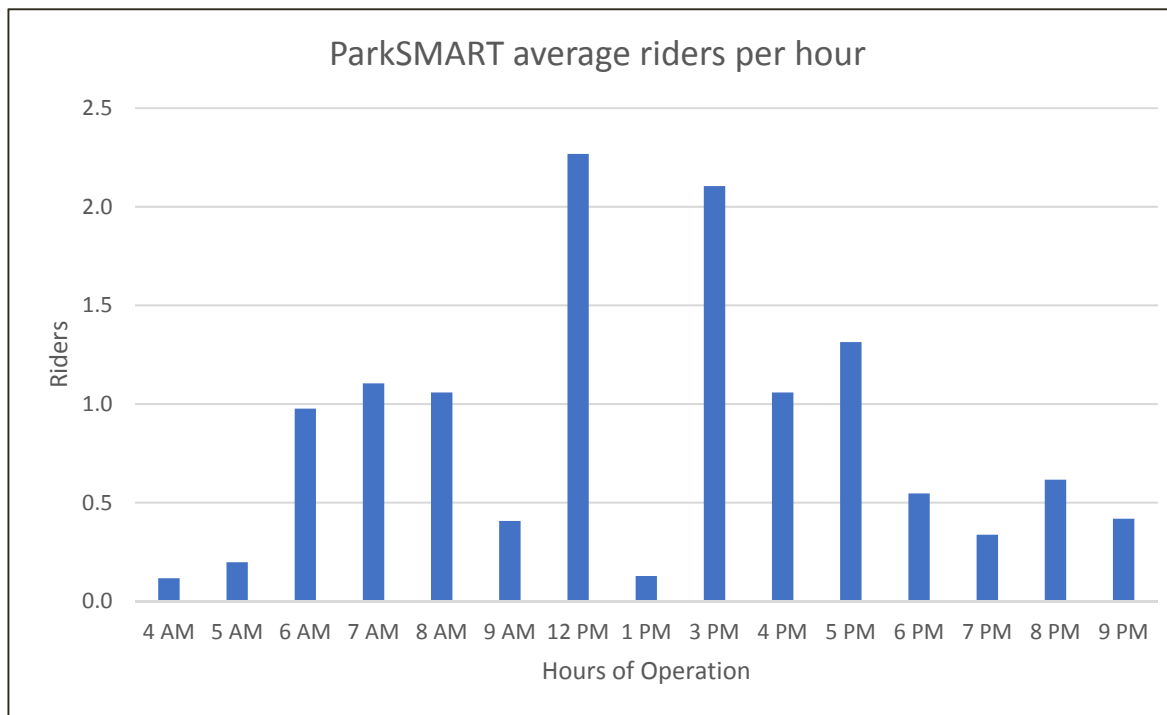
Performance

- Ridership has grown but shuttle is carrying low numbers of passengers



SANTA ROSA ParkSMART shuttle Performance

- Average Passenger Trips Per Hour





Performance

- Performance against current benchmarks

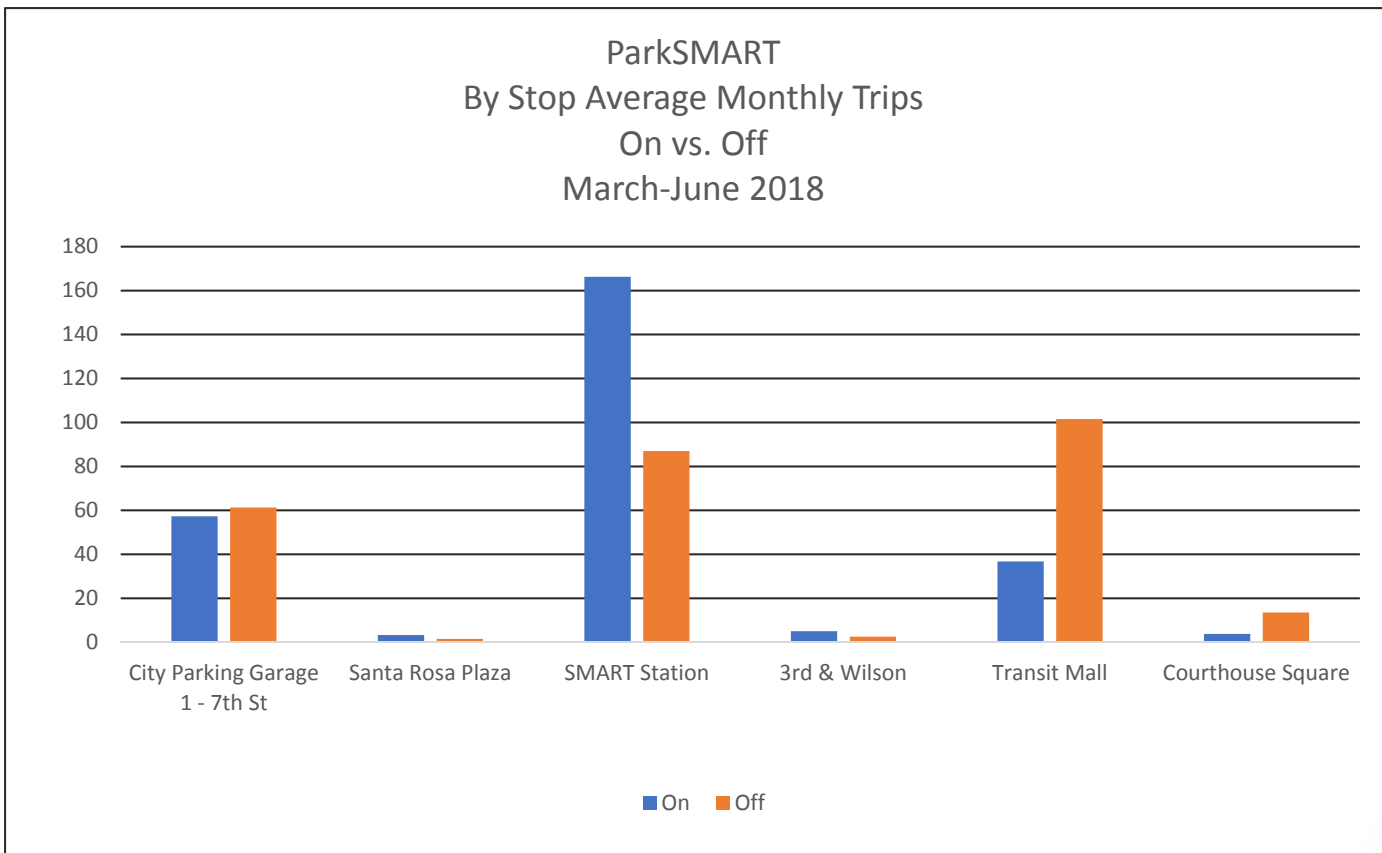
	Comparison			
	March-June 2018 average/month	July 2017- June 2018 - average/month		
		Paratransit	Oakmont	Fixed route
av. passenger trips/month	295	3,318	564	146,951
av. Passenger trips/hr in service	1.2	2.5	3.6	19.7
av. Passenger trips/day	14	109	27	4,912
cost/passenger trip	\$47.47	\$31.39	\$16.34	\$6.10
cost/hr in service	\$47.02	\$74.73	\$50.34	\$122.11

Benchmarks	
SRTP - Short Range Transit Plan Standards	
Paratransit	Fixed
2.4	20-35
\$25.00	\$4.70
\$55.00	\$130.00



Performance

- ParkSMART stop-level activity



Reasons for Low Performance

- SMART ridership as expected
- Low ridership on ParkSMART resulting in high cost per trip
- Lack of interest in parking at Garage 1 on 7th Street
- Parking availability in the Railroad Square Area
- SMART riders prefer walking, kiss-n-ride, drive to park, biking or transit



Future factors

- SMART ridership will mature
- Efforts to increase density in the Downtown Station area
- Progressive Parking Management Strategy in Railroad Square and Downtown





Initial TDM Program Recommendation

- Transit Commuter Parking Permit pilot
- Identify public parking under HWY 101
- Promotion CityBus' frequency and free transfer options
- Explore feasibility of free CityBus ride with City parking garage receipts
- Promotion of the Sonoma Emergency Ride Home Program commuters



Potential TDM Program Strategies

- Sonoma County Transportation Authority expects to implement a bike share
- Investigate a program to promote/incentives Taxi, Lyft, or vehicles for first mile/last mile transportation option
- Continue to optimize CityBus connections with SMART

RECOMMENDATION

- It is recommended by the Finance Department and the Transportation and Public Works Department that the Council, by Resolution, direct staff to,
 - 1) suspend the pilot ParkSMART shuttle service effective March 1, 2019; and
 - 2) further develop a ParkSMART Transportation Demand Management (TDM) program to pilot TDM strategies strengthening the link between Railroad Square, the Downtown SMART Station, and the Downtown area.
- Questions?

Alternate solutions

1. Reduce to minimum level of service allowed under contract- \$90,000/year.
2. Reduce service during the slowest parts of the day - \$110,000/year.
3. Maintain the current level of service but restructure the hours to test ridership during middle part of the day - \$155,000/year.