

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: YURI KOSLEN, TRANSIT PLANNER
TRANSPORTATION AND PUBLIC WORKS
SUBJECT: EXTEND AND MODIFY CITYBUS INTER-OPERATOR
TRANSFER POLICY FOR SONOMA-MARIN AREA RAIL
TRANSIT

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by motion, extend inter-operator transfer privileges to Sonoma-Marin Area Rail Transit (SMART) riders boarding CityBus. It is further recommended that the Council, by motion, modify the CityBus inter-operator transfer policy allowing riders transferring to CityBus from SMART, Golden Gate Transit and Sonoma County Transit to be issued a CityBus transfer which allows the rider to complete their trips within a two hour limit.

EXECUTIVE SUMMARY

The City of Santa Rosa accepts inter-operator transfers as a means to promote more convenient, affordable, and seamless transit travel throughout the region. With the initiation of Sonoma-Marin Area Rail Transit (SMART) rail service in late 2016, Sonoma County transit operators wish to include SMART as a party to inter-operator transfers privileges.

Santa Rosa CityBus recognizes that Santa Rosa Downtown and Santa Rosa North SMART stations may require a rider to use two CityBus routes to get to their final destination. Accordingly, staff propose to extend to SMART, Sonoma County Transit and Golden Gate Transit riders the opportunity to transfer multiple times within a two hour limit on CityBus in order to complete their trip. Reciprocally, CityBus riders transferring to SMART, Golden Gate Transit or Sonoma County Transits will also receive a transfer credit.

This item relates to Council Goal 3.1: "Improve transportation network to reduce vehicle miles traveled and promote multi-modal transportation."

BACKGROUND

Since 1981 the City of Santa Rosa along with Sonoma County transit operators (including Sonoma County Transit, Petaluma Transit, and the Golden Gate Transit) have had agreements establishing inter-operator transfers as a means to promote more convenient, affordable, and seamless transit travel throughout the region. With the initiation of SMART rail service in late 2016, Sonoma County transit operators wish to include SMART as a party to inter-operator transfers privileges. This action will enable SMART riders to receive the same transfer privileges as those riding CityBus, Petaluma Transit, Sonoma County Transit and Golden Gate Transit. Reciprocally, bus riders transferring to SMART will receive a credit toward their SMART fare.

The current practice at Santa Rosa CityBus is to allow inter-operator transfers for one ride on CityBus, but CityBus riders who start and end their trip on CityBus can transfer multiple times within a two hour time limit. City staff recognize that the Santa Rosa Downtown and Santa Rosa North SMART stations may require a rider to use two CityBus routes to get to their final destination. Accordingly, staff propose to extend to SMART riders the opportunity to transfer multiple times without paying an additional fare within a two hour limit on CityBus in order to complete their trip. To ensure equity between modes, CityBus would extend this CityBus transfer not only to SMART riders but also Golden Gate Transit and Sonoma County Transit riders.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

Under the proposed updated transfer policy, the following transfers would be available to Santa Rosa CityBus riders:

- Riders transferring from Sonoma County Transit, Golden Gate Transit, or SMART to CityBus would receive a CityBus issued transfer without paying additional fare good for two hours for an unlimited number of transfers (A single ride currently costs \$1.50 for adults, \$1.25 for youth, and \$.75 for seniors/people with disabilities).
- Riders transferring from CityBus
 - To Sonoma County Transit would receive a free one-zone ride for all fare categories (e.g., adult, youth, and senior/disabled).
 - To Golden Gate Transit would receive a fare credit of \$1.50 for adults, \$1.25 for youth, and \$.75 for seniors/people with disabilities.
 - To SMART would receive a fare credit of \$1.50 for adults and \$.75 for youth, seniors, and people with disabilities.

FISCAL IMPACT

There will be no financial impact to 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

Not applicable.

ATTACHMENTS

None.

CONTACT

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