



Rose-E Electric Trolley

Pilot Project
May 15-September 29, 2024



Overview

- Pilot Overview
- Marketing
- Ridership Data
- Survey Response
- Lessons Learned
- Future Opportunities





Rose-E Pilot

Rose-E was conceived by the Downtown Action Organization as a way to address connectivity issues between Courthouse Square and Historic Railroad Square, with the goal of testing a fun method of transport that would link tourists and visitors to both sides of Downtown, provide entertainment for locals and help SMART riders reach their final destination.



Community Partnership

Multiple community organizations came together to support the DAO in testing the Rose-E pilot program:





Program Marketing

Visit Santa Rosa oversaw the marketing efforts which included a dedicated webpage, social media posts, distributed printed materials, stationary signage throughout Downtown and promotions during local radio interviews.

61,604

Social Media

Total reach from Facebook and Instagram was 61,604

5,388

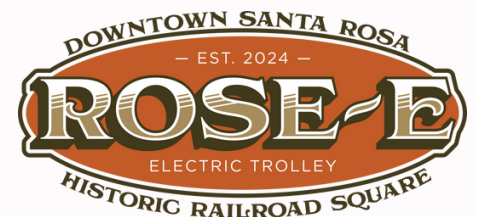
Webpage

9,305 Page views from 5,388 unique viewers who stayed for an average of 1 minute 7 seconds

2,760

Printed Materials

2,500 Rack Cards and 260 Posters were distributed in the Downtown area





Ridership Data

Total Riders

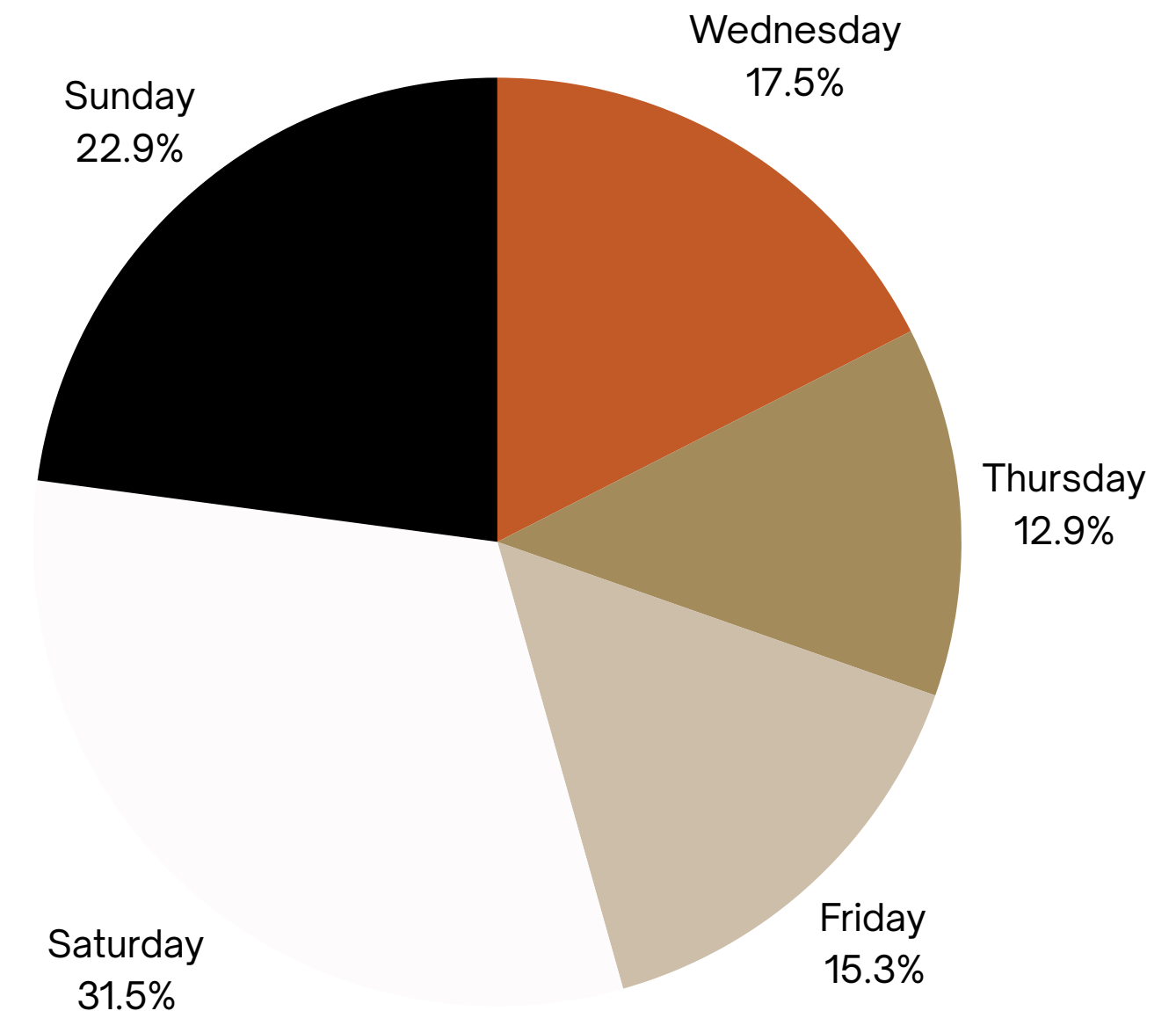
3,754 Riders rode Rose-E during the pilot - the majority rode on Saturday, the longest day of service and were spread out evenly from May through September.

Peak Days & Hours

The most popular days, based on an average of riders per hour, were Sundays, and the most popular hours were between 2 and 3pm on the weekends followed by 7-8pm.

Consistent Weekly

There was no specific pattern to the weekly ridership with weekly totals ranging from 118 passengers to 301 passengers.





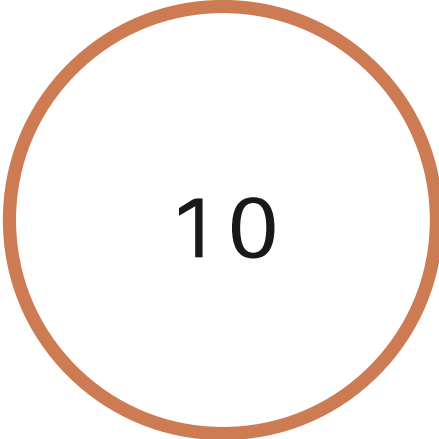
AVERAGE NUMBER OF RIDERS DURING SPECIFIC HOUR BLOCKS OF TIME



11 AM-12 PM



12 PM-1 PM



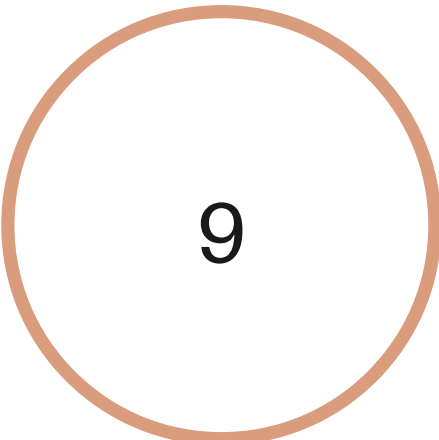
1 PM-2 PM



2 PM-3 PM



3-4 PM



4-5 PM



5-6 PM



6-7 PM



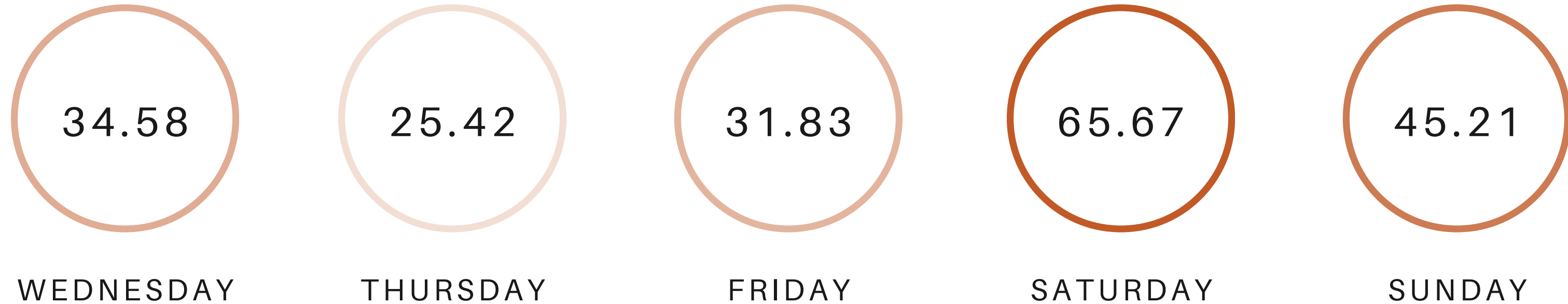
7-8 PM



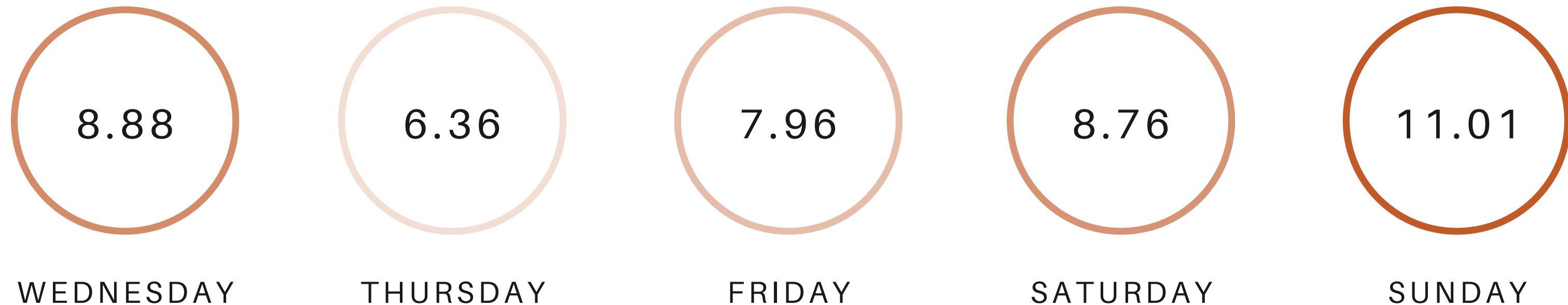
8-9 PM



AVERAGE NUMBER OF RIDERS PER DAY OVER 19 WEEK PROGRAM



AVERAGE NUMBER OF RIDERS PER HOUR OVER 435 HOUR PROGRAM



Survey Response

145 riders took an optional survey while on board - this is what we learned from them:



Average 2.9 riders

The average number of riders per party was 2.9



California Welcome Center

The California Welcome Center was the most popular location to start the ride, followed by Courthouse Square and 4th Street near Russian River Brewing.



Locals Love It

Nearly 80% of survey respondents were from Santa Rosa. 8.2% were from Sonoma County, 3.5% from the Bay Area, 4.1% from California and 4.1% were out of state.



Positive Feedback

98.6% of respondents said they wanted to see Rose-E return regularly or become a permanent program

Rider Feedback

My husband and I loved riding Rose-E and greatly appreciated having a public transportation option to connect near our neighborhood (roseland) to downtown

The experience is unique and a highly recommended family activity

It was a fun and quaint ride with my family! A new way to appreciate downtown SR!

It was a wonderful experience and my toddler still talks about going to visit Rose-E regularly!

The driver was extremely nice and it was a fun way to get around downtown Santa Rosa.

I loved it! I felt nostalgia and joy!

It's not comfortable walking between downtown and Railroad Square, more so after [the] mall closes. I'd like to go to RR Square more, and Rose-E was a great opportunity to do so.



Rider Habits

Those who took the initial survey were asked to complete some additional questions. 58 respondents indicated the following:

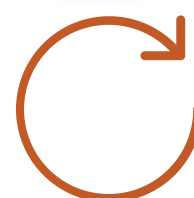
90%



Shopped & Dined

Said they shopped, dined or enjoyed entertainment Downtown on the same trip that they rode Rose-E, and 43% attended public events.

67%



Full Loop

Rode Rose-E on a full loop, getting on and off at the same stop in one ride. 22% rode point-to-point and 12% rode out and back.

64%



Bonus Benefit

Indicated they were already Downtown when they decided to ride Rose-E. 36% said they came Downtown specifically to ride Rose-E.

85%



Family Fun

Rode the trolley just for fun, while 15% utilized it to get around Downtown

Lessons Learned

After speaking with hotels, high traffic businesses and Rose-E stops, as well as reviewing open ended survey feedback, several key elements emerged:

Attractions for
Local Families



Tours for Tourists

Connecting SMART
Riders



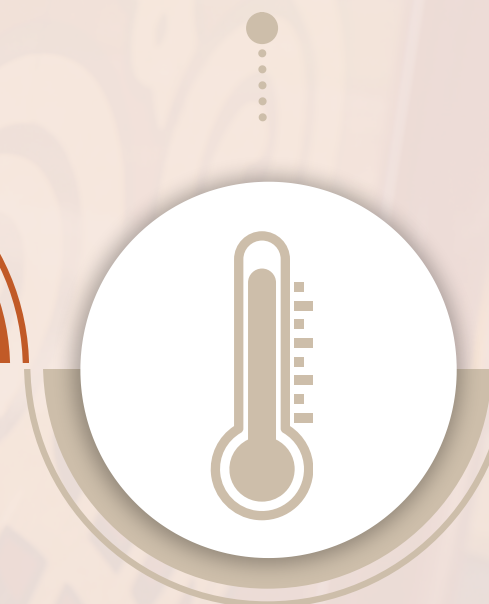
Eco-friendly
approach

Consistent Schedule
/ Tracking



Weekend Hours

Weather Saver



Future Cross-Town Transit Opportunities



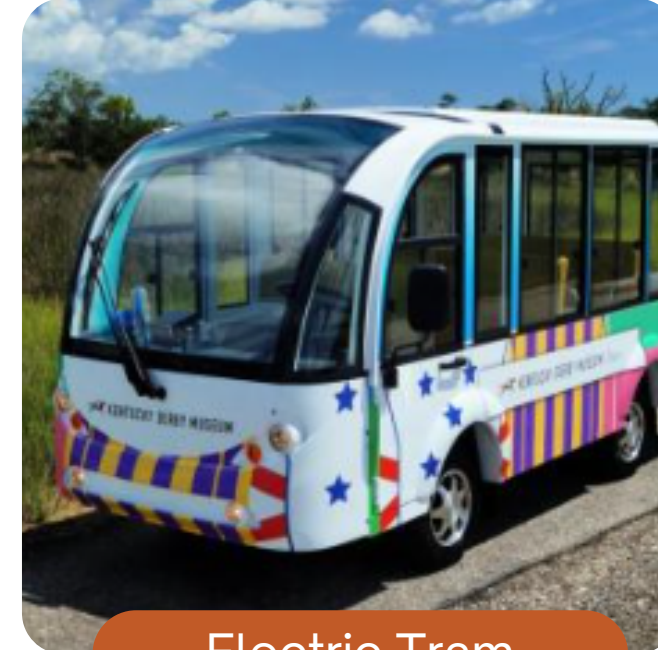
Lease Trolley

The cost per rider for the pilot was approximately \$17 per person. If there was interest in continuing the concept, leasing from a trolley company that provides drivers or leasing a trolley and contracting out driving to a local logistics company, would be an option to continue delivering connectivity. A timetable or route tracker would be a necessary addition.



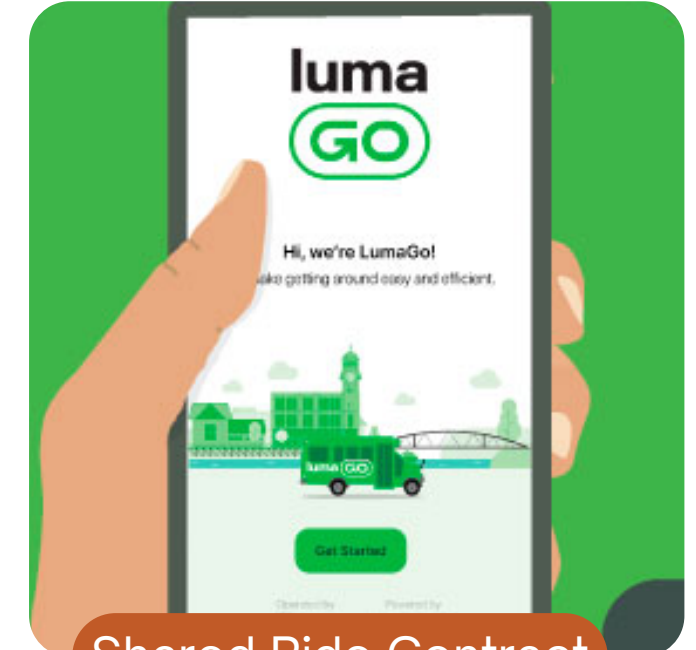
Utilize Rosie

Utilizing the City's trolley for a schedule focused on peak use days, would maintain the appeal of the historic transportation, allow for an integration of income-generating tours geared toward tourists and provide continued connectivity when most needed. Maintenance and hiring drivers is a challenge, so consistency of scheduling might be a challenge.



Electric Tram

A relatively inexpensive option to purchase, and easier to maintain than Rosie, a tram could be utilized in a similar style to the trolley and maintain minimal environmental impact. Income-generating tours would be possible, along with continued connectivity for SMART riders and tourists.



Shared Ride Contract

Similar to the LumaGo pilot that launched in Petaluma, a decision could be made to contract with a company that has the infrastructure to provide on demand ride-share service that could meet the need of cross town transport.