



# Rose-E Electric Trolley

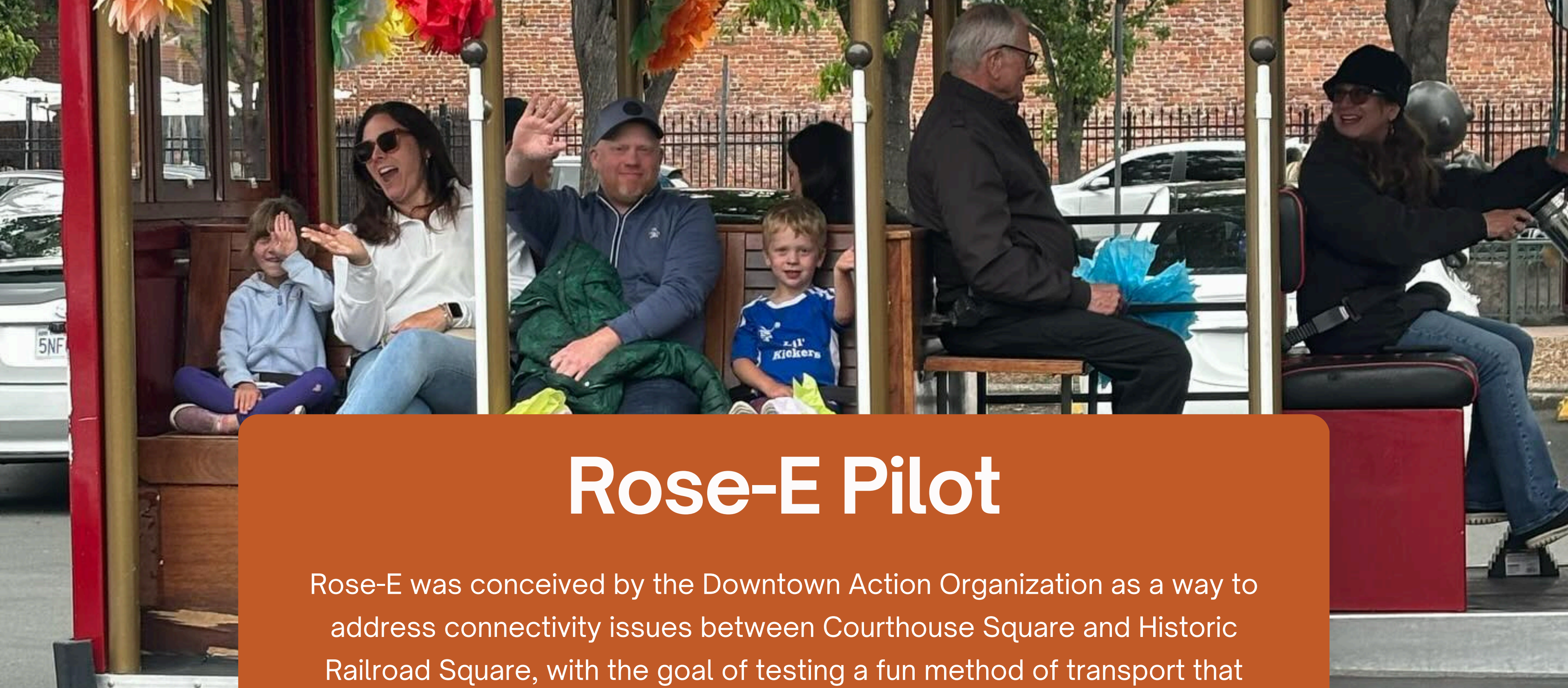
Pilot Project  
May 15-September 29, 2024



# Overview

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





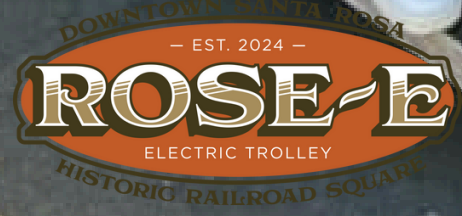
# Rose-E Pilot

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.



### Social Media

Total reach from Facebook and Instagram was 61,604



### Webpage

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



### Printed Materials

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





# Ridership Data

## Total Riders

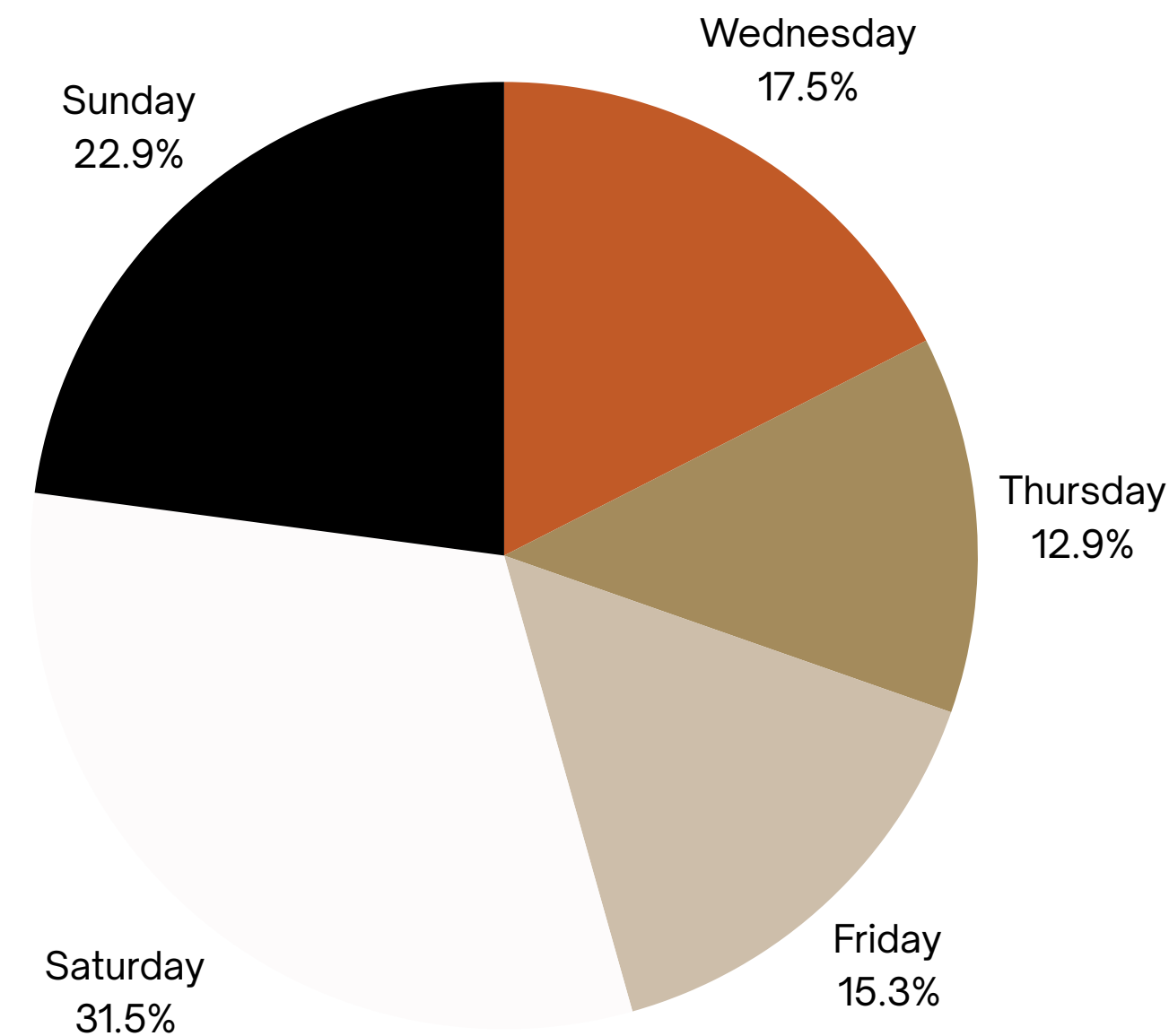
3,754 Riders rode Rose-E during the pilot - the majority rode on Saturday, the longest day of service and were spread out evenly from May through September.

## 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.





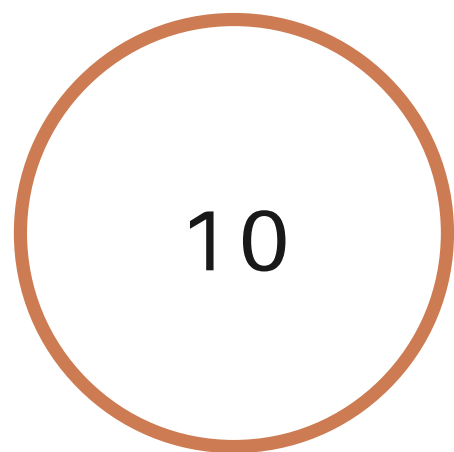
## AVERAGE NUMBER OF RIDERS DURING SPECIFIC HOUR BLOCKS OF TIME



11 AM-12 PM



12 PM-1 PM



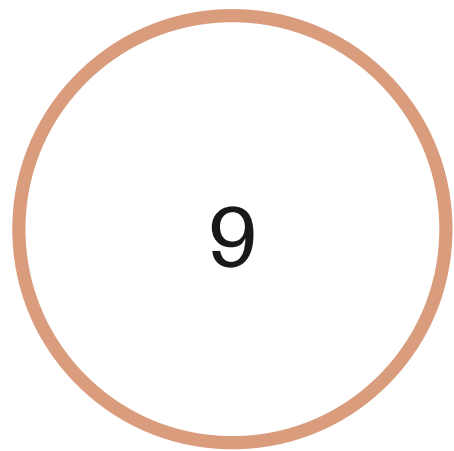
1 PM-2 PM



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



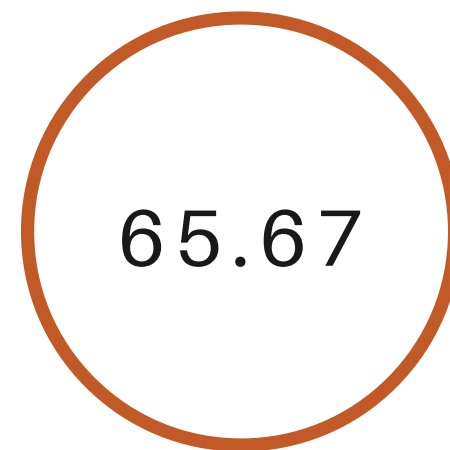
WEDNESDAY



THURSDAY



FRIDAY



SATURDAY



SUNDAY

## AVERAGE NUMBER OF RIDERS PER HOUR OVER 435 HOUR PROGRAM



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY



SUNDAY



# 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:

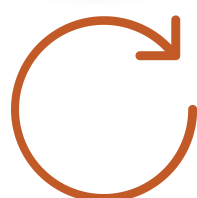
90%



## 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



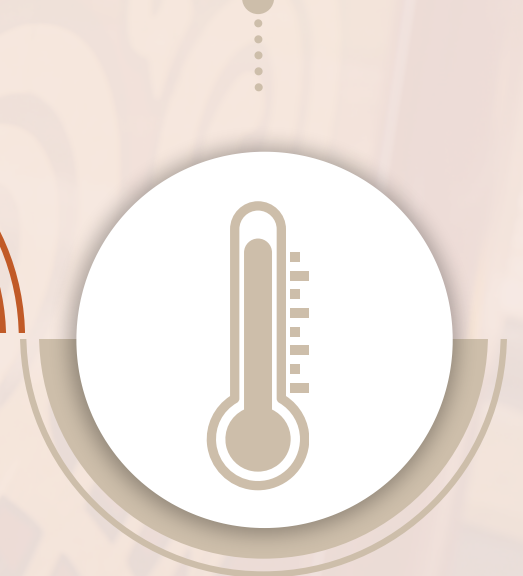
Eco-friendly  
approach

Consistent Schedule  
/ Tracking

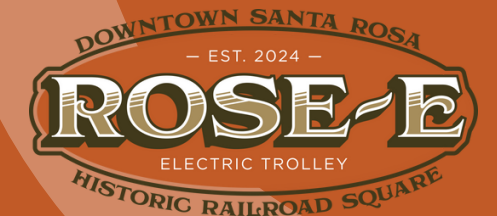


Weekend Hours

Weather Saver



# Future Cross-Town Transit Opportunities



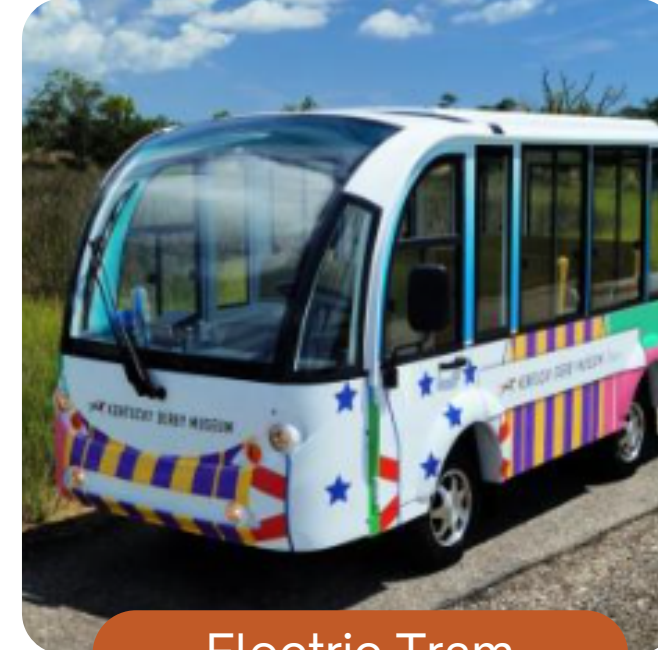
Lease Trolley

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.



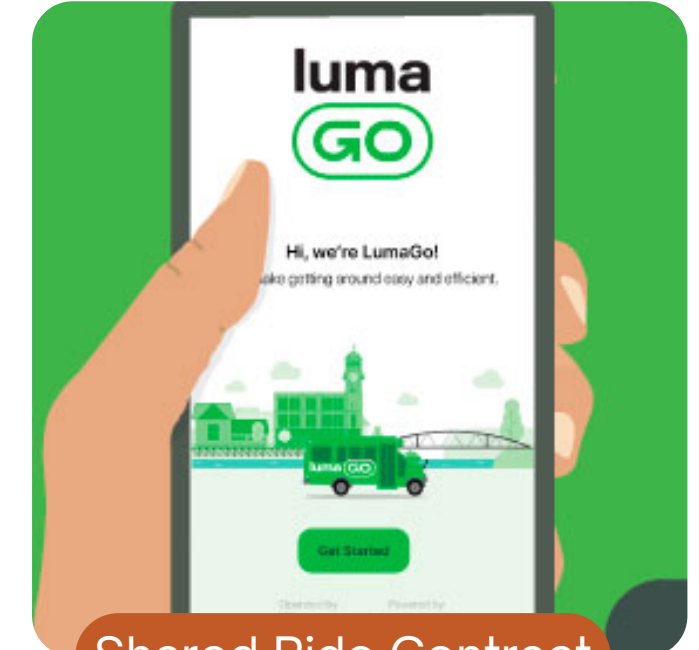
Utilize Rosie

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.