Santa Rosa CityBus

Petaluma Transit

SCT

Future of Transit Study Session

October 12, 2021

Agenda

- Background & Context
- Future of Transit Overview
- Regional Collaboration
- Next Steps

Background

Public transit in Sonoma County

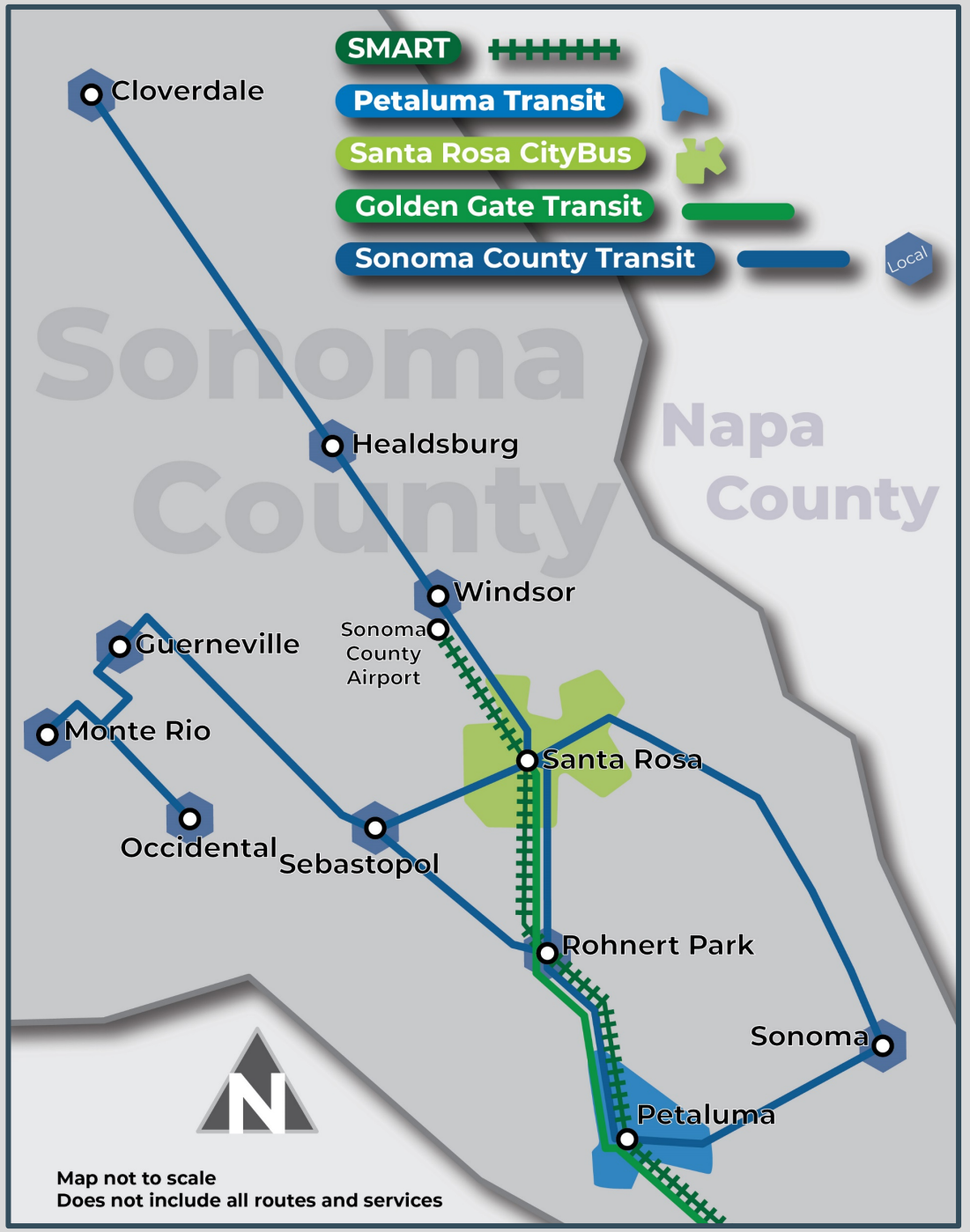
Santa Rosa CityBus

Petaluma Transit

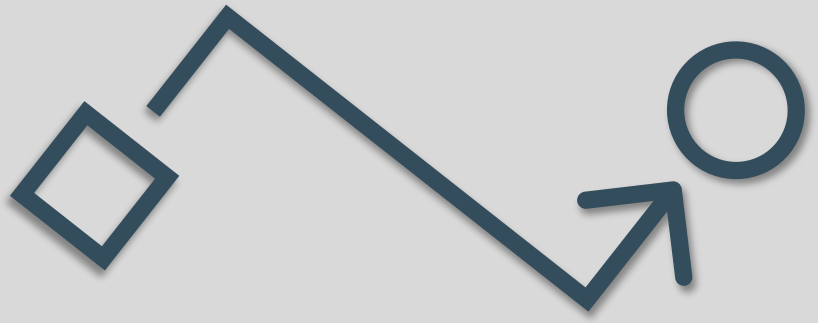
SonomaCountyTransit

Golden Gate Transit

SONOMA-MARIN SMART AREA RAIL TRANSIT



Background
How we got here



2012 - MTC Transit Sustainability Project

- Recommendation for Sonoma operators to pursue functional and institutional consolidation where it is supported by local planning and input.

2019 - Transportation Integration Efficiency Study

- Improve the rider experience in Sonoma County.
- Increase the efficiency of delivering high quality public transit services.
- Reduce operating and capital costs to enable improved service.

2020 - Pandemic Effects & MTC Blue Ribbon Task Force

- Recognize critical recovery challenges facing public transit agencies.
- Simple, consistent, and equitable fares.
- Integrated customer information.
- Equitable, unified, and efficient transit networks.

Background

MTC Blue Ribbon Task Force

Problem Statement

- 27 agencies in Bay Area, each with its own unique policies.
  - Procedures and operating practices best suited for their immediate service areas and local priorities
  - Not organized to support customer-friendly, interagency travel

Fares and Payment

Simpler, consistent, and equitable fare and payment options attract more riders.

Customer Information

Integrated mapping, signage and real-time schedule information makes transit easier to navigate and more convenient for both new and existing riders.

Transit Network

Bay Area transit services are equitably planned and integrally managed as a unified, efficient, and reliable network.

Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.

Funding

The Bay Area's transit system uses its existing resources more efficiently and secures new, dedicated revenue to meet its capital and operating needs.

Background

SCTA Future of Transit Ad Hoc

Convened by SCTA
October 2020

Current Membership

- Chris Rogers, City of Santa Rosa (Chair)
- Susan Gorin, Sonoma County
- David Rabbitt, Sonoma County
- Sarah Gurney, City of Sebastopol
- D'Lynda Fischer, City of Petaluma

Ad Hoc Tasks

- Prioritize recommendations in TIES given changed circumstances.
- Coordinate and implement Blue Ribbon Task force goals.

Ad Hoc Goals

- **Increase transit ridership** as a mechanism to reduce GHG emissions, improve access to low-cost transportation, and reduce congestions.

- **Simplify and enhance the transit customer experience**, while maximizing resources available to transit and improving operation efficiency and service quality (reliability frequency, and span of service).

Background
Operational Scope

	Santa Rosa CityBus	Sonoma County Transit	Petaluma Transit	Total
Trips	1,842,234	965,635	349,280	3,157,149
Revenue Hours	98,381	133,298	27,593	259,172

Source: National Transit Database FY 2018/19

Future of Transit Overview

Project Timeline

- Identify strategies and esablish processes
- Formalize current integration practices.

Strategize
6 months

- Integrated service planning
- Public engagement
- Determine functional steps needed to integrate systems on back end

Plan
18 months

- Integrate with MTC Regional Transit Mapping and Wayfinding Project and Fare Integration
- Implement shared branding, technology, bus wraps, signage, mapping, wayfinding, etc.

Implement
18 months

3 - 4 years

Future of Transit Overview

Integration Objectives

- Service Planning
- Customer Service
- Fares
- Public Information and Marketing

Future of Transit

Develop and adopt shared planning model

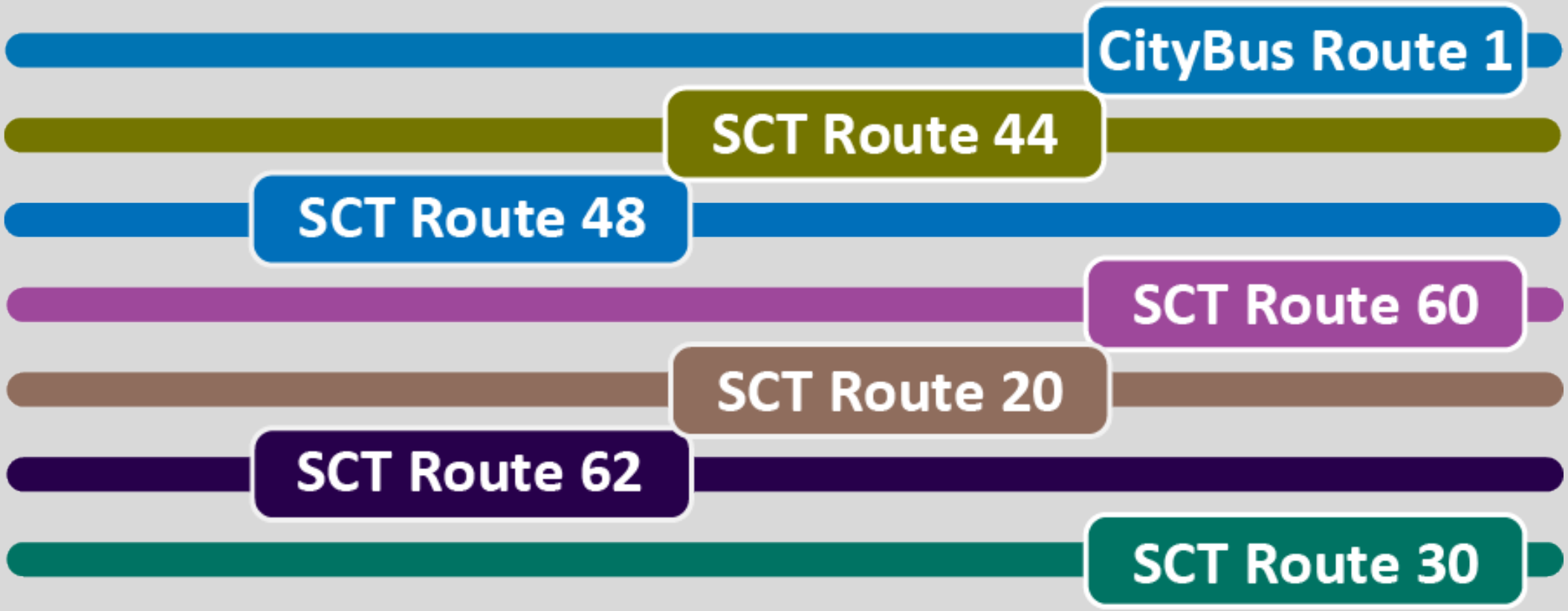
Service Planning

- Service Planning analysis for three systems (examples - line-by-line analysis, data harmonization)
- APC data and ridership analysis
- Integrate overlapping service areas
- Integrate timed transfers and connections
- Standardize paratransit eligibility process

Future of Transit

Services on Mendocino Ave

Service Planning



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Harmonize fares

Fares

Develop uniform fare policy, media, structures, and universal transit passes

Clipper procurement for universal pass, may include reprogramming, online store, printing paper passes

Future of Transit

Current fare structures

	Sonoma County	Santa Rosa	Petaluma
Adult Cash Fare	$1.50	$1.50	$1.50
Youth Cash Fare	$1.25	FREE	$1.00
Half Cash Fare	$0.75	$0.75	$0.75
Adult 31-day Pass	$62.50	$50.00	$30.00
Youth 31-day Pass	$47.00	FREE	$20.00
Half 31-day Pass	$31.25	$25.00	$15.00
24-Hour Pass	N/A	YES	N/A
Ticket Booklets	20ct	10ct & 40ct	N/A
Veterans and Active-Duty Military	FREE	VETS ONLY	N/A
College Students	FREE	SRJC ONLY	SRJC ONLY
Santa Rosa Junior College Students	FREE	FREE	FREE

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Simplify Access to Information

Customer Service

- Integrated customer service: single phone line, staff cross-training (office and Santa Rosa Transit Mall)
- Consistent and integrated bus stops signage, transit center signage, real-time info at stops
- Consistent policies and procedures for public information and interaction
- Website re-design, uniformity, and integration

Future of Transit

Holiday Service Policies

	Sonoma County	Santa Rosa	Petaluma
New Year's Day (January 1)	No Service	No Service	No Service
Martin Luther King Jr Day (January 18)	Saturday Service	Regular Service	Sunday Service
President's Day (February 15)	Saturday Service	Regular Service	Sunday Service
Cesar Chavez Day (March 31)	Regular Service	Regular Service	Regular Service
Easter Sunday (April 4)	No Service	No Service	Sunday Service
Memorial Day (May 31)	No Service	No Service	Sunday Service
Independence Day (July 4)	No Service	No Service	No Service
Labor Day (September 6)	No Service	No Service	No Service
Indigenous People's Day (October 11)	Regular Service	Regular Service	Regular Service
Veteran's Day (November 11)	Regular Service	Regular Service	Sunday Service
Thanksgiving Day (November 25)	No Service	No Service	No Service
Native American Heritage Day (November 26)	Saturday Service	Regular Service	Sunday Service
Christmas Eve (December 24)	Saturday Service	Regular Service	Sunday Service
Christmas Day (December 25)	No Service	No Service	No Service
New Year's Eve (December 31)	Saturday Service	Regular Service	Regular Service

Future of Transit

Clear communication with riders

Outreach and Marketing

- Engage and survey the public in all areas of system coordination (service planning, fare policy, branding)
- Marketing/communication contractors to design and produce collateral for all agencies (Print & Digital)
- Create unified brand across the three agencies
- Marketing for mobile ticketing (Clipper)

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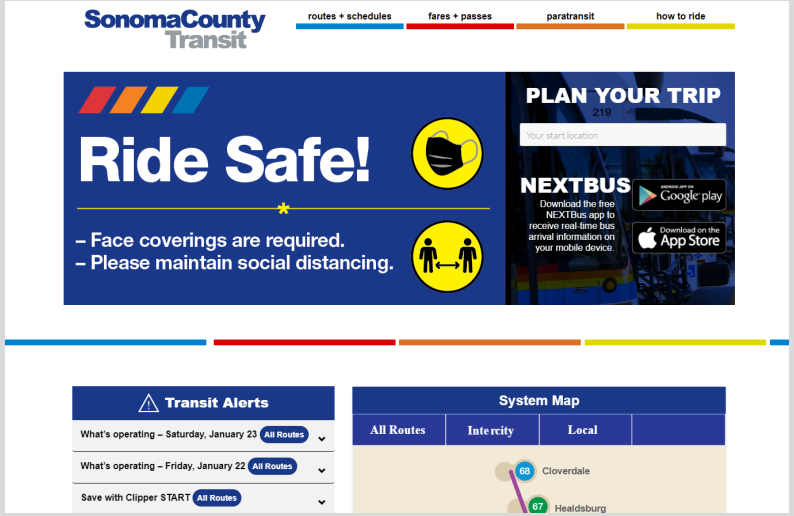
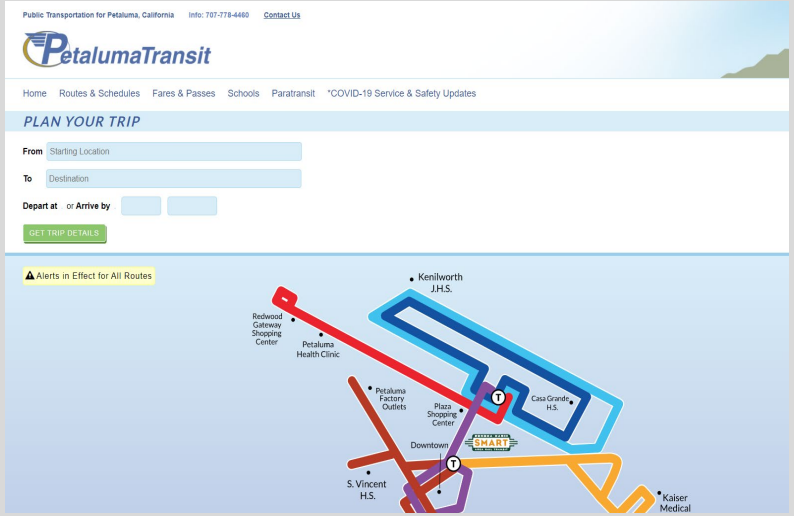
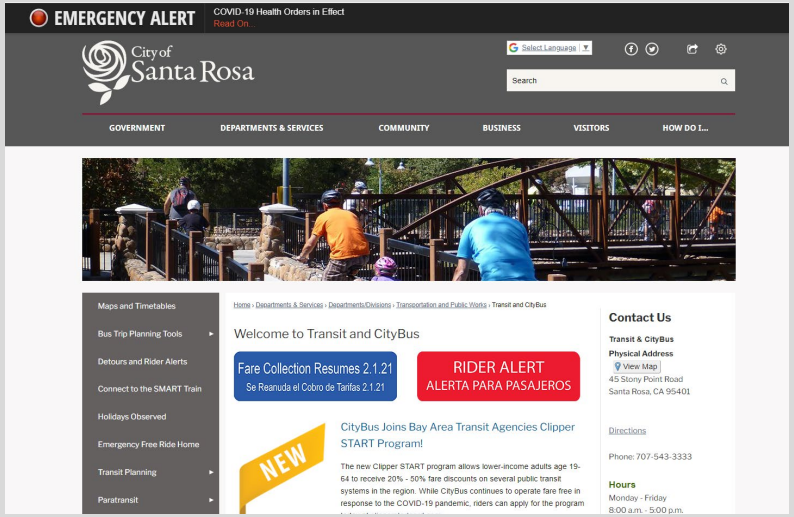
Current Branding

Public Information and Marketing







SonomaCounty Transit

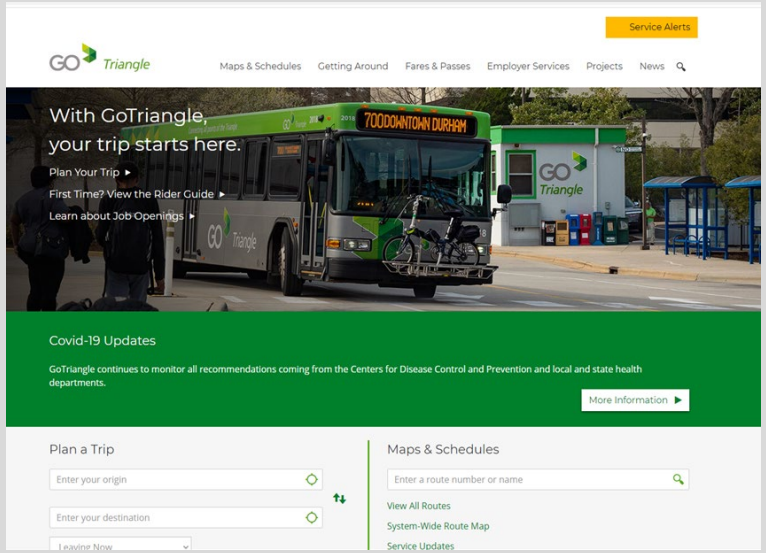
PetalumaTransit

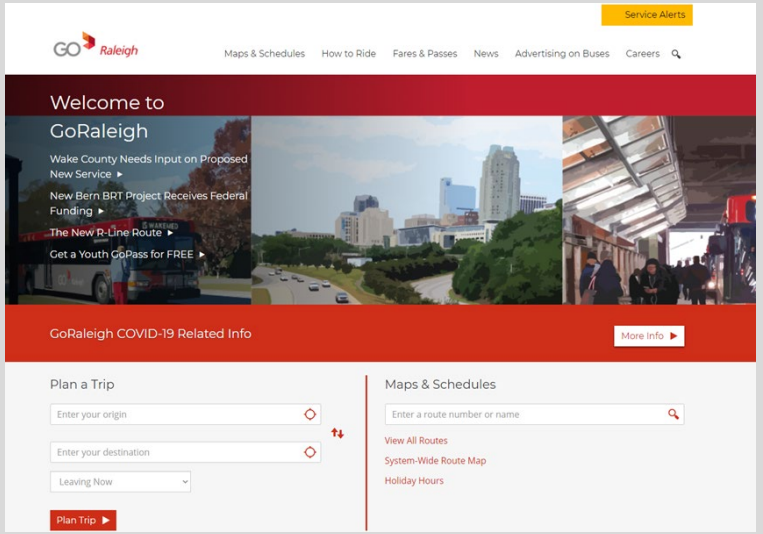
Santa Rosa CityBus

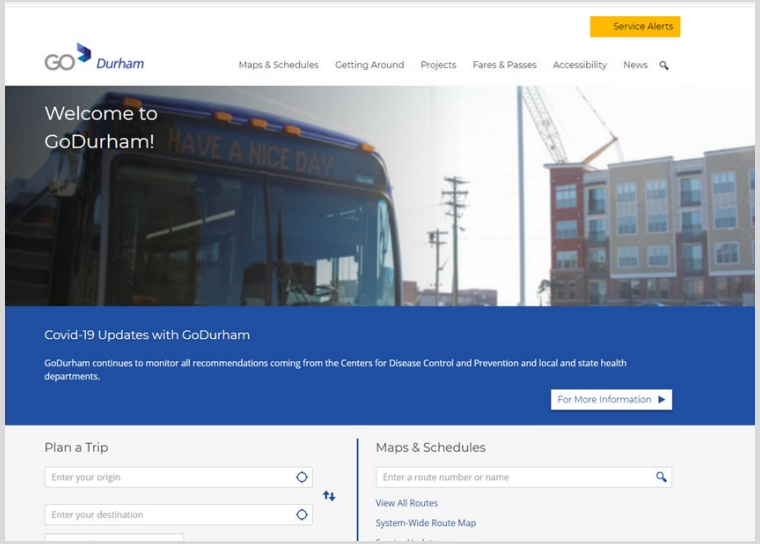
Future of Transit

Unified Brand Example

Public Information and Marketing







GO Triangle

GO Raleigh

GO Durham

Future of Transit

Work completed so far

- Paratransit “One Seat Ride” pilot to reduce transfers between operators
- Synchronized schedule change dates

- Uniform base fares
- Joint fare reinstatement
- All operators participating in Clipper START

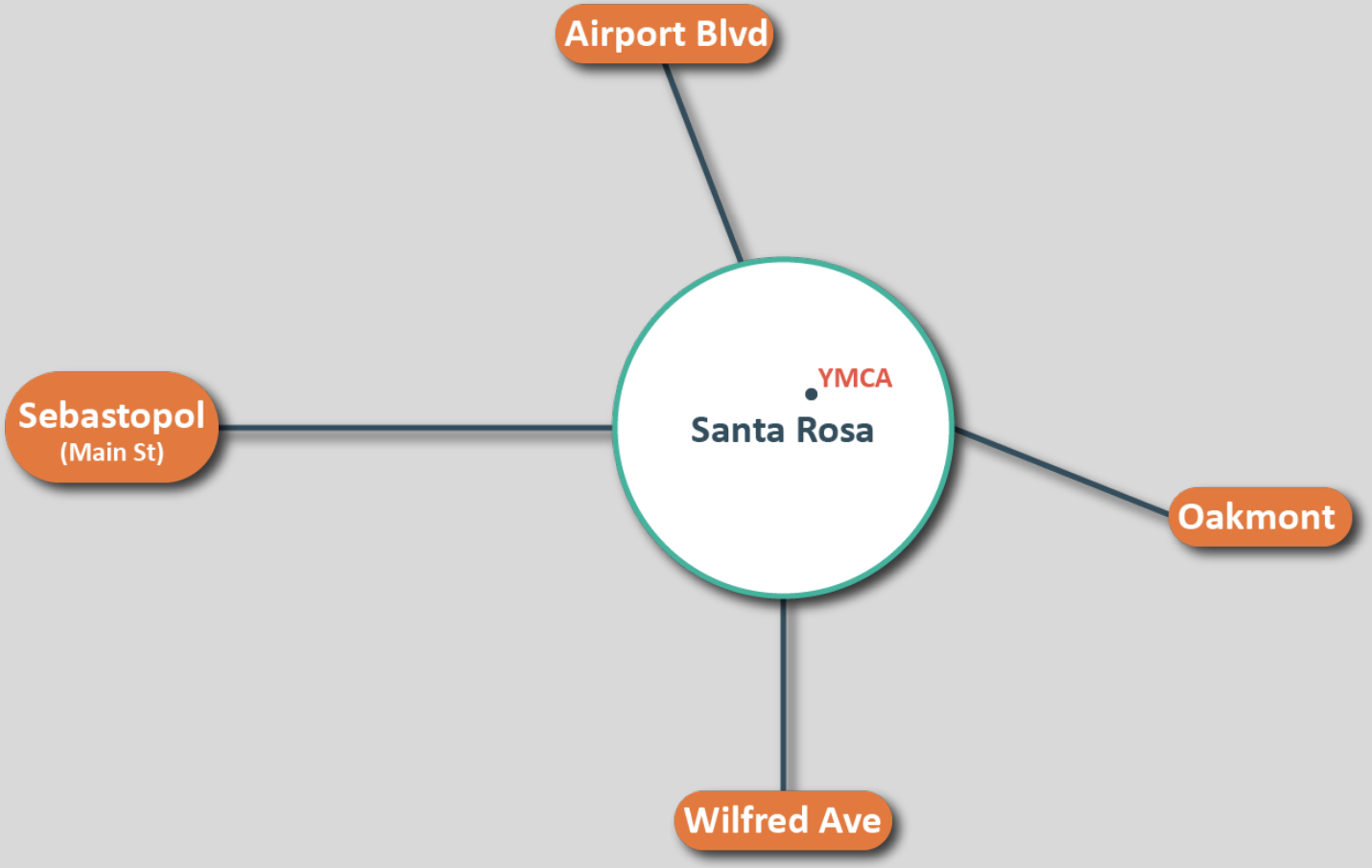
- New phone system for direct transfers
- Cross-training on system information for all agencies

Future of Transit

Paratransit One Seat Ride Pilot

One Seat Ride

- Improves customer experience through inter-operator coordination
- Reduces inefficient transfers between agencies
- Initiated during pandemic for health and safety reasons
- Provides beyond-ADA service
- Maintains existing Paratransit boundaries - ¾ mile from existing routes



Regional Collaboration

Pilot for Unified Brand (MTC)

FY 21/22 >>> FY 24/25

Scope of Work

- Create consistent and user-focused transit information at transit touch points throughout Sonoma County.
- Rebrand the transit services into one common brand for the three bus operators.

Possible Deliverables

- Common graphic identity
- Design standards, including digital standards
- Mapping suite with maps of varying scale.
- Transit hubs equipped with wayfinding and information/maps/graphic identity, some new infrastructure.
- Bus shelter/stops equipped with information/maps/graphic identity, some new infrastructure.
- Bus wraps with graphic identity

Next Steps

Staff Work

- Continue weekly coordination meetings among the three operators and SCTA

- Data Sharing
- Regional service scenario planning
- Route and service purposes and definitions

- Define consistent fare policy for all operators.
- Integrate new fare structure into the Clipper platform

- Develop community engagement strategy
- Build integrated messaging
- Begin process of creating consistent webpages

Next Steps

Funding

$750,000 from MTC for Planning and Implementation

Operators' Operation & Maintenance Budgets

Additional Regional Resources Expected

Next Steps

Future Council Action Items

Memorandum of Understanding

Paratransit One Seat Rides

Fare Changes

QUESTIONS