

Santa Rosa
CityBus



 **Petaluma
Transit**



Future of Transit Study Session

October 12, 2021

Agenda

Background & Context

Future of Transit Overview

Regional Collaboration

Next Steps

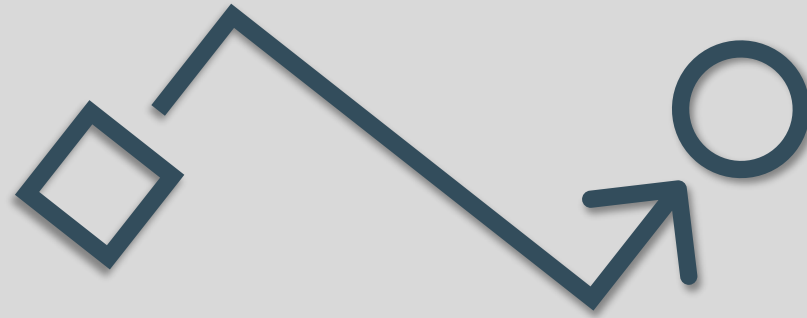
Background

Public transit in Sonoma County



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

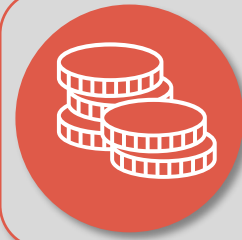
- Recognize critical recovery challenges facing public transit agencies.
- Simple, consistent, and equitable fares.
- Integrated customer information.
- Equitable, unified, and efficient transit networks.

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 establish processes
- Formalize current integration practices.



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



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

Strategize

6 months

Plan

18 months

Implement

18 months

3 - 4 years

Future of Transit Overview

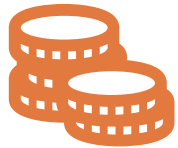
Integration Objectives



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

CityBus Route 1

SCT Route 44

SCT Route 48

SCT Route 60

SCT Route 20

SCT Route 62

SCT Route 30

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Harmonize fares



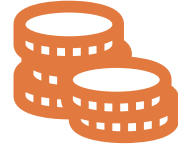
Fares

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

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

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Current fare structures



Fares

	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

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Holiday Service Policies



Customer Service

	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

Sonoma County Transit

routes • schedules fares • passes paratransit how to ride

Ride Safe!

- Face coverings are required.
- Please maintain social distancing.

PLAN YOUR TRIP

219

Your start location

NEXTBUS

Download the free NEXTBUS app to receive real-time bus arrival information on your mobile device.

Download on the App Store

GET IT ON Google play

Transit Alerts

- What's operating – Saturday, January 23 **All Routes**
- What's operating – Friday, January 22 **All Routes**
- Save with Clipper START **All Routes**

System Map

All Routes	Intercity	Local
69 Cloverdale		07 Healdsburg

Public Transportation for Petaluma, California Info: 707-778-4460 Contact Us

Petaluma Transit

Home Routes & Schedules Fares & Passes Schools Paratransit *COVID-19 Service & Safety Updates

PLAN YOUR TRIP

From Starting Location

To Destination

Depart at or Arrive by

GET TRIP DETAILS

Alerts in Effect for All Routes

Map showing routes and locations: Kenilworth J.H.S., Redwood Gateway Shopping Center, Petaluma Health Clinic, Petaluma Factory Outlets, Plaza Shopping Center, Downtown SMART, S. Vincent H.S., Casa Grande H.S., Kaiser Medical.

EMERGENCY ALERT COVID-19 Health Orders in Effect Road Cn.

Select Language

Search

GOVERNMENT DEPARTMENTS & SERVICES COMMUNITY BUSINESS VISITORS HOW DO I...

Welcome to Transit and CityBus

Fare Collection Resumes 2.1.21 Se Reanuda el Cobro de Tarifas 2.1.21

RIDER ALERT ALERTA PARA PASAJEROS

NEW CityBus Joins Bay Area Transit Agencies Clipper START Program!

The new Clipper START program allows lower-income adults age 19-64 to receive 20% - 50% fare discounts on several public transit systems in the region. While CityBus continues to operate fare free in response to the COVID-19 pandemic, riders can apply for the program.

Contact Us

Transit & CityBus
Physical Address
View Map
415 Stony Point Road
Santa Rosa, CA 95401

Directions
Phone: 707-543-3333
Hours
Monday - Friday
8:00 a.m. - 5:00 p.m.



Future of Transit

Unified Brand Example



The screenshot shows the GoTriangle website homepage. At the top, there is a navigation bar with links for Maps & Schedules, Getting Around, Fares & Passes, Employer Services, Projects, and News. A yellow 'Service Alerts' button is on the right. The main header features the GoTriangle logo and a large image of a bus with the text 'With GoTriangle, your trip starts here.' Below this are links for 'Plan Your Trip', 'First Time? View the Rider Guide', and 'Learn about Job Openings'. A green banner for 'Covid-19 Updates' is present, with a 'More Information' button. The bottom section has a 'Plan a Trip' form with fields for origin, destination, and leaving time, and a 'Maps & Schedules' section with a search bar and links for routes and maps.



The screenshot shows the GoRaleigh website homepage. The navigation bar includes Maps & Schedules, How to Ride, Fares & Passes, News, Advertising on Buses, and Careers. A yellow 'Service Alerts' button is on the right. The main header features the GoRaleigh logo and a large image of a city street with the text 'Welcome to GoRaleigh'. Below this are news items: 'Wake County Needs Input on Proposed New Service', 'New BRT Project Receives Federal Funding', 'The New R-Line Route', and 'Get a Youth GoPass for FREE'. A red banner for 'GoRaleigh COVID-19 Related Info' with a 'More Info' button is below. The bottom section has a 'Plan a Trip' form and a 'Maps & Schedules' section.



The screenshot shows the GoDurham website homepage. The navigation bar includes Maps & Schedules, Getting Around, Projects, Fares & Passes, Accessibility, and News. A yellow 'Service Alerts' button is on the right. The main header features the GoDurham logo and a large image of a bus with the text 'Welcome to GoDurham! HAVE A NICE DAY'. Below this is a blue banner for 'Covid-19 Updates with GoDurham' with a 'For More Information' button. The bottom section has a 'Plan a Trip' form and a 'Maps & Schedules' section.

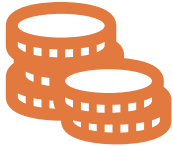


Future of Transit

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

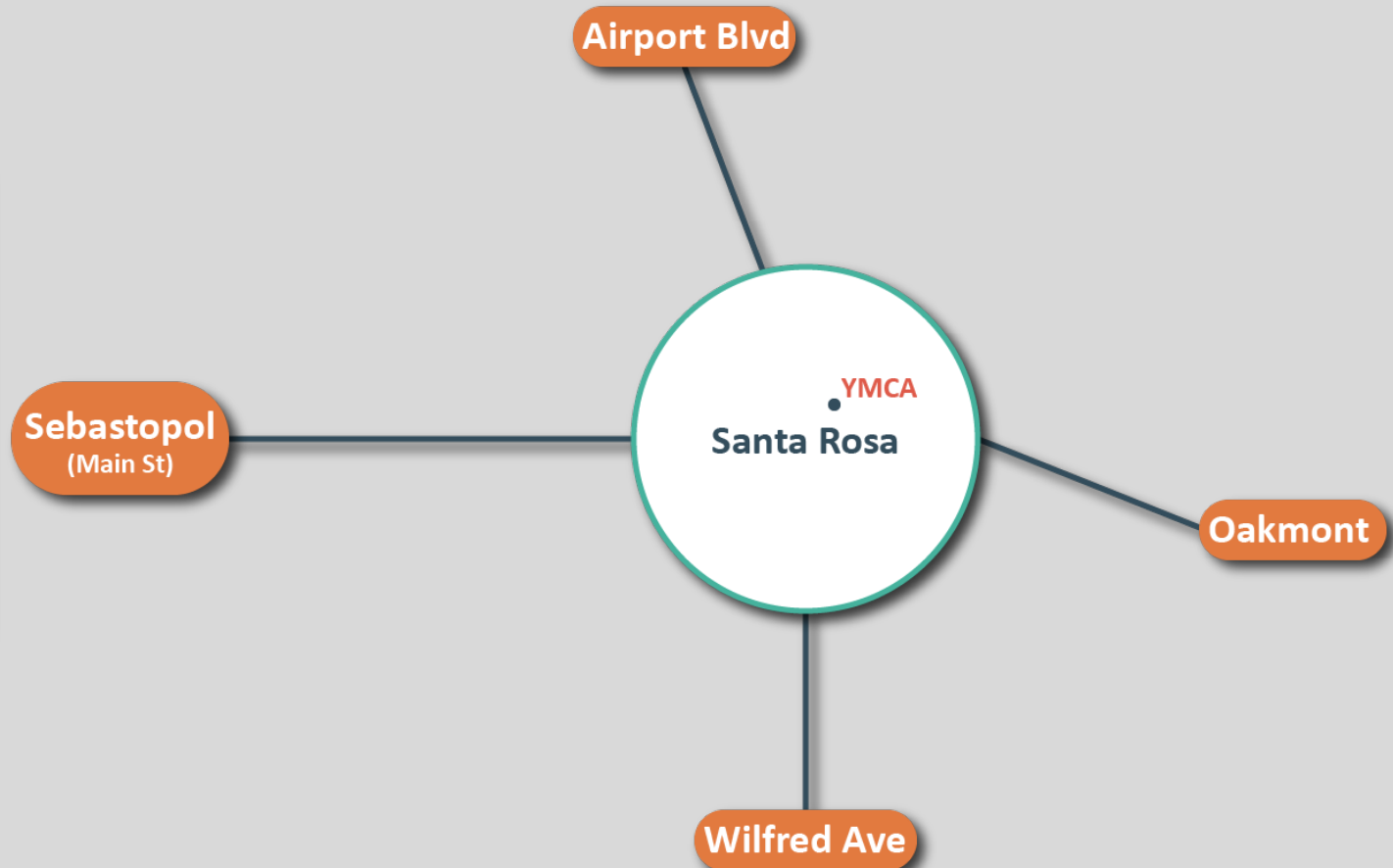
Future of Transit

Paratransit One Seat Ride Pilot

- 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 - $\frac{3}{4}$ mile from existing routes



One Seat Ride



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

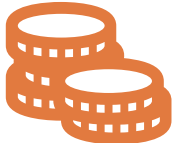
Staff Work



- 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



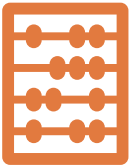
- Develop community engagement strategy
- Build integrated messaging
- Begin process of creating consistent webpages

Next Steps

Funding



**\$750,000 from MTC
for Planning and
Implementation**



**Operators' Operation
& Maintenance
Budgets**



**Additional Regional
Resources Expected**

Next Steps

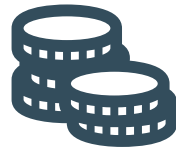
Future Council Action Items



Memorandum of Understanding



Paratransit One Seat Rides



Fare Changes

QUESTIONS

