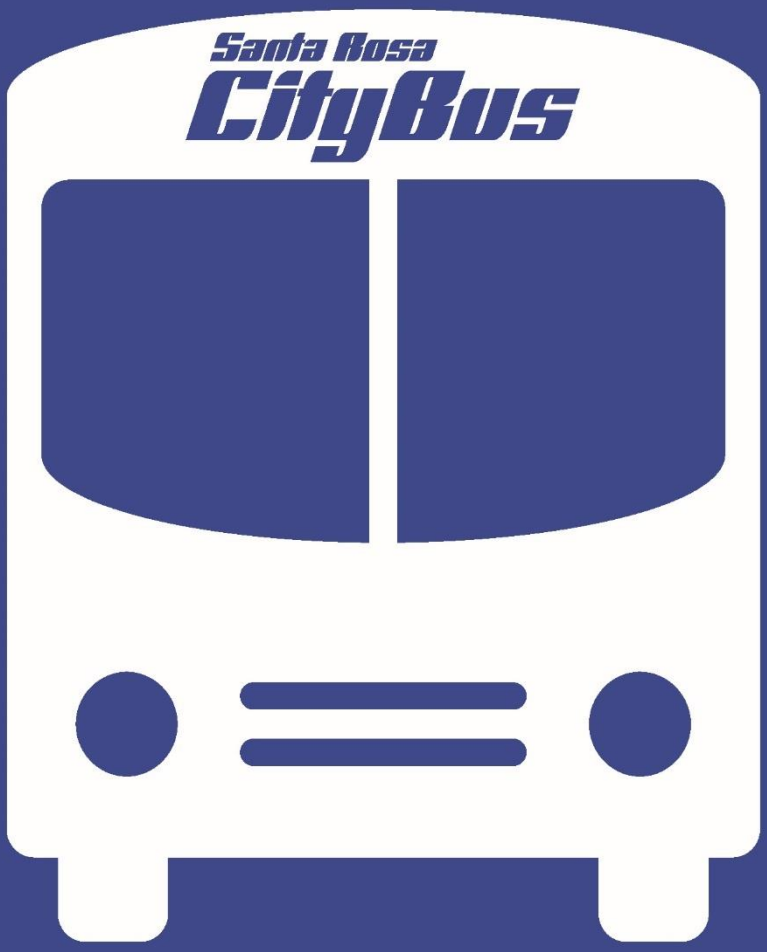


City of Santa Rosa

Draft - September 2016

SRTP

SHORT RANGE TRANSIT PLAN 2016-2025

City of Santa Rosa

CityBus

Short Range Transit Plan

2016 – 2025

Approved by:

The Santa Rosa City Council

Date:

Prepared by:

City of Santa Rosa

Transportation and Public Works – Transit Division

CityBus

100 Santa Rosa Avenue – Room 6

Santa Rosa, CA 95404

Federal transportation statutes require that the Metropolitan Transportation Commission (MTC), in partnership with state and local agencies, develop and periodically update a long-range Regional Transportation Plan (RTP), and a Transportation Improvement Program (TIP) which implements the RTP by programming federal funds to transportation projects contained in the RTP. In order to effectively execute these planning and programming responsibilities, MTC requires that each transit operator in its region receiving federal funding through the TIP, prepare, adopt, and submit to the MTC a Short Range Transit Plan (SRTP).

The Service Plan proposed in the FY 2016-2025 SRTP is drawn from the CityBus Comprehensive Operations Analysis (Reimagining CityBus) currently being completed in parallel with the FY 2016-2025 SRTP. The SRTP Operational Plan is consistent with the Reimagining CityBus Service Plan.

CHAPTER 1 - OVERVIEW OF TRANSIT SERVICES

HISTORY

CityBus began service in 1958. At that time, it was known as the "Santa Rosa Municipal Transit System", operating two routes with three buses. The population of Santa Rosa in 1958 was 29,866, of which 1,035 riders utilized the bus daily. The fare to ride the bus was $.20 for adults and $.10 for children 16 and under. In addition to the fares, bus service was funded by the City with a percentage of the local property taxes. Prior to 1958 the City had contracted with a number of vendors to provide transit service. Due to high operating costs, none were successful.

In 1979, the bus operators were managed by an outside contractor and the City's fleet maintenance department maintained the buses. The population of Santa Rosa had grown to approximately 84,000 residents. CityBus was averaging around 800,000 trips per year, most being students who were dropped off by their parents on their way to work and then rode the bus home in the afternoon.

In 1983, Santa Rosa Transit was able to purchase new buses. Previously the fleet had been comprised of used buses purchased from other agencies. The 13 new Flexible Gruman buses cost $111,560 each and were funded by federal grants for which CityBus qualified for by completing its first Short Range Transit Plan in 1981.While waiting for the first order of new buses to arrive, Santa Rosa Transit leased nine 40-foot GMC buses from Seattle. These buses had no power steering, no power brakes, and no air conditioning. To get them around the tight corners in some of the City's older neighborhoods the drivers actually had to stand up and muscle the bus around the corner.

The acquisition of the new buses in 1983 established Santa Rosa Transit as the first transit provider in Sonoma County to have a completely accessible fleet. Santa Rosa Transit was also one of the first transit providers in California to provide complementary Paratransit service – well before such service was mandated by the Americans with Disabilities Act of 1990.

In 1987, Santa Rosa Transit became CityBus. The name change was accompanied by a new paint scheme on the twelve new 40-foot New Flyer buses delivered that same year. To improve the public image of CityBus, a second major rebranding project was completed in 2007-2008.

CityBus has grown to operate 17 local routes, a deviated fixed- route service (Oakmont Route 16) and the Santa Rosa Paratransit demand-response program. The fixed route fleet currently stands at 32 buses and average daily ridership over 8,000 trips on weekdays.

In March 2015, the City of Santa Rosa's Transit Division began work on Reimagining CityBus— the first comprehensive re-evaluation of the CityBus system in over 25 years. The goal of Reimagining CityBus is to develop a new service plan for Santa Rosa's transit system that:

- Makes CityBus more useful and convenient by better matching CityBus routes and schedules to current and future travel patterns, needs, and priorities for Santa Rosa residents and visitors
- More closely links transit planning with land use planning
- Improves the efficiency and effectiveness of the bus system, and
- Lays the groundwork for a system that can grow and develop over time to meet future needs.

The project includes near term fixed route service improvements as well as the development of a phased longer-range vision for further development of the CityBus system to guide future investments. The Operational Plan in this SRTP is consistent with Reimagining CityBus service recommendations.

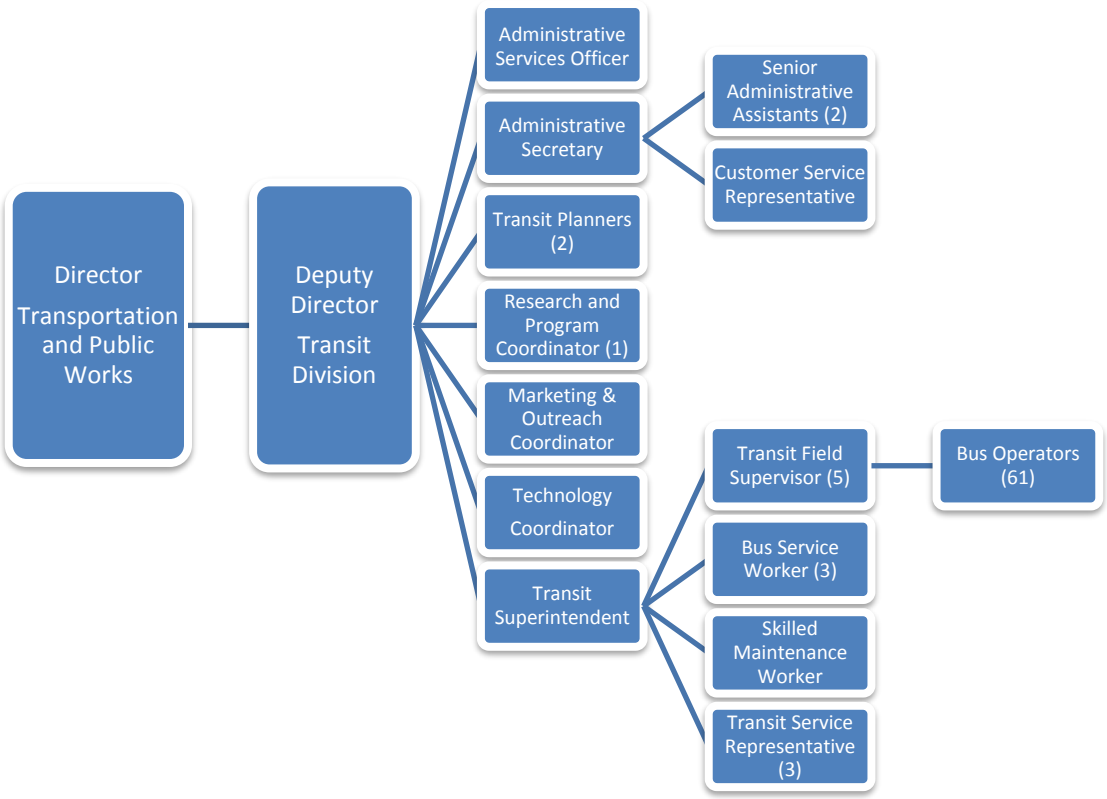
GOVERNANCE

All elements of the City's transit service are governed by the Santa Rosa City Council, which is comprised of seven members who are elected at large to four-year terms, with elections every two years. Santa Rosa Transit Division staff present recommendations for transit services based on historical data, public input, and revenue and ridership trends and projections. The Santa Rosa City Council is then responsible for all the policy decisions regarding the operations and administration of the services provided by CityBus. The City Council currently includes Mayor John Sawyer, Vice Mayor Tom Schwedhelm, and Council Members Erin Carlstrom, Julie Combs, Chris Coursey, Ernesto Olivares, and Gary Wysocky.

ORGANIZATIONAL STRUCTURE

CityBus is managed by the Transit Division of the City of Santa Rosa's Transportation and Public Works Department. The flow chart in Figure 1-1 shows the reporting relationships for staff within the Transit Division. Presently CityBus' fixed route system is operated by City of Santa Rosa employees. The ADA paratransit and Oakmont services are operated by MV Transportation under a contract with the City of Santa Rosa that extends to June 30, 2018.

FIGURE 1-1: SANTA ROSA TRANSIT DIVISION ORGANIZATIONAL CHART



TRANSIT SERVICES PROVIDED AND AREA SERVED

CityBus provides fixed-route bus and ADA Paratransit service within the city limits of Santa Rosa, (including the islands of unincorporated Sonoma County that are within such as Roseland located in southwestern Santa Rosa). The system comprehensively serves Santa Rosa's neighborhoods, the downtown business and shopping district, schools, Santa Rosa Junior College, various shopping centers throughout town, libraries, parks and government centers. The existing fixed route system will be significantly changed in late 2016 as detailed in Chapter 5 - Operational Plan.

CityBus currently operates a fleet of thirty-two buses on seventeen fixed routes to serve these areas. A deviated fixed-route serves the Oakmont senior community in eastern Santa Rosa with one dedicated vehicle. In addition to CityBus the Transit division also manages Santa Rosa Paratransit, a demand-response service with thirteen vehicles. This service provides transportation as required by the federal Americans with Disabilities Act (ADA) to individuals who are unable to utilize fixed route service for some or all of their trips due to a physical or cognitive disability, or other barrier impacting access to their final destination. CityBus fixed routes generally operate between 6:00AM and 8:00PM on weekdays. On Saturdays, the routes typically start an hour later and end an hour earlier. On Sundays, routes typically beginning around 10:00AM ending between 4:30 and 5:30PM. Eleven of the seventeen routes operate on thirty minute headways or better, the remaining six operate on hourly headways. CityBus provides connecting services to three transit agencies: Sonoma County Transit, Golden Gate Transit, and

Mendocino Transit. All of these providers use the City's Downtown Transit Mall, which facilitates transfers between operators. CityBus will also be serving the two new Sonoma Marin Area Rail Transit (SMART) Station; Downtown Station and Santa Rosa North Station.

CityBus fixed route service is administered, operated, and maintained by City of Santa Rosa employees. The ADA paratransit and Oakmont services are managed by City Staff while the contractor, MV transportation, supervises staff and ensures that all vehicles used are adequately and safely maintained. The City of Santa Rosa Transit Division provides eleven cut-away vans and two accessible minivans to MV Transportation to provide paratransit services within the required ¾ mile range of CityBus fixed route service.

In addition to managing CityBus and Santa Rosa Paratransit, the Transit Division provides transportation demand management (TDM) services to employers and the community. The TDM program is a combination of services, subsidies, and actions to improve the capacity of existing transportation services and infrastructure. Technical assistance, program support materials, and incentives are offered to employers in Santa Rosa. Bus pass subsidies are also offered through this program. Funding for the TDM program comes partially from the Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air. Sonoma Access is a project that the Transit Division initiated that integrates community based and public mobility options to address the needs of the disabled and senior residents of Sonoma County. The Transit Division also provides staff support for the City's Bicycle and Pedestrian Advisory Board, and Paratransit Users Group.

FARE STRUCTURE

Presently CityBus has a wide variety of fare media available to its patrons. A detailed break out of the media available can be seen in Table 1-1. Thirty-two percent of CityBus users elect to use cash as their primary form of payment. CityBus patrons who pay their fare with cash or a ticket are issued a free transfer which is valid for unlimited use within two hours after issue. Transfer ridership makes up roughly twenty-one percent of City Bus's total ridership.

Santa Rosa implemented the Clipper Card system (the Bay Area's regional smart card for transit fare payment) in February 2016. Both cash and CityBus 31 day passes can be loaded onto Clipper Cards.

The Oakmont Shuttle is a unique service and is free to all riders; this is possible as the Oakmont Village Association subsidizes 50% of the cost of the service.

RECIPROCAL TRANSFER AGREEMENTS

Presently CityBus has an agreement with Golden Gate Transit, Sonoma County Transit and SMART to accept transfers between systems and provide riders with two-hour unlimited transfer on CityBus. The agreement would provide for the following:

- Riders transferring from Sonoma County Transit, Golden Gate Transit, or SMART to CityBus would receive two hour unlimited transfers on CityBus (currently worth $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).
- Riders transferring from CityBus 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.
- Riders transferring from CityBus to SMART would receive a fare credit of $1.50 for adults and $.75 for youth, seniors, and people with disabilities.

The Clipper Card system will be programmed to recognize these updates to the reciprocal transfer agreement.

TABLE 1-1: FIXED ROUTE FARE STRUCTURE

Fare Type	Cash	24-Hour Pass	Ticket Books	31-Day Pass	Restrictions
Adult	$1.50	$4.00	10 Tickets - $14.50 40 Tickets - $58.00	$50.00	19 years through 64 years
Youth	$1.25	$3.00	10 Tickets - $12.00 40 Tickets - $48.00	$35.00**	18 years and younger
Half	$0.75	$2.00	10 Tickets - $7.00 40 Tickets - $28.00	$25.00	Medicare card, 65 or older, or disabled with ID*
Children			4 years old or younger ride free with adult. Limit three children per adult		

*Qualifying ID for Half fare is a DMV placard ID card or a Regional Transit Discount Card.

**Currently subsidized at $10 per pass (patron cost is $25) August through May, through the Bay Area Air Quality Management District's Transportation Fund for Clean Air. Summer Youth passes, June and July, receive a $15 subsidy.

TABLE 1-2: HISTORY OF FARE CHANGES

Fare Media	1997-2007	2007-2008	2008-2013	2013-2015
Cash, Adult	$1.00	$1.10	$1.25	$1.50
Cash, Youth	$0.75	$0.85	$1.00	$1.25
Cash, Half	$0.50	$0.55	$0.60	$0.75
24-Hour Pass, Adult	N/A	N/A	N/A	$4.00
24-Hour Pass, Youth	N/A	N/A	N/A	$3.00
24-Hour Pass, Half	N/A	N/A	N/A	$2.00
50 Ticket Book, Adult	$50.00	$55.00	$60.00	N/A
50 Ticket Book, Youth	$25.00	$34.00	$38.00	N/A
50 Ticket Book, Half	$20.00	$22.00	$22.00	N/A
40 Ticket Book, Adult	N/A	N/A	N/A	$58.00
40 Ticket Book, Youth	N/A	N/A	N/A	$48.00
40 Ticket Book, Half	N/A	N/A	N/A	$28.00
10 Ticket Book, Adult	N/A	N/A	N/A	$14.50
10 Ticket Book, Youth	N/A	N/A	N/A	$12.00
10 Ticket Book, Half	N/A	N/A	N/A	$7.00
Monthly Pass*, Adult	$32.00	$32.00	$40.00	$50.00
Monthly Pass*, Youth	$15.00	$25.00	$30.00	$35.00**
Monthly Pass*, Half	$16.00	$16.00	$20.00	$25.00

*Known as a “31-Day Pass” after the 2013 fare increase.

** Currently subsidized at $10 per pass (patron cost is $25) August through May, through the Bay Area Air Quality Management District’s Transportation Fund for Clean Air. Summer Youth passes, June and July, receive a $15 subsidy.

PARATRANSIT FARES

Santa Rosa Paratransit fares are $3.00 per trip, double the standard adult cash fare, which follows the federal regulation Title 49, Subtitle A, Part 37 that specifics that paratransit service shall not exceed twice the fare that would be charged to an individual paying full fare on the entity's fixed route system.

REVENUE FLEET

CityBus's fixed route fleet provides service on the seventeen routes that operate within the city limits of Santa Rosa. The four vehicles under 40 feet are dedicated specifically to the Route 18 which, due to its current routing, requires a small vehicle. The vehicles are listed below in Table 1-3. All fixed route buses are low floor buses. There are thirteen buses in the Santa Rosa Paratransit fleet (Table 1-4) and one vehicle for the deviated fixed route service.

TABLE 1-3: FIXED ROUTE FLEET

Make and Model	Count	Year Built	Length	Fuel Type	Seating Capacity
New Flyer	4	2016	40 ft	Diesel	39
New Flyer Model D40LF	6	2000	40 ft	Diesel	39
Gillig Low Floor	5	2002	40 ft	Diesel	36
New Flyer DE40LF	7	2011	40 ft	Diesel	39
New Flyer XD-40	6	2013	40 ft	Diesel	39
Gillig 29 Low Floor	1	2002	29 ft	Diesel	23
Gillig 29 Low Floor	3	2008	29 ft	Diesel	23

TABLE 1-4: DEMAND RESPONSE FLEET

Make and Model	Count	Year Built	Length	Fuel Type	Seating Capacity
Ford E-450	4	2010	23 ft	Gasoline	6 (3 WC)
Ford E-450	6	2014	23 ft	Gasoline	6 (3 WC)
Ford E-450	1	2015	23 ft	Gasoline	6 (3 WC)
Dodge Braun Entervan	2	2010	17 ft	Gasoline	6 (2 WC)

TABLE 1-5: DEVIATED FIXED ROUTE OAKMONT

Make and Model	Count	Year Built	Length	Fuel Type	Seating Capacity
Chev. ARBOC Mobility	1	2010	26 ft	Gasoline	22 or 15+ (3 WC)

EXISTING FACILITIES

ADMINISTRATIVE FACILITIES

The Transit Division's administrative office is located in Santa Rosa City Hall at 100 Santa Rosa Avenue – Room 6, in downtown Santa Rosa near the Transit Mall. Pass and ticket sales and other transactions with the public are handled at this location, as well as phone-based customer service. The Santa Rosa Transit Division's administrative staff consists of the following positions:

- Deputy Director - Transit
- Administrative Services Officer
- Transit Planners – 2
- Research and Program Coordinator
- Marketing and Outreach Coordinator
- Technology Coordinator
- Administrative Secretary
- Senior Administrative Assistant
- Customer Service Representative

CityBus operations are based in the Transit Operation Building (TOB), located 45 Stony Point Road in Santa Rosa, adjacent to the City's Municipal Services Center North (MSCN). All logistics for the support of the fixed-route fleet, as well as phone-based customer service operates from the TOB. CityBus operations staff consists of the following positions:

- Transit Superintendent
- Field Supervisors – 5
- Senior Administrative Assistant
- Transit Service Representatives – 3
- Skilled Maintenance Worker
- Bus Service Workers - 3
- Bus Operators – 61

MAINTENANCE AND VEHICLE STORAGE FACILITIES

The CityBus fleet is maintained, stored, fueled and staged at the City's Municipal Services Center – North (MSCN), located at 55 Stony Point Road. Fuel types for the CityBus fleet include: gasoline, diesel, and diesel/electric hybrids. The vehicle facilities at the MSCN including the City's garage are shared by all City departments. This facility is updated as needed to ensure a modern and efficient operation.

TRANSIT STOPS

CityBus serves 460 bus stops throughout the City of Santa Rosa. Passenger amenities such as benches, trash cans, and shelters are provided at bus stops subject to the Transit Division's standards, which relate to the number of daily boardings and alightings as well as the needs of patrons traveling to and from major trip generators. Installation of passenger amenities is subject to space constraints and the need to maintain ADA standards for bus stops. Transit Division staff have completed an assessment of all bus stops in the CityBus system to identify priorities for ADA improvements or other upgrades to improve passenger access and comfort. The number of bus stops and bus stop locations will change within this SRTP cycle as Reimagining CityBus near term service changes are implemented (see Chapter 5—Operational Plan).

In addition to the bus stops, CityBus serves five transit transfer centers/hubs, which are strategically located at key locations across the City and feature benches, trash cans, shelters and information displays. These centers/hubs are:

- The Downtown Transit Mall – City Center
- Northside Transfer Center, Coddingtown Mall – Northern part of the City
- Westside Transfer Center, Stony Point Road at West College Avenue – Western part of the City
- Eastside Transfer Center at Montgomery Village – Eastern part of the City
- Southside Transfer Center at Southwest Community Park – Southern part of the City

The Downtown Transit Mall is one of the two largest transit hub in the North Bay and is the only identified transit hub in Sonoma County. The Transit Mall is utilized by 15 of CityBus' 17 fixed routes, as well as Golden Gate Transit, Sonoma County Transit and Mendocino Transit. Amenities in the Transit Mall include a real time display system, large display cases containing transit information, restrooms, benches, shelters, video surveillance, and trash cans. CityBus Transit Service Representatives are located at the Transit Mall to assist transit patrons with information related to any of the operators serving the Transit Mall.

BIKE RACKS

All fixed route buses in the CityBus fleet have front-mounted bicycle racks for the convenience of bus patrons who use a bicycle for part of their trip. Bike racks are also provided at transfer hubs.

CHAPTER 2 - GOALS, OBJECTIVES, AND STANDARDS

INTRODUCTION

This chapter provides goals, objective, and performance measures and standards for CityBus and Santa Rosa Paratransit. Also included in this chapter are policies established to meet federal Title VI requirements, as well as guidelines for transit service design developed and adopted during the Reimagining CityBus process. Finally, this chapter includes a discussion of activities undertaken to implement recommendations from MTC's Transit Sustainability Project, and a summary of Santa Rosa General Plan policies that relate to transit.

PROCESS FOR ESTABLISHING, REVIEWING, AND UPDATING GOALS, OBJECTIVES, AND STANDARDS

Goals, objectives, and standards for CityBus and Santa Rosa Paratransit are reviewed on an annual basis, and formally adjusted, if necessary, in Short Range Transit Plan updates. The proposed CityBus goals, objectives and standards are supportive of the City of Santa Rosa's General Plan 2035 vision and Transit goals and policies, and reflect the service mix proposed in the Reimagining CityBus plan.

Monthly management reports are produced to measure performance of the system to help staff make informed decisions and formulate plans of action to address poor performance. Monthly reports do not cover all standards set forth in the FY 2016-2025 SRTP; however, they do cover the key performance indicators for current service operations as outlined in Chapter 3. An Annual Report is prepared each year to summarize performance at the system and route levels.

Performance against the full set of adopted service standards is evaluated on a quarterly and annual basis.

CHANGES FROM THE FY 2012-21 SRTP

INCORPORATION OF REIMAGINING CITYBUS ROUTE TYPES

The Phase I and II service plans for Reimagining CityBus were developed using "route types" adopted by the Santa Rosa City Council in August 2015 as part of a set of Service Design Guidelines for the Reimagining CityBus project. Several performance measures and standards have been adjusted to reflect these route types and the role that different types of service will play in the new CityBus network. These route types include:

- **Rapid Bus:** A specialized service for the busiest segments of high-demand corridors that features direct route alignments and limited stops. CityBus does not currently operate Rapid Bus service but may pursue development of rapid bus service as part of Reimagining CityBus Phase II.
- **Trunk Routes:** The core routes in the system, serving the busiest corridors with direct, frequent service. Trunk routes typically operate 7 days/week and may provide "local" service along rapid bus corridors.
- **Local Routes:** Routes that serve moderate demand areas or corridors with service that may run as frequently as trunk routes, or less often. Local routes may incorporate productivity and coverage-oriented segments within the same route, and are designed to connect with transfer hubs, trunk routes, and rapid bus corridors.
- **Circulators/"Flexible" Services**: Services that primarily exist to provide coverage in areas with lower transit demand, and to connect residential neighborhoods to transfer hubs and local/trunk/rapid routes. They may take the form of fixed-routes, deviated fixed-routes, or other coverage-oriented transit service models.

Performance measures that relate to vehicle headways and productivity have been adjusted to reflect these new route types.

PRINCIPLES OF TRANSIT SERVICE DESIGN

Guiding principles for the design of transit services were also adopted as part of the Reimagining CityBus Service Design Guidelines, and are incorporated into this SRTP to serve as guidance for the design of future changes to the fixed-route system. These principles reflect well-established best practices in transit service planning as well as feedback from CityBus riders and community stakeholders during the Reimagining CityBus process.

GOALS AND OBJECTIVES

Goals and objectives were revised to reflect work accomplished over the last four years, as well as an evolving vision for the role of transit and the work of the Transit Division in meeting community and regional goals. Goal 1 and Goal 4 remain largely unchanged; however, Goals 2 and 3 have been reworked to focus on sustainable growth of the transit system and development of an effective multi-modal network in Sonoma County.

PERFORMANCE MEASURES AND STANDARDS

Several updates were made to fixed-route and paratransit performance measures and standards:

- On-time performance: The paratransit on-time performance standard was increased from 95% to 97% to reflect ongoing on-time performance exceeding the current standard.
- New measures and standards for paratransit: New measures and standards have been added in the areas of customer complaints, preventable accidents, passenger injuries, vehicle service miles between roadcalls, preventative maintenance completed on-time, and passenger load to bring these measures in line with fixed-route measures and standards.
- Fixed-route service miles between roadcalls: This standard has been increased from 10,000 miles to 30,000 miles to reflect ongoing performance exceeding the current standard.
- Missed/cancelled trips: The previous standard has been replaced by a standard setting a goal of meeting 100% of scheduled bus pull-outs.
- Proximity to service/Service availability: A new measure has been set to reflect the outcome of the Reimagining CityBus process.
- Vehicle Headways: Standards have been revised to reflect the route types developed and adopted as part of the Reimagining CityBus process.
- Fleet Management: New standards were set for vehicle replacements and spare ratio.
- Productivity: New standards were set to reflect the route types developed as part of the Reimagining CityBus process.
- Efficiency: Adjustments were made to efficiency standards to reflect higher costs of providing service since adoption of the FY 12-21 SRTP.

CITYBUS GOALS AND OBJECTIVES

Transit service goals and objectives are guiding principles reflecting the City of Santa Rosa's vision for public transit. CityBus staff developed the following goals:

GOAL 1: PROVIDE HIGH-QUALITY SERVICES TO OUR PATRONS

Objectives:

A. Provide transit and paratransit services that are reliable
B. Provide transit and paratransit services that are safe and secure
C. Provide transit and paratransit services that are convenient and comfortable
D. Provide transit and paratransit services that are accessible to people with disabilities
E. Provide and support service types that meet the range of needs in our community
F. Provide courteous, timely, and effective customer service

GOAL 2: ENSURE SUSTAINABLE GROWTH OF THE TRANSIT SYSTEM

Objectives:

A. Provide transit and paratransit services that are cost-efficient
B. Provide transit and paratransit services that are productive
C. Proactively seek local, regional, state, federal and other grants and develop new funding sources
D. Regularly monitor financial performance and adhere to prudent budgeting and financial practices
E. Ensure compliance with all local, state, and federal regulations

GOAL 3: SUPPORT DEVELOPMENT OF AN EFFECTIVE MULTI-MODAL TRANSPORTATION SYSTEM IN SONOMA COUNTY

Objectives:

A. Coordinate policies, planning, fare media, marketing, and operations with other transit operators when feasible to promote seamless connectivity for transit riders using multiple systems
B. Promote integration of transit with other modes, including walking, bicycling, bikeshare, carshare, and shared ride services
C. Ensure consideration of transit needs in local land use and community development decisions and encourage integration of land-use and transportation planning

GOAL 4: SEEK NEW WAYS TO MEET THE NEEDS OF AN EVOLVING AND DIVERSE COMMUNITY

Objectives:

A. Encourage progressive ideas, innovative practices, and openness to new technological solutions for CityBus, Santa Rosa Paratransit and other transit-related services.
B. Support local and regional environmental goals including use of alternative fuel vehicles where financially and operationally feasible.
C. Pursue partnerships with local institutions, organizations, and businesses to support common interests and goals.
D. Implement robust and innovative outreach and marketing strategies that effectively educate the public about our services and promote public involvement in setting the future course for CityBus and Santa Rosa Paratransit.

Objectives define achievable actions that support the goals for the Transit Division. Objectives serve as general action statements and are supported, in turn, by a set of operational policies and practices developed by the Transit Division. Performance measures and standards have been developed to provide a quantifiable means to gauge progress in meeting objectives.

PERFORMANCE MEASURES AND SERVICE STANDARDS

CityBus recognizes that performance measures and service standards and guidelines are critical to the effective administration, operation and planning of public transit services. The proposed measures and standards reflect federal and state requirements, as well as support the goals and objectives outlined in this chapter. Tables 2-1 and 2-2 summarize performance measures and standards for CityBus and Santa Rosa Paratransit.

TABLE 2-1: GOAL 1 MEASURES AND PERFORMANCE STANDARDS

Measure	CityBus Fixed Route Service	Santa Rosa Paratransit
On-Time Performance	**Standards:** • 90% of all trips will arrive within 5 minutes of the scheduled time. • No in-service bus will depart a time point before the time published in the schedule.	**Standard:** 97% of all passenger pick -ups will occur within the 30-minute scheduling window (the 30 minutes following the pick-up time confirmed with the passenger at the time the trip was booked.)
Passenger Complaints/ Passengers Carried	**Standard:** Less than 1 complaint/100,000 passenger miles.	**Standard**: Less than 1 complaint/600 passenger boardings.
Preventable Accidents	**Standard:** Less than 1 preventable accident per 100,000 revenue miles.	**Standard:** Less than 1 preventable accident per 200,000 revenue miles.
Passenger Injuries	**Standard**: Less than 1 passenger injury per 100,000 passenger trips.	**Standard**: Less than 1 passenger injury per 20,000 passenger trips.
Vehicle Service Miles Between Roadcalls[1]	**Standard:** Greater than 30,000 miles.	**Standard:** Greater than 30,000 miles.
Preventative Maintenance Work Completed On-Time	**Standard:** 95% of all preventative maintenance work completed on-time.	**Standard:** 95% of all preventative maintenance work completed on-time.

TABLE 2-1: GOAL 1 MEASURES AND PERFORMANCE STANDARDS

[1] The term roadcall is any mechanical failure that requires transit maintenance staff to switch out a bus, to repair it on the road, or to tow it back to the garage.

Measure	CityBus Fixed Route Service	Santa Rosa Paratransit
Bus Pull-Out Trips Cancelled	No scheduled bus pull outs will be cancelled because of vehicle shortages or staff absenteeism. **Standard:** 100% of all scheduled bus pull-outs will be met.	No confirmed passenger trips[2] will be cancelled because of insufficient vehicles or staff to meet the scheduled in-service pullout requirement. **Standard:** 100% of all scheduled bus pull-outs will be met.
ADA Trip Denials	Not applicable.	ADA regulations mandate a zero trip refusal rate for eligible ADA Paratransit trips requested the day before the requested travel time. **Standard:** 100% of all eligible ADA paratransit trip request will be accommodated.
Proximity to Service	**Standard:** 90% of transit-supportive areas within the City of Santa Rosa will be within ¼ mile of a bus stop. Transit-supportive areas are defined as areas with continuous densities (i.e., as opposed to "leapfrog" development) with minimum household density of 3 households/gross acre or 4 jobs/gross acre. Some areas may achieve these thresholds but feature street networks or other features that preclude transit operations, or be served by other transit operators at levels approximately what CityBus would provide.	**Standard:** Service will be available to all trip origins and destinations requested that are located within 3/4 of a mile from CityBus fixed route service.

[2] A confirmed passenger trip is a trip where a pick-up time has been confirmed with the passenger.

TABLE 2-1: GOAL 1 MEASURES AND PERFORMANCE STANDARDS

Measure	CityBus Fixed Route Service	Santa Rosa Paratransit
Passenger Loads	**Standard:** Maximum loading on buses should not exceed 100% during off-peak periods, and 150% during peak periods on a continual basis, with the exception of specific trips at school bell times	**Standard:** Maximum loads on ADA Paratransit buses should not exceed seated and/or wheelchair capacity.
Service Headways (Weekday)	**Rapid Bus Standard:** 15 minutes (*Note: CityBus does not currently operate Rapid Bus)* **Trunk Route Standard:** 15 to 30 minutes **Local Route Standard:** 30-60 minutes **Circulators/Flexible Services Standard:** 60 minutes or more	Not applicable.
Fleet Management	**Standard:** Replace buses in keeping with FTA useful life policies (12 years or 500,000 miles for 40' fixed-route buses) **Standard:** Operate with a 30% spare bus ratio or 10 buses whichever is larger.	**Standard:** Replace buses in keeping with FTA useful life policies for different size vehicles. **Standard:** Operate with a 20% spare bus ratio.

TABLE 2-1: GOAL 1 MEASURES AND PERFORMANCE STANDARDS

Measure	CityBus Fixed Route Service	Santa Rosa Paratransit
Ridership	**Standard:** Increase from prior year.	Not applicable.
Productivity	**Standards:** • Trunk routes: 35 passengers/revenue hour • Local routes: 25 passengers/revenue hour • Circulators: 20 passengers/revenue hour • Passengers per revenue mile greater than 2.3. *Note: These are new standards and may be subject to adjustment following experience operating the Reimagining CityBus Phase I service.*	Productivity target for paratransit will be set in service contract (the current standard is 2.4 passengers/hour). One method for determining a target is to calculate the passengers per revenue hour needed to achieve the required 10% farebox recovery ratio.
Farebox Recovery	**Standard:** At least 20%.	**Standard:** At least 10%.
Efficiency	**Standards:** • Operating cost per passenger trip target set by dividing the operating cost/revenue hour by the passengers/hour target. • Operating cost per revenue hour less than $130 in FY 16-17 then increase not to exceed CPI. • Operating cost per revenue mile at or less than $10.50 in FY16-17 then increase not to exceed CPI. • Subsidy per passenger at or less than $4.70.	**Standards:** • Operating cost per passenger trip less than $25 • Operating cost per revenue hour less than $55 • Operating cost per revenue mile less than $5

TITLE VI SERVICE STANDARDS AND POLICIES

This section summarizes the service standards and policies adopted to meet federal Title VI requirements as set forth in FTA Circular 4702.1B.

SERVICE STANDARDS

1. Vehicle Load: Maximum loading on buses should not exceed 100% during off-peak periods, and 150% during peak periods on a continual basis, with the exception of specific trips at school bell times.
2. Vehicle Headways:
    - Rapid Bus (future service): 15 minutes
    - Trunk Route: 15 to 30 minutes
    - Local Route: 30-60 minutes
    - Circulators/Flexible Services: 60 minutes or more
3. On-time Performance:
    - 90% of all trips will arrive within 5 minutes of the scheduled time.
4. Service Availability: 90% of transit-supportive areas within the City of Santa Rosa will be within ¼ mile of a bus stop. Transit-supportive areas are defined as areas with continuous densities (i.e., as opposed to "leapfrog" development) with minimum household density of 3 households/gross acre or 4 jobs/gross acre. Some areas may achieve these thresholds but feature street networks or other features that preclude transit operations, or be served by other transit operators at levels approximately what CityBus would provide.

SERVICE POLICIES

1. Transit Amenities: New bus stop amenity locations follow adopted guidelines, subject to constraints related to safety, ADA compliance, and other factors. The City of Santa Rosa Design Guidelines specify that:
    - Bus shelter(s) and bench(es) should be provided at stops where 50 passengers or more per day are expected to board buses
    - Bus bench(es) should be provided at stops where 30 passengers or more per day are expected to board buses
    - Developments that advantageously should provide bus shelter(s) and/or bench(es) include shopping centers, office buildings, hospitals, schools, large apartment complexes, and major residential subdivisions (200 or more dwelling units, or contains 100 acres or more of land).

2. New bus stop amenities provided by the City of Santa Rosa and private developers are distributed according to the Santa Rosa Design Guidelines, with the caveat that installation of bus stop amenities is subject to space and other constraints at the stop location, including the need to maintain an ADA-compliant landing pad and path of travel. Future improvements to bus stops will additionally be guided by a bus stop audit documenting compliance with ADA requirements, as well as other conditions and amenities, at all bus stops throughout the system. A transition plan has been developed to prioritize improvements.
3. Vehicle Assignment Standard: Vehicles are assigned to routes based on ridership demands and in accordance with the System Safety Program Plan, with newer vehicles being rotated across all routes. Specific vehicles are assigned to routes only when required by operating conditions (e.g., in cases where a smaller bus is required to provide service on narrower streets).

PRINCIPLES OF TRANSIT SERVICE DESIGN

Several principles of transit service design are proposed to guide future service planning for the fixed-route system. These principles are:

- **Frequent service:** While not all routes can operate with a high degree of frequency due to budget limitations, there is a clear role for a coherent frequent network within the CityBus system that is responsive to demand and key travel patterns within Santa Rosa. Frequency of service is one of the most important factors in supporting transit ridership.
- **Direct Alignments:** Service planning should prioritize direct alignments to speed transit trips and reduce passenger confusion. While service to out-of-the-way destinations may sometimes require route deviations, routes should generally be as straight as the street pattern allows. Less direct alignments may be appropriate for circulator service; however, route alignments and the vehicle's path of travel should still be easily understood, and an effort should be made to provide the most direct alignments possible while meeting coverage goals.
- **Bi-directional Service:** To the extent possible given budget limitations and coverage needs, long segments of one-way service should be avoided—particularly large, looping segments where stops in the opposite direction of travel are not located nearby. In these cases, the utility and effectiveness of service is severely limited, as reverse trips may require significant out-of-direction travel and take significantly longer to complete. Loss of coverage from conversion of one-way to bi-directional service should be evaluated against the benefits of providing faster, more convenient, and more understandable service to riders.

- **Strong Anchor Points**: Starting and ending routes at strong anchor points or transfer points promotes high ridership along all route segments. To avoid routes that operate with low ridership along portions of their alignment—thereby reducing the route's overall productivity and effectiveness—routes should be anchored at both termini with trip generators (e.g., retail centers, schools) that will generate ridership along the length of the route.
- **Spacing Between Routes**. To maximize use of operating resources and avoid duplication of services, routes should be spaced to avoid multiple routes serving the same corridor, unless those routes are part of a specific service design such as a "trunk and branch" approach to serving a major corridor. Research has found that most transit users are willing to walk up to one-quarter mile to and from bus stops. Each transit route, then, can be understood to serve a corridor roughly one-half mile wide, except where the road network prevents reasonably direct pedestrian access.
- **Connectivity Between Routes.** If routes are to be made relatively direct and frequent, it may not always be possible to provide "one-seat" rides or direct connections between riders' origins and destinations. This is not a problem for most riders if service is relatively frequent and connections are timed to provide for seamless transfers. While riders typically prefer not to transfer, well-designed connections between routes can maximize the effectiveness of the entire transit network, and can even reduce overall trip times for passengers.

These principles are to serve as guidelines for service planning. Their specific application may vary in response to the characteristics and constraints of CityBus' operating environment.

TRANSIT SUSTAINABILITY PROJECT (MTC RESOLUTION 4060)

The City of Santa Rosa has implemented, or is in the process of implementing several of the Transit Sustainability Project recommendations set forth in MTC Resolution 4060, including:

- Ongoing work with North Bay transit operators (through regular North Bay Transit Officials meetings) to evaluate opportunities to establish a regional schedule change calendar;
- Ongoing coordination with partner operators including Sonoma County Transit and Golden Gate Transit to share information about upcoming schedule changes and schedule coordination opportunities;
- Planning work conducted through Reimagining CityBus and other City of Santa Rosa efforts to effectively integrate SMART stations into the City's transit network;
- Participation in preparation of joint coordination appendix to this SRTP by the Sonoma County Transportation Authority with all Sonoma County transit operators;

- Ongoing efforts by the City of Santa Rosa departments to support transit operations by improving walkability, consulting Transit Division staff in the planning phase of streets projects, involving Transit Division staff in development review, and assisting with improvements to bus stop facilities;
- Participation in rationalization of Bay Area fare policies under Clipper;
- Ongoing implementation of reciprocal transfer policy between CityBus, Sonoma County Transit, and Golden Gate Transit; extension of same reciprocal transfer policy to SMART.
- Participation in development of MTC's SMART Integration Plan;
- Ongoing travel training and coordination with Sonoma Access partners to promote use of fixed-route transit by seniors and people with disabilities; and
- Ongoing implementation of in-person functional assessments for paratransit eligibility.
- Ongoing implementation of conditional eligibility for paratransit registrants.

In addition, the approach taken during the Reimagining CityBus planning process was to identify opportunities to coordinate new CityBus service with Sonoma County Transit service within Santa Rosa, in order to reduce duplication of services. In several cases, CityBus pulled back service from specific areas that are directly served by Sonoma County Transit so that transit operating resources could be redistributed to improve service in high-ridership areas.

THE ROLE OF TRANSIT AND THE CITY OF SANTA ROSA GENERAL PLAN 2035

The primary role of public transit is the move people where they need, or want to travel. Transit should also support other community goals as these may relate to equity issues, the environment, and economic and land use development plans. The City of Santa Rosa's General Plan 2035 provides a community vision and a set of Goals and Policies to achieve this vision. More specifically, the City of Santa Rosa's General Plan 2035 provides a general transit service goal and policies that support broader community goals. These goals and policies set a general framework for the definition of the goals, objectives, and standards for CityBus and Santa Rosa Paratransit.

CityBus staff will continue to be involved in the General Plan process to ensure that General Plan Transportation Goals reflect the effective integration of transit in the support of the wide range of housing, economic development and quality of life goals for Santa Rosa.

CITY OF SANTA ROSA GENERAL PLAN 2035 TRANSIT GOAL AND POLICIES

The City of Santa Rosa General Plan sets for the following goal statement for Transit:

"Expand the existing transit network to reduce greenhouse gas emissions and to provide convenient and efficient public transportation to workplaces, shopping, SMART stations and other destinations". [3]

Policies adopted in the General Plan include the following:

Policy T-H-1: Provide convenient, efficient routes to major employment centers throughout the city.

Policy T-H-2: Implement the Long and Short Range Transit plans which include CityBus proposals for transit and TSM improvements.

Policy T-H-3: Require new development to provide transit improvements, where a rough proportionality to demand from the project is established. Transit improvements may include:

- Direct and paved pedestrian access to transit stops;
- Bus turnouts and shelters; and
- Lane width to accommodate buses.

Policy T-H-4: Coordinate transit services and transfers between the various transit operators serving Santa Rosa.

Policy T-H-4: Encourage ridership on public transit systems through marketing and promotional efforts.

Policy T-H-6: Provide full access to transit services for all persons, including children, the elderly, and those with disabilities.

Policy T-H-7: Require community care facilities and senior housing projects with more than 25 units to provide accessible transportation services for the convenience of residents. Provision of transportation services at large facilities will reduce demand on the paratransit and fixed route transit systems.

Policy T-H-8: Improve transit service along corridors where increased densities are planned.

[3] *Santa Rosa General Plan 2035*, page 5-19.

CHAPTER 3 - SERVICE AND SYSTEM EVALUATION

OVERVIEW OF FIXED ROUTE SERVICE

CityBus operates service throughout the City of Santa Rosa on seventeen fixed routes and one deviated fixed route serving the Oakmont senior community in eastern Santa Rosa. The current CityBus system is predominately coverage based system consisting of loops serving a majority of residences within the city limits. Fifteen of the seventeen fixed-routes originate and terminate at the Transit Mall in Downtown Santa Rosa. The other two routes originate and terminate at the Coddingtown transfer center which is located in the Northwest part of the city. Chapter 5 - Operations Plan contains a description of proposed changes to the fixed route system developed as part of the Reimagining CityBus project.

ROUTE BY ROUTE DESCRIPTIONS

- **Route 1 – Mendocino Avenue** - Operates between the downtown Transit Mall and Fountaingrove Parkway via Mendocino Avenue, Chanate Road and Parker Hill Road. The route provides service to Santa Rosa High School, Santa Rosa Junior College, Sutter Hospital, the Sonoma County Public Health facilities located on Chanate Road, Keysight Technologies, Medtronic, Vista Family Health, and Kaiser Hospital.
- **Route 2 – Bennett Valley -** Operates between the downtown Transit Mall, and southeast Santa Rosa, serving Bennett Valley. The route provides service to Memorial Hospital, Montgomery High School, the Dream Center, Montgomery Village, Farmers Lane Plaza, and the Bennett Valley Shopping Center.
- **Route 3 – West Ninth Street -** Operates between the downtown Transit Mall and the Westside Transfer Center via West Ninth Street and College Avenue. The route provides service to Railroad Square, Stony Point Business Park, Finley Community Park, G&G Shopping Center, and Santa Rosa Middle School.
- **Routes 4 – Rincon Valley -** Operates between the downtown Transit Mall and Northeast Santa Rosa. This route provides service within Rincon Valley to Maria Carrillo High School and the Mission Plaza, St. Francis and Montecito Shopping Centers along with service to Santa Rosa Junior College and Santa Rosa High School.
- **Route 5 – Santa Rosa Avenue -** Operates between the downtown Transit Mall and southwest Santa Rosa via Petaluma Hill Road, Hearn Avenue, and Santa Rosa Avenue. The route provides service to the Sonoma County Fairgrounds, commercial and industrial areas along Santa Rosa Avenue and Petaluma Hill Road, and the Senior Center on Bennett Valley Road.
- **Route 6 – West Third Street -** Operates between the downtown Transit Mall and the Westside Transfer Center via West Third Street, Fulton Road, and Stony Point Road. The

route provides service to Railroad Square, Finley Community Park, Stony Point Business Park, Municipal Services Center, Indian Health Clinic, and the Stony Point Plaza and Big Oak Shopping Centers.

- **Route 7 – Montgomery Village/Rincon Valley -** Operates between the downtown Transit Mall and Northeast Santa Rosa. This route complements Route 4 to provide bi-directional service in Rincon Valley. Route 7 connects to Montgomery Village on the outbound and inbound legs of the run and serves Maria Carrillo High School, Saint Francis and Montecito Shopping Centers.
- **Route 8 – Sonoma Avenue -** Operates between the downtown Transit Mall and southeast Santa Rosa. The route provides service to medical offices along Sonoma Avenue, Slater Middle School, the Dream Center, and the Montgomery Village Shopping Center.
- **Route 9 – Sebastopol Road -** Operates between the downtown Transit Mall and Southwest Santa Rosa via Sebastopol Road, Stony Point Road, Northpoint Parkway and South Wright Road. The route provides service to the Roseland and Value Shopping Centers, Corporate Center Business Park, Courtside Village, Cook Middle School, Becoming Independent, and Sam Jones Hall.
- **Route 10 – Coddingtown -** Operates between the Coddingtown shopping center and the Transit Mall in downtown Santa Rosa. The route provides direct service to the Coddingtown Shopping Center via an express-like service. The route returns to the Transit Mall via Mendocino Avenue, providing additional service to the Santa Rosa Junior College and Santa Rosa High School.
- **Route 11 – Fulton Road -** Operates between Coddingtown Mall and northwest Santa Rosa. The route provides service to Comstock Middle School, Northwest Community Park, Piner High School, and the Marlow Fulton Marketplace and Rosewood Shopping Centers.
- **Route 12 – Roseland -** Operates between the downtown Transit Mall and southwest Santa Rosa via Corby Avenue, Hearn Avenue, West Avenue, and Sebastopol Road. The route provides service to Railroad Square, the Department of Motor Vehicles, Southwest Community Park, Elsie Allen High School, and the Roseland area, including the Roseland Shopping Center.
- **Route 14 – County Center -** Operates between the downtown Transit Mall and Kaiser Hospital, Kohl's and, Kmart. The route also provides service to Santa Rosa High School, Santa Rosa Junior College, Steele Lane Community Center and Sonoma County Administration Center.
- **Route 15 – Stony Point Road -** Operates between southwest Santa Rosa and the Coddingtown shopping center via the Stony Point Road/Marlow Road corridor. The route provides service to Elsie Allen High School, Stony Point Business Park, Indian

Health Center, Municipal Services Center, Westside Transfer Center, Finley Community Park, Northwest Community Park, Piner Road industrial area, Corporate Center Business Park, Becoming Independent, and the Value, Stony Point Plaza, Marlow, Rosewood, and Coddingtown shopping centers.

- **Route 16 – Oakmont -** Established in August 1999 to provide weekday deviated fixed-route shuttle service within the Oakmont Village residential community between the hours of 8:00 AM and 4:30 PM. One weekday shopping trip is provided between Oakmont and the St. Francis Shopping Center, Flamingo Plaza, Montgomery Village, or Bennett Valley Shopping Center.
- **Route 17 – Piner Road -** Operates between the downtown Transit Mall and Coddingtown shopping center via Dutton Avenue. The route provides service to the Santa Rosa Business Park. This route provides bi-directional service along its entire length.
- **Route 18 – Southeast Circulator -** Provides service to the commercial/industrial areas along Petaluma Hill Road and Santa Rosa Avenue, the Goodwill Industries facility on Yolanda Avenue, the Sonoma County Fairgrounds, Farmers Lane, the Senior Center, and Montgomery Village. The route was established in August 2000 and modified in August 2001 to provide front-door service to the Bethlehem Tower, Vintage Park, Vista Sonoma and Silvercrest senior residential housing complexes as well as to grocery stores and general and senior service centers located along the route.
- **Route 19 – South City Connector -** Originates at the downtown Transit Mall and serves Santa Rosa Avenue, as well as serving the Southside Transfer Center at Southwest Community Park via Hearn Avenue. Route 19 is the system's newest fixed route. It was initiated in 2008 with partial funding from the MTC Lifeline Transportation Program, and was intended to provide a direct connection between the Roseland community in southwestern area of Santa Rosa and employment and shopping opportunities on Santa Rosa Avenue.

RECENT CHANGES TO THE SYSTEM

In fiscal year 2012/2013 CityBus implemented several changes to its system and technology. These changes had a major effect on the system as a whole. On February 3, 2013 CityBus cut approximately seven percent of its total service hours by decreasing frequency (increasing headway) on Routes 2, 15, and 17 from thirty minutes to one hour. Frequencies on Route 12 were also decreased (increasing headway) from thirty minutes to one hour on Saturdays. Sunday service for the Route 1 was eliminated entirely. The adult fare was increased from $1.25 to a $1.50, youth from $1.00 to $1.25, and the half fare from $0.60 to $0.75. Changes were also implemented to the transfer policy. The policy changed from allowing riders unlimited transfers

in a two-hour period to only allowing two transfers in a 90-minute period. Beginning in August 2015 the transfer policy has since reverted back to allowing unlimited transfers in a two-hour period.

In June 2013 CityBus completed the installation of a new farebox system. The system previously used Centsabill fareboxes. The new fareboxes, called Odysseys, allowed for electronic fare media including transfers. On August 20, 2013 the new electronic transfers were put into circulation. Electronic transfers are verified by the farebox. The old paper transfers required drivers to validate by hand which was very difficult and time consuming. At this time a new fare 24-hour pass was implemented. Also known as the "Day Pass", it allows users unlimited rides within a 24-hour period on all CityBus routes.

On October 6, 2013 minor service adjustments were made which included the addition of extra service on the Route 10 to achieve fifteen-minute frequency on weekday afternoons. This additional service was initiated to help alleviate load issues caused by Santa Rosa Junior College and Santa Rosa High School.

In January 2014 CityBus began the conversion of its monthly passes to 31-day passes. The new 31-day passes are validated by the fareboxes and allow riders 31 consecutive days of unlimited use, instead of the number of days in a given month. These passes give riders greater flexibility as to when they can purchase the pass.

On February 1, 2014 CityBus staff implemented a new protocol to be used by the drivers to tally riders. The new format allowed for electronic verification of most fare media which enabled counts to be more accurate and riders to board buses at a quicker rate. It is the hope of CityBus staff that data will become more accurate and easier to collect with this system.

CURRENT SERVICE HOURS AND HEADWAYS

CityBus operates service between 6:00 AM and 8:25 PM Monday through Friday, 6:00 AM to 7:40 PM on Saturday, and 10:05 AM to 5:25 PM on Sunday. Most routes operate on half hour frequencies on weekdays and hourly frequencies on weekends. No service is provided on Route 16 on weekends. Routes 1 and 15 do not offer Sunday service. Service hours and headway changes will be introduced in late 2016 with the implementation of Reimagining CityBus near term service improvements (refer to Chapter 5 Operations Plan). Table 3-1 summarizes span of service by route.

TABLE 3-1 CITYBUS SERVICE HOURS AND HEADWAYS

Route	Description	Headway	Service Hours		
			Weekday	Saturday	Sunday
Route 1	Mendocino Ave	30 minute weekdays 60 minute Saturdays	6:45AM 8:25 PM	8:15AM 5:55PM	N/A
Route 2	Bennett Valley	30 minute weekdays 60 minute weekends	6:05AM 7:40PM	7:05AM 7:40AM	10:05AM 4:40PM
Route 3	West Ninth Street	30 minute weekdays 60 minute weekends	6:20AM 8:10PM	8:00AM 7:25PM	10:45AM 5:10PM
Route 4	Rincon Valley	60 minute weekdays 120 min. weekends	6:35AM 8:21PM	9:30AM 8:21PM	11:15AM 4:06PM
Route 5	South Santa Rosa	30 minute weekdays 60 minute weekends	6:20AM 8:25PM	6:50AM 7:25PM	10:45AM 5:25PM
Route 6	West Third Street	30 minute weekdays 60 minute weekends	6:00AM 7:55PM	7:05AM 7:55PM	10:20AM 4:55PM
Route 7	Rincon Valley	60 minute weekdays 120 min. weekends	6:05AM 7:55PM	8:30AM 7:25PM	10:15AM 5:10PM
Route 8	Sonoma Avenue	30 minute weekdays 60 minute weekends	6:20AM 8:10PM	7:30AM 6:55PM	10:30AM 4:55PM
Route 9	Sebastopol Road	30 minute weekdays 30 minute Saturdays 60 minute Sundays	6:20AM 8:25PM	7:20AM 7:25PM	10:35AM 5:10PM
Route 10	Coddingtown	30 minute weekdays 60 minute weekends	6:15AM 8:05 PM	8:10AM 7:25PM	10:10AM 4:40PM
Route 11	Fulton Road	30 minute weekdays 60 minute weekends	6:15AM 8:05PM	7:45AM 7:08PM	9:45AM 4:08PM
Route 12	Roseland	30 minute weekdays 60 minute Sundays	6:05AM 8:10PM	7:35AM 7:10PM	10:00AM 4:40PM
Route 14	County Center	30 minute weekdays 60 minute weekends	6:05AM 8:25PM	6:50AM 7:40PM	10:20AM 5:10PM
Route 15	Stony Point Road	30 minute weekdays 60 minute Saturdays	6:15AM 8:05PM	8:15AM 5:05PM	N/A
Route 16	Oakmont	Flag stops Weekdays only	8:15AM 3:15PM	N/A	N/A
Route 17	Piner Road	30 minute weekdays 60 minute weekends	6:10AM 8:10PM	7:10AM 8:10PM	9:25AM 4:25PM
Route 18	Southeast Circulator	60 minute weekdays 60 minute weekends	7:50AM 5:45PM	9:55AM 4:45PM	9:55AM 4:45PM
Route 19	South City Connector	30 minute weekdays 60 minute weekends	6:05AM 8:10PM	7:30AM 7:10PM	10:30AM 5:10PM

PARTNERSHIPS AND CONNECTION TO REGIONAL TRANSIT PROVIDER

CityBus routes connect with other public and private operators to provide intra- and inter-county transit service. The downtown Transit Mall is the primary regional connection point. There will also be the future SMART stations in Railroad Square and Coddingtown. Paratransit riders can transfer between providers at the YMCA on College Ave.

Oakmont Village is a planned retirement community developed on land annexed to the City of Santa Rosa. It comprises the far southeastern portion of Santa Rosa, bordering Highway 12 north of Kenwood. In a partnership agreement reached in 1999 with the Oakmont Village Association (OVA), CityBus agreed to operate a weekday flexible fixed-route (Route 16) to circulate within Oakmont Village, and also to provide a direct morning round trip service to shopping centers in Santa Rosa. This route is free to all riders; this is offset by an annual subsidy provided by the OVA of half the cost of the service, funded through OVA homeowner dues. The current three-year agreement with the OVA is in effect through August 2019. The service accommodates flexible ride requests serving Oakmont residences, and all riders visiting the Oakmont area.

Sonoma Access integrates community based and public mobility options to address the needs of the disabled and senior residents of Sonoma County. Sonoma Access is a one-call-one-click information and referral center serving: people who are disabled and cannot drive, experienced paratransit riders, seniors transitioning from driving, veterans or anyone who needs transportation information or human services information for Sonoma County.

Sonoma County Transit (SCT) provides both local and intercity service within Sonoma County. As Santa Rosa is the largest city and dominant job center in the County, many of Sonoma County Transit's routes serve Santa Rosa. All routes stop at the Transit Mall and other locations in the city. Volunteer Wheels serves as the ADA paratransit operator for Sonoma County Transit. By agreement with Sonoma County Transit, CityBus provides transit service to areas outside of but immediately adjacent to Santa Rosa City limits, most notably in the Roseland neighborhood, which is served by Routes 9, 12, 15, and 19. The following Sonoma County Transit Routes provide service to Santa Rosa.

- **Route 20** – daily service from Santa Rosa to Russian River Area. Local stops include Transit Mall, Santa Rosa Junior College, Coddingtown and the County Administration Center
- **Route 22 Express** – weekday service to Sebastopol with stops at the Transit Mall and Santa Rosa Corporate Center
- **Route 29** – Saturday/Sunday service to the Sonoma Coast with stops at Transit Mall, Santa Rosa Junior College, and Coddingtown Shopping Center. This is a seasonal route (summer months only)

- **Route 30/ Express 34** – daily service to Sonoma (weekday for 34), with stops at the Transit Mall, Coddingtown Shopping Center, County Administration Center, Santa Rosa Junior College, Memorial Hospital, Montgomery Village, Kaiser and Oakmont
- **Route 42** – weekday service to Industry West Industrial Park just South of Santa Rosa City limits
- **Routes 44/48** – daily service to Petaluma, with stops at the Transit Mall, Santa Rosa Junior College, County Administration Center, and Coddingtown Shopping Center. Route 44 serves Sonoma State University as well.
- **Route 46** – weekday service between downtown Santa Rosa and Sonoma State University
- **Route 60** – daily service to Healdsburg and Cloverdale, with stops at Transit Mall, Santa Rosa Junior College and Kaiser Hospital.
- **Routes 62/64** – weekday service to Sonoma County Airport, with stops at Transit Mall, Santa Rosa Junior College and Kaiser Hospital.

The Golden Gate Bridge Highway and Transportation District (GGBHTD) provides intercity and inter-county commuter service between Santa Rosa and San Francisco. GGBHTD claims twenty-five percent of Sonoma County's State TDA funds to support the Golden Gate Transit service to the county. Golden Gate Transit routes originate at the GGT facility at Piner Road and Industrial Drive, and stop at the Transit Mall as well as other Santa Rosa locations. Whistlestop Wheels serves as the ADA paratransit operator for Golden Gate Transit.

Mendocino Transit Authority provides service between Mendocino County and Santa Rosa on two routes, each limited to one round trip daily. Additionally, MTA provides paratransit services. Route 95 serves the south coast of Mendocino County via Highway 1 and the Sonoma County coast. Route 65 travels north on Highway 101 to Willits and serves Mendocino via Highway 20.

Greyhound Lines, Inc. provides inter-city service to Santa Rosa. All Greyhound lines stop at the corner of Dutton Avenue and Sebastopol Road. This location is served by CityBus Route 9.

Amtrak Bus Service provides connections to rail service via a stop on Edwards Ave near Coddingtown Mall.

Sonoma County Airport Express provides approximately fifteen trips daily serving San Francisco International Airport and ten trips serving Oakland International Airport. All trips originate at the Sonoma County Airport and stop at the Santa Rosa Park and Ride on Maple Street near the Sonoma County Fairgrounds, with additional stops in Rohnert Park, Petaluma and San Rafael.

SMART service into Santa Rosa is expected in 2016. Santa Rosa will be served by two stations, the Santa Rosa Downtown SMART Station and the Santa Rosa North SMART Station. The

restructuring of CityBus fixed route service to SMART at the two station locations is included in the near term Reimagining CityBus plan outlined in Chapter 5 - Operational Plan.

CITYBUS FIXED ROUTE PERFORMANCE FOR FY 14/15

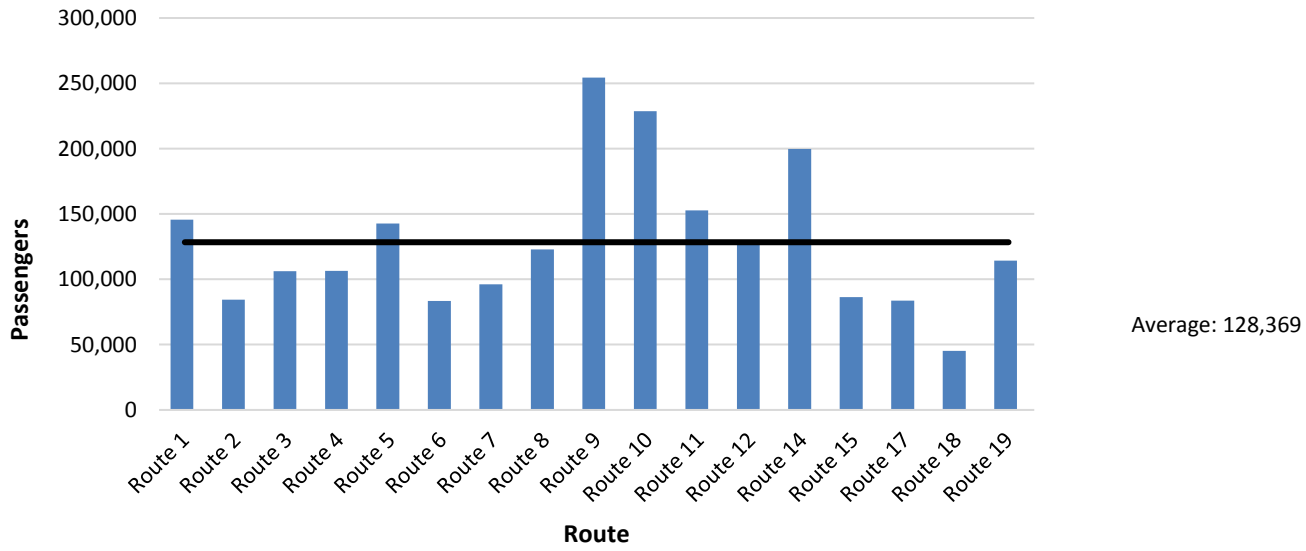
In order to measure service performance at the route level, CityBus uses industry standard "key performance indicators" or KPIs. These standards are easily measured and provide staff with a snapshot of a route's effectiveness and efficiency and the level of service quality it is providing. Route effectiveness is measured by using the following measures: ridership, passengers per revenue hour and passengers per revenue mile. Route efficiency is measured by farebox recovery. Service quality is measured by the on-time performance of each route as well as general observations from operational staff. CityBus has established system-wide standards for each of these measures; however, an additional basis for rating a route within a KPI is its performance against the system wide average for that indicator. Each route is also assigned a composite score to allow staff to get a quick snapshot of a route's performance in all KPI's. A composite score also indicates how well each route is performing within the system as a whole

This chapter uses current measures and standards to evaluate performance. Further evaluations will use standards adopted with this SRTP update.

TOTAL PASSENGERS PER ROUTE

Total ridership gives a general picture of a route's performance. However, total ridership should never be used as a sole judgment of a route's performance but rather an indicator of whether or not further investigation is warranted.

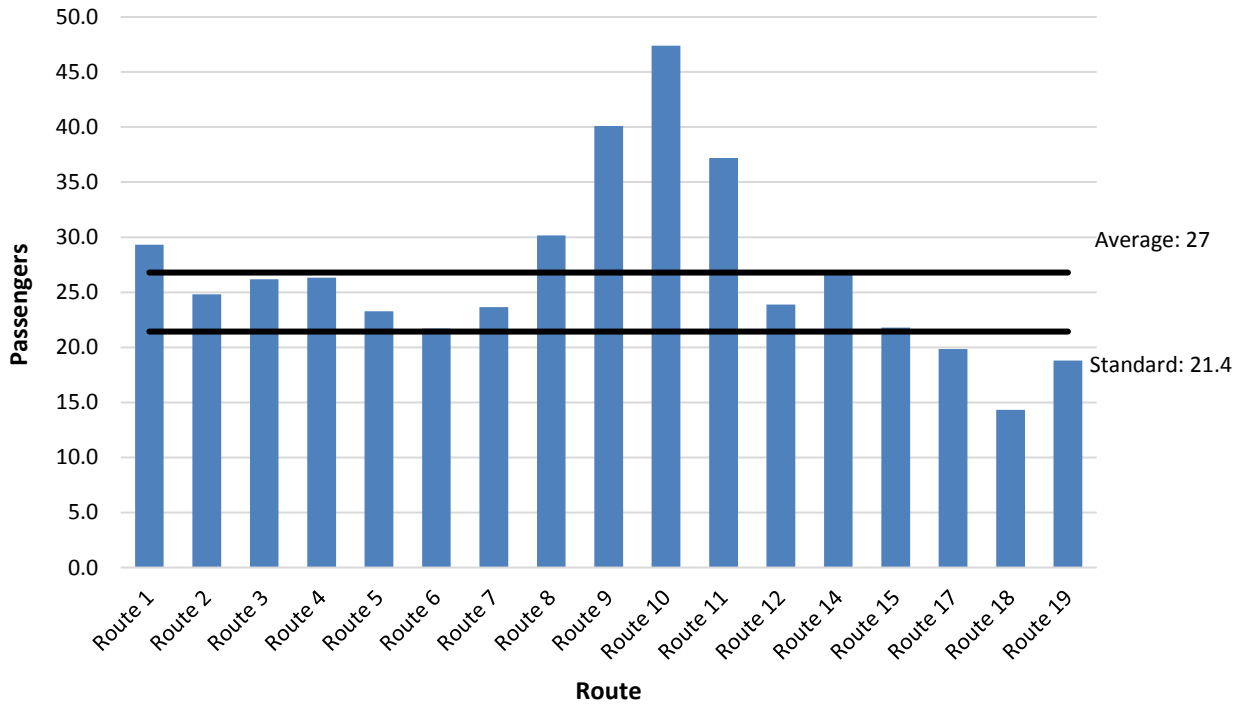
FIGURE 3-1: TOTAL PASSENGERS



PASSENGERS PER REVENUE HOUR

This key performance indicator measures productivity based on the number of unlinked passenger trips generated for each hour of revenue service. CityBus current standard is that each route's passengers per revenue hour be more than 80% of the system average. In FY 14/15, 14 of a total of 17 routes operated at or above this threshold. Routes 17, 18 and 19 did not meet the performance standard in FY 14/15. Highest performers included Route 9, 10 and 11.

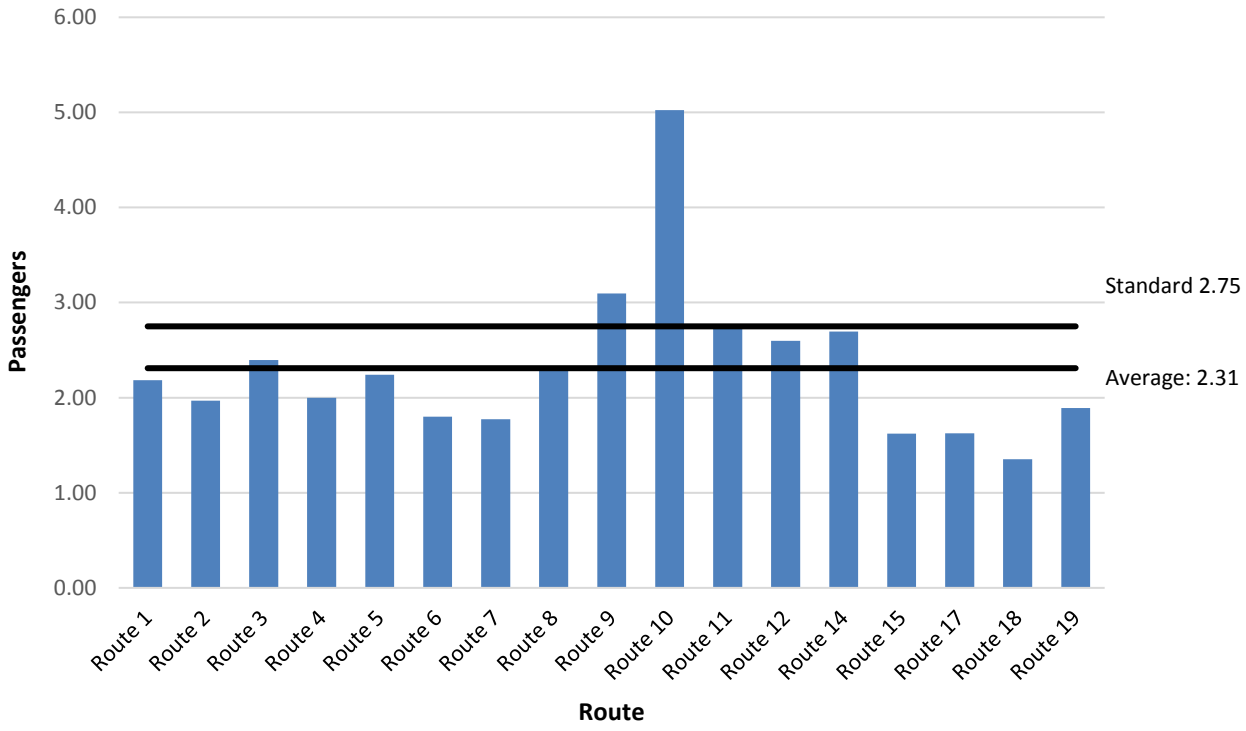
FIGURE 3-2: PASSENGERS PER REVENUE HOUR



PASSENGERS PER REVENUE MILE

This indicator is based off the number of total passengers generated per revenue mile the bus operates. The minimum threshold for this metric is 2.75 passengers per revenue mile. Routes 9, 10, 11 and 14 met this standard in FY 14/15. Figure 3-3: Passengers per Revenue Mile.

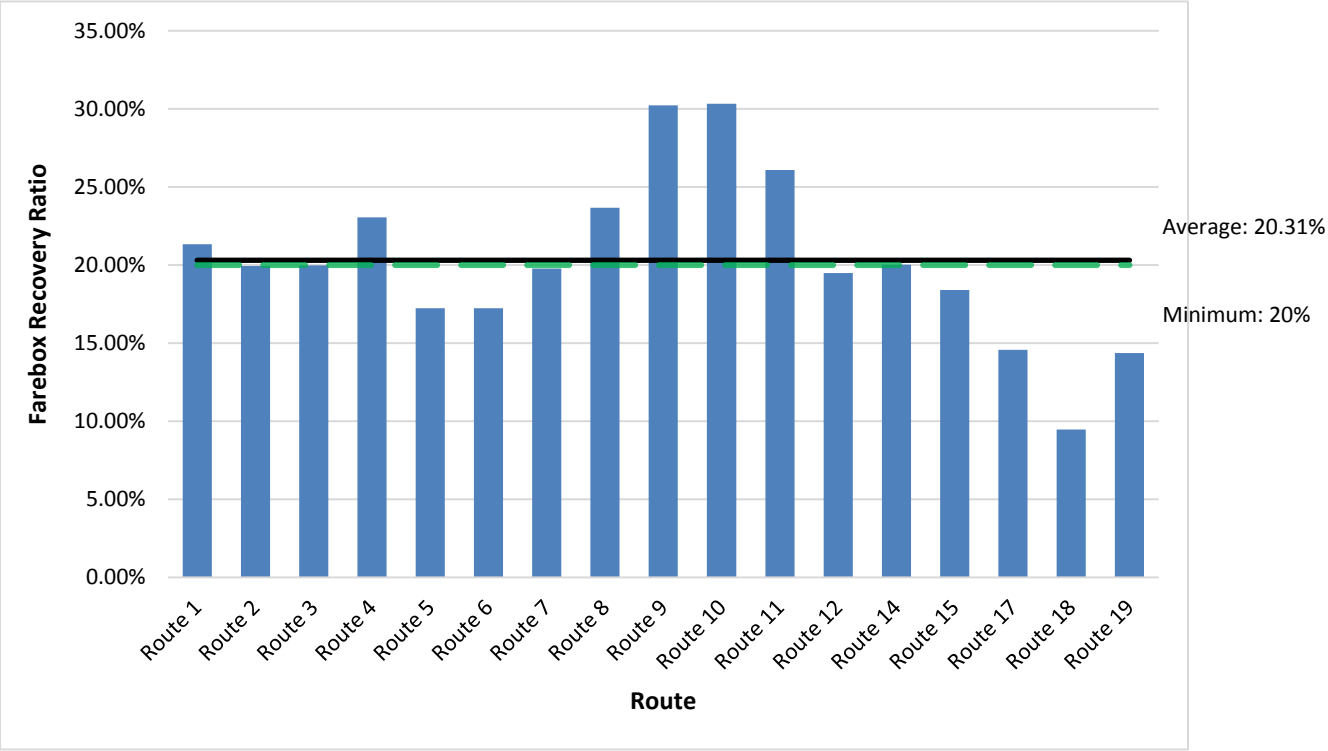
FIGURE 3-3: PASSENGERS PER REVENUE MILE



FAREBOX RECOVERY RATIO

This performance indicator measures the amount of operating costs that are recouped through passenger fares. The more money received, the higher the percentage of operational costs that are covered. The minimum expected recovery ratio is 20%. In FY 14/15 CityBus was able to achieve a 20.31% for the entire system. Routes may produce low farebox recovery due to having a high transfer rate thus providing an integral and productive service despite low revenue. Below is a chart that outlines farebox recovery on a route by route basis.

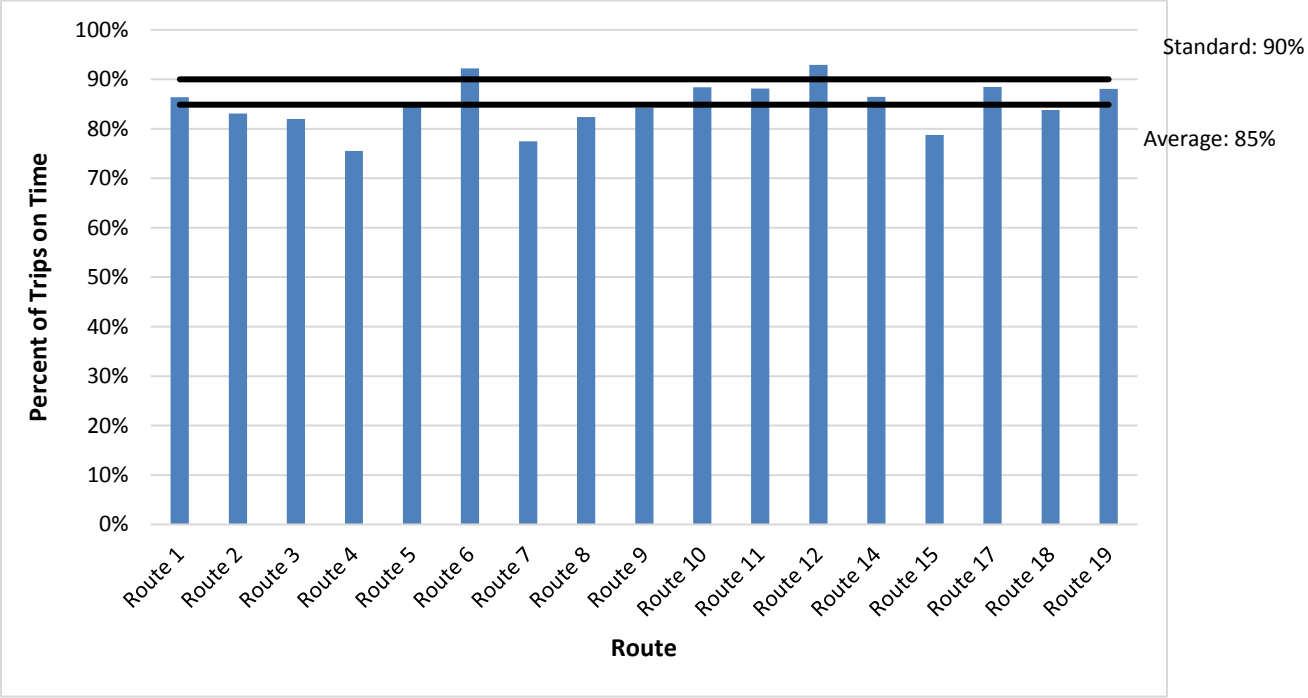
FIGURE 3-4: FAREBOX RECOVERY RATIO



ROUTE ON-TIME PERFORMANCE

On-time performance directly relates to CityBus's quality of service and reliability. This KPI is measured by taking the percentage of trips that are "on time" at scheduled time points. To be considered on-time, buses must arrive within five minutes of the scheduled time and must not leave before the scheduled time. CityBus has set its minimum standard as 90% on- time. The system averaged 85% on-time in FY 14/15; with only route 6 and 12 meeting the standard.

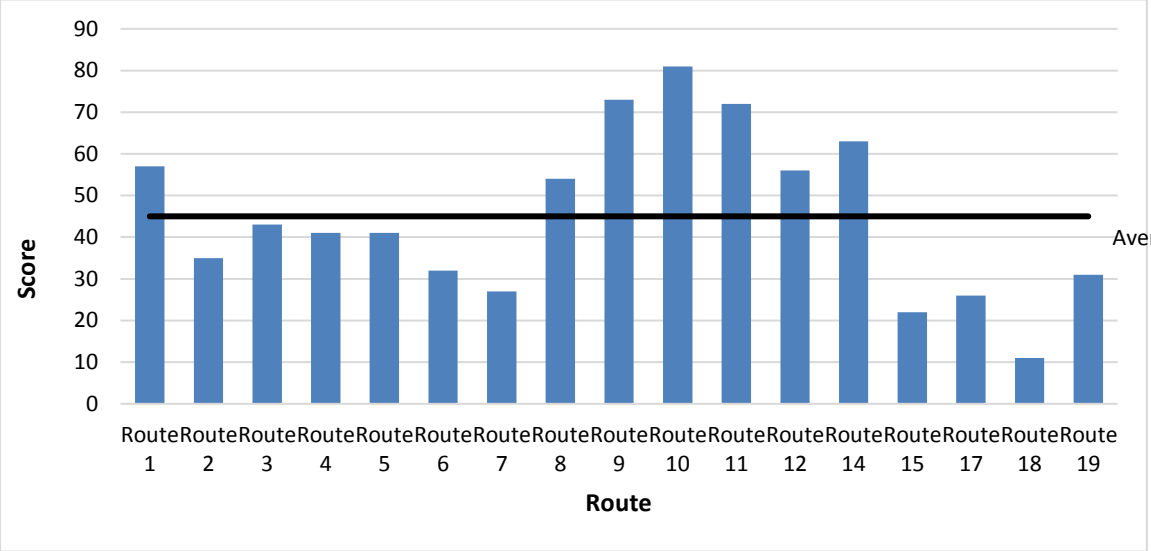
FIGURE 3-5: ON-TIME PERFORMANCE



COMPOSITE SCORE

The composite score is a combination of the assigned scores from each of the five key performance indicators. Scores are on a 1 to 17 scale and are assigned based on how the routes performed in each individual KPI. The best performing route in a specific KPI was assigned a score of 17 while the worst received a score of one.

FIGURE 3-6: COMPOSITE SCORES



SYSTEMWIDE TRENDS

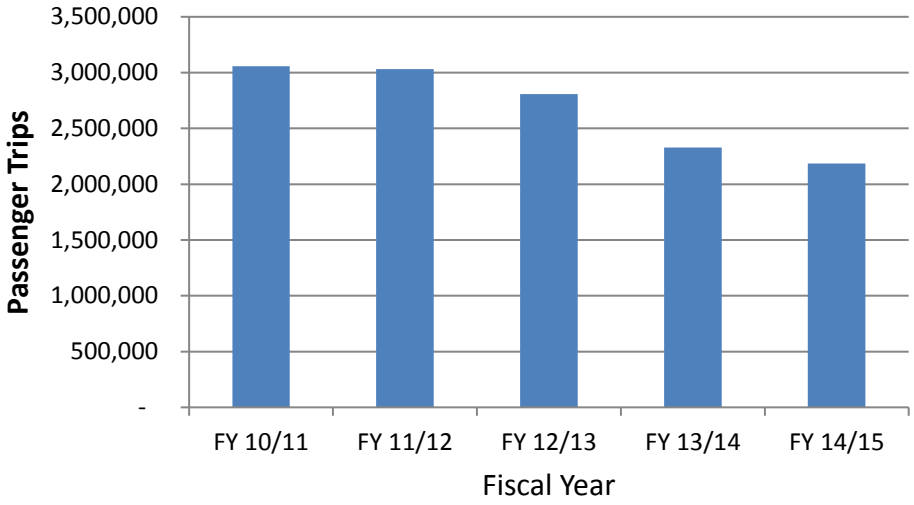
SYSTEM RIDERSHIP

Over the past three years CityBus has experienced a continued drop in ridership. This drop can be attributed to several factors. Analysis by CityBus planning staff has determined the service cuts and transfer policy changes implemented in FY 2013 were significant drivers of ridership decreases between FY 12/13 and FY 13/14. Ridership losses related to the service cuts were most heavily concentrated on the routes with reduced frequency on weekdays (Routes 2, 15, and 17) but may have impacted other routes. The ridership impacts of the transfer policy reform appear to have more significant impact than anticipated by staff and had a system wide impact on ridership. One contributing factor to the decreases in transfer ridership may be the new transfer media that was implemented in conjunction with the policy change in February 2013, and with conversion to use of the Odyssey validating fareboxes in August 2013. The use of these types of fareboxes has dramatically reduce the potential for fraudulent use of transfers (e.g., use beyond the transfer's expiration, or sharing of transfers among riders). Ridership has continued to drop

year over year. FY 14/15 saw a less dramatic drop than was seen between FY 12/13 and FY 13/14. Other factors that may be affecting ridership include low gas prices and an uptick in automobile purchases associated with economic recovery after the recent recession. In light of the drop in ridership CityBus has gone forward with the Reimagining CityBus comprehensive operational analysis in hopes that realigning the system with rider needs will provide a more attractive transit service and rebuild ridership.

As shown in figure 3-7, CityBus ridership has dropped since FY 12/13. Between FY 12/13 and FY 13/14 there was a 17% drop in ridership. The decrease in the rate of ridership has somewhat lessened but is still negative with a 6% drop between FY 13/14 and FY 14/15.

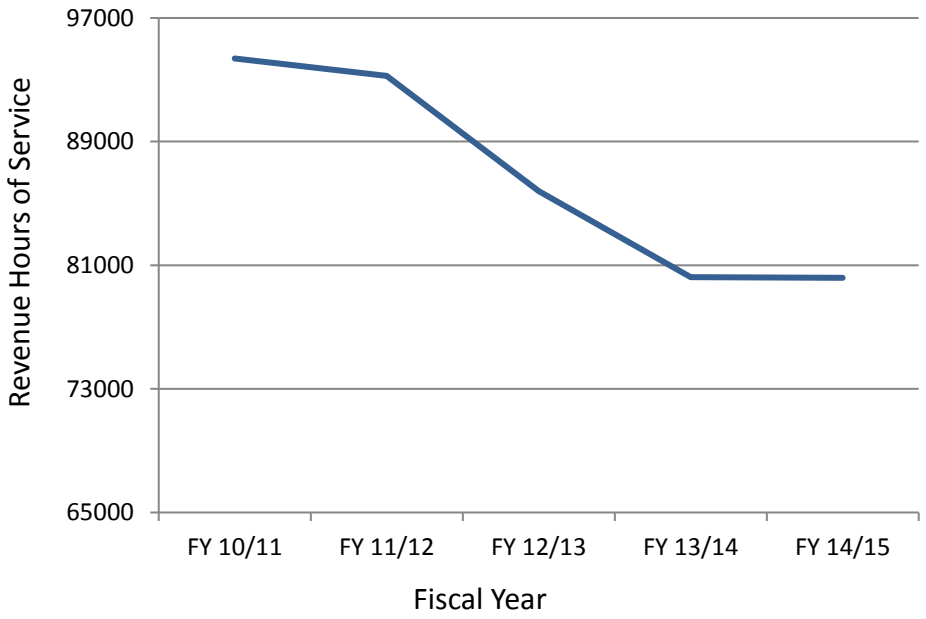
FIGURE 3-7: CITYBUS SYSTEMWIDE RIDERSHIP FY 10/11 - FY 14/15



SYSTEM REVENUE SERVICE HOURS

As discussed above, service hours were reduced in February 2013 when CityBus implemented service cuts to respond to a financial crisis. The Chapter 5 -Operational Plan shows an increase in revenue service hours that has to do with reducing scheduling inefficiencies (reducing non-revenue hours) as part of the Reimagining CityBus project.

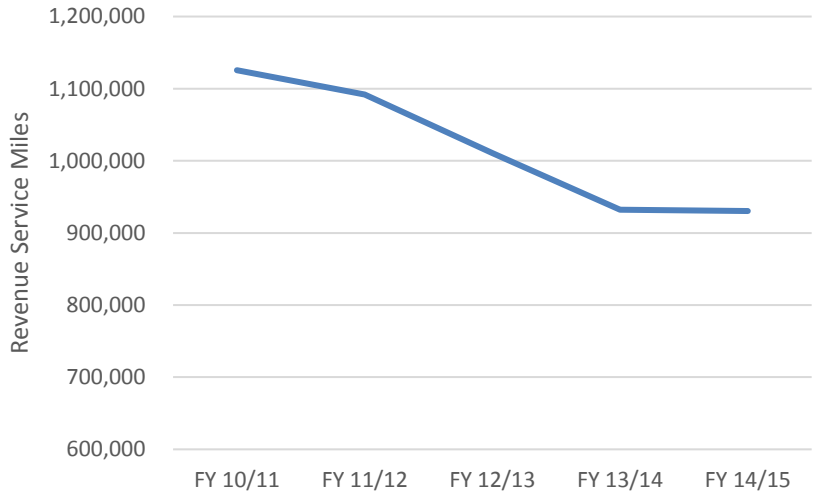
FIGURE 3-8: CITYBUS REVENUE SERVICE HOURS FY 10/11 - FY 14/15



SYSTEM REVENUE SERVICE MILES FY 10/11 - FY 14/15

When revenue service hours were cut the same cut affected the number of revenue service miles as well. The trend line in figure 3-9 shows an almost identical slope as that of the one in figure 3-8.

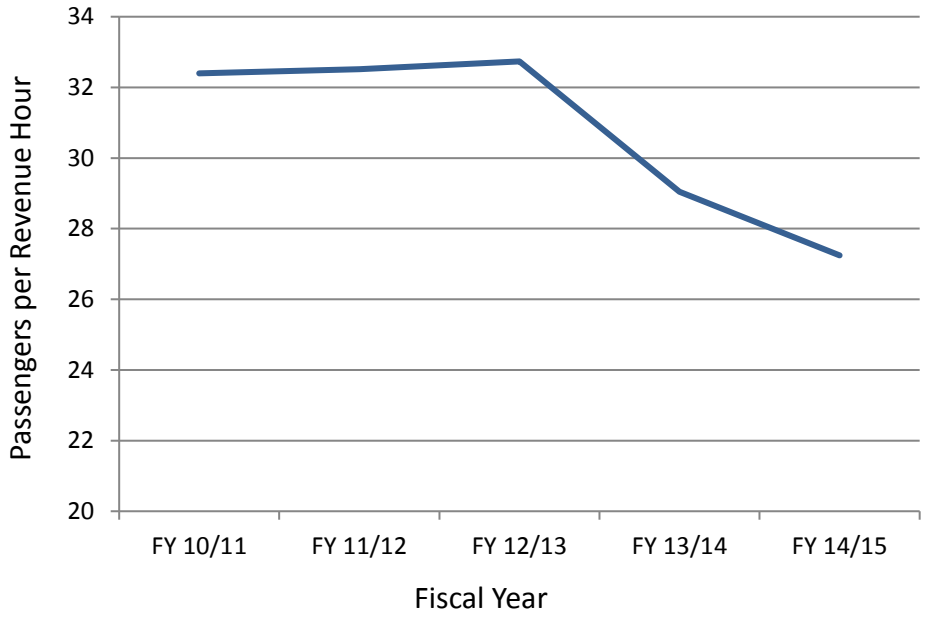
FIGURE 3-9: CITYBUS REVENUE SERVICE MILES



SYSTEM PRODUCTIVITY

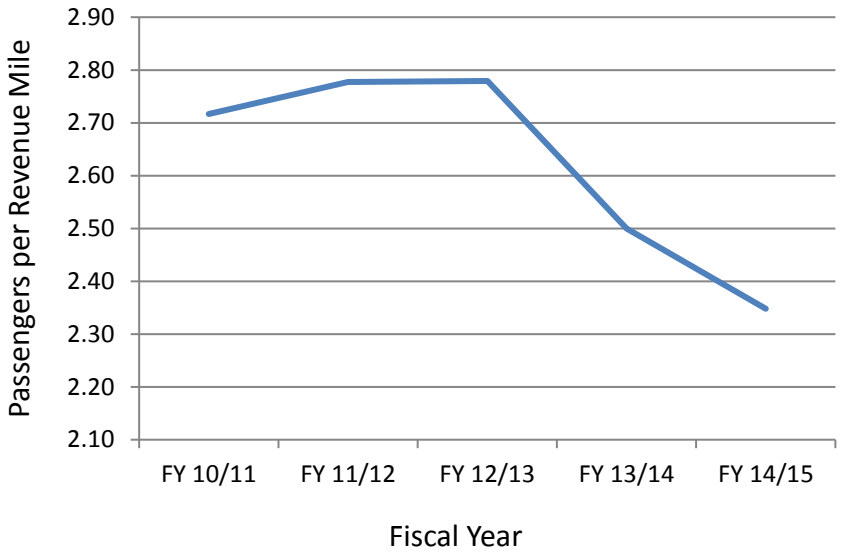
Productivity is a measure of service effectiveness typically expressed as passenger trips per revenue hour. This is defined by the number of passengers on transit vehicles during an hour of service. CityBus has been able to maintain relatively stable productivity in regards to passengers per revenue hour, however it has begun to drop with overall ridership over the past three fiscal years.

FIGURE 3-10: PASSENGERS PER REVENUE HOUR FY 10/11 - FY 14/1



Productivity can also be measured by passengers per revenue mile. Figure 3-11 shows a similar decline in passengers per revenue hour over the past three years.

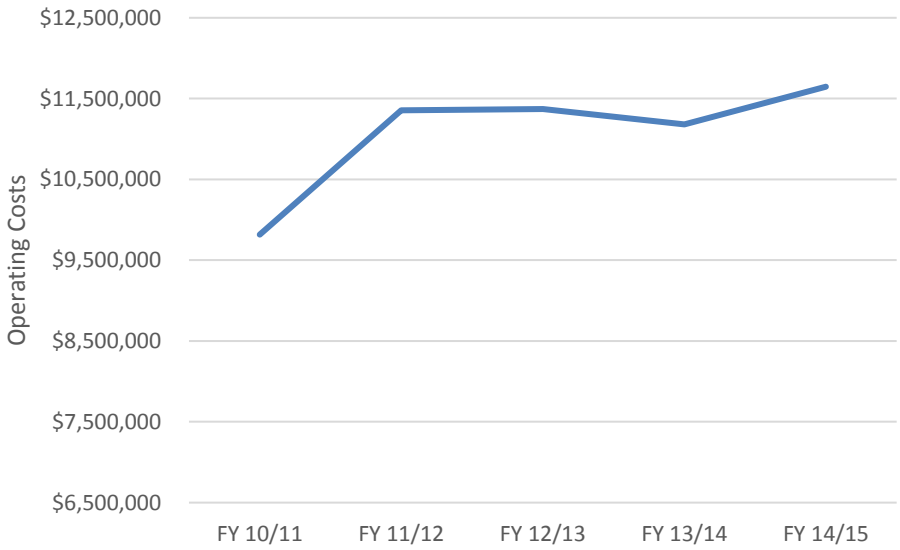
FIGURE 3-11: PASSENGERS PER REVENUE MILES FY 10/11 - FY 14/15



SYSTEM OPERATING COSTS

The trend line in figure 3- 12 shows a significant increase in operating costs between FY 10/11 and FY 11/12. Maintenance costs on the fleet increased during this time period.

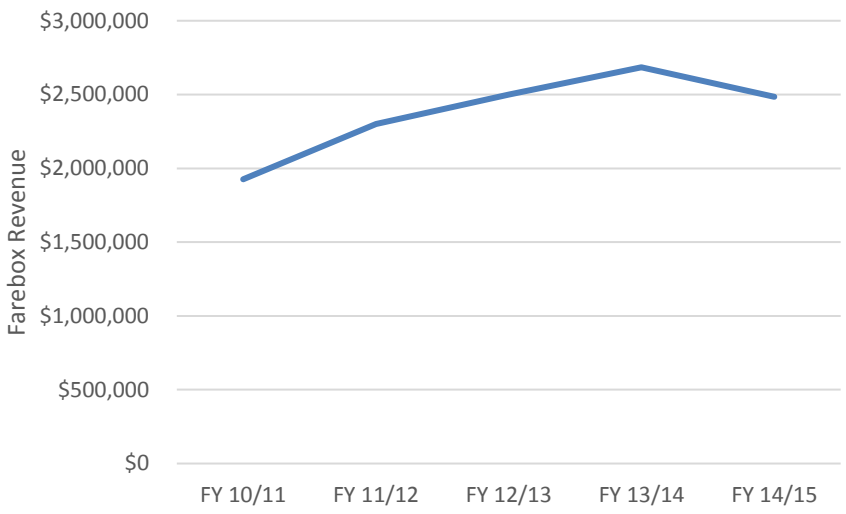
FIGURE 3-12: OPERATING COSTS FY 10/11 - FY 14/15



SYSTEM FAREBOX REVENUE

CityBus has seen an increase in revenue from FY 10/11 through FY 13/14. Much of this increase is due to an increase in fares and a reduction in the fraudulent use of transfers. Unfortunately, due to the continued drop in ridership revenue decreased between FY 13/14 and FY 14/15.

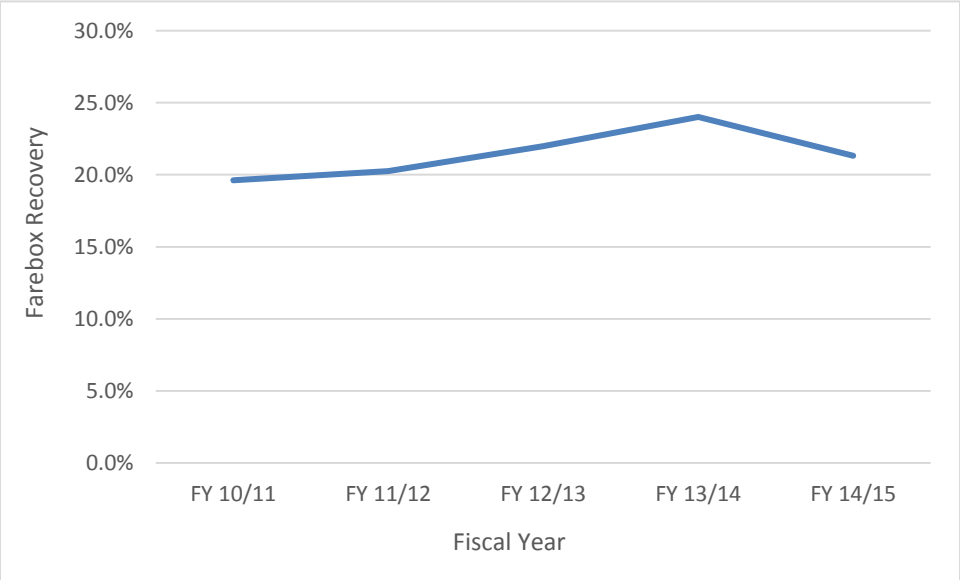
FIGURE 3-13: FAREBOX REVENUE FY 10/11 - FY 14/15



SYSTEM FAREBOX RECOVERY RATIO

Farebox recovery measures the percentage of operating costs that are recovered through passenger fares. The standard for the systemwide farebox recovery is 20%, in keeping with state Transportation Development Act (TDA) rules to which CityBus is subject to as a recipient of TDA funds. As shown in figure 3-14, CityBus has experienced a jump upward in farebox recovery. This jump can be attributed to an increase in fares and a drop in fraudulent use of transfers. CityBus hopes to continue this trend and continue to achieve a 20% recovery ratio.

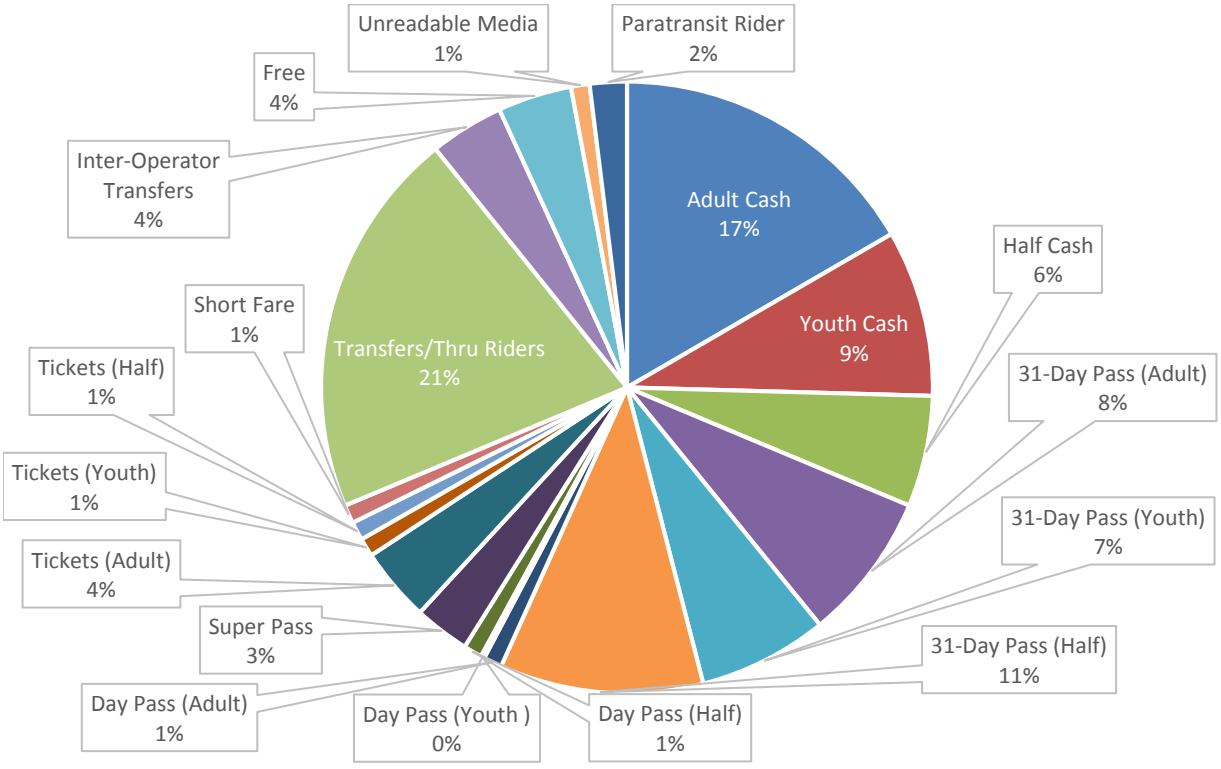
FIGURE 3-14: FAREBOX RECOVER RATIO FY 10/11 - FY 14/15



SYSTEM RIDERSHIP BY FARE CATEGORY

As seen in Figure 3-15 adult cash fares are the primary revenue generating fare category used by CityBus riders at 17%. Transfers and through riders make up 21% of the system's ridership. This number is high due to the current structure of the system which makes it necessary in many cases for people to transfer between routes to complete their trip. Tickets and Day Passes make up the smallest proportion of ridership in the system. The Day Pass is a relatively new media and uptake is still slow growing. Paratransit users are able to ride fixed route for free and make up 2% of the current ridership. (Many users are conditionally approved and opt to use fixed route when their condition allows which creates more mobility choices for riders and keeps demand down on the paratransit system.)

FIGURE 3-15: CITYBUS RIDERSHIP BY FARE CATEGORY FY 14/15



SUMMARY OF FIXED ROUTE SYSTEM PERFORMANCE

The recent performance of the CityBus system has some positives and negatives. While revenues and operating costs are trending in the right direction, ridership is headed downward. Table 3-2 shows the trends in raw numbers.

TABLE 3-2: OPERATING STATISTICS FY 10/11 - FY 14/15

	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Data					
Operating Cost	$9,816,813	$11,356,393	$11,370,815	$11,178,824	$11,647,035
Farebox Revenue	$1,925,837	$2,300,891	$2,500,049	$2,684,501	$2,483,950
Passenger Trips	3,057,986	3,032,017	2,808,628	2,330,076	2,184,508
Vehicle Revenue Hours	94,379	93,249	85,800	80,227	80,185
Vehicle Revenue Miles	1,125,603	1,091,739	1,010,591	932,046	930,385
Performance Indicators					
Passengers per Vehicle Revenue Hour	32.40	32.52	32.73	29.04	27.24
Passengers per Vehicle Revenue Mile	2.72	2.78	2.78	2.50	2.35
Operating Cost per Vehicle Revenue Hour	$104.01	$121.79	$132.53	$139.34	$145.25
Operating Cost per Passenger	$3.21	$3.75	$4.05	$4.80	$5.33
Farebox Recovery	19.6%	20.3%	22.0%	24.0%	21.3%

DEVIATED FIXED ROUTE SERVICE - OAKMONT SHUTTLE

OVERVIEW

The City operates this deviated fixed route service in the senior living community of Oakmont. This service is free to all riders and is subsidized by the Oakmont Village Association. The shuttle serves designated stops within the community but will deviate to provide curb-to-curb service if requested. The service also completes one trip a day into Santa Rosa acting as a shopper shuttle and a connection to the rest of the fixed route network. This service along with the Paratransit services are currently operated by MV Transportation under a three-year contract with two one-year extensions. MV is responsible for the performing the service, scheduling, dispatching, and providing the preventative-maintenance to the vehicles in the Oakmont shuttle.

The Oakmont shuttle has very consistent ridership. However, it has seen a slight upturn in recent years due to increased word of mouth about the benefits the shuttle offers. In FY 13/14 the Oakmont Shuttle had record ridership topping out at roughly 9,400 rides. It has taken a slight downturn in FY 14/15 but current projections would indicate the service will hold steady around 8,500 rides annually. Revenue service miles and hours barely fluctuate year to year as the shuttle's service is very routine. Changes to these metrics can be attributed to the fluctuations in door-to-door pickups. The City will continue to work with the Oakmont community to change and adjust this service to better meet the publics needs and ensure compliance with federal regulations.

FIGURE 3-24: TOTAL SERVICE RIDERSHIP FY 10/11 - FY 14/15

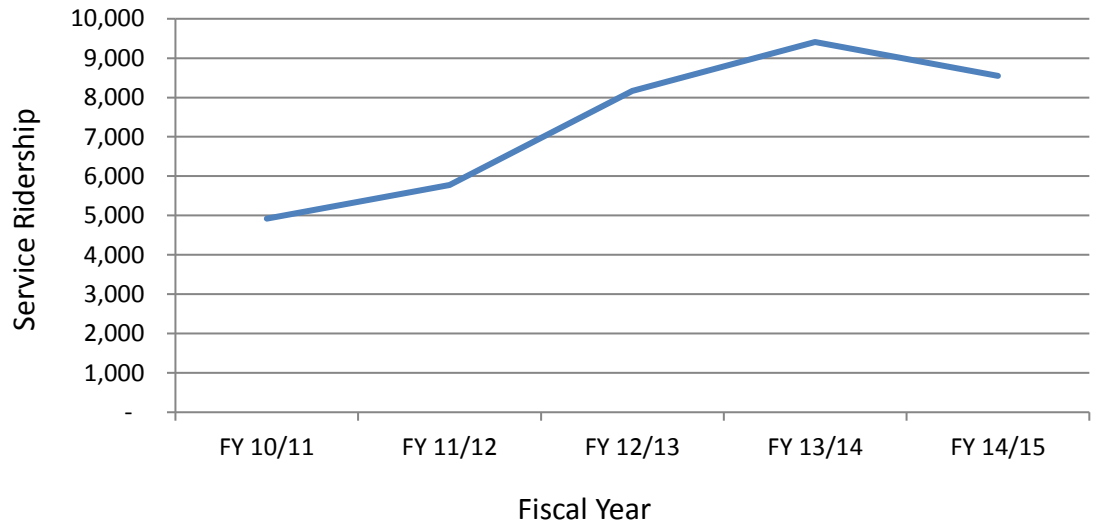


FIGURE 3-25: REVENUE SERVICE HOURS FY 10/11 - FY 14/15

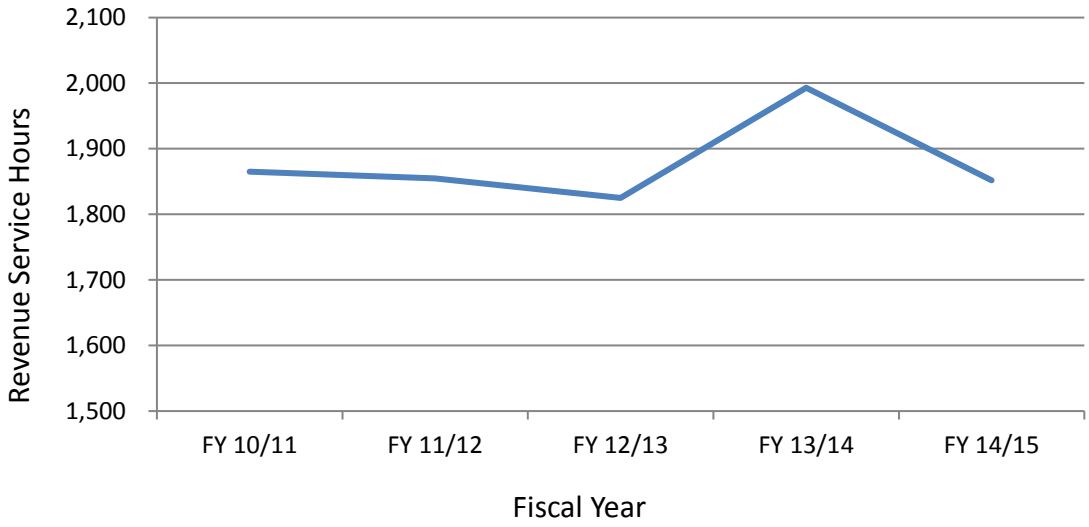
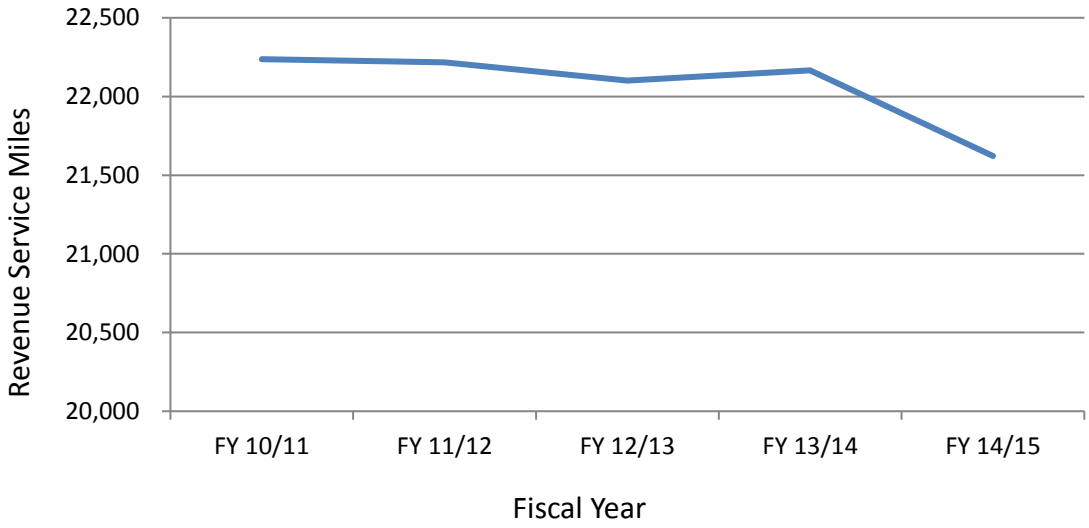


FIGURE 3-26: REVENUE SERVICE MILES FY 10/11 - FY 14/15



OVERVIEW OF ADA PARATRANSIT SERVICE

The City of Santa Rosa's ADA paratransit service provides curb-to-curb service to individuals living within three-quarters of a mile of any of the seventeen fixed route bus lines CityBus operates (except Oakmont Route 16). Hours of operations for the City's paratransit service are the same as those of the fixed route: 6:00 AM to 8:30PM Monday through Friday, 7:00 AM to 8:00PM on Saturdays, and 10:00AM to 5:30PM on Sundays. The current fare for a one-way ride is $3.00 (double the standard adult fare on fixed route). Paratransit trips are booked on a first-come, first-serve basis with registrants of the service being allowed to make reservations one to seven days in advance. CityBus does not prioritize trips based on purpose or destination. Subscription service

is provided; however, staff has put a moratorium on new applicants during two peak hours. Subscription service will continue to be monitored to insure federal compliance.

This service along with the Oakmont service is currently operated by MV Transportation under a three-year contract with two one-year extensions. MV is responsible for the performing the service, scheduling, dispatching, and providing the preventative-maintenance to the vehicles in the paratransit fleet and the Oakmont shuttle.

CityBus contracts out ADA paratransit eligibility determination services to C.A.R.E. Evaluators who complete in-person functional assessments to all applicants for the service. This service is also used by Petaluma Transit.

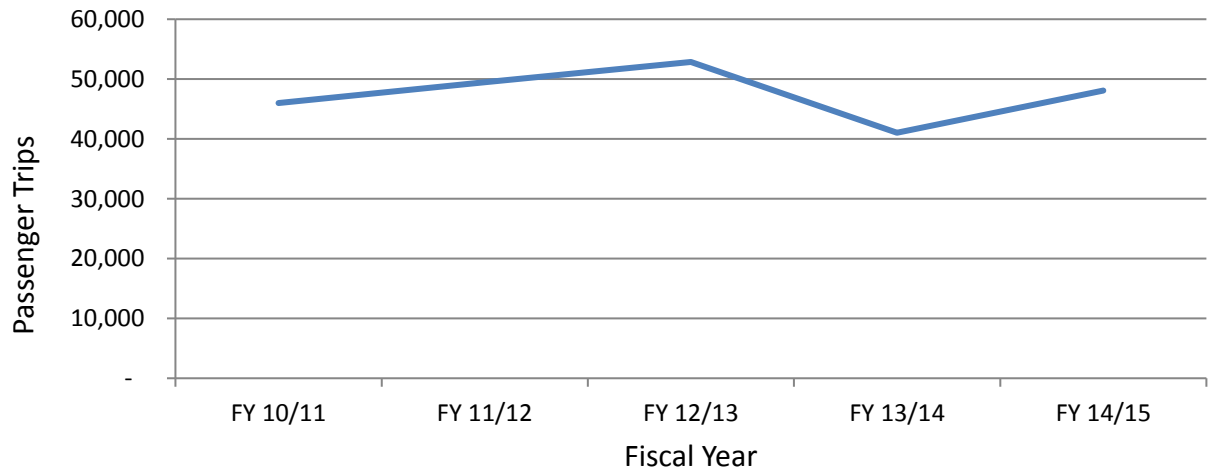
ADA PARATRANSIT SERVICE PERFORMANCE FOR FY 14/15

CityBus staff monitors paratransit performance on a monthly basis. Operational reports are provided to staff by MV Transportation giving a breakdown of key performance indicators. Staff uses this data to understand the trends in demand and ensure MV Transportation is operating the service efficiently.

OVERALL PARATRANSIT SYSTEM RIDERSHIP

Between FY 10/11 and FY 12/13 there had been a gradual increase in ridership on the paratransit system. This growth was curtailed with the implementation of functional assessments for eligibility and the allowance of conditionally approved applicants to use fixed route for free. The reduction in demand has only been short lived as ridership is once again on an upward trend. Demand management strategies adopted as part of the 2014 Paratransit Efficiency Review should help control costs by improving productivity.

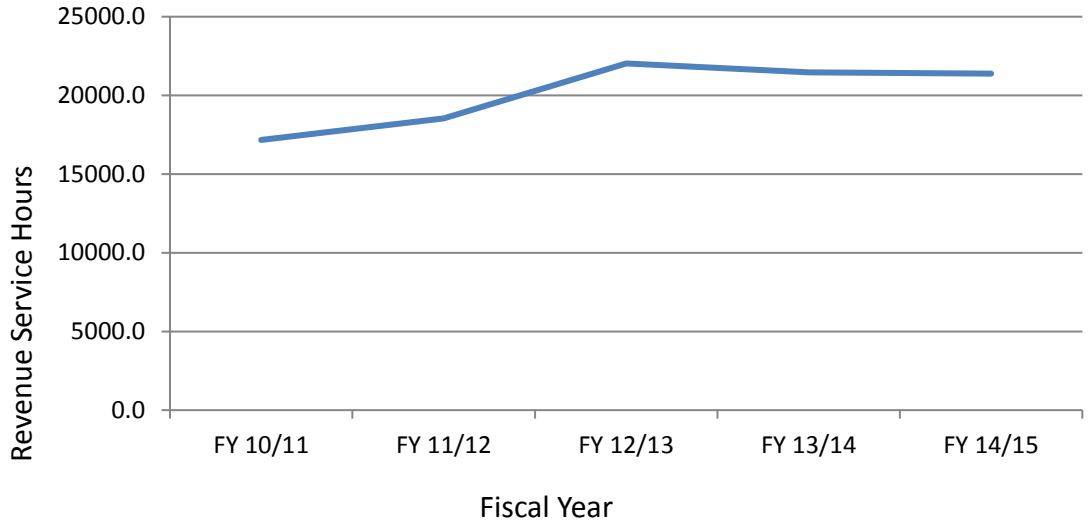
FIGURE 3-16: OVERALL PARATRANSIT SYSTEM RIDERSHIP FY 10/11 - FY 14/15



PARATRANSIT REVENUE SERVICE HOURS

Revenue service hours have not followed the same trend as ridership after FY 12/13. Although there was a dip it was not significant and they have remained relatively flat between FY 13/14 and FY 14/15. This stasis is evident of more efficient trip grouping and dispatching on the part of MV Transportation.

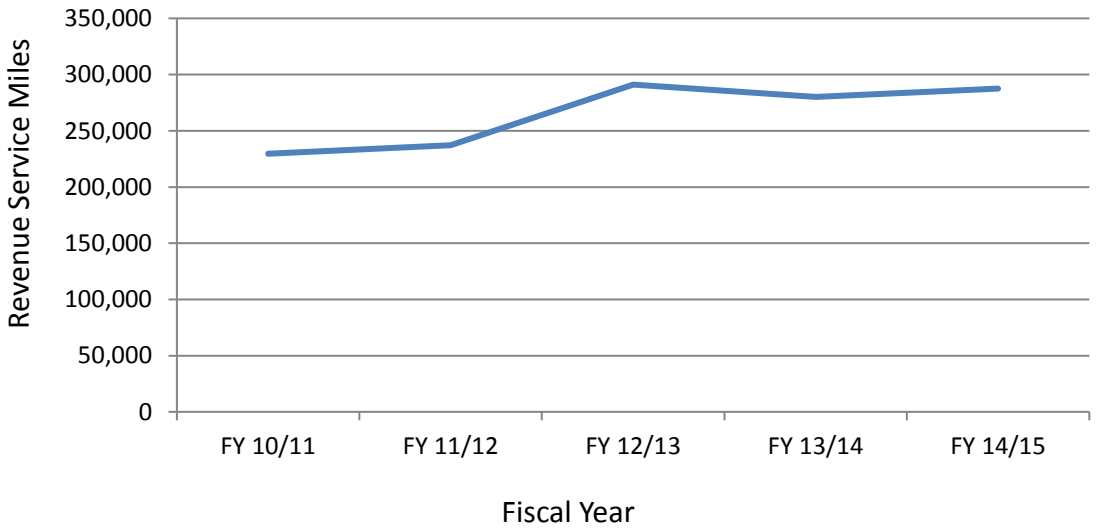
FIGURE 3-17: PARATRANSIT REVENUE SERVICE HOURS FY 10/11 - FY 14/15



PARATRANSIT REVENUE SERVICE MILES

Revenue service miles show a very similar trend to that of revenue service hours.

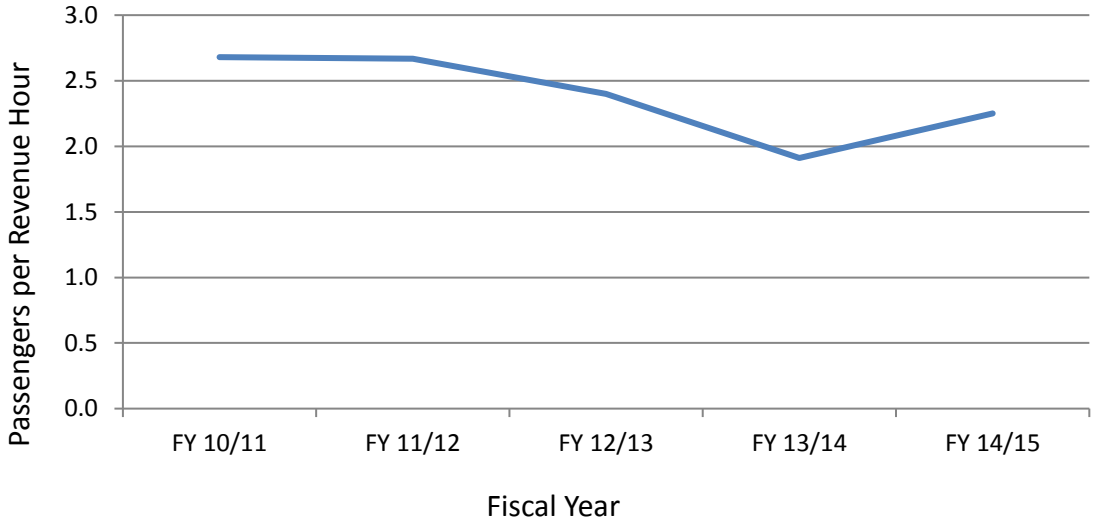
FIGURE 3-18: PARATRANSIT REVENUE SERVICE MILES FY 10/11 - FY 14/15



PARATRANSIT PASSENGERS PER REVENUE HOUR

Passengers per revenue hour is the primary performance indicator that CityBus uses to measure the productivity of the paratransit service. Over the past few fiscal years productivity has begun to decrease. In FY 13/14 a Paratransit Efficiency Report was completed. The report outlined measures that could be taken to improve productivity. Several of those measures were implemented and as figure 3-19 depicts, productivity has started moving upward again.

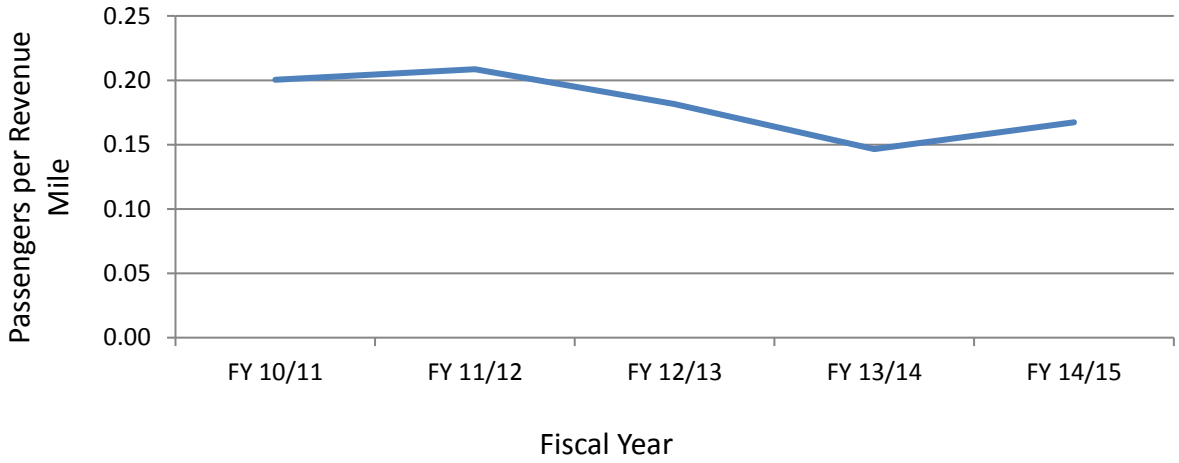
FIGURE 3-19: PARATRANSIT PASSENGERS PER REVENUE HOUR FY 10/11 - FY 14/15



PARATRANSIT PASSENGERS PER REVENUE MILE

Passengers per revenue mile shares almost the trend line as passengers per revenue hour. Staff hopes to see this trend flatten out or decrease with better trip grouping in the coming years.

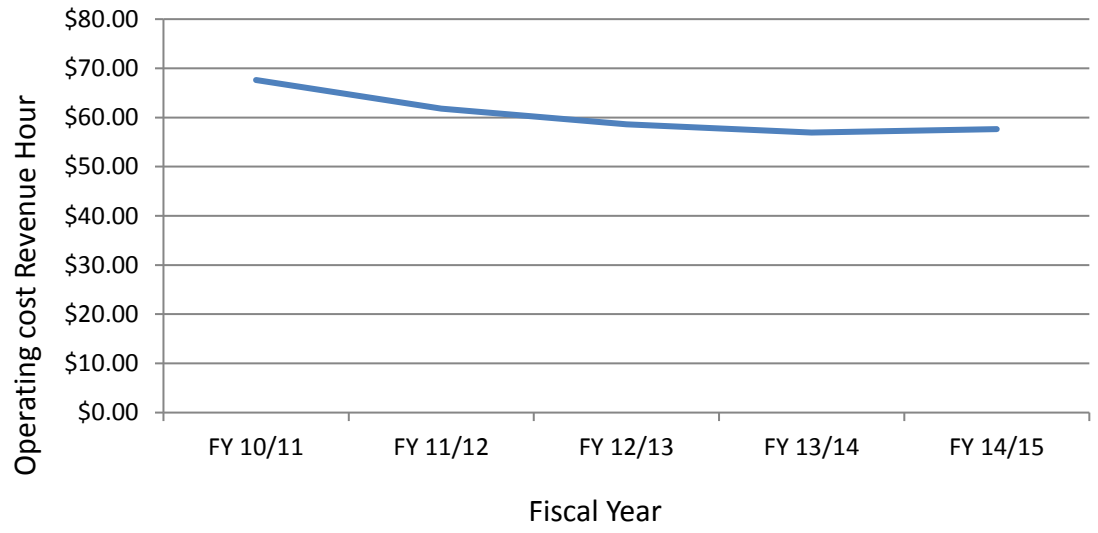
FIGURE 3-20: PARATRANSIT PASSENGERS PER REVENUE MILE FY 10/11 - FY 14/15



PARATRANSIT OPERATING COST PER REVENUE SERVICE HOUR

Operating cost per revenue service hour have been on a downward trend over the past five fiscal years. With more efficient dispatching and grouping of trips there has been better control of the amount of hours of service the City is charge at its variable rate.

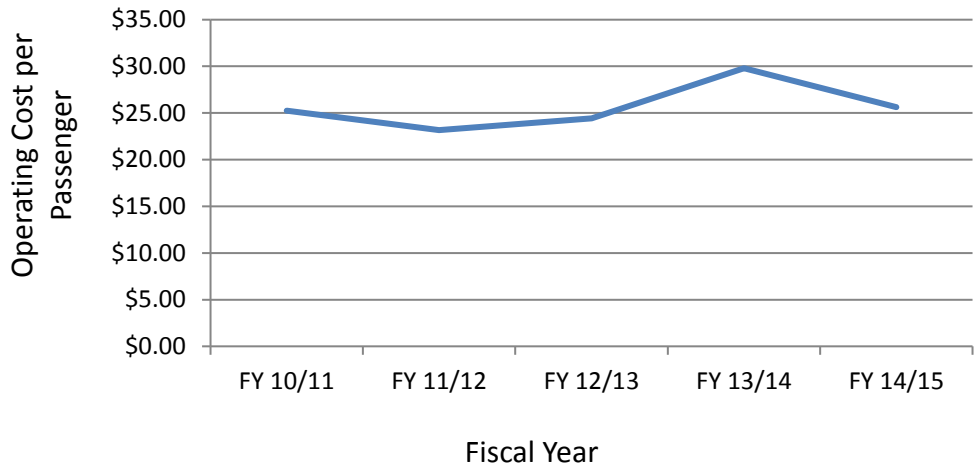
FIGURE 3-21: PARATRANSIT OPERATING COSTS PER REVENUE SERVICE HOUR FY 10/11 - FY 14/15



PARATRANSIT OPERATING COST PER PASSENGER

Operating cost per passenger has an upward trend between FY 11/12 and FY 13/14 due to a stable operating cost and a decrease in total passengers. CityBus staff forecasts that this trend line will even out as operating costs increase in kind with total passengers.

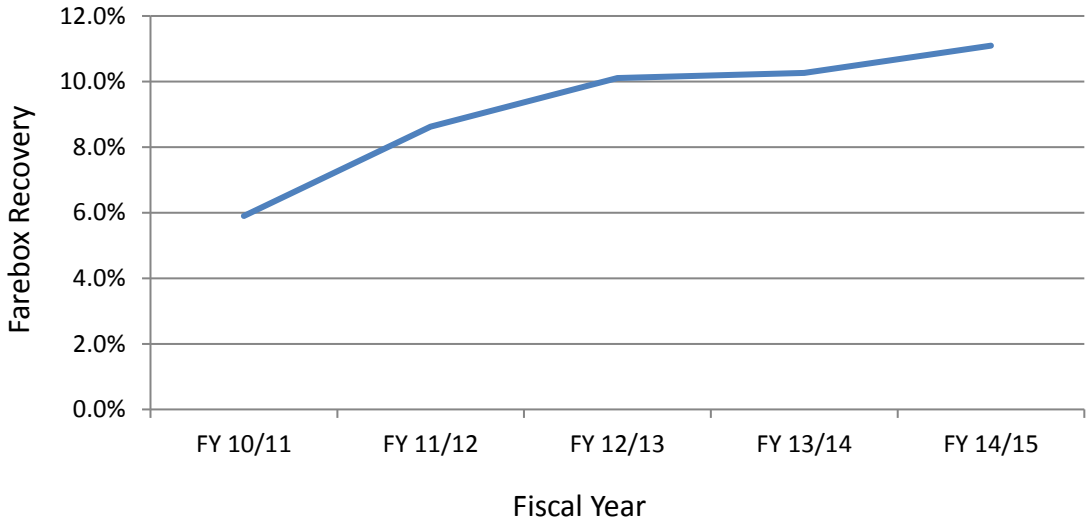
FIGURE 3-22: OPERATING COST PER PASSENGER FY 10/11 - FY 14/15



PARATRANSIT FAREBOX RECOVERY RATIO

The farebox recovery ratio is determined by calculating the contribution of passenger fares and dividing that amount by the overall operating costs. CityBus has set the standard of achieving a minimum of 10% for its recovery ratio which is consistent with the requirement placed on Transportation Development Act (TDA) recipients. The present trend for the City's recovery ratio is positive. The City was able to meet or exceed the 10% requirement over the past three fiscal years and is presently on track to exceed it in FY 15/16.

FIGURE 3-23: FAREBOX RECOVERY RATIO FY 10/11 - FY 14/15



SUMMARY OF ADA PARATRANSIT SERVICE

The City of Santa Rosa continues to monitor the overall performing of paratransit as well as stay up to date with paratransit provisions of the Americans with Disabilities Act (ADA) in order to ensure a high quality and efficient paratransit service. To this end, CityBus staff is current working on ways to further manage demand and ensure operating costs do not increase dramatically as well as maintain productivity that meets or exceeds the standards set forth in this document. The City of Santa Rosa continues to monitor and make adjustments to the in-person eligibility interview and renewal process to ensure best practices are being followed. Santa Rosa Paratransit Guidelines were updated for the public in July 2016. The Paratransit Efficiency Review with Final Report and Recommendations was completed and approved by Santa Rosa City Council in February 2014.

The City of Santa Rosa paratransit coordinates service for the public with Whistlestop Wheels (paratransit operator for Golden Gate Transit), Mendocino Transit Authority paratransit, and Volunteer Wheels (paratransit operator for Sonoma County Transit). Paratransit riders transfer between providers at the YMCA on College Ave. Also City of Santa Rosa works through Sonoma

Access to promote public mobility options to address the needs of the disabled and senior residents of Sonoma County. Sonoma Access is a one-call-one-click information and referral center serving people who are disabled and cannot drive, experienced paratransit riders, seniors transitioning from driving, veterans or anyone who needs transportation information or human services information for Sonoma County.

With the new fixed routes planned as part of Reimagining CityBus for Winter 2016/17, the paratransit service areas will change slightly with no impact identified to any current riders. The new fixed routes are intended to enhance usage by all users including seniors and persons with disabilities by increasing frequency, providing two-way service, more direct routes and improving the ADA functionality of key bus stop with improved sidewalks, crosswalks and bus stop amenities. City of Santa Rosa will continue to implement the Council adopted Paratransit Efficiency Review with Final Report and Recommendations. Fare changes for paratransit will be reviewed to ensure affordability to riders, and ensure a 10% fare box recovery without exceeding the federal requirement to limit paratransit fare to no more than twice the regular fixed route fare. Santa Rosa will continue to investigate and implement new technologies to improve and diversify ADA paratransit services.

Procurement of capital equipment to support ADA is detailed in the Financial Plan chapter. The capital equipment for paratransit includes purchasing new vehicles and AVL equipment.

TABLE 3-3: SUMMARY OF ADA OPERATING STATISTICS

	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15
Operating Data					
Operating Cost	$ 1,160,994.00	$ 1,146,316.00	$ 1,291,082.00	$ 1,222,598.00	$ 1,232,287.00
Farebox Revenue	$ 68,502.00	$ 98,858.00	$ 130,516.00	$ 125,431.00	$ 136,722.00
Passenger Trips	46,010	49,482	52,855	41,030	48,102
Vehicle Revenue Hours	17,169	18,539	22,029	21,473	21,375
Vehicle Revenue Miles	229,636	237,236	291,110	280,069	287,547
Performance Indicators					
Passengers per Vehicle Revenue Hour	2.68	2.67	2.40	1.91	2.25
Passengers per Vehicle Revenue Mile	0.20	0.21	0.18	0.15	0.17
Operating Cost per Vehicle Revenue Hour	$ 67.62	$ 61.83	$ 58.61	$ 56.94	$ 57.65
Operating Cost per Passenger	$ 25.23	$ 23.17	$ 24.43	$ 29.80	$ 25.62
Farebox Recovery	5.9%	8.6%	10.1%	10.3%	11.1%

COMMUNITY-BASED TRANSPORTATION PLANNING PROGRAM

During follow-up to its 2001 Lifeline Transportation Network Report, MTC identified Santa Rosa's southwestern Roseland neighborhood as a community of concern and provided funding for a Community-based Transportation Plan (CBTP). The CBTP was completed in 2007. To address gaps and needs identified in the CBTP, the City of Santa Rosa applied for Lifeline Transportation Program funds to implement one new bus route and to expand weekend service on two of the three existing Roseland bus routes. The new Route 19 came into existence in the fall of 2008,

and adjustments were made to Route 12 and Route 9 schedules with the intention of meeting MTC's lifeline standard of 30-minute frequencies on Saturdays. Route 19 was designed to provide a more direct connection between Roseland and the shopping and employment opportunities on Santa Rosa Avenue.

In 2013, the Saturday headway on Route 12 was reduced to 60 minutes, consistent with Saturday headways on all other CityBus routes, with the exception of Roseland's Route 9, which operates with 30 minute headways. The reduction to the Route 12's frequency on Saturdays was due to low productivity. Chapter 5 presents proposals for changes to CityBus service in southwest Santa Rosa to better meet current needs.

TITLE VI REPORT AND ANALYSIS

CityBus adopted its most recent Title VI program report in March 2016. No service deficiencies were identified in the report. The City of Santa Rosa's practices for complying with FTA Circular C4702.1B include the following:

- Adoption and posting of a Non-Discrimination Policy;
- Adoption of a process for handling Title VI complaints (those alleging discrimination on the basis of race, color, or national origin);
- Adoption of service standards to promote the equitable distribution of system service and benefits, including standards for service availability, vehicle load, policy headways, distribution of passenger amenities, on-time performance, and transit security, among others;
- Adoption of a Public Participation Plan;
- Public outreach and community engagement techniques intended to promote participation by members of minority groups and low-income individuals; and
- Completion of the Limited English Proficiency (LEP) Four-Factor Analysis and identification of additional language assistance measures.

The City of Santa Rosa's public outreach and involvement processes are guided by The Transit Division's Policy on Public Participation and Comment, which reflects both federal and City requirements related to public involvement. With regard to environmental justice goals, the policy provides for measures to seek out the viewpoints of minority, low-income, and Limited English Proficiency (LEP) individuals in the course of conducting public outreach and involvement activities. Measures include conducting public meetings or outreach activities in community settings at times and locations that are convenient for transit riders and the general public, seeking input through onboard surveys or "Tell Us" cards available on buses, providing

Spanish language oral interpretation at public meetings, translating meeting notices and service proposal information into Spanish, and making information widely available on buses, at bus stops, online, and by telephone.

TRIENNIAL REVIEW

The City of Santa Rosa's most recent FTA Triennial Review occurred on January 29th and 30th of 2015. The report outlined sixteen findings, the last of which was closed August 2016. These findings along with their remedial actions are outlined below.

TABLE 3-4: TRIENNIAL REVIEW FINDINGS AND REMEDIAL ACTIONS

Review Area	Finding	Deficiency	Corrective Action	Response Date	Date Closed
1. Financial Manage-ment and Capacity	D.80	Insufficient effective control	The grantee must have someone other than the approving official request ECHO funds. The grantee must submit to the FTA regional office a process documenting that an authorized official approves each ECHO request.	5/13/15	5/13/15
	D.142	ECHO document-ation deficient	The grantee must submit procedures for documenting ECHO draws.	5/13/15	5/13/15
2. Technical Capacity	D.122	Incorrect FFR reporting	The grantee must submit reports that include the missing information in future submissions and must submit to the FTA regional office procedures for including all required information in future reports.	6/30/16	4/30/16

Review Area	Finding	Deficiency	Corrective Action	Response Date	Date Closed
	D.208	Inadequate oversight of sub-recipient/ third-party contractor/ lessees	The grantee must submit procedures and a staffing plan to the FTA regional office to monitor other entities with responsibility for meeting FTA requirements	6/30/16	6/2/16
3. Main tenance	D.48	Vehicle mainten-ance plan incomplete or out of date	The grantee must submit to the FTA regional office a revised maintenance program/plan and evidence that it has been implemented within thirty (30) days from the date of the final report.	5/13/15	5/13/15
	D.117	Facility/ equipment mainten-ance program lacking or inadequate	The grantee must submit to the FTA regional office a revised facility/equipment maintenance program.	5/13/15	5/13/15
4. ADA	D.50	Appeals process not properly implemented	The grantee must submit revised procedures to the FTA RCRO for its eligibility determinations and/or appeals process to meet the regulatory requirements.	6/13/16	1/29/16
	D.109	Limits or capacity constraints on ADA complement-ary paratransit service	The grantee must develop and submit to the FTA regional office a plan for collecting data to monitor for capacity constraints.	7/8/15	7/20/16
	D.121	Inadequate tracking of trip denials	The grantee must submit to the FTA RCRO procedures for tracking trip denials correctly.	6/13/15	6/2/16
5. Title VI	ND				

Review Area	Finding	Deficiency	Corrective Action	Response Date	Date Closed
6. Procurement	D.22	Procurement policies and procedures not evident	The grantee must provide the FTA regional office revised procurement procedures that ensure full and open competition in all procurement transactions.	8/5/15	8/14/15
7. DBE	ND				
8. Legal	ND				
9. Satis-factory Contin-uing Control	D.58	Inadequate equipment records	The grantee must submit to the FTA regional office updated records with the required information.	5/13/15	5/13/15
	D.89	No evidence of physical inventory	The grantee must submit to the FTA regional office evidence that it has conducted a physical inventory and that the inventory results have been reconciled to equipment records and procedures for conducting a biennial physical inventory.	5/13/15	5/13/15
	D.180	Lease issues	The grantee must obtain FTA approval for lease of FTA funded equipment and submit procedures for obtaining this approval prior to entering into future lease agreements.	6/12/15	6/22/15
10. Planning/ POP	D.55	Elements missing in POP public participation procedures	The grantee must work with the MPO to submit to the FTA regional office a revised public participation plan for the TIP.	5/13/15	3/31/15

Review Area	Finding	Deficiency	Corrective Action	Response Date	Date Closed
11. Public Comment on Fare Increase and Major Service Reductions	ND				
12. Half Fare	ND				
13. Charter Bus	NA				
14. School Bus	ND				
15. Security	ND				
16. Drug-Free Workplace/ Drug and Alcohol Program	D.173	Drug and/or alcohol program vendors not properly monitored	The grantee must submit to the FTA regional office executed vendor monitoring procedures and evidence they have been implemented.	6/30/15	6/27/16
	D.298	MIS reports not properly submitted	The grantee must submit all delinquent MIS forms in DAMIS, develop a procedure for timely reporting of MIS forms, and submit the new procedure, documentation of its implementation, and copies of the MIS reports.	5/13/15	5/13/15
17. EEO	ND				

CHAPETER 4 - FINANCIAL PLAN

INTRODUCTION

This Financial Plan fully funds the continuation of CityBus and Santa Rosa Paratransit operations at FY 15-16 levels for the ten years of the plan and the capital program for the first five years of the Plan. In the out years, this means that the capital program is not fully funded. With the City Council's adoption of the Reimagining CityBus Plan and implementation of Phase I of that plan and the adoption of this SRTP the Transit Division has the tools needed to more actively pursue additional sources of grants as well as to more effectively advocate for increased funding from current funding sources. A by-product of the close monitoring of the new transit system (as noted elsewhere) will be data and other information that will inform the efforts to secure full funding for this plan as well as for Phase II of the Reimagining CityBus plan.

CHALLENGES TO CITYBUS AND SANTA ROSA PARATRANSIT FUNDING

Funding for the City of Santa Rosa's transit and paratransit services has fallen considerably over the last several years. Federal Transit Administration funds, both capital and operating assistance, have decreased; Prop 1B funds ended with the final bond sale late last year; and State Transportation Act funds have not met expectations with the decline in gas prices and diesel fuel prices. Ridership has declined annually over the last three years, something experienced by transit operators throughout the San Francisco Bay Area and nationally. This is generally attributed to the falling gas prices and improving economy which combined have resulted in people buying new cars and moving from transit to automobile travel. Declining ridership most directly impacts fare revenues, but it also influences other sources of funding that include ridership or passenger miles in the formulas used to determine the distribution of funds.

The loss of Prop 1B funding significantly impacts this Financial Plan. While the State Legislature enacted legislation providing transit funding as part of the Cap and Trade program, the provisions of the legislation mean this funding does not replace the Prop 1B funding, as at least some legislators had thought it would. The Cap and Trade funding largely funds large scale transit needs in high density communities which will mitigate existing congestion problems with very limited amounts of funds available for communities the size of Santa Rosa that are working to prevent congestion. The rules implementing the Cap and Trade transit funding program have focused on transit service that serves communities with concentrations of low-income housing, high density neighborhoods, congestion problems that can be relieved by transit improvements, and high levels of air pollution. The funds can be used to purchase only non-

petroleum fuel vehicles without recognition of the new generation of engines using traditional fuels that are meeting or exceeding pollution and greenhouse gas emission standards. In addition, the recent experience with declining sales of the Cap and Trade credits reduces confidence that this funding will be a reliable source of funding for transit needs into the future.

Developing a 10-year Financial Plan is unusually difficult for this SRTP. Not only will the recently adopted Reimagining CityBus Plan be implemented in the first years of this financial plan, the City as a community is undergoing changes that will create changing expectations for the transit services in the City. The first two years of the Financial Plan reflect the implementation of Reimagining CityBus Phase I, recently adopted by the City Council. After the first two years no major changes are anticipated for the CityBus system due to the fact that Phase II of Reimagining CityBus is not currently funded. Further, an evaluation of the Reimagining Phase I will be conducted prior to the implementation of Reimagining Phase II. This ongoing evaluation will consider whether expansion of the fixed route system or the incorporation of new modes of transportation (technology based or simply the use of different types of vehicles with different types of routes such as deviated, modified demand-responsive, concentrated pick-up and drop-off points, etc.), will be most appropriate to meet the community's needs. Thus, this Financial Plan reflects the implementation of Reimagining Phase I for the City's transit service with the understanding there may be significant changes in the next few years.

OPERATING BUDGET

The CityBus operating budget, including expenses and revenues, is broken out by fixed-route bus and paratransit operating programs. The fixed-route program is operated with City employees while the ADA complementary paratransit service, Santa Rosa Paratransit, and Oakmont Route 16 (a deviated fixed route) are operated through a service contract with MV Transportation.

OPERATING EXPENSES

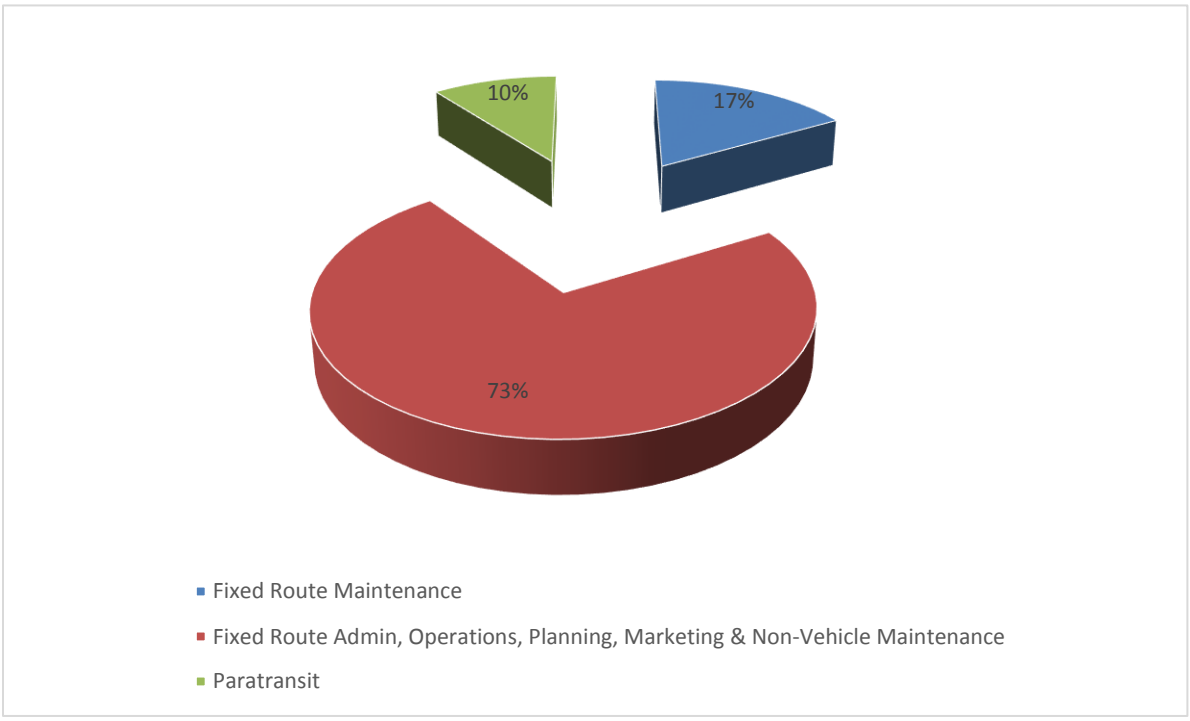
CityBus operating expense forecasts are based on actual FY 2015-16 baseline costs, assumed annual cost escalation rates, and planned changes in service volumes. An annual inflation rate of 3.0% was assumed for fixed route operations (see below for details), while 4.0% was assumed for Santa Rosa Paratransit.

The current paratransit service agreement with MV Transportation expires on June 30, 2018 with the option to extend for two additional years. The Transit Division will solicit competitive bids for the operation of Santa Rosa Paratransit beyond the current agreement. This could result in paratransit operating costs higher than the assumed 4.0% annual increase. At that

point, annual paratransit and total CityBus operating costs will be adjusted accordingly. If revenues do not increase beyond current projections to offset any increase in paratransit above the 4.0 % inflation rate, fixed route and possibly paratransit service volumes will have to be adjusted to maintain a balanced budget in subsequent years. Efforts will be made to improve paratransit productivity and reduce ridership increases through demand management initiatives. This will facilitate reductions in paratransit service hours while avoiding trip denials.

The 2014 Paratransit Efficiency Review, approved by City Council, provided Tier I recommendations established to further control revenue hours and avoid capacity related trip denials. As guided by this review, a reduction in revenue hours has occurred in the last two fiscal years with FY15/16 hours falling below the targeted 20,000 revenue hours. Additionally, paratransit service efficiency has improved as can be seen with the increase in average passengers per revenue hour from 2.3 in FY 14/15 to 2.5 in FY 15/16. With the reduction in the percent of subscription trips during peak hours, capacity has increased. Though the continued implementation of Tier 1 and Tier 2 recommendation from 2014 Paratransit Efficiency Review will continue to be implemented. Through continued involvement in and promotion of the Sonoma Access call center operated by 211 to paratransit riders, the City of Santa Rosa will ensure the public know what other transportation options may be available to support their life styles. Figure 4-1 provides a breakdown of total CityBus operating expenses for the base year FY 2015/16.

FIGURE 4-1: BREAKDOWN OF OPERATIONS EXPENSES FY 2015-16



An annual increase in ridership of 3% was assumed for CityBus fixed route service for FY 2017-18 due to the implementation of Reimagining CityBus, with an ongoing 2% increase for the outlying years. Although the Transit Division anticipates a 1.5% annual increase in ADA paratransit demand, annual paratransit service hours are being held at FY 2014/15 levels. Additional paratransit ridership will be accommodated through demand management strategies enhanced trip assignment protocols (increases in productivity). Proposed demand management strategies will also reduce ADA paratransit ridership growth by shifting potential riders to fixed route services.

The Reimagining CityBus Phase I service plan will be implemented in FY 2016-17 with only a very modest increase in service hours (1,681 hours, an increase of less than 2%). Table 4-1 shows an increase in revenue hours between FY 15-16 and FY 16-17 that corresponds to service hours converted to revenue hours due to improvements in scheduling efficiency as part of Reimagining CityBus Phase I.

TABLE 4-1: CITYBUS OPERATING FINANCIAL PLAN

SYSTEM PERFORMANCE	FY 11-12 ACTUALS	FY 12-13 ACTUALS	FY 13-14 ACTUALS	FY 14-15 ACTUALS	FY 15-16 ACTUALS	FY 16-17 PROJECTED	FY 17-18 PROJECTED	FY 18-19 PROJECTED	FY 19-20 PROJECTED	FY 20-21 PROJECTED	FY 21-22 PROJECTED	FY 22-23 PROJECTED	FY 23-24 PROJECTED	FY 24-25 PROJECTED
FIXED ROUTE														
FR Passengers	3,032,017	2,808,628	2,330,076	2,184,508	2,097,501	2,097,501	2,160,426	2,203,635	2,247,707	2,292,661	2,338,515	2,385,285	2,432,991	2,481,650
Average Fare	$0.58	$0.64	$0.82	$0.81	$0.70	$0.82	$0.96	$1.10	$1.10	$0.96	$1.11	$0.96	$1.11	$0.96
Total Revenue Hours	93,249	85,800	80,227	80,185	80,890	88,865	89,705	89,705	89,705	89,705	89,705	89,705	89,705	89,705
Total Revenue Miles	1,151,597	1,010,590	936,046	930,385	929,350	940,825	952,300	952,300	952,300	952,300	952,300	952,300	952,300	952,300
Passengers per revenue hour	33	33	29	27	26	24	24	25	25	26	26	27	27	28
Passengers per revenue mile	2.6	2.8	2.5	2.3	2.3	2.2	2.3	2.3	2.4	2.4	2.5	2.5	2.6	2.6
Total FR Cost per Hour	**$121.79**	**$132.53**	**$139.34**	**$145.25**	**$140.26**	**$129.78**	**$132.42**	**$136.40**	**$140.49**	**$144.70**	**$149.04**	**$153.51**	**$158.12**	**$162.86**
PARATRANSIT														
Paratransit Passengers	49,482	52,855	41,030	48,102	44,429	45,095	45,772	46,458	47,155	47,863	48,581	49,309	50,049	50,800
Average Fare	$2	$2	$2	$3	$3	$3	$4	$4	$4	$4	$4	$4	$4	$4
Total Revenue Hours	19,664.6	22,029.0	21,473.0	21,376.0	18,117.0	21,400.0	21,400.0	21,400.0	21,400.0	21,400.0	21,400.0	21,400.0	21,400.0	21,400.0
Total Revenue Miles	276,313	291,110	280,069	271,796	228,351	271,800	271,800	271,800	271,800	271,800	271,800	271,800	271,800	271,800
Passengers per revenue hour	2.5	2.4	1.9	2.3	2.5	2.1	2.1	2.2	2.2	2.2	2.3	2.3	2.3	2.4
Passengers per revenue mile	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Total Paratransit Cost per Hour	$62.81	$58.61	$56.94	$56.99	$71.40	$62.87	$65.38	$68.00	$70.72	$73.55	$76.49	$79.55	$82.73	$86.04
SYSTEMWIDE OPERATING EXPENSES														
Fixed Route Maintenance	$1,514,056	$1,538,863	$1,471,552	$1,586,604	$2,093,074	$1,711,954	$1,763,313	$1,816,212	$1,870,698	$1,926,819	$1,984,624	$2,044,163	$2,105,487	$2,168,652
Fixed Route Operations, Planning	$9,842,336	$9,831,952	$9,707,272	$10,060,431	$9,252,926	$9,821,042	$10,115,673	$10,419,143	$10,731,718	$11,053,669	$11,385,279	$11,726,838	$12,078,643	$12,441,002
TOTAL FIXED ROUTE	**$11,356,393**	**$11,370,815**	**$11,178,824**	**$11,647,035**	**$11,346,000**	**$11,532,996**	**$11,878,986**	**$12,235,355**	**$12,602,416**	**$12,980,489**	**$13,369,903**	**$13,771,000**	**$14,184,130**	**$14,609,654**
TOTAL PARATRANSIT	**$1,235,154**	**$1,291,082**	**$1,222,598**	**$1,218,274**	**$1,293,609**	**$1,345,354**	**$1,399,168**	**$1,455,134**	**$1,513,340**	**$1,573,873**	**$1,636,828**	**$1,702,302**	**$1,770,394**	**$1,841,209**
TOTAL OPERATING EXPENSES	**$12,591,547**	**$12,661,897**	**$12,401,422**	**$12,865,309**	**$12,639,609**	**$12,878,350**	**$13,278,154**	**$13,690,490**	**$14,115,756**	**$14,554,362**	**$15,006,732**	**$15,473,302**	**$15,954,524**	**$16,450,864**

OPERATING REVENUES

CityBus relies on a diverse set of funding sources to offset operating costs. Figure 4-2 provides a breakdown of revenue fund allocations for baseline year FY 2015-16 and Table 4-2 summarizes CityBus' 10-year funding projections by revenue source. For FY 2015-16 through FY 2016-17 these included:

- Fixed route and paratransit farebox recovery
- Sonoma County Measure M Sales Tax
- Transportation Development Act funds (TDA)
- State Transit Assistance (STA)
- Cap and Trade funds
- MTC's Transit Performance Initiative (CMAQ funds transferred to FTA) (TPI)
- Federal Section 5307 – Both Operations & Vehicle Preventive Maintenance
- BAAQMD Transportation Fund for Clean Air (TFCA)

FIGURE 4-2: BREAKDOWN OF OPERATING REVENUES, FY 2015-16

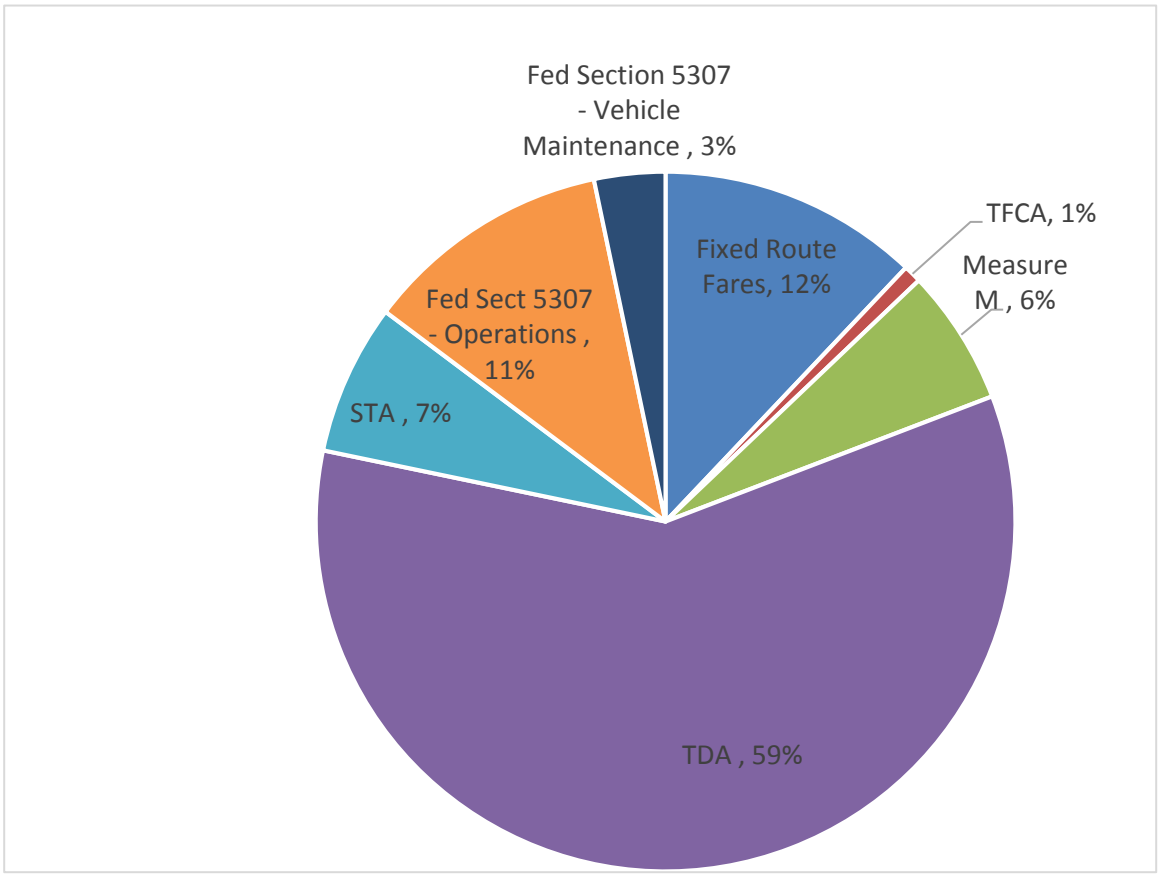


TABLE 4-2: CITYBUS' 10-YEAR FUNDING PROJECTIONS BY REVENUE SOURCE

OPERATING INCOME	FY 11-12 ACTUALS	FY 12-13 ACTUALS	FY 13-14 ACTUALS	FY 14-15 ACTUALS	FY 15-16 ESTIMATED	FY 16-17 PROJECTED	FY 17-18 PROJECTED	FY 18-19 PROJECTED	FY 19-20 PROJECTED	FY 20-21 PROJECTED	FY 21-22 PROJECTED	FY 22-23 PROJECTED	FY 23-24 PROJECTED	FY 24-25 PROJECTED
Fares - Fixed Route	$1,754,554	$1,792,816	$1,922,282	$1,777,793	$1,467,776	$1,725,132	$2,076,562	$2,118,093	$2,462,919	$2,203,664	$2,584,898	$2,292,692	$2,689,328	$2,385,317
Fares-Oakmont	$68,872	$69,211	$69,241	$71,184	$67,348	$67,348	$68,102	$69,752	$71,426.05	$73,140.27	$74,895.64	$76,693.14	$78,533.77	$80,419.00
TFCA/AB434 Funds	$122,999	$107,160	$113,913	$89,151	$100,707	$100,707	$100,707	$100,707	$100,707	$100,707	$100,707	$100,707	$100,707	$100,707
Measure M-operating	$423,338	$640,073	$648,306	$617,007	$764,415	$725,163	$350,000	$695,062	$792,405	$816,177	$840,662	$865,883	$891,859	$918,615
Measure M-paratransit		$50,000	$61,342	$72,485	$0	$70,000	$469,018	$74,263	$76,491	$78,786	$81,149	$83,584	$86,091	$88,674
Fares - Demand Response (Paratransit)	$102,177	$130,516	$86,760	$144,263	$141,319	$131,850	$160,611.00	$163,027	$165,465	$167,947	$196,037	$173,024	$201,962	$178,253
TDA-LTF	$3,425,368	$4,201,548	$4,543,992	$5,739,366	$7,188,181	$5,927,638	$5,828,908	$6,203,257	$6,077,399	$6,690,804	$6,649,426	$7,344,268	$7,310,373	$8,042,214
STA	$2,269,664	$1,517,505	$1,024,027	$1,001,527	$847,945									
STA-Lifeline						$800,881	$824,907	$849,655	$875,144	$901,399	$928,441	$956,294	$984,983	$1,014,532
STA Population						$512,624	$528,003	$543,843	$560,158	$576,963	$594,272	$612,100	$630,463	$649,377
STA Revenue						$218,048	$224,589	$231,327	$238,267	$245,415	$252,777	$260,361	$268,172	$276,217
STA Paratransit						$121,608	$125,256	$129,014	$132,884	$136,871	$140,977	$145,206	$149,563	$154,049
Lifeline (JARC)		$255,265		$32,650										
Fed Sect 5307 - Operations	$1,983,168	$1,102,129		$4,728,259	$1,396,490	$1,396,490	$1,396,490	$1,396,490	$1,396,490	$1,396,490	$1,396,490	$1,396,490	$1,396,490	$1,396,490
Fed Section 5307 - Vehicle Maintenance	$1,104,823	$1,598,438	$2,821,965		$400,000	$455,861	$500,000	$500,000	$550,000	$550,000	$550,000	$550,000	$550,000	$550,000
FTA-5317	$56,444	$16,259												
Cap and Trade (LCTOP)						$459,000	$459,000	$450,000	$450,000	$450,000	$450,000	$450,000	$450,000	$450,000
TPI						$156,000	$156,000	$156,000	$156,000	$156,000	$156,000	$156,000	$156,000	$156,000
General Fund	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Subtotal Specified Revenue	**$11,219,230**	**$11,310,405**	**$11,153,727**	**$14,066,937**	**$12,242,862**	**$12,878,350**	**$13,278,154**	**$13,690,490**	**$14,115,756**	**$14,554,362**	**$15,006,732**	**$15,473,301**	**$15,954,524**	**$16,450,864**
Anticipated unspecified revenues	$1,372,317	$1,351,492	$1,247,695	-$1,201,628	$396,747	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Operating Revenue	**$12,591,547**	**$12,661,897**	**$12,401,422**	**$12,865,309**	**$12,639,609**	**$12,878,350**	**$13,278,154**	**$13,690,490**	**$14,115,756**	**$14,554,362**	**$15,006,732**	**$15,473,302**	**$15,954,524**	**$16,450,864**

FARE POLICY CHANGES

Fixed route fares were last increased in February 2013. Adult fares were increased from $1.25 to $1.50, youth from $1.00 to $1.25, and the half fare from $0.60 to $0.75. Paratransit fares were increased from $2.50 to $3.00. Table 4-3 details the historic and current fares of CityBus.

The City's internal transfer policy was last changed in 2015 to allow unlimited transfers within CityBus for a two-hour period. The City's inter-operator transfer policy was updated in June 2016 extending the inter-operator transfers previously available to Sonoma County Transit and Golden Gate Transit riders to SMART riders. CityBus further changed the inter-operator transfer policy to match the internal transfer policy of unlimited transfers in a two-hour period.

The City implemented the use of the Clipper© Card and works with MTC as the lead of the "101 business unit" which includes the Santa Rosa and Petaluma transit systems. The implementation of Clipper© requires both transit systems to have the same fares and implement fare increases at the same time for the fixed route service. Current ridership using the Clipper© card averages about 125-140 trips per day. CityBus incurs costs for using Clipper©, thus limiting the farebox income from Clipper ridership.

The current Paratransit fare ($3.00 per trip) is double the standard adult cash fare, which follows the federal regulation that specifies that paratransit service fares shall not exceed twice the fare that would be charged to an individual paying full fare on the entity's fixed route system. There is no federal minimum for paratransit fares, but the State of California sets a minimum farebox recovery ratio transit and paratransit services must meet to be eligible for state funding.

California's Transportation Development Act (TDA) sets a required farebox recovery ratio for fixed route and paratransit services receiving TDA funds. Consistent failure to achieve these minimum standards can result in the discontinuation of TDA funding to a transit or paratransit agency. Under the TDA, urbanized jurisdictions such as Santa Rosa are required to achieve a 20% system-wide farebox recovery ratio for fixed route transit services and a 10% farebox recovery ratio for paratransit services.

The Plan anticipates fare increase every other year starting in FY 17-18. This is necessary to meet the farebox recover ratio requirement as well as to provide revenue to sustain the fixed route and paratransit service operations. Generally, even with these fare increases, some of the Measure M funds will need to be used to meet the fare box recovery ratio. These increase should be seen as an estimate of additional revenues and do not propose a specific fare structure. Fares for fixed-route and paratransit services can be adjusted independently, as long as paratransit fares do not exceed the federal regulation limit. If fixed route service is unable to

meet the farebox recovery rate thus requiring an increase in the fares, there is no requirement that paratransit fares also be increased.

The City's approach to any fare increase will be to conduct a detailed analysis as thorough and thoughtful as the Reimagining CityBus service planning project. As part of a fare change process, each type of fare medium (cash fare, day pass, tickets and 31-day pass) will be analyzed to understand the demographics of the riders using the media. Differing rates of increase may be proposed for each different type of fare media. The analysis will also include evaluation of requests for free fares for K-12 students, college students and proposals to mitigate the impact of paratransit fares on paratransit riders. The City would also like to consider creative new fare approaches including, but not limited to, changing transfer policies, university unlimited passes, eco-passes, and discounts for agencies partnering with the City on City goals. It will also include the incorporation of non-traditional transportation services provided by other public not-for-profit and profit-making organizations that are part of the Sonoma Access mobility management program developed by the City and now operated on a countywide basis by the Area Agency on Aging.

TABLE 4-3 HISTORIC AND CURRENT CITYBUS FARE

Fare Media	1997-2007	2007-2008	2008-2013	2013-2015
Cash, Adult	$1.00	$1.10	$1.25	$1.50
Cash, Youth	$0.75	$0.85	$1.00	$1.25
Cash, Half	$0.50	$0.55	$0.60	$0.75
24-Hour Pass, Adult	N/A	N/A	N/A	$4.00
24-Hour Pass, Youth	N/A	N/A	N/A	$3.00
24-Hour Pass, Half	N/A	N/A	N/A	$2.00
50 Ticket Book, Adult	$50.00	$55.00	$60.00	N/A
50 Ticket Book, Youth	$25.00	$34.00	$38.00	N/A
50 Ticket Book, Half	$20.00	$22.00	$22.00	N/A
40 Ticket Book, Adult	N/A	N/A	N/A	$58.00
40 Ticket Book, Youth	N/A	N/A	N/A	$48.00
40 Ticket Book, Half	N/A	N/A	N/A	$28.00
10 Ticket Book, Adult	N/A	N/A	N/A	$14.50
10 Ticket Book, Youth	N/A	N/A	N/A	$12.00
10 Ticket Book, Half	N/A	N/A	N/A	$7.00
Monthly Pass*, Adult	$32.00	$32.00	$40.00	$50.00
Monthly Pass*, Youth	$15.00	$25.00	$30.00	$25.00**
Monthly Pass*, Half	$16.00	$16.00	$20.00	$25.00

*Known as a “31-Day Pass” after the 2013 fare increase

** Currently subsidized at $10 per pass (patron cost is $25)

CAPITAL FUNDING AND IMPROVEMENT PROGRAM

The CityBus Capital Funding and Improvement Plan for the FY 16-25 SRTP (Table 4-4) has been developed to support a series of objectives related to:

- Implementing of Reimagining CityBus Phase I.
- Planning Reimagining CityBus Phase II which includes nontraditional services to meet community's transportation needs.
- Maintaining the vehicle replacement program for fixed route buses and paratransit vehicles that reflects the Federal Transit Administration's useful life criteria, is realistic based on available funds, maintains a consistent replacement schedule and results in a stable vehicle maintenance budget.
- Maximizes use of available funds by enabling the City to seek multi-year bids for bus purchases.
- Recognizes need to replace ancillary equipment on board buses (radios, cameras, AVL components, fareboxes)
- Recognizes need to replace non-revenue vehicles (Field Supervisor's vehicles, bus operator shuttle vehicles, vehicles for other transit staff, maintenance truck)
- Budgets for replacement of major components on buses
- Replaces aging maintenance equipment (i.e., garage hoists, security gates, pressure washer for transfer stations and bus stops)

The CityBus Capital Funding and Improvement Plan anticipates the maintenance of Reimagining Phase I fixed route and paratransit service. The Reimagining CityBus Plan recognizes that Phase II may create a significantly different list of capital needs as the City explores the incorporation of other transportation modes into its transit services.

TABLE 4-4: CITYBUS CAPITAL FUNDING AND IMPROVEMENT PLAN (2015-16 TO 2024-25)

PROJECT COSTS	FY 15-16 ESTIMATED	FY 16-17 PROJECTED	FY 17-18 PROJECTED	FY 18-19 PROJECTED	FY 19-20 PROJECTED	FY 20-21 PROJECTED	FY 21-22 PROJECTED	FY 22-23 PROJECTED	FY 23-24 PROJECTED	FY 24-25 PROJECTED
FR Bus replacement	$2,026,216	$1,545,000		$1,639,092		$2,318,548		$1,844,811		$2,609,548
No. of vehicles/unit		*3 / $515,000*		*3/$546364*		*4/$579,367*		*3/$633,385*		*4/$652,387*
Para bus replacement		$390,000			$350,000		$450,000			$425,000
No. of vehicles/unit		*6/ $65,000*			*5/$70,000*		*6/$75,000*			*5/$85,000*
Deviated FR bus replacement		$85,000						$100,000		
No. of vehicles/unit		*1/ $85,000*						*1/$100,000*		
Non-rev vehicle replacement				$50,000		$50,000		$50,000		$50,000
Misc equipment	$360,000	$15,000		$15,000		$15,000		$15,000		$15,000
Hybrid engine replacement							$264,000			
Major parts			$50,000		$50,000		$50,000		$50,000	
Total Capital Expenditures	**$2,386,216**	**$2,035,000**	**$50,000**	**$1,704,092**	**$400,000**	**$2,383,548**	**$764,000**	**$2,009,811**	**$50,000**	**$3,099,548**
CAPITAL INCOME										
TDA-LTF	$0	$237,545	$50,000	$392,818	$120,000	$528,710	$192,800	$533,962	$50,000	$671,910
Prop 1B PTMISEA	$1,397,879	$372,665								
Fed Sect 5307-Capital	$288,000	$410,101		$811,274		$800,000	$211,200	$800,000		$800,000
FTA-5339		$702,689		$500,000		$500,000				
FTA-5310	$5,300	$312,000			$280,000		$360,000			$340,000
Other Local	$72,000									
Sale of Prop/Equip	$623,037									
Total Capital Funding	**$2,386,216**	**$2,035,000**	**$50,000**	**$1,704,092**	**$400,000**	**$1,828,710**	**$764,000**	**$1,333,962**	**$50,000**	**$1,811,910**
Funding Deficient	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ (554,838)**	**$ -**	**$ (675,849)**	**$ -**	**$(1,287,638)**

VEHICLE REQUIREMENTS

The CityBus revenue vehicle replacement program is divided into two categories: fixed route and paratransit. Non-revenue vehicles are included as a third category. The current CityBus revenue fleet inventory is in Table 4-5 through 4-7.

TABLE 4-5: FIXED ROUTE FLEET

Make and Model	Count	Year Built	Length	Fuel Type	Seating Capacity
New Flyer	4	2016	40 ft	Diesel	39
New Flyer Model D40LF	6	2000	40 ft	Diesel	39
Gillig Low Floor	5	2002	40 ft	Diesel	36
New Flyer DE40LF	7	2011	40 ft	Diesel	39
New Flyer XD-40	6	2013	40 ft	Diesel	39
Gillig 29 Low Floor	1	2002	29 ft	Diesel	23
Gillig 29 Low Floor	3	2008	29 ft	Diesel	23

TABLE 4-6: DEMAND RESPONSE FLEET

Make and Model	Count	Year Built	Length	Fuel Type	Seating Capacity
Ford E-450	4	2010	23 ft	Gasoline	6 (3 WC)
Ford E-450	6	2014	23 ft	Gasoline	6 (3 WC)
Ford E-450	1	2015	23 ft	Gasoline	6 (3 WC)
Dodge Braun Entervan	2	2010	17 ft	Gasoline	6 (2 WC)

TABLE 4-7: DEVIATED FIXED ROUTE OAKMONT

Make and Model	Count	Year Built	Length	Fuel Type	Seating Capacity
Chev. ARBOC Mobility	1	2010	26 ft	Gasoline	22 or 15+ (3 WC)

FIXED ROUTE BUS REPLACEMENT

The CityBus Fixed Route Bus Replacement Plan does not reflect the purchase of additional buses for service expansion. The CityBus objective is to replace fixed route buses after 12 years of service. This follows a transit industry 12-year life cycle standard for heavy duty urban transit coaches. Generally heavy duty bus maintenance costs increase and in-service reliability declines after 12 years of fixed route service. Table 4-4 provides the CityBus fixed route bus replacement schedule and funding strategy. CityBus has assumed a 3% annual increase in the bus unit cost for the calculation of the fixed route bus replacement program.

This Capital Improvement Plan outlined in Table 4-4 continues the City's effort to implement a regular replacement schedule that began in 2011. While the ideal replacement program would replace buses every two years at a rate that leads to the fleet being replaced every 13 years, the available funding does not allow this. As additional funding is identified this replacement schedule will be revised toward meeting the ideal program. This schedule reduces maintenance costs by avoiding having very old buses while improving on-time performance and reliability. This schedule also allows the City to include innovations in bus technology in a timelier manner. At this time the City will continue the purchase of primarily clean diesel buses as the lower cost diesel buses allows a more aggressive purchasing schedule than would a higher cost hybrid, hydrogen fuel cell or electric vehicle. The City will continue evaluating alternative fuel buses in conjunction with the City's interest in converting the citywide fleet of trucks, cars, buses and other vehicles to alternative fuels. Because transit vehicles are maintained by City staff in the City's garage and are fueled and stored in the City's corporation yard, the transit vehicles need to be part of the larger citywide effort. As the City moves forward with alternate fuels, transit will amend the capital program to reflect these decisions.

PARATRANSIT BUS REPLACEMENT

Table 4-6 lists the current paratransit vehicles inventory. The CityBus Paratransit Bus Capital Plan does not reflect the purchase of additional buses for service expansion. CityBus plans to hold paratransit service hours and bus pull out requirements at FY 2015-16 levels for the SRTP period using efficiency efforts that have reduced demand and hours. CityBus anticipates accommodating ADA paratransit needs through productivity enhancements and demand management as detailed in the Paratransit Efficiency Review.

The CityBus objective is to replace paratransit buses after five years of service. This follows a transit industry five-year life cycle standard for light duty paratransit buses. Generally light duty bus maintenance costs increase and in-service reliability declines after five years of active demand response service. Table 4-4 provides the CityBus paratransit bus replacement schedule and funding strategy.

CityBus will monitor the soundness of its paratransit fleet and the effectiveness of planned productivity enhancements to ensure that paratransit capacity is sufficient to accommodate passenger volumes and avoid trip denials. If it is necessary to increase the paratransit bus pull out, CityBus will reevaluate fleet requirements and consider rehabilitating the more mechanically fit paratransit units to increase the paratransit fleet size with new buses originally designated for replacement.

NON-REVENUE VEHICLE REPLACEMENT

Non-revenue vehicles are used by operations road supervisors, staff involved in service monitoring and evaluation and for administrative purposes. The inventory of CityBus non-revenue vehicles is detailed in Table 4-8. Generally, these are low mileage vehicles. Replacement is not based on a mileage maximum. The Transit Superintendent and the City's Fleet Superintendent determine which non-revenue vehicle is to be replaced based on an assessment of maintenance histories. There is no replacement schedule for non-revenue vehicles. Table 4-4 provides the CityBus non-revenue funding schedule that enables replacement of non-revenue vehicles when a particular vehicle reaches the point where the vehicle cannot be repaired or it is not cost-effective to repair it or rehabilitate it.

TABLE 4-8: CITYBUS NON-REVENUE VEHICLE FLEET INVENTORY (2015-16 TO 2024-25)

Vehicle	Vin #	Year	Date into Service	Purpose	Fuel
Toyota Prius	JTDKB204383377613	2008	4/18/2008	Administrative Staff	Hybrid
Van Chevrolet	1GBDV13WD130282	2007	1/11/2008	Driver transport	gas
Van Chevrolet Van	1GBDV13187D101808	2007	1/11/2008	Supervisor vehicle	gas
Van Dodge w/ wheelchair Ramp	2B4GP44R9XR215514	1999	2/28/2003	Driver transport	gas
Van Ford E350 Passenger	1FBSS3BLXBDA28741	2011	11/23/2010	#24112-Driver transport	gas
Van Ford Econoline	1FTJE34M1VHB78030	1997	1/2/1998	Driver transport	gas
Oldsmobile	1G3WH52MOVF333173	1997	7/1/2003	Supervisor vehicle	gas
Truck-Chevrolet	1GBE4C1225F508118	2004	11/12/2004	Maintenance vehicle	CNG

BUS STOP IMPROVEMENT PROGRAM

CityBus has completed a survey of all its bus stops for ADA compliance. This was done in accordance with the City's insurance carrier's program. The survey is the basis for a plan to bring the bus stops into ADA compliance using criteria established by the City's insurance carrier and the transit system's operational needs and funding availability. This program will enhance passenger access and safety at bus stops and serve as a key component of the CityBus paratransit demand management strategy. A prioritized list of candidate bus stops has been established and identified for the annual improvement program based on estimated construction costs. The program will begin in FY 2016-17.

Additionally, there are new bus stops identified as part of the Reimagining CityBus Service Phase I changes. All of these bus stops will also need to be evaluated to ensure accessibility.

Using current funding, a bus stop construction program is underway during FY 16-17. Additional funding will be identified to complete the bus stop ADA updates based on the experience of costs after the FY 16-17 funds are expended.

MISCELLANEOUS EQUIPMENT CAPITAL PROJECT

This project provides funds for the purchase or replacement of equipment such as onboard cameras, Transit Mall cameras, AVL equipment, Clipper© equipment, fareboxes, radios, computers, maintenance equipment for the garage, major components for bus repair, etc. for CityBus operations, maintenance and administration. Table 4-4 provides the CityBus annual miscellaneous equipment purchase and replacement capital budget and funding strategy.

IMPLEMENTATION OF PHASE II OF REIMAGINING CITYBUS

Implementation of the Phase II service plan discussed in Chapter 5 would require additional investments beyond the costs of transit operations, whether for expansion of the fixed route system, the addition of different transportation modes to replace or supplement fixed route service, or some combination of these options.

Any expansion of fixed route service proposed in Chapter 5 would require an expansion of the CityBus fleet. Depending on the extent of the fleet expansion, there could be implications for the capacity of City of Santa Rosa garage and corporation yard facilities.

A significant increase in fleet size would also have impacts on Transit Mall and other transfer centers' capacity. The Transit Mall is close to capacity at the current operational levels of CityBus, Sonoma County Transit and Golden Gate Transit. There may be opportunities to expand the downtown transit transfer facilities beyond the current footprint of the Transit Mall in the future. Such an expansion could have additional multi-modal and economic

development benefits by potentially providing space in the downtown area for other important operators (such as Airport Express, Greyhound, and Amtrak bus service) to pick up and drop off passengers.

The Northside Transfer Center at Coddingtown Mall would also require expansion and improvements to support a higher level of service, as would smaller satellite transfer centers such as the Eastside Transfer Center at Montgomery Village.

In the longer-term, effective transit service could be supported by improvements to traffic operations along Mendocino Avenue, Hearn Avenue, Santa Rosa Avenue, Farmers Lane, and several other street segments. Providing buses with their own travel lanes free from traffic is likely to be infeasible in Santa Rosa in the short term, but it is possible to mitigate impacts through other means, such as additional left-turn lanes, off-street parking or parking on connecting streets. A "queue jump" lane—a transit-only lane that exists for only a short distance on approach to an intersection—would allow transit vehicles to bypass lines of cars waiting at red lights, and go ahead of them using a special "advance phase" for transit a few seconds prior to the regular green signal for all traffic. Transit Signal Priority (TSP) systems and retiming of signals (where possible) would also reduce transit travel times making transit more competitive with the automobile in some corridors.

Improved transit service should be supported by investments in the safety, comfort and capacity of bus stops, providing more and larger shelters on major corridors, improving CityBus signage and making pedestrian access improvements such as completing gaps in the sidewalk network and ensuring appropriate crossing facilities are in place.

The addition of different modes of transportation to the community's transportation choices will bring with them additional costs that could include modification to existing transit facilities, expansion of transit facilities, capital costs for new equipment, operating costs for staff and operations of the new modes.

Phase II will include an assessment of additional capital and operating needs and costs for these new services along with expansion of the fixed route and paratransit services. At that time the SRTP will be amended to incorporate the expansion plan and its costs.

CONCLUSION

The City's Transit Division has identified funding for projects throughout the Capital Funding Program. Staff will be working with the staff of the Federal Transit Administration, the Metropolitan Transportation Commission, and the Sonoma County Transportation Authority to match funding opportunities with the funding needs for this capital program.

CHAPTER 5 - OPERATIONAL PLAN

INTRODUCTION

This chapter presents anticipated transit and paratransit service levels over the next ten years. The fixed-route transit service plan presented in this chapter reflects the Phase I and Phase II service plans for Reimagining CityBus, a comprehensive operational analysis conducted in 2015-2016. The service plan is based on the iterative draft service plan proposals developed by consulting and Santa Rosa City staff in the Reimagining CityBus planning process, and informed by an extensive data analysis effort, a robust public outreach process conducted, and consultation with the Santa Rosa City Council during the development of this plan. The Santa Rosa City Council took action to adopt the Reimagining CityBus service plan in June and August 2016.

As discussed below, the fixed-route service changes that will be implemented in FY 16-17 as part of Phase I of Reimagining CityBus and do not result in significant (no origins or destinations have been identified within the changed paratransit area) changes to the overall footprint of the ADA paratransit service area. While some riders may need to temporarily or permanently shift some or all of their trips to ADA paratransit service as a result of the fixed-route service changes, it is anticipated that a relatively small number of people will need to make this shift, and fixed-route service changes will result in only a modest increase in paratransit ridership. For this reason, the service plan for Santa Rosa Paratransit is focused on ongoing effective management of service efficiency and quality, and control of annual revenue hours.

For planning purposes, the service plan proposed in the FY 2016-25 SRTP assumes that funding levels will remain close to status quo with only a modest increase to allow for some additional enhancements that were identified by members of the public as part of Phase I of Reimagining CityBus. Phase II of the Reimagining CityBus service plan will require additional investment in transit operations and capital projects, such as fleet expansion. Funding for these investments has not yet been identified.

PLANNED SERVICE LEVELS

Throughout the Reimagining CityBus project, the goal was to design a short-term service plan that could be implemented within the existing budget and fleet for both fixed-route transit and paratransit. The Phase I (FY 2016-17) recommendation achieves this goal, with a very slight increase in annual fixed-route service hours. Phase I increases average annual service hours from 88,024 to 89,705, a change of under 2% (Figure 5-1). This small increase in service hours

enables CityBus to propose a rational transit network with consistent schedules that increases the quality of service in high ridership areas while preserving lifeline coverage in key areas.

The Phase I recommendation requires one more vehicle to operate weekday service than is used in the current system. The increase in the weekday vehicle requirement from 22 to 23 vehicles can be accommodated within the existing CityBus fleet. The Phase I proposal does not result in increases to fixed costs such as administrative functions.

TABLE 5-1: CURRENT AND PROPOSED FIXED-ROUTE SERVICE HOURS (REIMAGINING CITYBUS PHASE I)

Day of the Week	Current daily hours	Proposed daily hours	Current total annual hours	Proposed total annual hours
Weekdays	299	307	76,245	78,285
Saturday	151	149	7,852	7,748
Sunday	77	72	3,927	3,672
Total		**-**	**88,024**	**89,705**

At a minimum, CityBus is required to provide ADA paratransit serving all areas within ¾ mile on either side of a fixed-route. Because the overall footprint of the proposed Phase I fixed-route system is very similar to existing services, the ADA paratransit service area following implementation of the Phase I service plan will be effectively identical to the current ADA paratransit service area.

While most of the route segments eliminated in the Phase I proposal are within walking distance of a bus route, there may be riders who are unable to traverse the distance to their nearest bus stop and will have to shift some or all of their trips to paratransit. Because route segments were identified for elimination based on low ridership or proximity to other service, the Transit Division does not anticipate a major impact on paratransit costs from riders shifting from fixed-route services to paratransit. The Transit Division expects that any increase in paratransit ridership can be accommodated within the existing budget for paratransit service.

While Phase II of Reimagining CityBus involves a vision for expansion of CityBus revenue hours (and a corresponding increase in paratransit revenue hours), Phase II is currently not funded. For this reason, Figure 5-2 presents flat service hours for CityBus following an initial small increase in revenue hours and miles due to implementation of Reimagining CityBus Phase I. For Santa Rosa Paratransit, a modest increase in revenue hours and miles from FY 2015-16 levels is anticipated based on past years' paratransit ridership. (FY 15-16 saw an unanticipated dip in ridership, revenue hours, and revenue miles; the hours and miles projected for FY 16-17 and

beyond reflect prior years' service levels.) To achieve a stable paratransit service level beyond FY 16-17 in the context of growing demand, the Transit Division will continue to implement its successful demand management strategies as well as measures to increase productivity of the paratransit system. It is anticipated that deviated fixed-route service to the Oakmont community will continue to be provided at a stable service level through the City's ongoing partnership with the Oakmont Village Association.

TABLE 5-2 PLANNED SERVICE LEVELS, CITYBUS AND PARATRANSIT (FY 16-25)

	FY 15-16	FY 16-17	FY 17-18 through FY 24-25
Service Hours			
CityBus	88,024	88,865	89,705
Santa Rosa Paratransit	19,678	22,276	22,276
Oakmont Route 16	2,257	2,257	2,257
Service Miles			
CityBus	929,350	940,825	952,300
Santa Rosa Paratransit	255,299	287,547	287,547
Oakmont Route 16	27,223	27,223	27,223

FIXED ROUTE SERVICE PLAN—PHASE I (FY 2016-17)

A central challenge of the Reimagining CityBus process was finding the appropriate balance of services that support high ridership in high-demand corridors versus services that preserve important neighborhood coverage and connections. The resulting service plan maintains much of the overall footprint of service coverage that exists today, with strategic reductions of service in specific areas with low ridership to allow for higher levels of service in the corridors with the greatest numbers of riders. The plan also provides for overall improvement in service quality, consistency and reliability throughout the transit network.

The Phase I service plan will be implemented in FY 2016-17, and will provide a framework for future improvements to CityBus services. The Phase II service plan discussed later in this chapter recommendations will require additional resources to implement, and in some cases, assumes new residential or commercial development is in place to support service expansion.

PHASE I ROUTE TYPES AND SERVICE LEVELS

Figure 5 1 Phase I Service Plan (FY 2016-17) illustrates the Phase I service plan, while Table 5-3 provides details of the proposed changes by route. Route changes center around five key themes:

- **Route Typology**—As part of the Reimagining CityBus process, the City adopted four route types to differentiate service according to demand, land use, and the role of the route within the transit system. These route types include:
  - Rapid Bus: A specialized service for the busiest segments of high-demand corridors that features direct route alignments, limited stops, and specialized facilities such as transit signal priority to reduce trip times.
  - Trunk Routes: The core routes in the system, serving the busiest corridors with direct, frequent service. Trunk routes may provide "local" service along rapid bus corridors.
  - Local Routes: Routes that serve moderate demand areas or corridors with service that may incorporate productivity and coverage-oriented segments within the same route, and are designed to connect with transfer hubs, trunk routes, and rapid bus corridors.
  - Circulators/"Flexible" Services: Services that primarily exist to provide coverage in areas with lower transit demand, and to connect residential neighborhoods to transfer hubs and local/trunk/rapid routes. They may take the form of fixed-routes, deviated fixed-routes, or other coverage-oriented transit service models.

  Discussion of the typical frequency and span of each route type is provided in Chapter 2 of this SRTP.
- **Increased frequency** – CityBus currently operates 17 fixed routes on weekdays and Saturdays and 15 routes on Sundays, with frequencies ranging from 30 to 60 minutes. The service plan incorporates increased frequencies on major corridors, with Trunk Routes operating every 15 to 30 minutes all day. Routes 1 and 9, as well as Routes 5 and 19 combined on Santa Rosa Avenue would provide service at 15-minute headways along key arterials. Most local routes would operate every 30 minutes, including Routes 2, 3, 4, 5, 6, 10 and 12. Some circulator routes and routes linking lower-density residential neighborhoods would operate every 60-75 minutes, including Routes 11, 15, and 18.
- **Bi-directional (two-way) service** – Most CityBus routes currently operate as elongated one-way loops with bi-directional service predominately aligned along major corridors such as Mendocino Avenue, Sonoma Avenue, and Sebastopol Road. When appropriate, the service plan adjusts routes so one-way service is converted to bi-directional service.

- **Direct, simplified service** – Several routes currently meander through employment and residential areas, with some routes providing duplicate service. The Phase I service plan prioritizes direct alignments to speed transit trips and reduce passenger confusion. When possible, routes were redesigned to provide direct service to the strong anchor points (e.g. retail centers, schools). This includes continuing on main streets rather than deviating to adjacent streets.
- **Connectivity** – In addition to local CityBus fixed route service, Santa Rosa is served by three regional transit providers (Golden Gate Transit, Sonoma County Transit, and Mendocino Transit Authority), and will soon be served by regional commuter rail (SMART). Together, these services provide regional connections to other cities in Sonoma County, Marin County, Mendocino County, and San Francisco. Route change recommendations take connectivity to other systems into account and seek to avoid duplication of existing services. For example, Sonoma County Transit routes operate on several corridors currently served by CityBus. In some areas of the city, resources on CityBus routes that duplicate Sonoma County Transit services were reallocated to other corridors where higher levels of transit service were warranted. Service changes that specifically address connections to Santa Rosa's SMART stations are discussed later in this chapter. Connectivity within the CityBus system is a key consideration in the service plan as well. Interlines and timed transfers that have been incorporated into the Phase I service plan are also discussed later in this chapter.

FIGURE 5 1 PHASE I SERVICE PLAN (FY 2016-17)

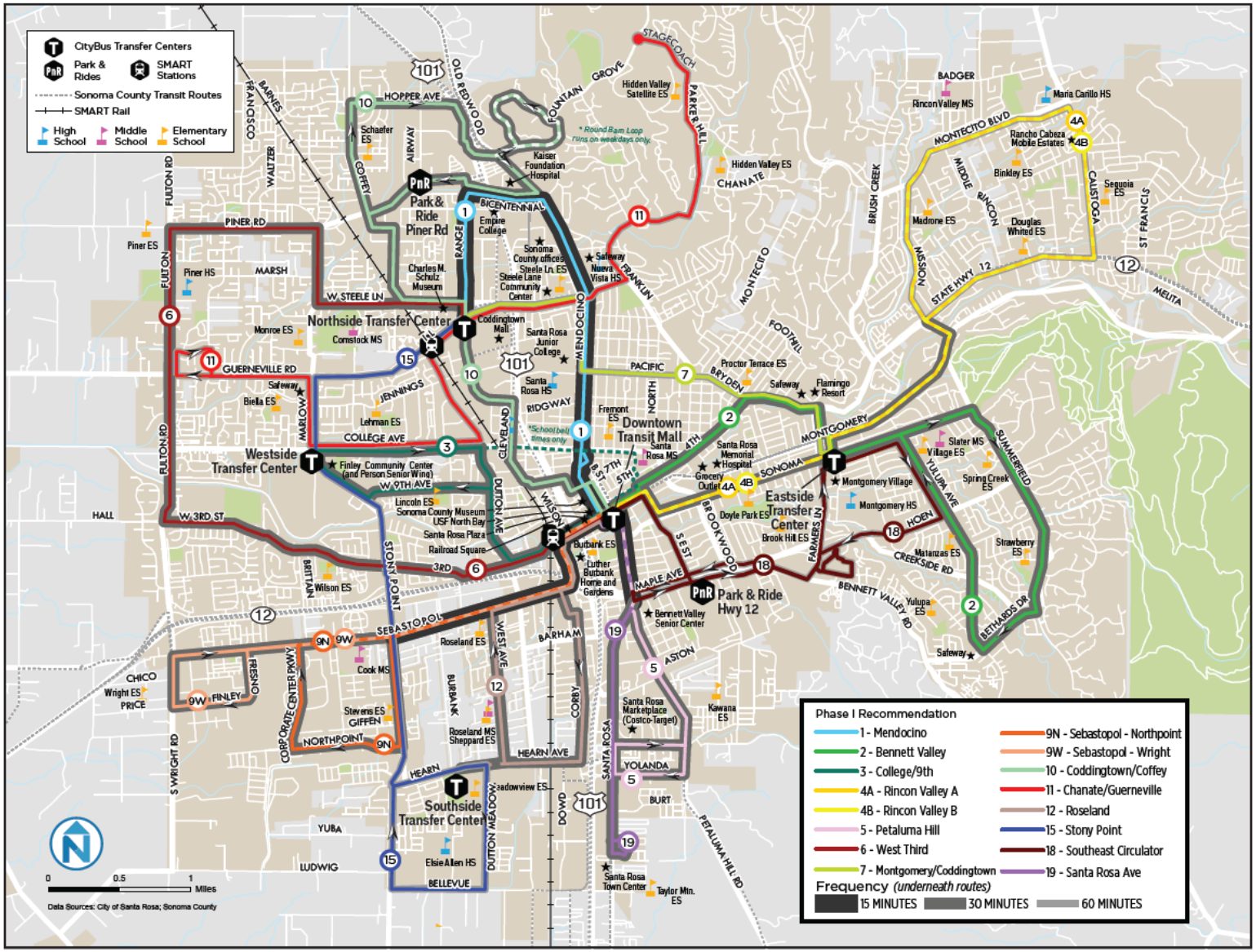


TABLE 5-3 REIMAGINING CITYBUS PHASE I SERVICE PLAN – DESCRIPTIONS BY ROUTE

Route		Proposed Name	Current Frequency	Proposed Frequency	Current Route Description	Proposed Route Changes	Potential Impacts
1	Mendocino Avenue	Mendocino	30	15	▪ Serves heavily traveled Mendocino Ave, the primary north-south arterial east of Hwy 101 ▪ Operates bi-directionally along Mendocino Avenue to Steele Lane ▪ Serves city's northernmost neighborhoods via large one-way loop	▪ Route alignment change. Direct, frequent, and bidirectional service on Mendocino from downtown Transit Mall to Bicentennial and Coddingtown (which is not currently served by Route 1) ▪ Eliminate one-way loop section on Chanate, Parker Hill, and Fountain Grove (partially served by new routes 10 and 11	▪ Removal of low-ridership segment along Chanate, Parker Hill, and Fountain Grove (to be partially served by new routes 10 and 11).
2	Bennett Valley	No change	60	30	▪ Serves downtown Transit Mall to the Bennett Valley Shopping Center ▪ Operates bi-directionally along Montgomery Drive and Hoen Avenue ▪ Serves southeast corner of city through a large one-way loop	▪ Route alignment change. More frequent service to Bennett Valley with service to Montgomery Village via 4th Street ▪ Merge Route 8 with Route 2, so Route 2 turns earlier on Sonoma Avenue and does not operate on Hoen between Franquette and Yulupa. This segment will be served by Route 18. Southeast corner still operated as one-way loop.	▪ Reduction in coverage on Route 2 (but Hoen between Franquette and Yulupa. Served by Route 18).

Route		Proposed Name	Current Frequency	Proposed Frequency	Current Route Description	Proposed Route Changes	Potential Impacts
3	West Ninth	College/9th	30	No change (30)	▪ Serves downtown Transit Mall to Westside Transfer Station ▪ Operates as a one-way loop through downtown and western central portions of the city, serving a number of key employment and recreational sites	▪ Route alignment change. Truncated version serving high ridership areas of North Dutton, West 9th, and West College Ave ▪ Operate along College Ave to Brookwood Ave during school bell times only	
4	Rincon Valley	Split into two new routes: ▪ Rincon Valley A ▪ Rincon Valley B	60	60 in total; 30 between Transit Mall and Mission via Sonoma Ave	▪ Operates along Mendocino Ave to Pacific before serving the northeast portion of Santa Rosa in a figure-eight loop ▪ Serves a number of junior college and high school students, and provides access to primarily residential areas	▪ Split current route into two routes with new alignments. More frequent service (30 minutes) between downtown Transit Mall and Mission via Sonoma Ave ▪ Clockwise and counterclockwise loop in Rincon Valley ▪ Changes support consolidation of current Routes 4 and 7 between downtown and Mission service	▪ No service at Village Parkway stop on Highway 12 ▪ Current Route 4 riders traveling to SRJC will need to transfer (timed transfer planned)
5	Santa Rosa Avenue	Petaluma Hill	30	No change (30)	▪ Operates from downtown Transit Mall to Santa Rosa Town Center shopping complex ▪ Serves communities in southeast quadrant of the city directly east of Highway 101	▪ Route alignment change. Direct service via Santa Rosa Ave and Petaluma Hill Road ▪ Schedule staggered with Route 19 to provide 15 minute service to Santa Rosa Plaza	▪ Less service to Fairgrounds, Highway 12 Park and Ride

Route		Proposed Name	Current Frequency	Proposed Frequency	Current Route Description	Proposed Route Changes	Potential Impacts
6	West Third Street	West Third	45 (40 off-peak)	30	▪ Serves Downtown Transit Mall to Fulton Road at far western end of Santa Rosa ▪ Operates in one-way loop	▪ Route alignment change. New bi-directional service connecting riders to both downtown Transit Mall and Coddingtown ▪ Route 11 merged with Route 6	▪ Lost coverage on West College Ave.
7	Mont-gomery Village and Rincon Valley	Montgomery/ Codd-ingtown	60	No change (60)	▪ Operates bi-directionally from downtown Transit Mall to Montecito Shopping Center in northeast Santa Rosa ▪ Serves Rincon Valley in opposite direction of Route 4; travels inbound via 4th Street and College Avenue	▪ Route alignment change. New hourly crosstown route from Montgomery Village to Coddingtown via Pacific and SRJC ▪ Rincon Valley to be served by new Route 4A/4B	
8	Sonoma Avenue	-	30	-	▪ Operates east from Transit Mall to Eastside Transfer Center and Howarth Memorial Park ▪ Serves residential community around Slater Middle School ▪ Operates bi-directionally, primarily along Sonoma Avenue	▪ Route 8 merged with Route 2 and Route 4A/4B	Service in this area to be provided by Routes 2 and 4A/4B.

Route		Proposed Name	Current Frequency	Proposed Frequency	Current Route Description	Proposed Route Changes	Potential Impacts
9	Sebastopol Road	Split into two new routes: ▪ Sebastopol - Northpoint ▪ Sebastopol - Wright	30	15 minute service on Sebastopol Road from Olive to Stony Point; 30 otherwise	▪ Operates from Transit Mall along Sebastopol Road serving southwest quadrant of Santa Rosa	▪ Split current route into two routes to provide more direct service to southwest Santa Rosa ▪ Provide 15 minute service on Sebastopol Road from Olive to Stony Point	
10	Coddingtown	Codd-ingtown/ Coffey	30 (20 minutes from 2:40-5:10 p.m.)	No change (30)	▪ Operates as a one-way loop between Northside Transfer Center and Transit Mall with continuing service to northwestern Santa Rosa as Route 11	▪ Route alignment change. 30 minute two-way service connecting Transit Mall to Coddingtown via Cleveland/Range, continuing to Coffey, Hopper, and Round Barn.	
11	Fulton Road	Chanate/ Guernevill e	30	70	▪ Operates from Northside Transfer Center bi-directionally along W. Steele Lane and as a large one-way loop covering predominantly residential neighborhoods in northwest portion of the city. ▪ Route 11 operates as continuing service from Route 10 ▪ In a few limited cases, service continues on as Route 11 or 15	▪ Route alignment change. Connects northwest and northeast quadrants of the city, with connections to the Westside and Northside Transfer Centers. ▪ Route 11 covers the Chanate Road, Parker Hill Road, and Stagecoach Road segments previously served by Route 1.	

Route		Proposed Name	Current Frequency	Proposed Frequency	Current Route Description	Proposed Route Changes	Potential Impacts
12	Roseland	No change	30	No change (30)	▪ Operates as a one-way loop from the downtown Transit Mall to Southwest Community Park located on Hearn Avenue	▪ Route alignment change. Route continues on West Street and does not deviate onto Delport Ave and McMinn Ave.	
14	County Center	-	30	-	▪ Operates as an elongated one-way loop (with bi-directional service along Mendocino Avenue) from downtown Transit Mall to Hopper Avenue and Airway Drive in northwestern Santa Rosa	▪ Route 14 merged into Route 1 and 10	No direct service through County Administration center- service in this area is provided by Sonoma County Transit
15	Stony Point Road	Stony Point	60	No change	▪ Operates as a north-south bi-directional service with two one-way loops at its southernmost extent. ▪ Route provides service to wide array of employment sites, parks, schools, and transfer points across western half of city ▪ Serves both the Westside and Southwest Transfer Centers, in addition to the Northside Transfer Center. Does not travel downtown.	▪ Route alignment change. Route no longer runs on Corporate Center Parkway and Northpoint Parkways (covered by Route 9N), but continues on Stony Point to Hearn.	

Route		Proposed Name	Current Frequency	Proposed Frequency	Current Route Description	Proposed Route Changes	Potential Impacts
17	Piner Road	-	60	-	▪ Operates bi-directional service between downtown Transit Mall and Northside Transfer Center at Coddingtown Mall ▪ Provides service across core neighborhoods of the city's northwest quadrant	▪ Route 17 merged into Routes 1, 3,10, and 11	
18	Southeast Circulator	No change	60	No change (60)	▪ Serves Santa Rosa Avenue corridor with multiple deviations, then continues as a circuitous one-way loop around the area southeast and east of Downtown	▪ Route alignment change. Route 18 connects Downtown Transit Mall with Eastside Transfer Center with multiple deviations. ▪ Route 18 no longer runs on streets just south of Highway 12. This area is still served by Routes 5 and 19. ▪ Route 18 no longer runs just north of Montgomery Drive. This alignment is served by Route 2. ▪ Route 18 runs on Sonoma, Yulupa, and Hoen, an alignment previously served by Route 2.	
19	South City Connector	Santa Rosa Ave	30	No change	▪ Operates from downtown Transit Mall along Santa Rosa Avenue corridor and west of Highway 101 to the Southside Transfer Center.	▪ Route alignment change. Route runs on Santa Rosa Avenue corridor to Santa Rosa Town Center with no deviation to Southside Transfer Center.	

SPAN OF SERVICE

While final schedules will not be developed until the proposed plan is approved by City Council, draft schedules have been developed as part of this phase of the planning process. It is assumed that given current resource limitations weekday, Saturday, and Sunday spans of service will mirror those of current service, with most routes operating between roughly 6:00am-8:00pm on weekdays, 7:30am-7:30pm on Saturdays, and 10:00am-5:00pm on Sundays. Circulator routes 11 and 18 are expected to have somewhat shorter spans of service on weekdays than other routes, operating until roughly 5: 00pm.

WEEKEND SERVICE

Weekend service is expected to follow the current pattern, with routes generally operating at half their weekday frequency on weekends. Proposed weekend service frequencies are illustrated in Table 5 4 Proposed Phase I Weekend Service Frequencies. It is proposed that rather than having Route 4A and 4B operating at two-hour frequencies on weekends, only one variant of this Route (4A) operate at an hourly frequency. Given limited ridership on Northpoint and Corporate Center Parkways on weekends, it is proposed that only Route 9W operate on Sebastopol Road, at a 30-minute frequency. Under this proposal, Routes 7 and 11 would not operate on weekends, while Route 15 would have Sunday service for the first time, and the current gap in weekend service on Route 18 would be filled in.

TABLE 5 4 PROPOSED PHASE I WEEKEND SERVICE FREQUENCIES

Route		Weekday Frequency	Proposed Weekend Frequency
1	Mendocino	15	30
2	Bennett Valley	30	60
3	College/9th	30	60
4A	Rincon Valley A	60 (30)	60
4B	Rincon Valley B	60 (30)	-
5	Petaluma Hill	30	60
6	West Third	30	60
7	Montgomery/Coddingtown	60	-
9N	Sebastopol-Northpoint	30 (15)	-
9W	Sebastopol-Wright	30 (15)	30
10	Coddingtown/Coffey	30	60
10W	Coddingtown/Coffey (no Round Barn)	-	60
11	Chanate/Guerneville	75	-
12	Roseland	30	60
15	Stony Point	60	60
18	Southeast Circulator	60	60
19	Santa Rosa Ave	30	60

INTEGRATION WITH SMART SERVICE

The proposed Phase I plan includes several elements intended to integrate SMART rail service into the CityBus transit network:

Santa Rosa Downtown Station

- Four routes connecting the station to downtown Santa Rosa via Third Street. All four routes operate with bi-directional service, providing combined frequencies of 15 minutes or less in each direction.
- An interline between Route 9N/9W—which passes the station via Railroad and Third Streets—and Route 1, providing a one-seat ride connecting the Downtown Station to the Mendocino Avenue corridor, including major employers and destinations such as

the Santa Rosa Junior College, Sonoma County Administration Center, and Kaiser Medical Center.

Santa Rosa North Station

- Improved connections and frequency at the Northside Transfer Center, which is a short walk from the SMART station. This includes service every 15 minutes serving the Mendocino Avenue corridor from Bicentennial to downtown Santa Rosa.
- Two routes serving the station directly, on Guerneville Road. While both of these routes are circulators operating at 60-75 minute frequencies, they provide connections to several destinations and neighborhoods in northern Santa Rosa.

In addition, CityBus staff continue to support efforts by employers to initiate shuttle service connecting the Santa Rosa North station to employment sites, as well as working with other City staff to evaluate options for a downtown shuttle service connecting with the Santa Rosa Downtown station.

Phase I Resource Requirements

Table 5-5 illustrates the resource requirements to support the Phase I service recommendation. In total, 23 vehicles are required to serve all the routes at the recommended frequency levels on weekdays.

TABLE 5-5 PHASE I RESOURCE REQUIREMENTS (WEEKDAY SERVICE)

Route		Roundtrip Miles	Running Time	Frequency	Vehicles
1	Mendocino	7.7	40	15	3
2	Bennett Valley	9.4	55	30	2
3	College/9th	5.6	25	30	1
4A	Rincon Valley A	11.1	55	60 (30)	1
4B	Rincon Valley B	11.1	55	60 (30)	1
5	Petaluma Hill	4.8	25	30	1
6	West Third	16.1	70	30	2.5
7	Montgomery/Coddingtown	7.3	55	60	1
9N	Sebastopol-Northpoint	7	40	30 (15)	1.5
9W	Sebastopol-Wright	7.8	40	30 (15)	1.5
10	Coddingtown/Coffey	12	70	30	2.5
11	Chanate/Guerneville	13.6	65	70	1
12	Roseland	5.9	25	30	1
15	Stony Point	11.7	55	60	1
18	Southeast Circulator	6.8	55	60	1
19	Santa Rosa Ave	5	25	30	1

It is anticipated that an additional vehicle will be required to operate school "tripper" service to Piner High School on weekday afternoons. That vehicle may also be used to provide supplemental services along Route 1 during peak service hours to avoid vehicle overloads.

AREAS OF REDUCED COVERAGE

As discussed above, the proposed Phase I changes reflect more direct, simplified, and bi-directional service, in addition to proposed increased frequency on several corridors that warrant it. It is unavoidable that achieving these improvements within the current budget requires reduced geographic coverage in some areas. However, despite the fact that services have been simplified and some resources have been reallocated to the highest ridership corridors, the vast majority of areas that are currently served by CityBus will retain service under this plan. Most of the segments eliminated as part of the Phase I service plan are within a quarter-mile, or approximately a 5-minute walk, from planned routes. In some cases, coverage is still maintained by Sonoma County Transit. It should also be noted that some of the existing route segments along which buses would no longer operate in the recommended

Phase I service scenario are currently only served in one direction and with very limited service, or are within a very short walk of a parallel route.

The most noteworthy segments where service would shift to another street include:

- Montgomery Drive between 4th Street and Farmers Lane: Two-way, 30-minute service would be provided one block away on Sonoma Avenue. This segment of Montgomery Drive is also served by Sonoma County Transit Route 30. This change avoids duplicative services operating on both Sonoma Avenue and Montgomery Drive, and acknowledges the higher ridership on Sonoma Avenue, despite the fact that Memorial Hospital is located on Montgomery Drive.
- Highway 12 between Mission and Farmers Lane: There is only one bus stop on this stretch of Highway 12, which currently has hourly bus service in just one direction. Ridership at this bus stop is low. Shifting this service over to Montgomery Drive enables CityBus to provide two-way, 30-minute service on a corridor with higher ridership demand.
- Hoen Avenue between Yulupa and Summerfield: Ridership is modest on this segment, and riders have no more than a ¼ mile (5 minute) walk to service under the recommended plan. Removing this segment helps provide for an increase in frequency on Route 2 from 60 minutes to 30 minutes.
- Hahman Drive between Sonoma Avenue and Hoen Avenue: Despite the proximity to Montgomery High School, ridership on this segment is very modest, with most students traveling to and from the area from the Eastside Transfer Center on Sonoma Avenue.
- Hendley and Aston Streets: While ridership is fairly robust on these route segments, they are very close to Petaluma Hill Road with good pedestrian connections. Keeping Route 5 on the main arterial provides for faster and more direct service to downtown Santa Rosa and the Santa Rosa Marketplace area.
- Colgan Avenue between Santa Rosa Avenue and Petaluma Hill Road: There is one bus stop on Colgan Avenue, with low ridership. This stop is in close proximity to Santa Rosa Avenue service. However, the pedestrian connection between the bus stop at the Vintage Park senior residence and Santa Rosa Avenue will need to be improved to provide access to CityBus service.
- West College Avenue between Marlow and Fulton Road: This is very low ridership segment of Route 6.
- Marlow between West Steele and Guerneville Road: Ridership on this segment is concentrated at Marlow and Guerneville, which will retain service on two routes under this proposal.

- County Center Drive and Ventura Avenue: While this segment has fairly robust ridership, keeping service on Steele Lane, Mendocino Avenue, and Bicentennial Road enables CityBus to provide faster, more direct, and more frequent trips to and from this area. Riders traveling to the interior of the County Administration Center will have access to 15-minute service, all day and in each direction, on Mendocino and Bicentennial, as well as direct service on Sonoma County Transit Route 44/48.
- Fountaingrove Parkway between Round Barn Boulevard and Stagecoach Road: Ridership on this segment is quite low. Routes 10 and 11 will continue to provide access to this area via Round Barn Boulevard and Stagecoach Road.

CityBus staff recognize that longer walks to bus stops will not work for all riders, even when a more frequent, faster, and more direct service is available at the closest stop. For all riders who are unable to travel to their nearest bus stop due to a disability, Santa Rosa Paratransit will always be available. Implications of proposed service changes for ADA paratransit service are discussed below.

ADA PARATRANSIT CONSIDERATIONS

Under the Phase I service plan, the ADA paratransit service area still encompasses nearly all of Santa Rosa with a nearly identical footprint to the current ADA paratransit service area. There will be no changes to ADA paratransit hours of operation or to the service available to current ADA paratransit registrants under this service plan.

Ultimately, an objective of the fixed-route service changes is to empower paratransit riders who are able to use fixed routes for at least some of their trips to transition to fixed routes, with paratransit meeting demands that cannot be met by fixed routes. With improved services, more paratransit users may find they can travel more efficiently to their destination, and because paratransit registrants are able to use CityBus fixed-route services free of charge, there is a financial incentive to do so when possible. On the other hand, some may find that longer distances to bus stops makes it necessary to use ADA Paratransit.

OTHER OPPORTUNITIES

In addition to the planned Phase I service changes, CityBus has opportunities to address other priorities that emerged during the planning and outreach process for Reimagining CityBus. Some of these opportunities will be considered within the horizon of this SRTP if funding becomes available. As additional funding opportunities are realized, the service improvements identified as “Other Opportunities” will be prioritized and costed within the 2016 to 2025 timeframe.

EXPANDED WEEKEND SERVICE

The truncated span of service on Sunday in particular is an issue that CityBus riders have identified for many years. While it was determined that most riders did not want to cut weekday services to achieve a longer span of service on weekends, expanded weekend service is clearly a priority for many riders.

NIGHT SERVICE

Night service was identified as a high priority for Santa Rosa residents, since current CityBus routes generally go out of service around 8:00 p.m. While resources are not available to implement extended hours of operation as a near term service change, this improvement is detailed in the Phase II recommendations discussed later in this chapter.

COMMUTE-PERIOD SERVICES

One of the challenges Santa Rosa faces is that key manufacturing, business and medical employment centers are somewhat dispersed, with clusters of employment downtown, on the southeast side, near Coddingtown, and in the north of the city. Some of these employers, such as Keysight Technologies on Fountaingrove Parkway, have limited transit ridership which is usually concentrated during peak commute hours. Rather than operate all-day service to an employer that is located in an otherwise low-transit-ridership area, CityBus could provide or promote transit access by developing commute-period routes (that may be supported in whole or in part by subsidies by employers), supporting development of employer shuttles, or developing or supporting a vanpool program.

INSTITUTIONAL PASS PROGRAMS

CityBus has an opportunity to develop partnerships to increase ridership through pass programs with employers and educational institutions. For example, the Santa Rosa Junior College is a key destination for CityBus riders, but there is no formal partnership between CityBus and the SRJC to enable students to ride CityBus for free as they are able to ride Sonoma County Transit. Such a partnership could provide an opportunity to fund CityBus service and encourage more students to use the system. A common mechanism to provide free transit for students at colleges across California is for students to assess a student fee to provide revenues to support transit and in turn receive fare-free travel via a “U-pass” or “Eco Pass” program.

FIXED ROUTE SERVICE PLAN—PHASE II

The recommendations for Phase II in the Reimagining CityBus plan include two types of enhancements that make strides toward addressing desires for additional transit services to meet current and anticipated future travel needs:

1) Investments to reduce transit travel time, extend the service span, increase frequencies and expand the service area. These are investments that could be implemented in the short term if greater funding were available. In the constrained funding environment in which CityBus currently operates, these services are considered desirable but not essential, although their implementation would be expected to attract new riders.
2) Investments and route restructuring to serve anticipated future needs resulting from growth in areas of Santa Rosa where current population densities do not necessarily merit more service, but expected new development is likely to spur greater demand for transit. This category of future improvements also extends to needs that address CityBus' role within the regional transit network, including coordination with SMART and bus operators.

The approach for developing the Phase II service plan was not to design a high-cost system, but to respond to current and future needs and anticipated growth and development in Santa Rosa over the next 10-15 years. Recommendations relate to expanded hours of operation, increased frequencies, and route extensions and restructuring.

EXPANDED WEEKEND SERVICE

A common request from riders is an expanded span of service and increased frequency on weekends. Many riders have work, social, religious, educational, and recreational commitments on weekends that can be difficult to access using transit. Given riders' priority to retain current service hours for weekday service, expansion of weekend service was not included in the Phase I recommendations due to funding limitations. However, were funding available, CityBus weekend expansion would be a top priority. As a first step, based on rider feedback, CityBus proposes increasing the Sunday hours of operations to match those of Saturday. ADA paratransit service hours would also be expanded to match fixed-route hours or operation.

NIGHT SERVICE

Night service was also identified as a high priority for Santa Rosa residents. Currently, CityBus service operates no later than 8:30 p.m., with many routes ending service earlier. There is widespread recognition that a city of Santa Rosa's size, with a robust junior college student body and retail workforce, requires a transit system that operates at least until 10:00 p.m., and

ideally until 11:00 p.m. to accommodate college students and second shift workers returning home.

Providing night service does not necessarily require extension of the entire CityBus system at daytime frequencies. As a potential starting point to test demand and begin to provide a basic level of nighttime access for residents, a limited evening service concept was developed as part of the Reimagining CityBus effort. A more robust night service could be built from this initial service as ridership grows.

ADA paratransit service hours would need to be extended to within ¾ mile of any nighttime service routes, which would add to costs of a night service implementation.

ROUTE RESTRUCTURING AND FREQUENCY IMPROVEMENTS

This section provides an overview of changes to routes to meet anticipated future needs, as well as potential frequency improvements. Figure 5-2 illustrates the recommended Phase II service design. As discussed above, it is possible for most of the route changes illustrated in Phase II to be implemented in phases in response to needs should necessary funding become available. For some routes, no changes are proposed at this time. However, as conditions change additional improvements may be needed, as discussed later in this chapter. The most significant enhancements are as follows:

- **Increasing frequency on Route 1 to 10 minutes.** At 10-minute headways, it is usually unnecessary to consult a schedule; the bus is expected to arrive within a few minutes of reaching the bus stop. At these frequencies, Mendocino Avenue would become known as a "transit-emphasis corridor" due to its 10-minute frequency and convenient service to and between major popular destinations. It could ultimately be designated as a Rapid Bus corridor if speed improvement projects such as Transit Signal Priority, wider/targeted stop spacing, or off-board fare payment were implemented. Any of these improvements would reinforce the strength of the transit corridor, helping to solidify it in riders' minds as the "backbone" of CityBus operations. Another strategy to cement the importance of this corridor would be to implement special bus stop and vehicle branding, allowing Route 1 to be distinguished from the other routes.
- **Expanded frequent network.** The network of routes operating at 15 minute frequency would be expanded to include an extension of Route 19 south to Todd Road, completing a high-frequency north-south spine in Santa Rosa. Frequent service would also be provided between the Transit Mall and Coddingtown on Route 10, and between the Transit Mall and Mission via Sonoma Avenue and Montgomery Drive.
- **Restructuring services in northern and southwest Santa Rosa.** This includes splitting the loop on Route 10 proposed in Phase I into two tails, and splitting Route 12 into two

routes to better serve a developed Roseland area, and to enable Route 15 to connect to Santa Rosa Avenue via Hearn Avenue.

- **Extending Route 11** to serve as a new north side link providing crosstown service between Coddingtown and the Rincon Valley.
- **Increased frequencies throughout the system,** including Route 4A/4B in Rincon Valley, and Routes 7 and 15. While the Phase II recommendation takes a somewhat conservative approach to frequency, with 30-and 60-minute headways in some corridors, frequencies could be increased if demand warrants.

The Phase II recommendation retains some loops in the CityBus system in parts of the city that tend to have lower transit demand. These loops could be converted to bi-directional service in the future should ridership warrant the additional investment. However, based on industry experience, additional frequency is likely to produce the greater outcome in terms of ridership.

Table 5-6 highlights recommended enhancements to the Phase I recommendations.

FIGURE 5 2 PHASE II SERVICE PLAN

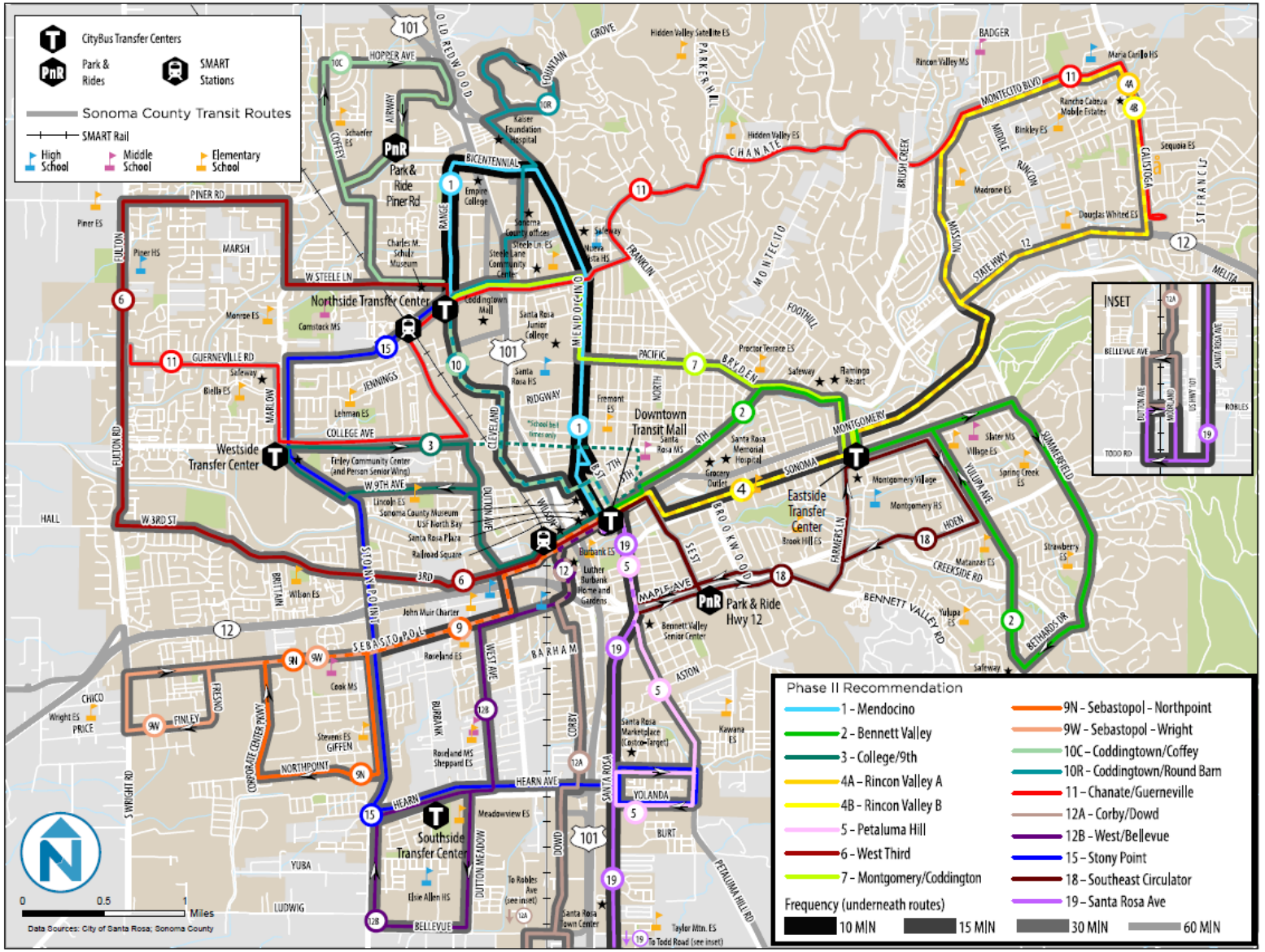


TABLE 5-6 PHASE II ROUTE RESTRUCTURING AND FREQUENCY RECOMMENDATIONS – DESCRIPTIONS BY ROUTE

Phase I Route		Phase I Proposed Frequency	Phase II Proposed Frequency	Proposed Route Changes Phase I to II
1	Mendocino	15	10	▪ Frequency changes only.
2	Bennett Valley	30	30	▪ No changes
3	College/9th	30	30	▪ No changes
4	Rincon Valley A Rincon Valley B	30 between Transit Mall and Mission (via Sonoma Ave.); 60 otherwise	15 between Transit Mall and Mission (via Sonoma Ave); 30 otherwise	▪ Frequency changes only.
5	Petaluma Hill	30	30	▪ No changes
6	West Third	30	30	▪ No changes
7	Montgomery/ Coddingtown	60	30	▪ Frequency changes only.
9	Sebastopol - Northpoint Sebastopol - Wright	15 minute service on Sebastopol Road from Olive to Stony Point; 30 otherwise	15 minute service on Sebastopol Road from Olive to Stony Point; 30 otherwise	▪ No changes

Phase I Route		Phase I Proposed Frequency	Phase II Proposed Frequency	Proposed Route Changes Phase I to II
10	Coddingtown/ Coffey Coddingtown/Red Hill	30	15-minute service between Transit Mall and Coddingtown; 30 otherwise	▪ Frequency changes and route alignment change. Single route becomes two variations with different tails; Unchanged routing between Transit Mall and Coddingtown. (10C) Coffey operates north on Coffey, east on Hopper, west on Industrial, south on Airway to Piner, return via Coffey. (10R) Round Barn operates east on Steele, north on County Center, east on Administration, north on Ventura, east on Bicentennial, north on Mendocino, east on Fountaingrove, west on Round Barn and return via Bicentennial.
11	Chanate/ Guerneville	60	60	▪ Route alignment change. Route is extended east via Chanate, Fountaingrove Parkway, Montecito and Calistoga, terminating at St. Francis Shopping Center.
12	Corby/Dowd West/Bellevue	30	15 between Transit Mall and Boyd; 30 for each segment	▪ Frequency changes and route alignment change. Essentially converts to two separate 30-minute routes: (12A) Operates south on Corby to Dowd with a loop via Bellevue, Dutton, Robles and Moorland. (12B) Operates West on Sebastopol to West Ave. to Hearn, south on Dutton Meadow east on Bellevue, north on Stony Point, returning via Hearn.
15	Stony Point Road	60	30	▪ Frequency changes and route alignment change. Route travels Stony Point to Hearn, crossing Highway 101 and Santa Rosa Avenue to loop via Kawana Springs, Petaluma Hill and Yolanda before returning.
18	Southeast Circulator	60	60	▪ No changes to core route. City staff propose working in cooperation with Vista Sonoma management to identify whether there is a way to provide access to transit service via Farmers Lane for residents who are unable to navigate the hill to and from Vista Sonoma on foot.
19	Santa Rosa Ave	30	15	▪ Frequency changes and route alignment change. Route runs on Santa Rosa Avenue corridor to Todd Road, looping back via Dutton Avenue, Robles and Moorland.

Table 5-7 illustrates the resource requirements to support the Phase II service recommendation. In total, 36 vehicles are required to serve all the routes at the recommended frequency levels.

TABLE 5-7 RESOURCE REQUIREMENTS

Route		RT Miles	Run Time	Headway	Vehicles
1	Mendocino	7.7	40	10	4.5
2	Bennett Valley	9.4	55	30	2
3	College/9th	5.6	25	30	1
4A	Rincon Valley A	11.1	55	30 (15)	2
4B	Rincon Valley B	11.1	55	30 (15)	2
5	Petaluma Hill	4.8	25	30	1
6	West Third	16.1	70	30	2.5
7	Montgomery/Coddingtown	7.3	55	30	2
9N	Sebastopol-Northpoint	7	40	30 (15)	1.5
9W	Sebastopol-Wright	7.8	40	30 (15)	1.5
10C	Coddingtown/Coffey	10.4	55	30 (15)	2
10R	Coddingtown/Round Barn	9.8	55	30 (15)	2
11	Chanate/Guerneville	20.4	85	60	1.5
12A	Corby/Dowd	7.6	40	30	1.5
12B	West/Bellevue	7.7	40	30	1.5
15	Stony Point	14	70	30	2.5
18	Southeast Circulator	6.8	55	60	1
19	Santa Rosa Ave	9.8	55	15	4

PHASE II IMPLEMENTATION CONSIDERATIONS

A key consideration of the Phase II service plan is that all of the recommendations would not necessarily need to be implemented at the same time. Phasing for increased frequencies, changes to route alignments, new or extended routes, longer service spans, and different operating approaches can be determined based on changing needs and priorities over time. Implementation of Phase II recommendations will be prioritized in several ways:

- **Based on ridership on Phase I routes.** If ridership and overall performance is exceeding adopted standards, this is an indicator of potential additional frequency requirements.

Additional frequency often also speaks to the need for increased service span. For example, if Route 1's performance exceeds expectations and as a result experiences greater delays caused by boarding and alighting activity at stops, it may be an indicator that additional enhancements in the corridor are appropriate, such as conversion to a Rapid Bus route. Careful evaluation of performance based on adopted standards will be the most effective means for prioritizing future enhancements.

- **Based on public preferences.** In CityBus meetings with members of the public, individuals stated their priorities for transit improvements. As discussed above, top priorities included expanded weekend service and night service. Priorities for other improvements can continue to be assessed as conditions change over time.
- **Based on changing land uses and population.** Possible shifts in development patterns or the opening of new destinations (a new medical facility, shopping center, or other employment destination) would suggest the need for service expansions, particularly to areas not currently served by transit. In this case, CityBus will consider modifications to existing routes (as long as those changes do not negatively impact the route's performance or dilute the route's purpose), implement new routes, or consider alternative approaches to serving the new demand through flexible routes, on-demand service, or technology-focused services (such as Uber or Lyft-style service, as discussed below).

ALTERNATE APPROACHES TO PROVIDING SERVICE

Serving low-density suburban areas with fixed-route transit has been a challenge for transit operators throughout the country. While these areas have demand for transit service, the productivity typically has been low. Many agencies have been looking to address these service areas by introducing new types of service.

Within the Bay Area, VTA and AC Transit have chosen to replicate the on-demand, app-based transit pioneered by Uber and Lyft with in-house services. LAVTA is attempting to develop a user-side subsidy program with transportation network companies (TNCs—e.g., Uber, Lyft), where a portion of a passenger's fare is paid by the agency. Denton County Transportation Authority (north of Dallas and Fort Worth, Texas) and Pinellas County Transit (St. Petersburg, Florida) are in the process of implementing this type of service, as well.

Applications for this type of service in Santa Rosa include Rincon Valley and the areas off Fountaingrove Parkway. This could be an alternative to an extended Route 11, as well as serving areas further north and east. This type of service could also be used as an overlay complementing fixed-route service to fill gaps in coverage in low demand areas.

Under a TNC subsidy approach, Santa Rosa could provide a discount program as a financial incentive to use the dynamic, real-time ride sharing capacities of the transportation network companies (Uber, Lyft, Scoop, taxicabs, etc.), with a goal to reduce the number of single occupancy vehicles and to reduce trip costs to those who are economically challenged. City staff will continue to track developments in technology-based on-demand services and identify opportunities to better meet customer needs using such approaches.

ADA PARATRANSIT CONSIDERATIONS

ADA paratransit services will need to be implemented during the same hours and in the same locations (within ¾ mile of a route) as any fixed route expansion projects. Any fixed routes that might extend into new service areas, such as Route 11, would necessitate an expansion of the ADA paratransit service area. Similarly, longer hours of operation on the fixed-route system would necessitate an expansion of paratransit service hours. The potential impact of expanded paratransit service areas would need to be assessed at the time of the proposed expansion based on development and demographics within the expansion area. CityBus could consider an expanded service beyond the ADA requirements to be part of a premium service area, for which a premium fare would be appropriate.

PARATRANSIT AND OAKMONT SERVICE

Santa Rosa Paratransit will continue to be delivered in an efficient manner, remaining within annual budget ceilings and in full compliance with ADA regulations. Santa Rosa Paratransit ridership has remained flat in recent years because of more effective demand management. Successful demand management strategies have included in-person, functional assessments for all those applying for ADA eligibility and the introduction of a free fare policy on CityBus fixed route service for all Santa Rosa Paratransit registrants.

An annual demand growth rate of 1.50% is anticipated for FY 2016-2025. A schedule of incentives is incorporated into the paratransit service agreement to encourage the service contractor to maintain high levels of service productivity and on-time performance, and a clearly stated financial penalties keep the service contractor from operating beyond the annual budget ceilings stated in the service agreement and from denying ADA eligible trips. Revised contract specifications encourage greater self- management of the service efficiency and quality by the contractor.

A Paratransit Efficiency Review was completed in early 2014. On February 4, 2014, City Council approved a series of near-term demand management recommendations based on the findings of this review. The near-term recommendations established further strategies to control revenue hours and avoid capacity related trip denials. These included:

- A moratorium on subscription bookings during the AM and PM peaks, and if necessary an actual reduction in number of subscription trips during the peaks to ensure reduction. The peak hour subscription trip moratorium remains in effect, controlling Santa Rosa Paratransit revenue hours.
- The more aggressive negotiation of scheduled pick-up and drop-off times to increase service productivity by better matching passenger volumes with scheduled bus capacity.
- The limiting of Santa Rosa Paratransit service to the formal ADA mandated service area to make more capacity available within the ADA service area.

The City anticipates continuing its partnership with the Oakmont Village Association to provide deviated fixed-route service to Oakmont on Route 16. No significant changes in service hours, miles, or approach to service delivery are anticipated at this time.

COORDINATION WITH SONOMA ACCESS

An aging population could result in unanticipated spikes in ADA paratransit demand beyond planned levels, and possibly a need for a higher level of service than Santa Rosa Paratransit is mandated to provide. CityBus will continue to work closely with the Sonoma Access initiative to coordinate a wider range of service modes, and expanded trip coordination for ADA eligible persons and/or persons requiring a higher level of driver-assisted service than ADA paratransit is intended to provide.

SHORT RANGE TRANSIT PLAN JOINT APPENDIX

INTRODUCTION

In 2010, the Metropolitan Transportation Commission (MTC) adopted Resolution 3866, which established specific transit operator requirements to implement a coordinated regional network of transit services and to improve overall service productivity. Per MTC's Transit Connectivity Plan, a high priority is placed on transit coordination efforts that make tangible improvements to benefit the largest number of passengers. These improvements include:

- Sharing agency resources to improve system productivity,
- Enhancing the ability of passengers to reach major destinations along regional corridors, and
- Improving connections and providing through service.

This summary of inter-operator transit coordination efforts in Sonoma County and along the Highway 101 corridor in the North Bay is produced by Sonoma County Transportation Authority, Sonoma County Transit, CityBus, and Petaluma Transit, in cooperation with the Sonoma-Marin Area Rail Transit (SMART) District, Golden Gate Transit, and Marin Transit. This appendix, which is separated into a summary of Existing Coordination Efforts and potential Future Coordination Initiatives, is included in the respective FY 2015 Short Range Transit Plans (SRTP) prepared by Sonoma County Transit, CityBus, and Petaluma Transit.

MTC's Transit Sustainability Project (TSP) was initiated in early 2010 to help chart a future for efficient, convenient and reliable public transit throughout the region, including Sonoma County. One of the major goals of the TSP is to ensure that public transit is an accessible, user-friendly and coordinated network for passengers, regardless of mode, location or jurisdiction. In summarizing the current inter-operator transit coordination and exploring ideas for future coordination, this appendix is a key component in fulfilling this recommendation.

EXISTING AND ONGOING COORDINATION EFFORTS

COORDINATION OF CUSTOMER SERVICE INFORMATION

Accessible transit information and trip planning tools can greatly increase the ease of transit use and encourage new riders. Several sources now provide information about multiple transit operators so that customers do not have to navigate routes and schedules on multiple websites.

The Sonoma Access Countywide Call Center is a One Call/One Click Transportation Resource Center that integrates community based and public mobility options to address the needs of the disabled and senior residents of Sonoma County. Sonoma Access is a call center and website designed to bring together information on all of the public, private, and non-profit transportation options and providing full-service Mobility Management in Sonoma County. The Sonoma Access "One Call" center enables an individual to make only one telephone call to be directed to an array of different types of transportation options including travel training, trip

planning assistance, and/or to be connected to a specific transportation provider. The call center is operated by the Volunteer Center (211) and gives callers the option of connecting with Santa Rosa Paratransit, Sonoma County Paratransit or Petaluma Paratransit. The call center also gives the caller the option of speaking with an operator who has access to information about human services agencies and the specific services that they provide, including their transportation services. This project was initiated by Santa Rosa Transit through a New Freedom grant from the Federal Transportation Administration (FTA).

The Sonoma Access website (sonomaaccess.org) provides "One Click" information about fixed-route public transit, paratransit, volunteer driver programs, non-profit transportation providers, and transportation providers for veterans. The website includes links to schedules, route maps, and websites, telephone contact information, as well as travel training options. Embedded software allows users to find providers covering the area between trip origin and destination. The website also includes a form where agencies that want to provide rides may request partnership. The Sonoma County Department of Human Services, Area Agency on Aging is taking over maintenance of the website and is currently working with Santa Rosa Transit to redesign the website to make it more user friendly and update the information and links with current information.

GoSonoma (gosonoma.org) is a website maintained by the Sonoma County Spare the Air Task Force and sponsored by Bay Area Air Quality Management District. This website provides transit, bicycle, carpool, and other transportation demand management program information for Sonoma County. The transit tab on the GoSonoma website provides step-by-step instructions for taking transit with links to all of the bus operator websites that serve Sonoma County, as well as the 511 Trip Planner and Google Transit.

The 511 Trip Planner, operated by MTC, allows travelers to find transit routes for their trip by inputting their origin and destination. All Bay Area transit provider schedules and routes are integrated into the system, so travelers can choose the best route based off of their preferences for fastest trip, fewest transfers, less walking, or lower fares. The 511 system also offers telephone information on transit schedules by dialing 511.

Third-Party Public Transit Planning Tools collect General Transit Feed Specification (GTFS) data from various transit agencies. For example, Google Transit is a public transportation planning tool feature in Google Maps that combines the latest transit agency data with Google Maps online and on the mobile application. Google Transit, and other transit planning tools, use GTFS to integrate transit stop, route, schedule, and fare information with maps and optimize trip planning. Trips involving transfers between operators can be planned with several of the available transit planning tools.

Transit Service Representatives (TSRs), employed by CityBus, provide route and schedule information for all operators serving the Santa Rosa Transit Mall. This service helps riders who need assistance finding connections or information on how to get to their ultimate destinations.

REAL-TIME INFORMATION

In the recent years, Sonoma County transit operators have begun to install Automatic Vehicle Location (AVL) equipment on buses providing real-time Global Positioning Systems (GPS) location information for dispatching and tracking vehicles. AVL systems allow operators to provide real-time information to transit riders through websites, mobile applications, text message, and hub and bus stop signage. SMART will also install AVL equipment on their rail vehicles to provide real-time GPS location information to the SMART control center and to public services.

Mobile applications and websites that display real-time bus schedule and arrival information facilitate easier and more convenient travel by transit. The MyStop mobile application currently provides real-time information for CityBus and will soon provide information for Petaluma Transit. Real-time information for Sonoma County Transit became available on the Next Bus website and mobile application in October 2015, following a robust countywide marketing effort. Real-time information for all Sonoma County bus systems, including Golden Gate Transit, is also available through 511.org.

Transit hub and bus stop signage with real-time information estimating bus arrivals can enhance passenger convenience and reduce wait time anxiety. Sonoma County Transit has installed real-time bus information signs at the Windsor Depot, Sonoma County Airport, Sebastopol Transit Hub, Rohnert Park Transfer Center, Cotati Transit Hub, Sonoma State University, Petaluma's Copeland Transit Mall and Sonoma County Administration Center. Additional real-time signs for Sonoma County Transit busses are to be installed at Cloverdale City Hall, Healdsburg Plaza and Sonoma Plaza. Petaluma Transit has deployed real-time bus arrival signs at its Copeland Transit Mall and East Side Transfer Center and downtown at Keller and Western. An additional three solar powered real-time signs are planned to be installed through Petaluma Transit's AVL/CAD (automated vehicle location/computer aided dispatch) project. As part of the Santa Rosa Transit Mall revitalization project, CityBus recently installed real-time bus information signs that provide information for multiple operators serving the Transit Mall, via 511. CityBus plans to procure and install real-time bus signage at additional transfer centers in the future. Golden Gate Transit has plans to install real-time bus arrival signage at the Copeland Transit Mall in Petaluma.

STANDARDIZED HUB WAYFINDING SIGNAGE

The goal of MTC's Regional Transit Connectivity Plan Hub Signage Program is to make it easier for passengers to transfer between connecting transit operators at regionally significant transit hubs by providing consistently designed signage with consistent information. As part of the Santa Rosa Transit Mall revitalization project, new wayfinding signage that is consistent with MTC's program was installed. The Santa Rosa Transit Mall serves as a transfer hub for CityBus, Sonoma County Transit, Golden Gate Transit, and the Mendocino Transit Authority. The standardized format for static information is Transit Information Display (TID). TID is currently in place at the Santa Rosa Transit Mall and may be expanding to other transit hubs in Sonoma County, including the Copeland Transit Mall in Petaluma.

The Sonoma County transit operators will continue to work together to explore opportunities for combined signage at multi-agency stops to facilitate easy transfers and signage consistency.

In addition, SMART will provide standard customer information and will carry over this standardized wayfinding signage strategy at all of its stations.

SANTA ROSA TRANSIT MALL

The Santa Rosa Transit Mall is the largest regional transit hub in the North Bay, utilized by an average of 10,000 passengers per day on CityBus, Sonoma County Transit, Golden Gate Transit, and Mendocino Transit. In 2013, a $3.1 million rehabilitation of the Santa Rosa Transit Mall was completed. The rehabilitation project upgraded aging infrastructure originally built in 1987. The project was managed and solely funded by Santa Rosa Transit (via federal grants, state-funded Proposition 1B and local Transportation Development Act funds), but included collaborative input from all of the transit operators that utilize the facility, several relevant City of Santa Rosa departments, and business and non-profit entities.

The Transit Mall now meets regional and federal safety and Americans with Disabilities (ADA) requirements, and has improved amenities for transit riders and transit connectivity for bicyclists and pedestrians. Improvements to the Transit Mall included new ADA compliant sidewalks and crosswalks, lighting upgrades to improve safety and reduce energy use, a new video surveillance security system, new wayfinding signage that is compliant with MTC's Regional Transit Connectivity Plan and Hub Signage Program, regional transit network signage using the standardized Transit Information Display (TID) static information format, infrastructure for real-time bus arrival displays, public artwork, new shelters and many other upgraded passenger amenities. CityBus employs Transit Service Representatives at the Transit Mall to provide route and schedule information for all operators that serve the Transit Mall to help riders reach their final destinations.

EMERGENCY COORDINATION

Sonoma County, Santa Rosa and Petaluma have their own Emergency Operations Plans (EOP) to organize individual Emergency Operations Centers in the event of an emergency. Each jurisdiction's plan includes annual emergency simulation drills that are designed to meet all federal and state mandates and guidelines while ensuring processes are well established and each jurisdiction's staff is well prepared for any emergency. CityBus, Petaluma Transit and Sonoma County Transit are each a part of the transportation component of each jurisdiction's respective EOP.

In the event of a countywide public emergency, in cooperation with the Sonoma County Office of Emergency Services, Sonoma County Transit, CityBus and Petaluma Transit will coordinate emergency public transit services that are determined necessary for public evacuation due to events such as floods, earthquakes, fires, etc. The San Francisco Bay Area Regional Transportation Emergency Management Plan provides additional guidance for coordinating emergency response capabilities among the various transportation agencies throughout the region.

ONGOING FIXED-ROUTE & PARATRANSIT COORDINATION

Sonoma County Transit, CityBus, and Petaluma Transit participate in several ongoing coordination projects involving schedule coordination, bus stop signs, transfer agreements, Clipper®, SuperPass, and regional transit marketing promotions. These three Sonoma County bus operators also participate in several ongoing regional coordination projects sponsored by MTC, including implementation of the Transit Connectivity Plan and the Transit Sustainability Project. Additional efforts to coordinate schedules and operations among all of the North Bay operators are discussed in the Future Coordination Initiatives section below.

Sonoma County operators seek opportunities to manage ADA costs through coordination. Santa Rosa Transit is currently updating their ADA Bus Stop Transition Plan and has reviewed ADA facilities at bus stops through this process. Santa Rosa Transit is coordinating with Sonoma County Transit and Golden Gate Transit regarding ADA facilities at multi-operator bus stops within the City of Santa Rosa. Review of multi-operator bus stops will also be used as an opportunity to examine the potential to consolidate bus stop signs along specific corridors.

The forum for discussing Sonoma County transportation issues is the Sonoma County Transportation Authority (SCTA). The SCTA's membership includes one representative from each of the nine incorporated cities in the County and three Supervisors from the County of Sonoma. The SCTA's Transit Technical Advisory Committee (Transit-TAC), comprised of North Bay transit operators, including SMART, Golden Gate Transit and Marin Transit, can be considered as a sub-committee of SCTA's Technical Advisory Committee (TAC). The Transit-TAC prepares and reviews the annual Transportation Development Act/State Transit Assistance Coordinated Funding Claim for Sonoma County and reviews various resolutions and regional directives. The Transit-TAC meets monthly, as needed, to discuss coordination and transportation-related issues that affect Sonoma County's public transit operators.

Under the SCTA, the Transit/Paratransit Coordinating Committee (TPCC) is the forum to promote cooperation and coordination among the various fixed-route transit and paratransit operators in Sonoma County. Pursuant to SB498 and Title VI, seniors, persons with disabilities, persons with low incomes and minorities are among the members represented on the TPCC, as well as human services providers and each of the County's transit and paratransit operators.

The TPCC is charged with approving the annual Coordinated Claim. As initiated by the TPCC, Sonoma County Transit, Petaluma Transit, CityBus, and Golden Gate Transit have established inter-city and intra-county paratransit transfer points throughout Sonoma County for passengers with scheduled trip destinations outside of their respective city or county limits. The TPCC also reviews the efforts of various public transit agencies in the county that must be in full compliance with the paratransit provisions of the Americans with Disabilities Act (ADA). In addition, the committee conveys passenger complaints to fixed-route transit and paratransit service providers. The TPCC has also been used as a venue for transit operators to coordinate efforts on fixed route travel training opportunities.

The Transit Finance Working Group (TFWG) meets at the Metropolitan Transportation Commission (MTC) on a monthly basis to discuss current funding programs and issues concerning transit within the nine-county San Francisco Bay Area. Representatives from Sonoma County Transit, CityBus, Petaluma Transit, and SCTA generally attend the TFWG meetings.

COORDINATION OF SCHEDULES AND SCHEDULE CHANGES

Operators communicate with all connecting services each time route and schedule changes occur and announce upcoming changes at the Transit-TAC meetings. CityBus will coordinate closely with Sonoma County Transit and Golden Gate Transit on new scheduling through its current planning effort "Reimagining CityBus," which will rework CityBus routes and schedules. Multi-operating schedule information is available at several locations. The downtown Santa Rosa Transit Mall has schedule information posted for all operators serving the Transit Mall, and multi-operator information is also available at the CityBus customer service counter at Santa Rosa City Hall. Sonoma County Transit schedules are included on Golden Gate Transit schedule displays at major stops served by both operators in Rohnert Park and at the Petaluma Transit Mall. Additional efforts to streamline schedule coordination among all North Bay Operators are discussed under Future Coordination Initiatives below.

COORDINATION OF INTER-OPERATOR TRANSFERS

Sonoma County operators have established reciprocal transfer agreements on key commute period trips. A SuperPass program, which provides passengers with unlimited use on two or more transit systems in Sonoma County during a calendar month, has also been established. SuperPasses will continue to be available as paper passes once Clipper® is available on Sonoma County buses.

It is anticipated that a collective memorandum of understanding (MOU) regarding reciprocal transfer agreements will be revised for transit operators in Sonoma County and Marin County, per MTC Resolution 3866. Marin Transit and SMART would be added to the revised collective MOU, and the former Sebastopol, Healdsburg, and Cloverdale transit operators would be dropped from the MOU. Fare transfer agreements would include a uniform adult transfer, free or discounted transfers, and an agreement that transit operators would honor each other's period passes. SMART has adopted a policy to provide a $1.50 fare credit for adult transfers utilizing the Clipper® fare collection system from Sonoma County Transit, Petaluma Transit, Santa Rosa Transit, Marin Transit, and Golden Gate Transit. Bus operators will be approving fare transfer polices for SMART passengers by June 30, 2016.

There have been many discussions between Sonoma County Transit and CityBus on strategies to enable communication between operators to facilitate passenger requests for transfers. Currently communication between the operations staff of each system is impeded by use of different radio systems. However, both operators remain willing to evaluate future opportunities to facilitate transfer requests between key trips.

FARE CHANGE COORDINATION

Within their respective SRTP's, Sonoma County Transit, CityBus and Petaluma Transit review their fare structures and fare box recovery ratios to determine if any future fare changes are necessary. However, while fare changes are ultimately recommended by each operator and approved by their respective policy boards, there is an ability to implement fare changes on all three of the transit systems simultaneously should the timing meet the needs of all operators.

Such coordinated fare changes would simplify the passenger experience and allow for a smoother shared-transfer policy.

Sonoma County Transit recently adopted new fare rates and policies based around new fare zones required for Clipper®. The base fare for Adults is now $1.50 for Sonoma County Transit, Petaluma Transit, and Santa Rosa Transit. The Adult base fares correspond with the fare transfer agreements between Sonoma County Transit and Petaluma and Santa Rosa Transit.

COORDINATED MARKETING AND INCENTIVE PROGRAMS

Joint marketing opportunities between Sonoma County Transit, CityBus and Petaluma Transit exist in several areas, including Clipper®, multi-operator transit passes, travel training, real-time information, and the Santa Rosa Free Ride Trip Reduction Incentive program. These programs are outlined in more detail below.

The Clipper® card (Clipper®), MTC's universal fare card, is a fare instrument designed to operate on all of the different transit modes in the San Francisco Bay Area to pay fares for both inter-operator and intra-operator services. Clipper® became available on all bus operators in Sonoma County in January 2016. The SMART train will accept Clipper® as its only fare medium. Clipper® will enable automated transfers between all transit operators with transfer agreements.

The implementation of Clipper® on Sonoma County buses in January 2016 and on SMART in late 2016 provides opportunities for countywide coordinated marketing. Clipper® and MTC have provided Sonoma County bus operators with consistent marketing materials for the official public launch of Clipper® in February 2016. The bus operators are working together to identify additional ways to promote the benefits of using the Clipper® card, including consistent messaging on websites and a coordinated press release. The commencement of SMART service in late 2016 will provide a second opportunity to market Clipper® use in Sonoma County. Transit operators may pool additional resources for advertisement space and rider education about Clipper® to have greater reach.

Multi-operator transit passes (SuperPasses) are currently sold through Sonoma County Transit. With this pass patrons can purchase monthly travel on Sonoma County, CityBus, and/or Petaluma Transit. The pass is the same cost as the individual monthly passes; however, it provides the convenience of only purchasing and carrying one pass. The introduction of Clipper® will provide the convenience of adding Clipper® supported monthly passes from any operator to a Clipper® card, which will enable the equivalent to an electronic version of the SuperPass. SuperPasses will continue to be available in paper form after implementation of Clipper®. The Golden Gate Transit sticker, which allows customers to pay a flat fee to ride Golden Gate Transit within Sonoma County only for a one-month period, will continue to be available with the paper form of SuperPass but will not be available on Clipper®.

The Santa Rosa Free Ride Trip Reduction Incentive program has been a successful program to encourage people to get out of their cars and use alternative transportation modes such as public transit. Funded with air district grants, the program has been administered by Santa Rosa Transit for over 15 years. Through this program Santa Rosa provides subsidized monthly passes

for CityBus and Sonoma County Transit monthly passes, guaranteed ride home emergency taxi rides, and a gift card drawing for participants who use alternative transportation to get to work.

Travel Training opportunities are provided by all three Sonoma County operators, as recommended in MTC Resolution 4060. Both CityBus and Petaluma Transit have robust travel training programs that provide hands-on travel training to anyone, including existing paratransit riders who may wish to also utilize the fixed route systems. The classes and individual training sessions are free and participants receive complimentary monthly CityBus or Petaluma Transit passes to encourage them to continue riding the bus. Petaluma Transit's travel trainer works with Petaluma Transit riders to help them learn to ride Sonoma County Transit and Golden Gate Transit, as she organizes fun group trips on existing regional fixed route buses to locations as far and varied as Healdsburg, Santa Rosa, and San Francisco. Sonoma County Transit's travel training services are also available to the general public but are especially tailored for senior citizens, persons with physical disabilities, and persons with hearing or visual impairments. Sonoma County Transit's travel training service includes teaching public transit skills as well as accompanying passengers on trips to help familiarize them with the system.

COOPERATIVE EVALUATION EFFORTS FOR PROCUREMENTS

Sonoma County Transit, CityBus and Petaluma Transit have taken advantage of cooperative evaluation in the past to reduce costs and increase efficiency. For example, CityBus and Petaluma Transit recently released a joint Request for Proposals for paratransit eligibility assessment. All three operators have also purchased new passenger waiting benches through the same manufacturer. The operators consistently share information with one another about their experiences with manufacturers and about new technologies. For example, all three operators are currently following the regional electric bus feasibility evaluation and will look to Sonoma County Transit's experience when they begin operating their electric bus. Opportunities to reduce staff time spent on procurement, like joint Request for Proposals and information sharing, will continue to be sought.

MARKET RESEARCH

Per a recommendation in MTC Resolution 4060, Redhill Group, Inc. conducted on-board surveys for all three Sonoma County transit operators through a contract with SCTA and funds from MTC in 2012 and on Golden Gate Transit in 2013. On-board surveys were conducted for approximately five percent of all average weekday boardings for riders 16 or older and were followed up with phone calls. The surveys collected information about origin and destination patterns, customer opinions, trip purposes and characteristics, and ridership demographics to better inform service planning for all operators. These surveys have been used to inform various service planning decisions and projects outlined in individual Short Range Transit Plans. It is anticipated that MTC will conduct another round of on-board surveys in 2017, after SMART begins operations. The 2017 round of on-board surveys provides an opportunity to better understand multi-operator trip patterns and needs among the bus operators and between the bus operators and SMART.

Petaluma Transit also conducts on-board surveys every other year and does in depth focus groups with key market segments on the off years. Petaluma Transit includes the results of their most recent on-board surveys in their Short Range Transit Plans.

BUS ROUTE CONNECTIVITY WITH SMART

Bus operators in Sonoma County have been working closely with SMART and jurisdictions in Phase I of the SMART project to coordinate bus connectivity and transfers to SMART stations. A variety of capital projects, operations adjustments, and planning are needed to optimize connections between buses and SMART. These efforts will continue up through commencement of SMART service and well beyond.

SMART Station Area Plans have been conducted by local jurisdictions, in cooperation with MTC and SMART, to evaluate land uses and infrastructure, including infrastructure to support bus operations, around SMART Stations.

Station	Station Area Plan Status	Adoption Date
Cloverdale	Final	July 2010
Healdsburg	Final	November 2013
Windsor	Final	January 2012
Airport	In progress	In progress
Santa Rosa North	Final	September 2012
Santa Rosa Downtown	Final	October 2007
Rohnert Park	In progress	In progress
Cotati	n/a	None
Petaluma North	Final	None
Petaluma Downtown	Final	June 2013
Novato San Marin	n/a	None
Novato Downtown	n/a	None
Marin Civic Center	Final	August 2012
San Rafael	Final	June 2012
Larkspur	suspended	None

A SMART Commuter Rail Integration Plan was drafted by MTC and Nelson\Nygaard in 2015 and 2016 to develop with recommendations for changes to connecting transit operations and access-related capital investment needs around SMART Phase 1 stations in Marin and Sonoma counties. Outreach to transit agencies, municipalities, business representatives, and other

stakeholders was done to facilitate collaboration on identifying challenges, recommendations, and priorities. Stakeholder review and final revision of the draft document is in progress, with a final report expected in early to mid-2016. The draft report makes station-specific and system-wide recommendations. System-wide transit coordination recommendations are addressed under Future Coordination Initiatives below.

Intermodal Facilities have been constructed at or adjacent to several of the future SMART stations. All of these facilities were developed or are being developed and maintained through cooperative agreements. The existing facilities are currently functioning as bus transfer hubs and will eventually be served by SMART. Some of the facilities also serve as park-and-ride lots. Facilities include:

- Petaluma Transit Mall - Transfer hub for Petaluma Transit, Sonoma County Transit, and Golden Gate Transit. The future SMART station is located just east of the Transit Mall. Completed in 2005.
- Cotati Depot - Transfer hub for Sonoma County Transit and park and ride lot. Completed in 2015.
- Windsor Depot – Transfer hub for Sonoma County Transit (including feeder bus routes to SMART). Completed in 2007.
- Healdsburg Historic Depot – Transfer hub for Sonoma County Transit (including feeder bus routes to SMART) and park and ride lot. Construction began in 2015.
- Cloverdale Depot - Transfer hub for Sonoma County Transit (including feeder bus routes to SMART), Amtrak Thruway Service, and park and ride lot. Completed in 1998.

In addition, efforts are underway to improve intermodal access to Santa Rosa's Railroad Square and Guerneville Road SMART stations. These improvements include relocation of bus stop facilities to provide better connections between buses and trains, enhanced pedestrian connections, a new bus turn-out, and passenger amenities such as bus shelters.

FUTURE COORDINATION INITIATIVES

CUSTOMER SERVICE AND MARKETING COORDINATION

Sonoma County and North Bay transit operators have worked together to extend the reach of their marketing efforts beyond individual agencies and incorporate information about connecting transit services in the region. These efforts could be extended through providing consistent online information on trip planning and real-time transit, and through development of a single Sonoma County or regional transit map.

Trip planning and real-time transit information should be consistent and links to links to trip planning and real-time information applications should be provided via transit agency websites, the Sonoma Access website, and the GoSonoma website. Sonoma County Transit's website includes a mobile application page with links to a collection of transit trip planning and transit related applications. An effort should be made to ensure that the highest-quality applications and trip planning tools include information for all operators, and are jointly marketed by the operators. Marketing of mobile applications and trip planning tools on operators' websites

could list other connecting transit services that use these same tools. Transit operators should consider using the same mobile application platforms to facilitate more streamlined customer trip planning.

Transit maps are currently available for each individual operator. A single comprehensive Sonoma County or regional transit map that includes all routes and transfer points should be developed.

TRANSIT HUB AND BUS STOP SIGNAGE

Standard customer information such as MTC's standardized transit information signage strategy should be carried over to all SMART stations and to the Copeland Transit Mall in Petaluma and other transit hubs in Sonoma County.

The Sonoma County transit operators will continue to work together to explore opportunities for combined signage at multi-agency stops to facilitate easy transfers and signage consistency.

TITLE VI COORDINATION

Transit operators could benefit by coordinating data collection and public participation efforts relating to compliance with federal Title VI reporting requirements. Agencies with overlapping service areas could conduct joint outreach to improve efficiency and reach more people. CityBus and Petaluma Transit recently purchased Remix transit planning software with overlaying census data, which could facilitate outreach in disadvantaged communities. Operators may also benefit from sharing information and resources for development of their Limited English Proficiency (LEP) plans.

OPERATIONS COORDINATION

Sonoma and Marin County transit operators regularly coordinate through the monthly SCTA Transit-TAC meetings, and this appendix functions as a short-range collaborative planning tool for Sonoma County operators.

Data from the next anticipated round of MTC-sponsored on-board surveys will shed light on how SMART impacts transit travel in Sonoma County and the frequency and pattern of inter-operator transfers. This data should be used to evaluate whether there is a demand for certain bus trips to be coordinated to enable more seamless transfers and at which locations. Additional anonymous trip data will be available to operators to evaluate demand and usage from riders using Clipper® for their fare media.

SCHEDULE COORDINATION

MTC Resolution 4060 identified coordination of operator schedules and coordinated timing of schedule changes as priorities. As discussed above, additional data collection to support identification of priorities for schedule coordination among North Bay transit operators can lead to improved passenger experience on all of the systems. Marin Transit plans to lead an effort to coordinate North Bay transit operator schedule changes and establish a regional

schedule change calendar. Sonoma County Transit, CityBus, Petaluma Transit, Golden Gate Transit, and Marin Transit will continue to coordinate and communicate about schedule changes through the SCTA's monthly Transit-TAC meetings. Such communication between transit operators is essential to ensure that key existing transfers between routes are preserved and to avoid the unnecessary duplication of service along specific corridors.

COUNTYWIDE TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAMS

Should funding become available, a countywide Transportation Demand Management program should be implemented. A countywide or corridor-wide guaranteed ride home program that is marketed with the commencement of SMART service could encourage greater ridership on SMART and all busses that connect with SMART.

Opportunities should also be explored to promote pre-tax and employer sponsored transit benefits through the Bay Area Commuter Benefits Program or programs like Wageworks on a countywide level. Transit agency involvement in commuter benefits promotion would bolster efforts made by the Sonoma County Spare the Air Resources Team and 511.org, which have engaged with employers and employees in the past.

BUS ROUTE CONNECTIVITY WITH SMART

Bus operators in Sonoma County will continue to work with SMART and the jurisdictions it serves to implement bus stop improvements and relocations, new route connections, and coordinated operations to enhance inter-operator transfers. Improvements and service changes that are operator specific are included in each individual Short Range Transit Plan. Sonoma County Transit plans to provide important feeder bus service to SMART, including enhanced east-west connections from the Sonoma Valley and from Sebastopol, and a circulator shuttle between the Airport Boulevard SMART station and the Sonoma County Airport. New feeder bus services to SMART from Cloverdale, Healdsburg and Windsor are also being coordinated with Sonoma County Transit. CityBus has included connectivity to SMART as a major consideration is its "Reimagining CityBus" process. Plans for redesign of the CityBus system increase the frequency, directness, and connectivity of routes serving the Santa Rosa SMART stations. Petaluma Transit is developing plans for service expansion and modification to better support SMART on opening day. Petaluma Transit is planning to augment three routes that will together provide robust SMART Station-based service timed with train schedules. The three routes will connect Downtown, West Petaluma, and the Southeast Petaluma/Lakeville Highway Business Park areas to the Downtown SMART Station.

Recommendations from MTC's SMART Integration Plan for system-wide transit coordination include the objectives outlined below, many of which are underway and discussed in this Appendix. While some recommendations are important to implement before initial SMART operations, facility and transit service integration will be ongoing efforts.

- **Unified Customer Information** – All transit customer information should be updated to include SMART stations, where there is an interface with SMART, and intended bus connections. Current customer service coordination efforts should expand

to incorporate SMART, including the Sonoma Access call center (211), Sonoma Access website, GoSonoma website, 511.org, and Google Transit.

- **Seamless Fare Payment and Reciprocal Transfers** – Clipper® will provide the opportunity for simplified fare payment and transfer credits. Sonoma and Marin county operators are currently working on a revised reciprocal transfer agreement with SMART. Coordinated outreach efforts regarding Clipper® could help public education and awareness of the system.

- **Transit Facility Integration** – At a few station locations, there remain opportunities to enhance the potential to integrate local transit and SMART services if bus facilities are added in a way that will enable the coordination. The specific instances are identified with the individual station locations described in the text [of the SMART Integration Plan]. In those cases the local jurisdiction, the local transit agency, SMART, and MTC, should work to identify improvements, prioritize them and secure funding for design and construction of these enhancements.

- **Transit Service Integration** – Despite the financial constraints and significant challenges with SMART schedule integration, all transit agencies in Sonoma County are planning schedule adjustments and service enhancements in response to SMART service initiation. The process of building an integrated network of local bus and SMART trains will evolve over years of experience and development of passenger demand patterns.

- **A Process to Improve Integration** – For local transit agencies, considering ways to improve integration with SMART will be crucial to achieving higher percentages of passengers wishing to make connections between SMART and local transit services. The SCTA Transit-TAC is a venue for regular discussion of improvements to bus integration with SMART, and opportunities for collecting and sharing data that can guide prioritization of integration actions.

CONCLUSION

Sonoma County Transit, CityBus and Petaluma Transit, while operating as separate and distinct transit agencies, continue to work collaboratively in areas that show potential for efficiencies, customer satisfaction, standardization of customer interaction, multi-modal coordination, travel training, level of information availability and ease of accessibility. These three transit operators, along with other regional operators providing transit service in the North Bay, are in the process of implementing coordinated programs that are recommendations in MTC's Transit Connectivity Plan and Transit Sustainability Project. With the commencement of SMART service on the horizon, increased coordination with SMART on various aspects of transit service and operations has been a high priority for Sonoma County bus operators. Coordination with SMART and the bus operators will continue to take center stage until SMART revenue service begins and beyond.

It is anticipated that the initial phases of the following transit coordination projects in Sonoma County will have been completed within the next two years:

- Coordination of Bus Connectivity and Feeder Service to SMART

- Consolidation of Multi-Agency Bus Stops
- Implementation of additional Real-Time Bus Information Signage at Transit Hubs
- Identification of programmatic elements and funding plan for a Countywide TDM Program

This appendix of inter-operator coordination efforts will continue to serve as the foundation for ongoing and proposed transit coordination projects in Sonoma County.