

June 7, 2022

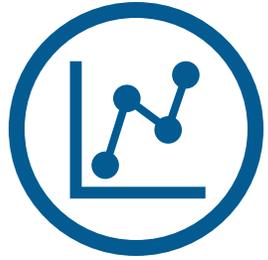
# Council Study Session

# Short Range Transit Plan Overview

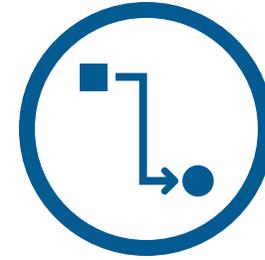


*Santa Rosa*  
**CityBus**

# Short Range Transit Plan Presentation Overview



Service Overview & Trends



Service Planning



SRTP Process Old & New



Public Engagement



MTC Planning Scenarios



Process Timeline





# Short Range Transit Plan State of Service Overview

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Y  
2  
0  
1  
9

## Service Hours



Monthly Average 7,370

## Fare Media



Adult - 27%  
Youth - 12%  
Half - 16%

## Trips Taken



Average Weekday 6,121  
Average Saturday 2,787  
Average Sunday 1,330

## Service Hours



Monthly Average 5,900

## Fare Media



Adult - 24%  
Youth - 25%  
Half - 15%

## Trips Taken

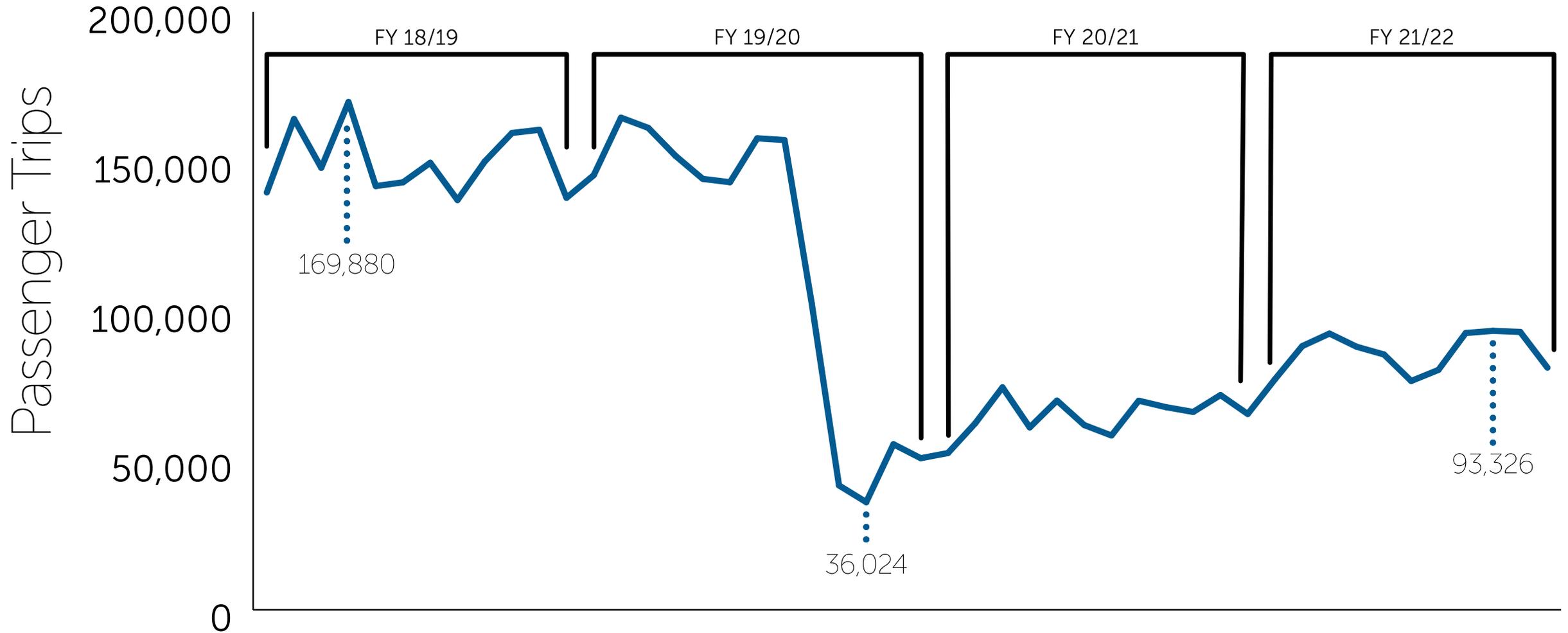


Average Weekday 3,400  
Average Saturday 1,600  
Average Sunday 860



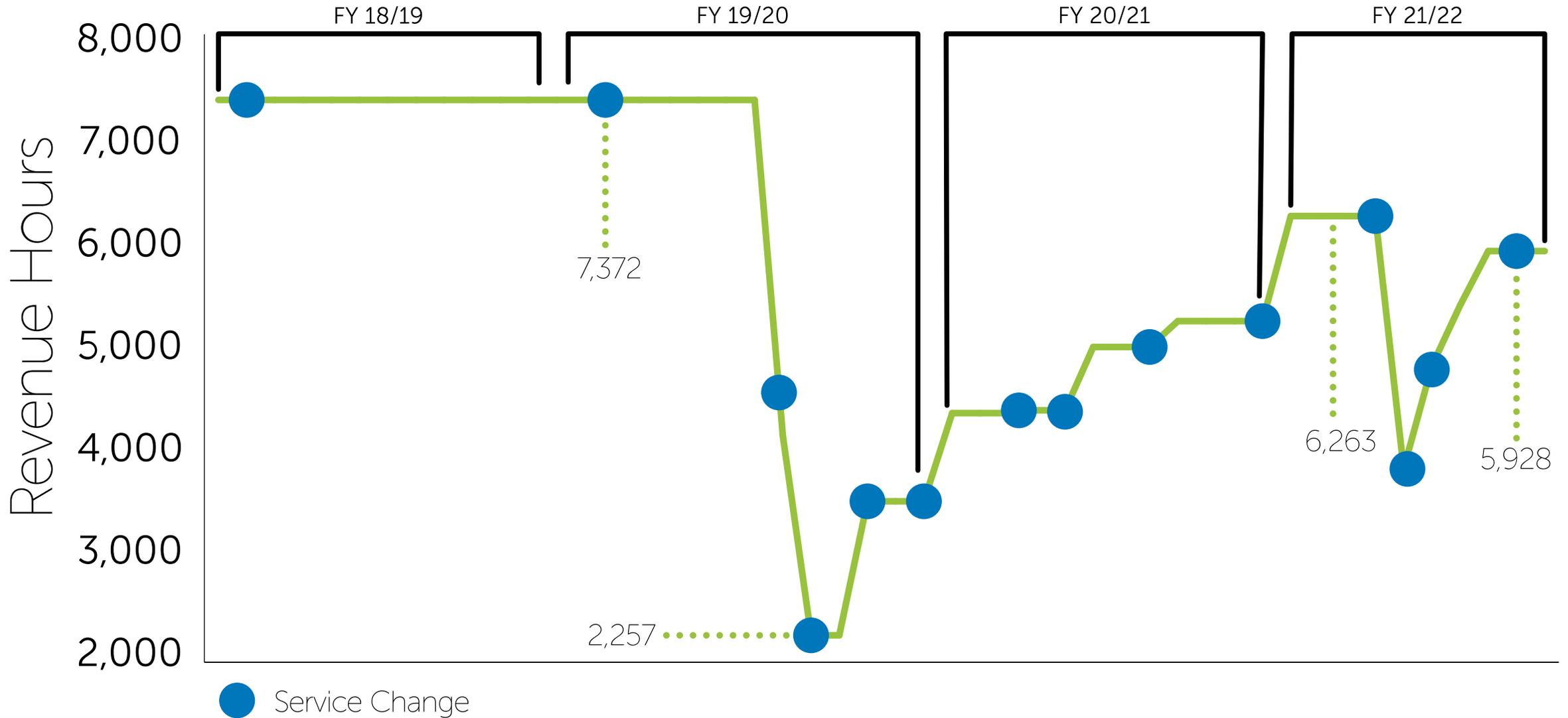
# Short Range Transit Plan

## Monthly Ridership Trends





# Short Range Transit Plan Service Level Trends





# Short Range Transit Plan

## Old SRTTP Process



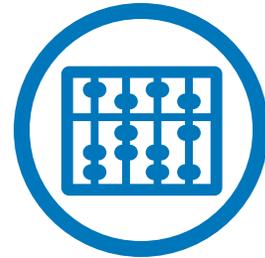
Organizational Structure



Operations Plan



Goals, Objectives, & Standards



Operations Budget



Service & System Evaluation



Capital Improvement Plan





# Short Range Transit Plan New SRTP Process



Service Data



Narrative



Robust Recovery



Revenue Recovery  
Fewer Riders



Some Recovery





# Short Range Transit Plan

## MTC Planning Scenarios



### Robust Recovery

- Revenue 100% of pre-pandemic levels with escalation



### Revenue Recovery/ Fewer Riders

- Federal relief money is exhausted
- Other funding sources are fully recovered
- Farebox revenue is 20%-50% below pre-pandemic levels



### Some Recovery

- Federal relief money is exhausted
- Totals for all funding sources are 15% below pre-pandemic levels



# Short Range Transit Plan Financial Considerations

## Five-Year Operating Plan

- Based on anticipated changes in revenues, including:
  - Tapering off reliance on federal COVID emergency relief
  - Go Sonoma revenues beginning FY 25

## Five-Year Capital Plan

- Fleet electrification/resilience
- Fleet and facility state of good repair

## Overall Financial Plan

- Identify sustainable transit service levels over time
- Ensure adequate allocations of revenues to Capital Fund





### Framework for Service Planning: Council-adopted Service Design Guidelines

The guidelines contain definitions and principles to ensure equitable and efficient service across the service area.

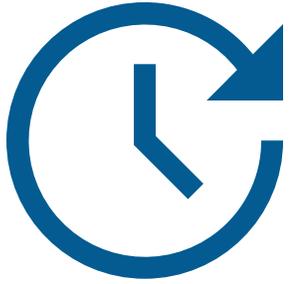
The key components to the service design guidelines and transit planning philosophy are:

- Best practice principles of transit service design
- Service Allocation Methodology
- Route & Service Typologies





Short Range Transit Plan  
Foundations of Service Planning  
Principles of Service Design



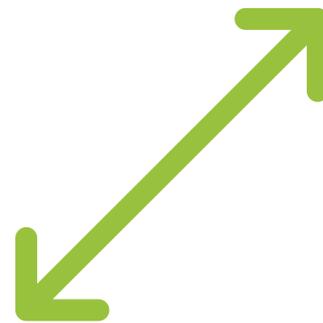
**Frequent Service**



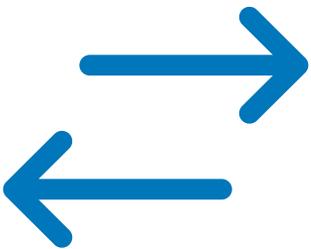
**Strong Anchors**



**Direct Alignments**



**Spacing**



**Bi-Directional**



**Connectivity**





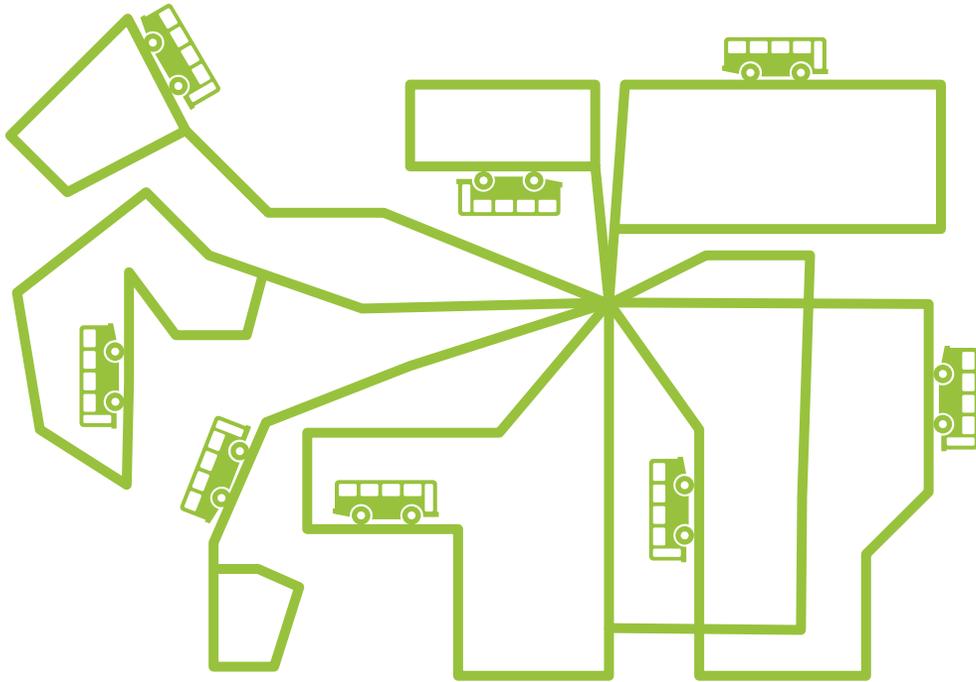
# Short Range Transit Plan

## Foundations of Service Planning

### Service Allocation

#### Coverage

Dispersed Service Everywhere



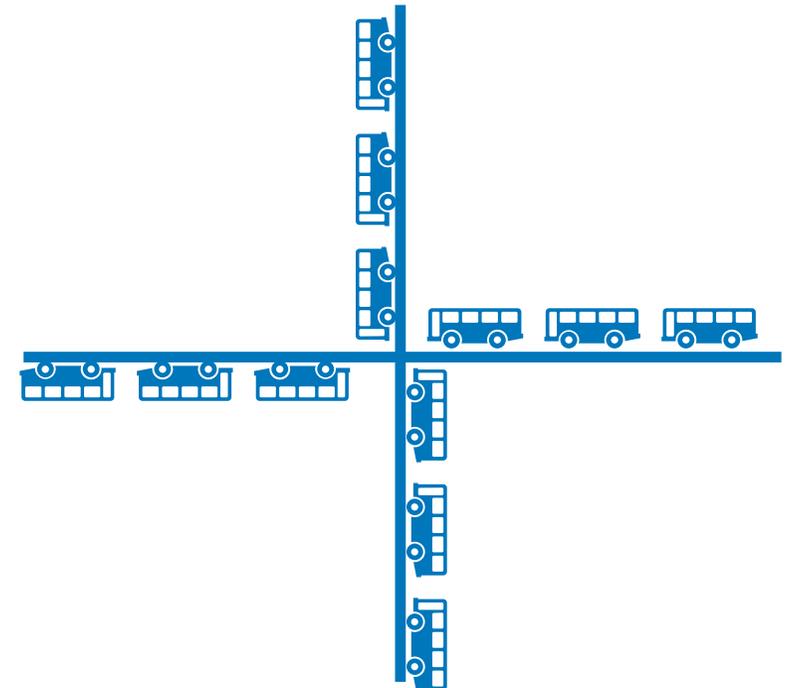
#### Low Ridership

but really important to the people who need the service

# VS

#### Productivity

Frequency & Speed Where There's Demand



#### High Ridership

but less service across the city

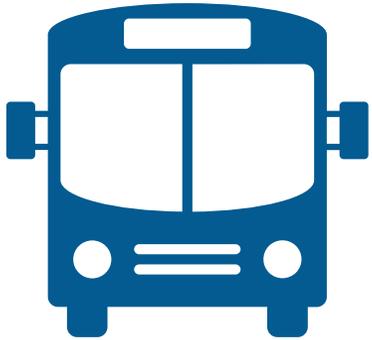


# Short Range Transit Plan

## Foundations of Service Planning

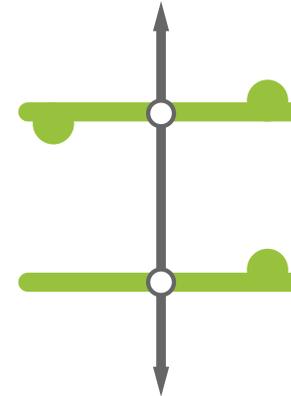
### Route Typologies

## Rapid Bus



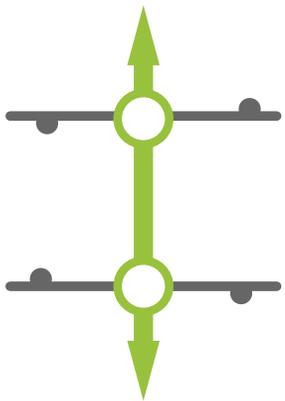
Frequency: 15 minutes  
Span: Monday - Friday  
Directness: High  
Operating Context: Major Arterial  
Market: High Demand

## Local Routes



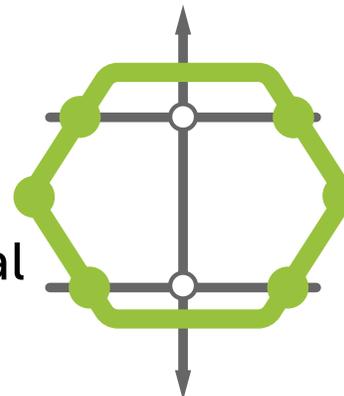
Frequency: 30-60 minutes  
Span: 7 Days a week  
Directness: Medium-High  
Operating Context: Minor Arterial  
Market: Moderate Demand

## Trunk Routes



Frequency: 15-30 minutes  
Span: 7 Days a week  
Directness: High  
Operating Context: Major Arterial  
Market: High Demand

## Circulators / "Flex" Service



Frequency: 60 minutes or less  
Span: Mon. - Fri. to 7 days  
Directness: Low - Medium  
Operating Context: Minor Streets  
Market: Neighborhoods



# Short Range Transit Plan Public Engagement

## Rider Survey



Available to the public in-person and online in both English and Spanish

### Examples of Questions

- How has your use of transit changed from before the pandemic?
- If CityBus increases service in some way what will benefit you the most? (Pick One)
  - Sunday service level matches Saturday
  - Later evening service on weekdays
  - Increased frequency on major corridors
  - New areas served



### In-Person Outreach Efforts

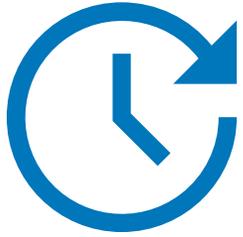
- Direct outreach to riders at major transit hubs
- Route-specific outreach at bus stops/onboard buses
- Stakeholder outreach
- Public workshops/community meetings
- Coordinating with other City public engagement efforts



# Short Range Transit Plan

## Service Planning

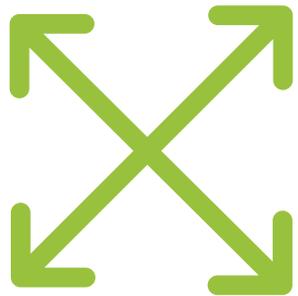
### New Service Spans & Destinations



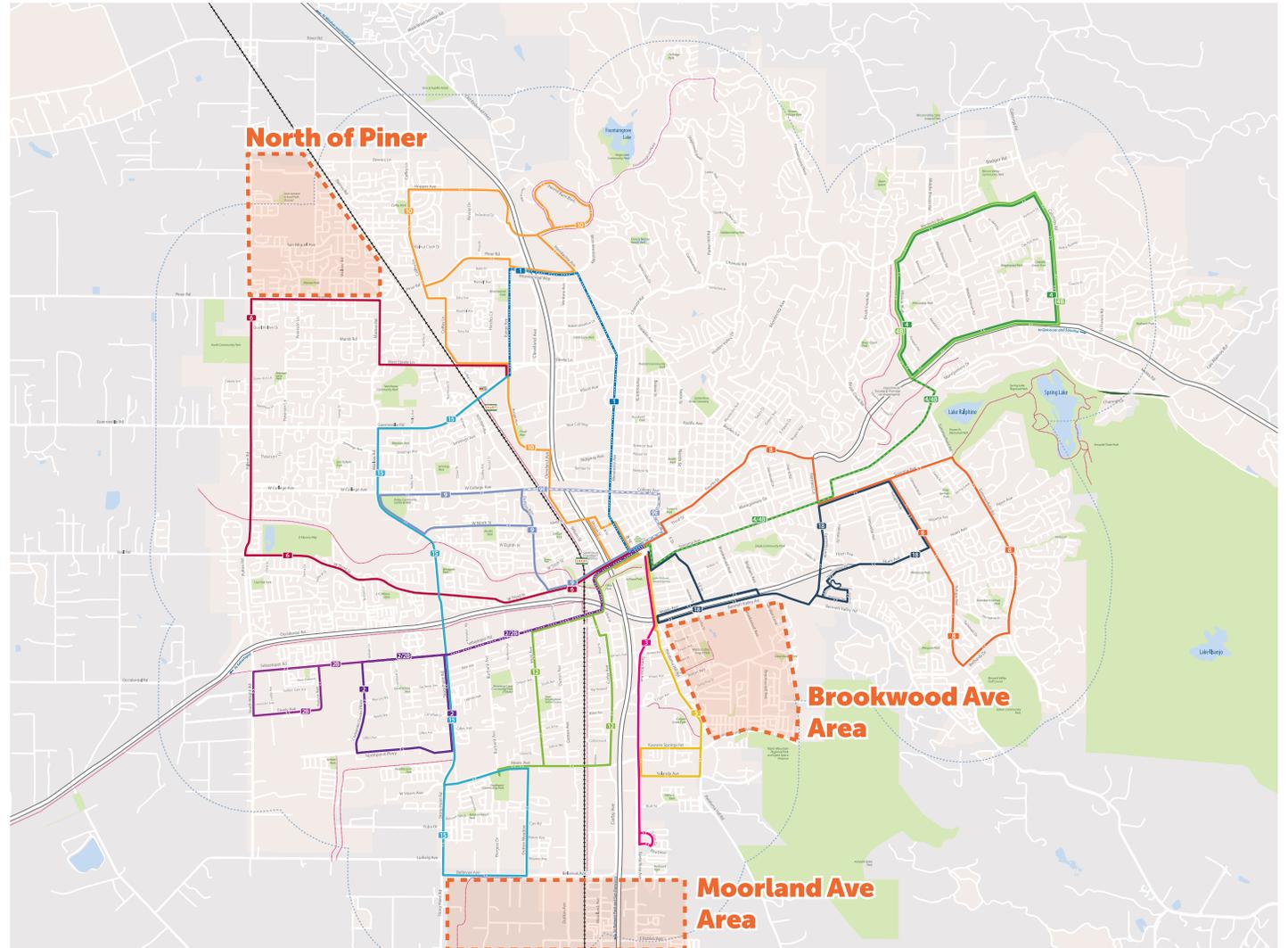
Service extending further into the evening



Equal spans of service on Saturday and Sunday



Expand CityBus service to new areas





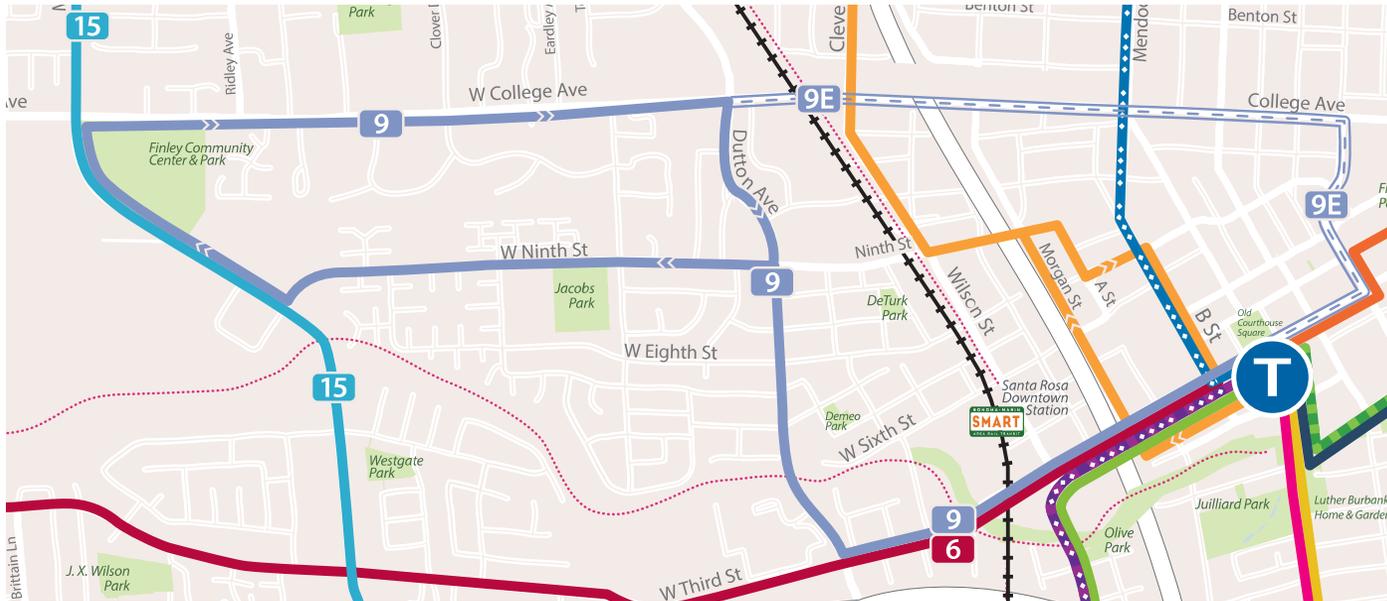
# Short Range Transit Plan

## Service Planning

### Route Realignment

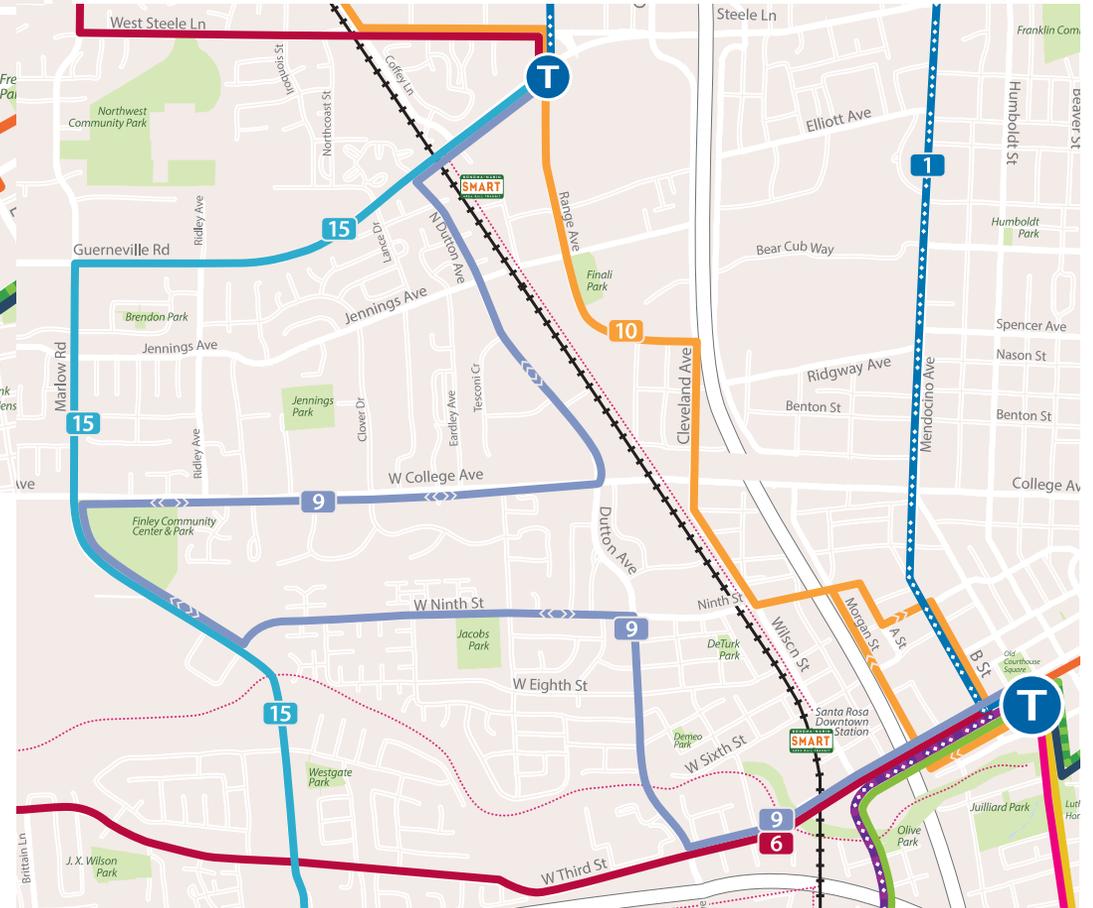
## Proposed Route 9

- Bi-directional service
- Adds service to Dutton & Coddington



## Current Route 9

- One way loop
- Serves Ninth St and College Ave

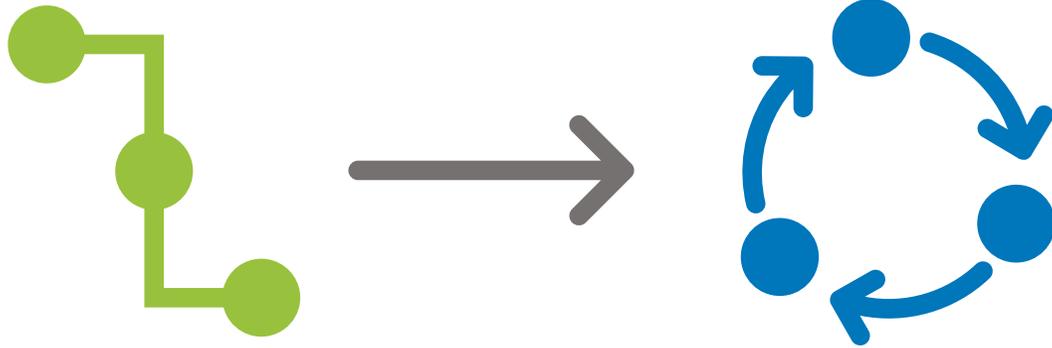




# Short Range Transit Plan

Service Planning

New Service Typology



Coverage service using deviated fixed route or on-demand services AKA microtransit.



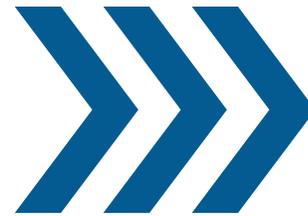
Example: Marin Access allows on-demand service requests via a smart phone for first and last miles trips in a 2.5-mile radius around major transit hubs.



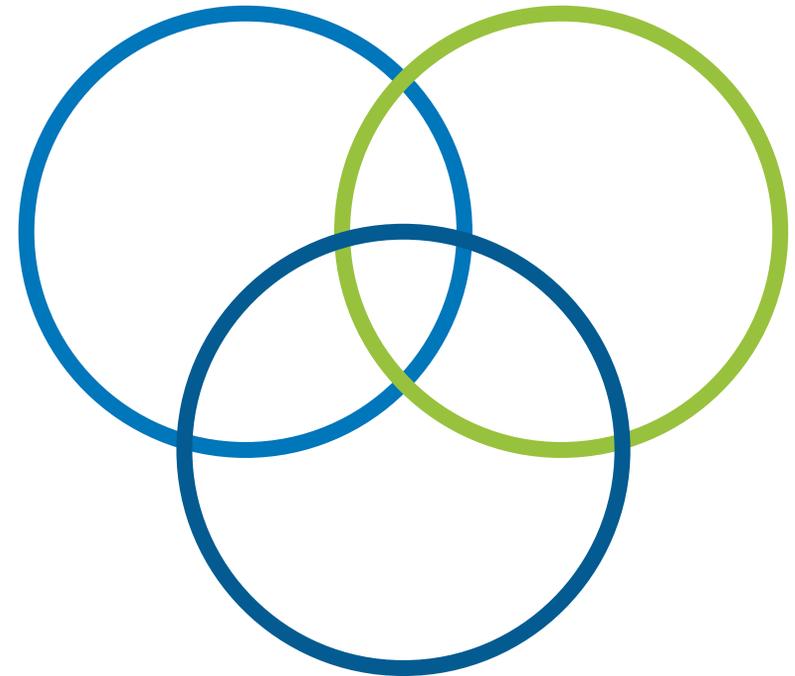
# Short Range Transit Plan

Service Planning  
Transit Integration

**Identify and evaluate local needs and priorities to complete SRTP & inform MTC's regional planning**



**Lay groundwork for integrated service planning with Sonoma County Transit and Petaluma Transit**





# Short Range Transit Plan Project Timeline





## Short Range Transit Plan Council Feedback



**What transit related concerns or opportunities have you observed in your district and across the City?**

**Are there changes in the travel needs of your constituents from before the pandemic?**

**What service changes do you see as a priority for improving CityBus and Santa Rosa Paratransit service and access for all residents?**

**What else should we be exploring in this Short Range Transit Plan update?**





# Short Range Transit Plan Questions & Comments

