

Climate Action Subcommittee

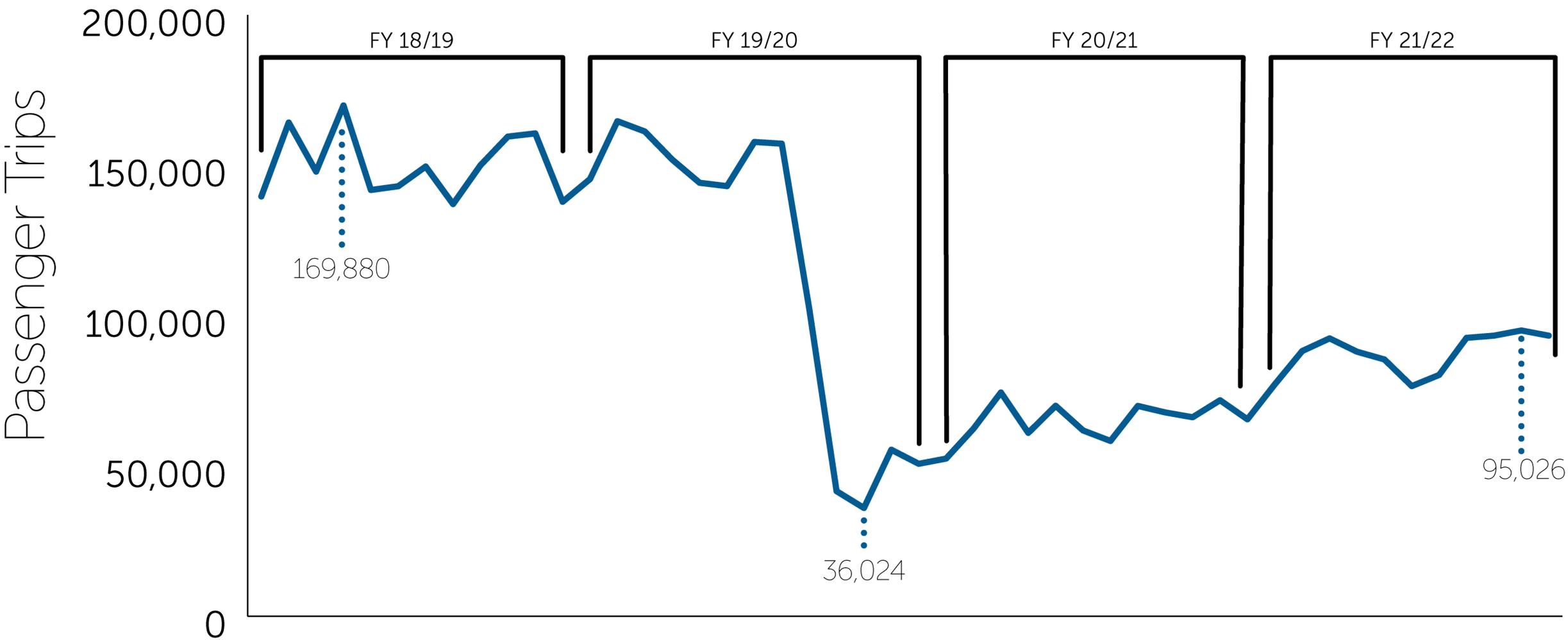
Short Range Transit Plan:
Service Overview & Priorities



Santa Rosa
CityBus



Short Range Transit Plan Monthly Ridership Trends





Short Range Transit Plan Ridership Highlights

August 2022 Ridership

108,556

Percent of Free Rides
FY 21/22

36%

Trips Percent Increase
Year-Over-Year

41%

35,000 Monthly Free Rides

Youth Rides FY 21/22

245,626

SRJC Rides FY 21/22

36,491

Veteran Rides FY 21/22

19,852

Paratransit Rides FY 21/22

27,161





Short Range Transit Plan Project Timeline

JUNE 2022



Council Study Session

Public Engagement



AUGUST - SEPTEMBER 2022

AUGUST - SEPTEMBER 2022

Service Planning Data Collection



Draft Plan Due to MTC



SEPTEMBER 2022

OCTOBER 2022



Public Engagement Refine Service Plan

Council Review & Approve



NOVEMBER 2022

DECEMBER 2022



Final Plan Due to MTC



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

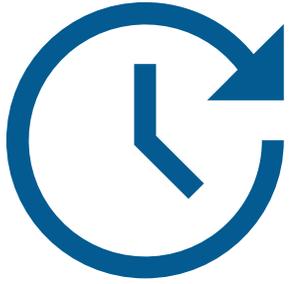


Some Recovery

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



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



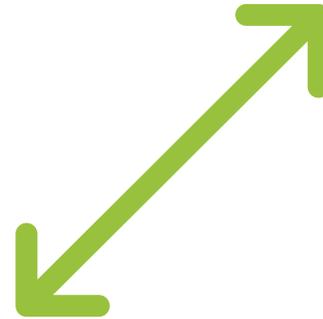
Frequent Service



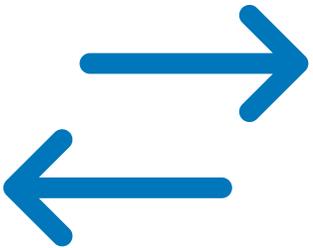
Strong Anchors



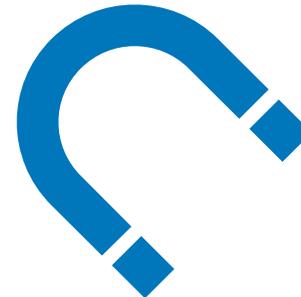
Direct Alignments



Spacing



Bi-Directional



Connectivity





Efforts currently underway to improve regional coordination...

- Weekly meetings between Sonoma County Transit, Petaluma Transit, and CityBus
- Alignment of service levels for holidays between Sonoma, County Transit, Petaluma Transit, and CityBus.
 - Moving from regular weekday service on MLK DAY, President's Day, Day After Thanksgiving, Christmas Eve, and New Year's Eve to a Saturday level of service.
- Efforts to synchronize service changes across all Bay Area public transit agencies.
- Integrated service planning process to begin in next calendar year.





Short Range Transit Plan Public Engagement

Rider Survey



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

The survey focuses on rider priorities as well as changed service levels on five holidays.

Question 1

Please rank service improvements by their importance to you.

- Thirty-minute frequency or better on all routes
- Service that operates until 10:00PM on weekdays
- A Saturday level of service on Sunday

Question 2

In your opinion, which destination should CityBus serve that it is not currently serving

- Area north of Piner Rd and west of Coffey Lane
- Fountaingrove Area
- South of Bellevue Ave (Moorland Ave Neighborhood)
- Santa Rosa Ave South of Elsa Dr (Friedman's Home Improvement Area)
- South of the Fairgrounds (Brookwood Ave)

Question 3-5

A Saturday Schedule on the Day After Thanksgiving, Christmas Eve, New Year's Eve, MLK Day, and President's Day will...

- ...not affect me at all.
- ...will affect me a little, but I will be able to get where I need to go.
- ...I will not be able to make the trips I need to make on that day.





Short Range Transit Plan Results So Far

Service Improvement Priorities

1. Thirty minute frequency or better on all routes
2. Service that operates until 10:00PM on weekdays
3. A Saturday level of service on Sundays

54%

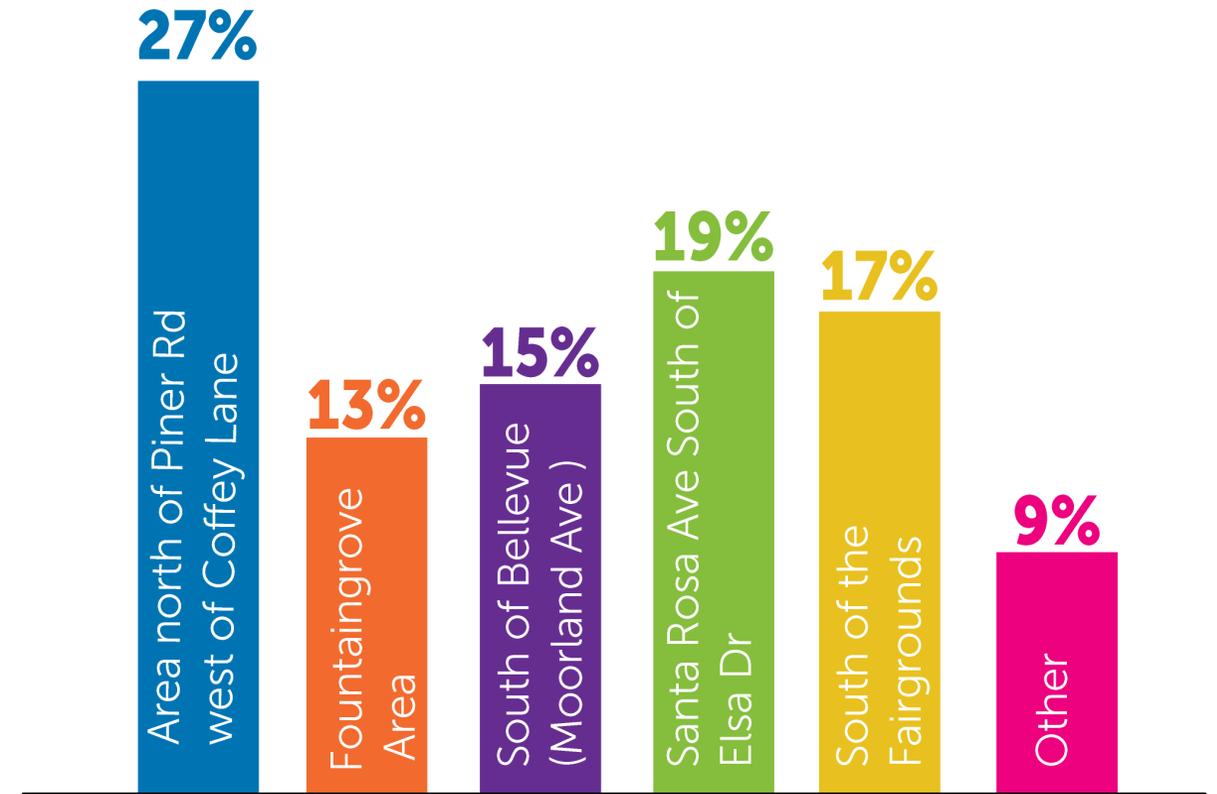
Respondents unaffected by changes to the service across all five holidays

MLK Day and President's Day the most problematic

20%

Respondents unable to make the trips they need to on those days

New Locations to Serve





Short Range Transit Plan Route Specific Outreach

Proposed Route 9 Realignment

Facts

←→ **Bidirectional**

 **Two connections to SMART**

 **Direct trips to Coddington**

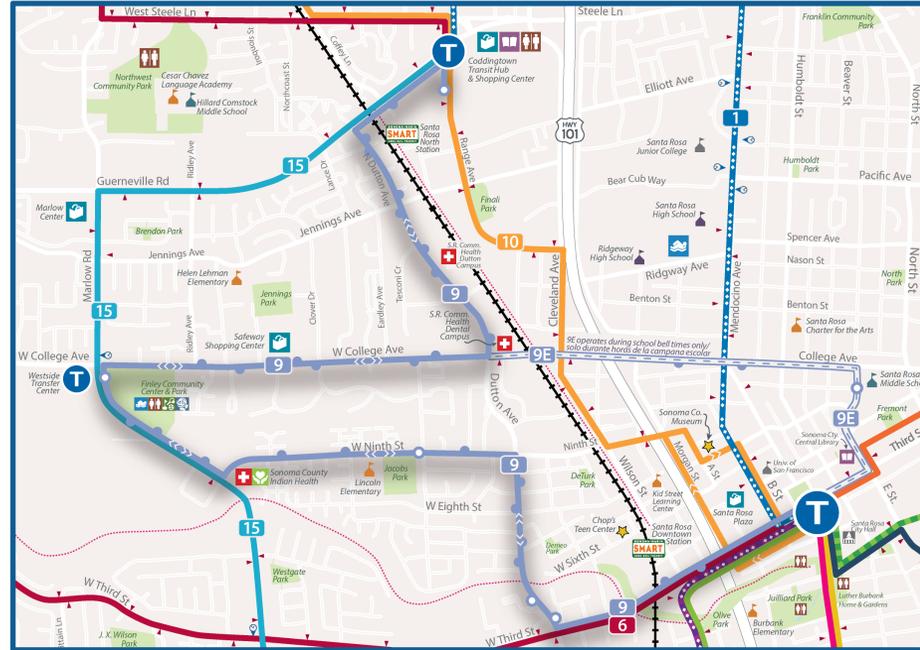
 **Better connections to north Santa Rosa**

Project Comments

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Respond Online!



Rate Me! Love it! It's okay This makes it worse

More Comments _____

Email _____

Phone _____



**Short Range 2023
2022 Transit Plan**

 707-543-3333  SRCity.org/CityBus  @SRCityBus
 Santa Rosa Transportation and Public Works



Short Range Transit Plan Questions & Comments

