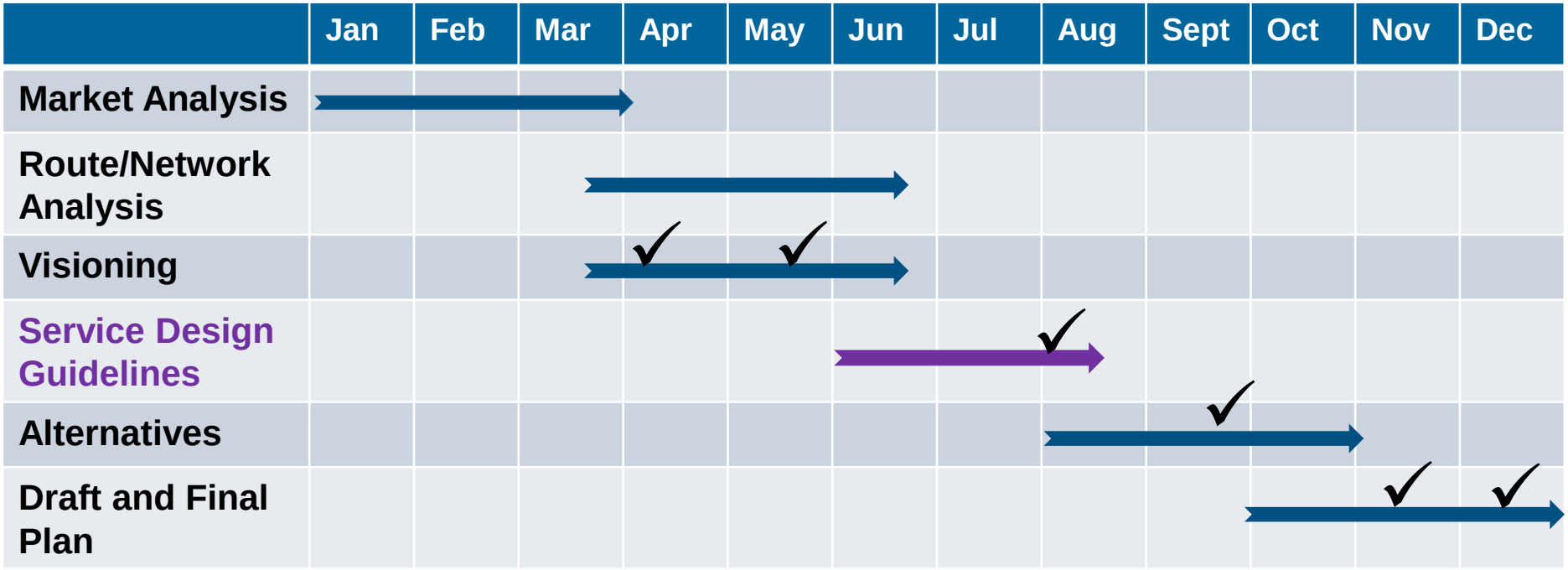
Proposed Service Design Guidelines

Santa Rosa City Council

August 4, 2015

Where are we in the Reimagining CityBus process?

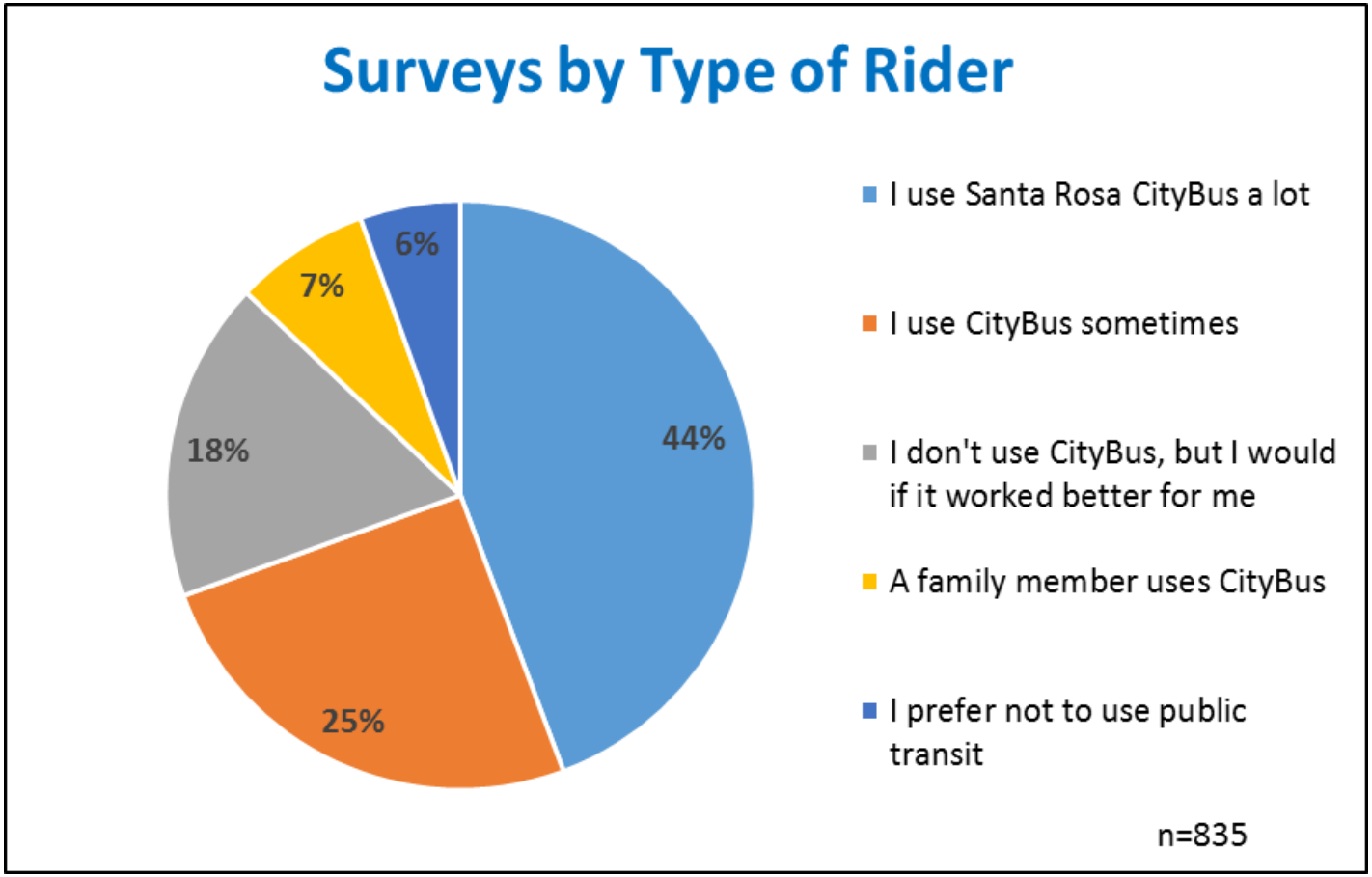


✓ = City Council

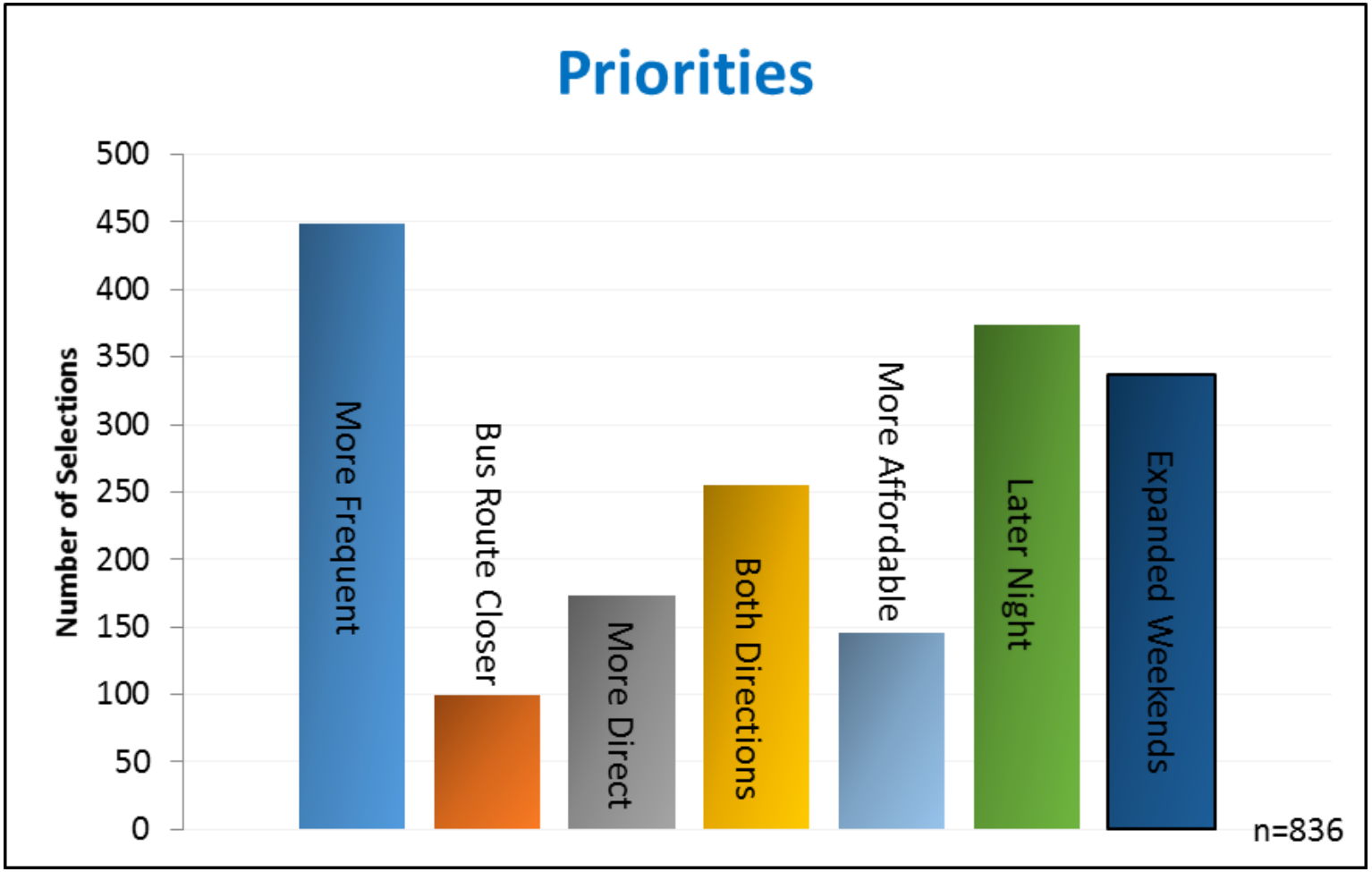
Phase I Outreach Summary

- 25 stakeholder interviews or meetings
- 839 responses to Priorities and Trade-offs Survey
  - 35% online, 65% in hard copy; 8% completed in Spanish
- 327 comments from riders or members of the public
- 4 planning workshops with City Council, stakeholders, public, and bus operators
- Tabling at 7 large community events, Transit Mall, and Coddingtown transfer center
- Meetings with bus operators and customer service staff

Survey Results



Survey Results



Note: Respondents asked to identify top three priorities from list of seven options, so number of selections will exceed number of respondents.

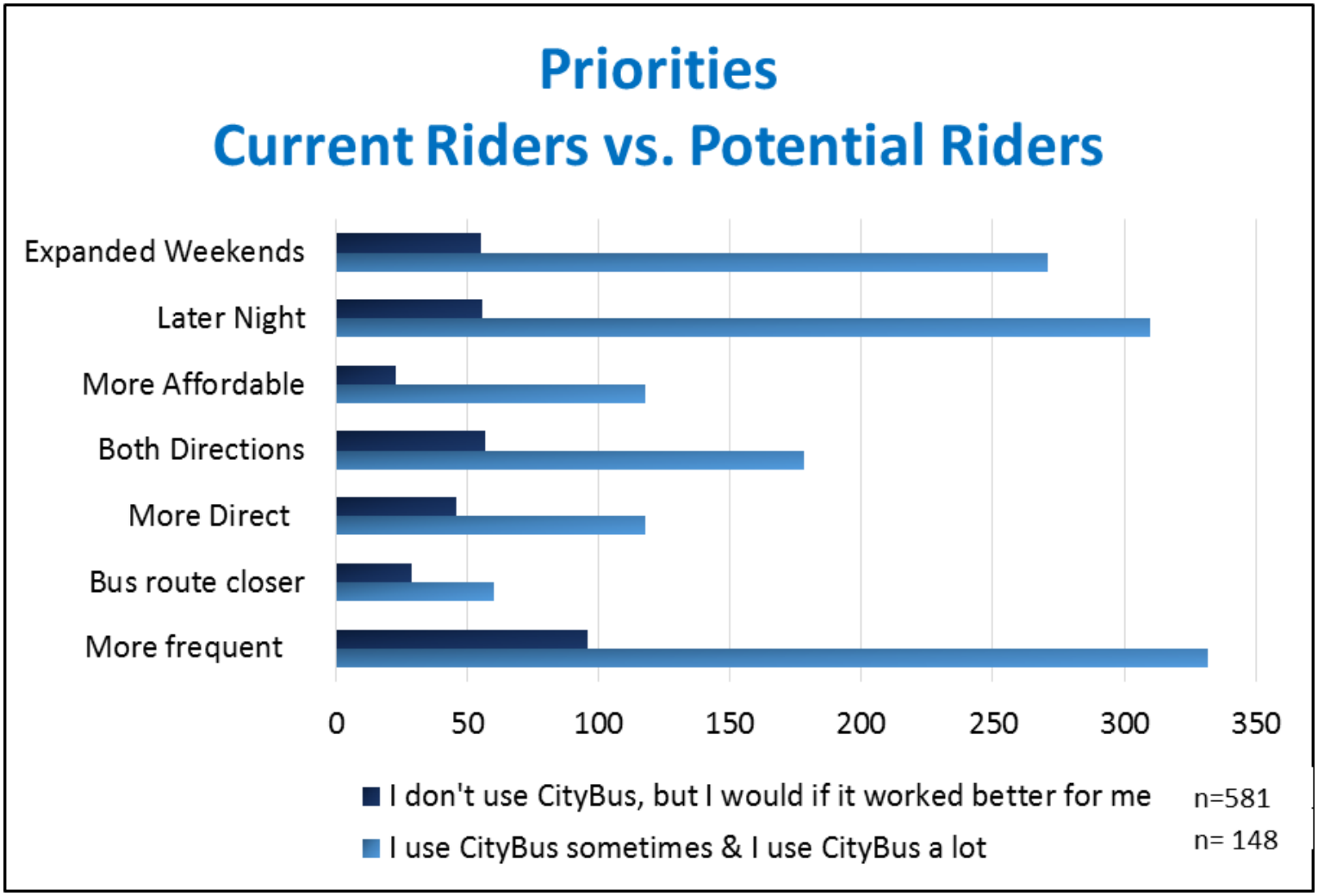
Survey Results

Priorities by Age Group (based on % of total selections)

Age range	More frequent	Bus route closer	More Direct	Both Directions	More Affordable	Later Night	Expanded Weekends	Total
18 or under	23%	8%	10%	15%	11%	18%	14%	100%
19-25	23%	5%	8%	13%	13%	21%	17%	100%
26-50	26%	5%	9%	14%	7%	22%	18%	100%
51-64	23%	4%	9%	14%	6%	20%	24%	100%
65 or older	26%	3%	13%	14%	4%	20%	21%	100%

Highest priority
Second highest
Third highest

Survey Results



Key Service-Related Themes from Phase I Outreach

- More frequent service
- Faster, more direct service on major arterials
- Extended evening service
- Longer weekend span of service
- Differentiation of services
  - rapid bus, neighborhood circulators, SMART connections
- Coordination with SCT, GGT, and SMART

Also: Specific feedback about connections that are needed, service to new locations, changes to individual routes

What are Service Design Guidelines?

- Initial policy framework to guide transit service planning
- The “bridge” connecting Phase 1 outreach results and analysis to transit service planning in Phase 2
- Four elements:
  1. Route Types
  2. Service Allocation
  3. Principles of Transit Service Design
  4. Transit Emphasis Corridors

How do they differ from current practice?

- CityBus has performance measures and standards, but limited policy guidance related to transit service design

- Current policy for service availability: 95% of dwelling units in areas with ≥ 6 dwelling units per acre are to have a bus stop within ¼ mile.
  - Silent on quality of transit service
  - Has led to a highly coverage-oriented system

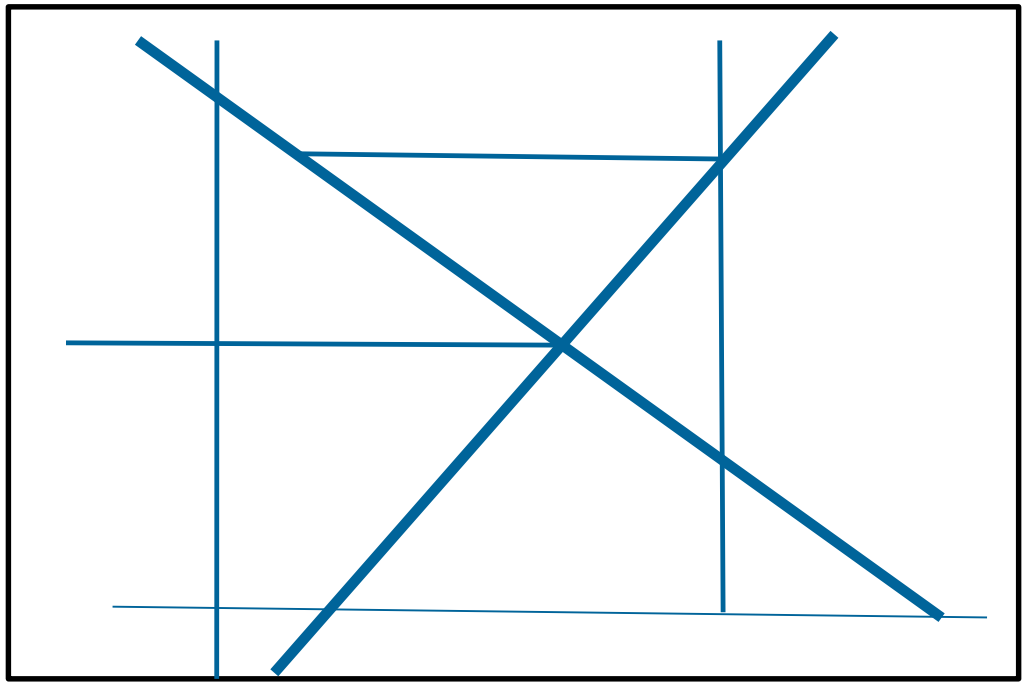
- Based on outreach and analysis, proposed guidelines include elements that more explicitly link transit service levels to transit demand in a specific corridor or area
  - Opens the door to productivity-oriented services

1. Route Types

- Transit planning approach that classifies routes based on their respective roles within the transit network.
  - Enables planners to tailor service to a specific corridor or area, and connect it to the overall network in a rational way
  - Allows for performance standards that fit specific service types
- Proposed Route Types:
  - Rapid Bus
  - Trunk Routes
  - Local Routes
  - Circulators/Flexible Services

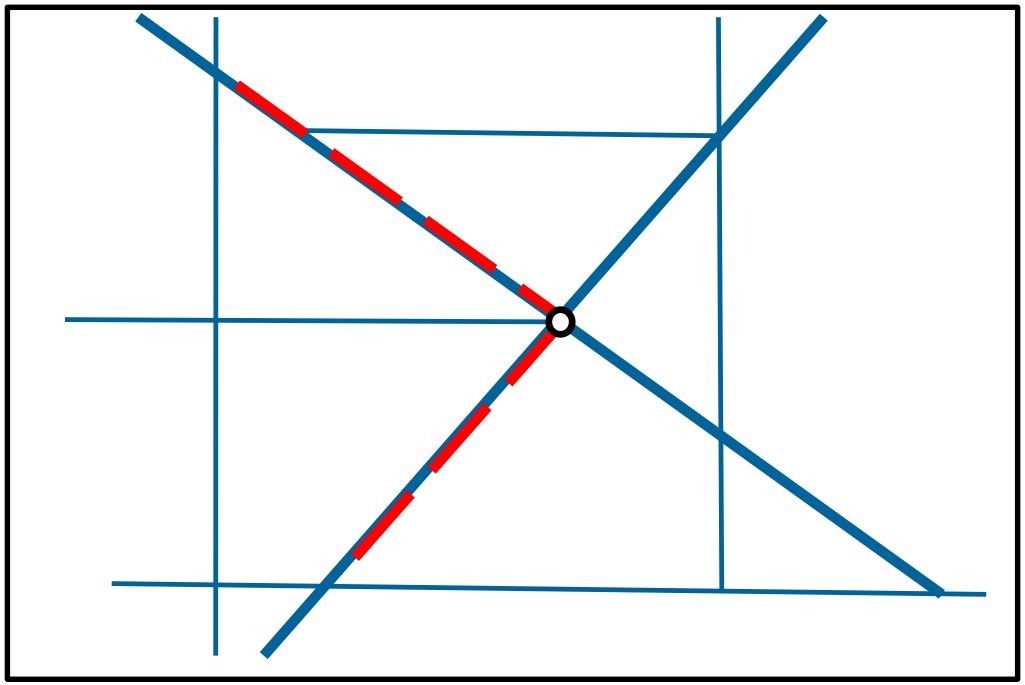
Route Types

A simple grid of major and minor arterials in an imaginary city…



Route Types

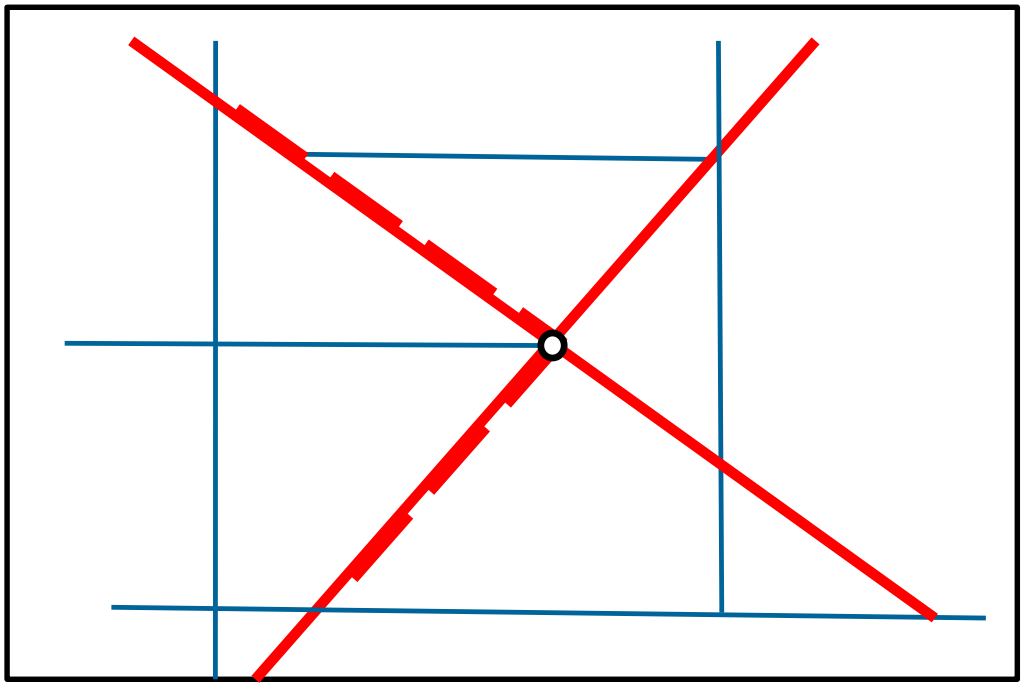
- **Rapid Bus**
  - Serves highest-demand, most transit-supportive corridors with direct, frequent service
  - Bus travel times reduced by limited stops, supportive infrastructure and technology
  - May only operate on weekdays, when demand is highest



Rapid Bus

Route Types

- **Trunk Routes**
  - Serve high-demand corridors with direct, frequent service
  - Constitute frequent core of transit network
  - Operate 7 days/week
  - May provide “local” service along rapid bus corridors

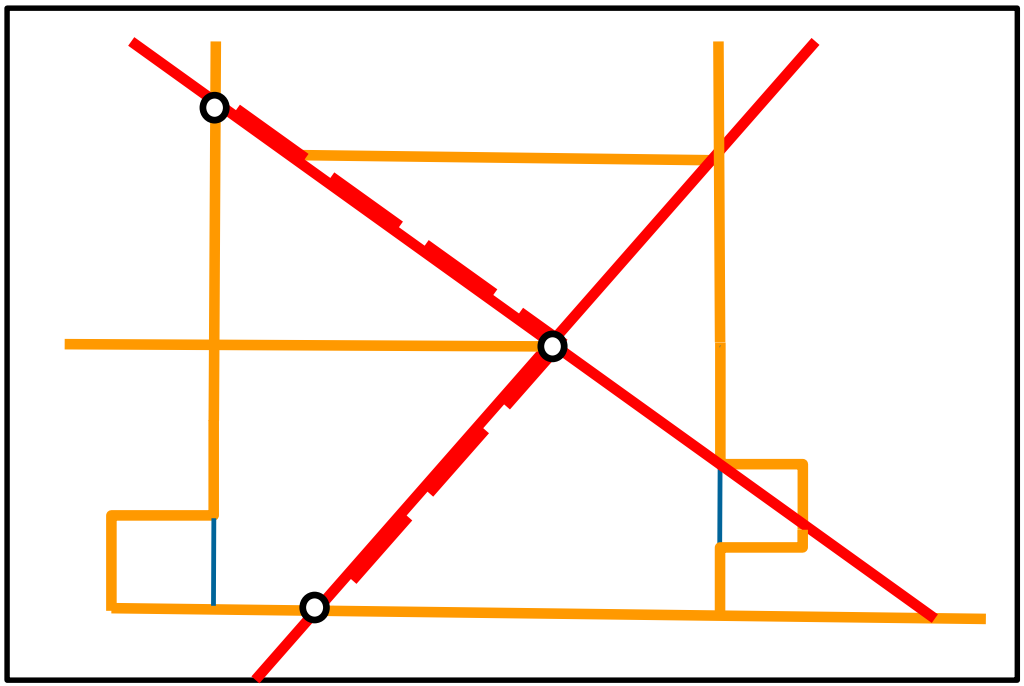


Rapid Bus

Trunk Routes

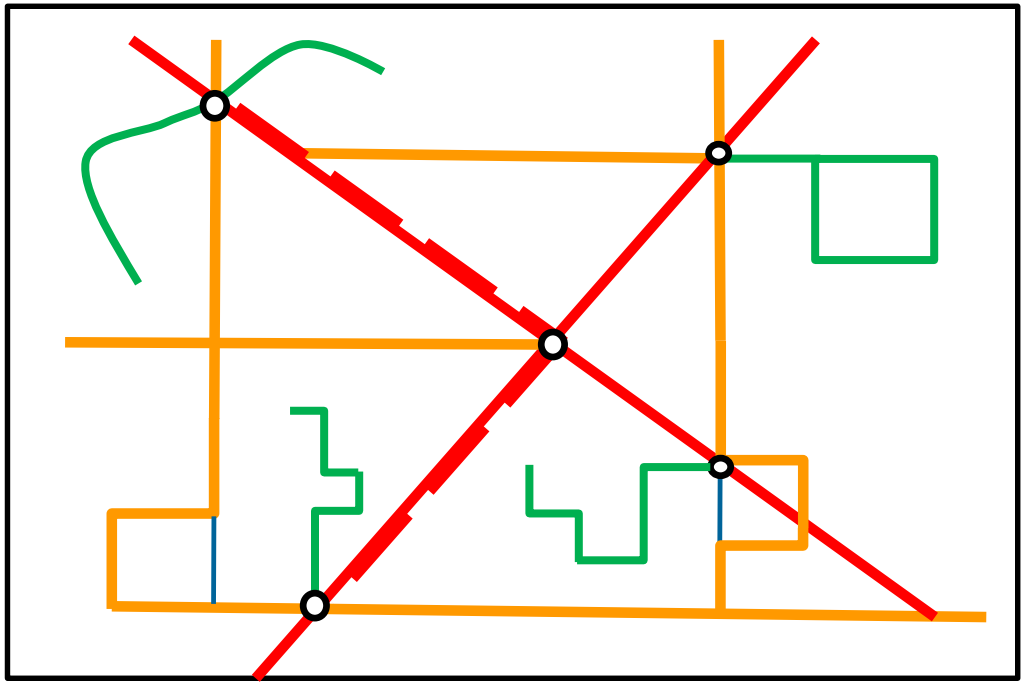
Route Types

- **Local Routes**
  - Serve moderate demand areas with moderate frequencies
  - May include demand-oriented and coverage-oriented segments within the same route
  - Connect with transfer hubs, trunk routes, and rapid bus
  - Operate 7 days per week



Route Types

- **Circulators/Flexible Services**
  - Primarily serve coverage role in areas with lower transit demand
  - Link neighborhoods to transfer hubs and local/trunk/rapid routes
  - Less direct in order to maximize coverage
  - Less frequent due to lower demand

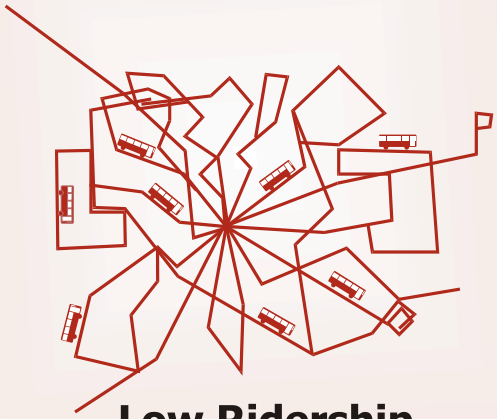


2. Service Allocation

"Mobility for people who need it!"

Coverage

Dispersed
Service Everywhere

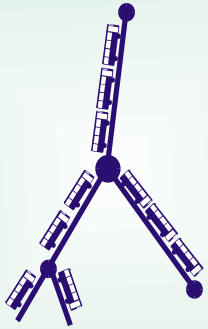


Low Ridership
but really important for the people who use it.

"Get cars off the road!"

Productivity

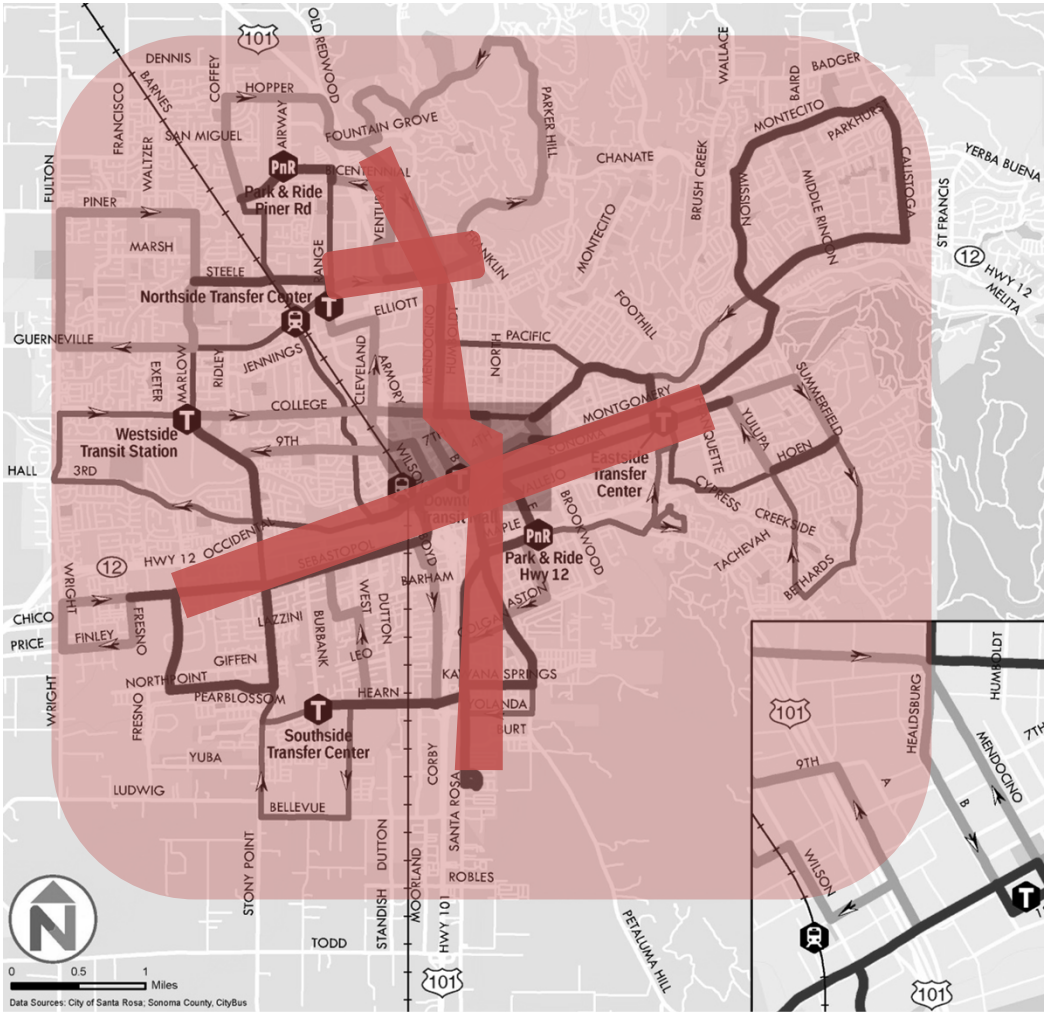
Frequency and Speed
Where There's Demand



High Ridership
but no service in many places.

Service Allocation

Service Allocation



Service Allocation Policy

- Establishes a target for the proportion of service hours dedicated to productivity-based vs. coverage-based services
  - Helps communities identify the “sweet spot” that reflects the role the community wants transit to play

- To assist in defining the “sweet spot” for Santa Rosa, recommend developing service scenarios using three-tier classification of route types:
  - Tier One: Productivity-oriented services
  - Tier Two: Productivity-coverage hybrid services
  - Tier Three: Coverage-oriented services

Service Allocation: Three Tiers

Type	*Approx. Frequency*	*Span*	*Route Directness*	*Operating Context*	*Markets*
Tier One: Productivity-oriented services					
Rapid Bus	15 min.	Mon.-Fri.	High	Major Arterial	High Demand
Trunk Routes	15-30 min.	7 days	High	Major Arterial	High Demand
Tier Two: Productivity-coverage hybrid services					
Local Routes	30-60 min.	7 days	Medium-High	Minor Arterial	Moderate Demand
Tier Three: Coverage-oriented services					
Circulators/ "Flexible" Services	60 min. or less	Mon.-Fri. to 7 days	Low-Medium	Minor Arterial/ Neighborhood Streets	Neighborhood Coverage

Staff recommendation:

- Include Tier One productivity-oriented services in all scenarios
- Use scenarios to demonstrate the implications of different allocations of service hours among the three tiers

3. Principles of Service Design

- **Frequent Service**: a coherent frequent network
- **Direct Route Alignments:** prioritizing more direct alignments where appropriate given coverage goals
- **Bi-directional Service**: avoid long segments of one-way operation
- **Strong Anchor Points:** design routes to promote ridership along all route segments
- **Spacing Between Routes**: avoid multiple routes serving same corridor unless it serves network design goals
- **Connectivity Between Routes:** use transfers to serve the network design, but ensure that connections are as seamless as possible

4. Transit-Emphasis Corridors

- New policy/planning approach for Santa Rosa, linking transit, land use, and capital improvement planning
- Designation of corridors that feature high-quality transit service and transit-supportive land use, and prioritize physical improvements supporting transit
- Builds on City's recent planning work:
  - Mendocino Avenue Corridor Plan
  - Santa Rosa Avenue Corridor Plan
  - Sebastopol Road Corridor Plan
  - Designation of Priority Development Areas along these corridors with focus on high-quality transit
  - Identification of north-south and east-west rapid bus opportunities in Countywide Transportation Plan and Regional Transportation Plan

Transit-Emphasis Corridors

- Can lead to a “virtuous cycle” of growing transit demand and improved service quality

- **Staff recommendation:** further develop Transit Emphasis Corridors concept in collaboration with City staff for future presentation to Council

Recommendation

- It is recommended by the Transportation and Public Works Department that the Council, by motion, approve the proposed Service Design Guidelines for use in transit service planning for the Reimagining CityBus project, including
  - proposed Route Types,
  - inclusion of productivity-oriented services within service scenarios,
  - proposed Principles of Service Design, and
  - further development of the Transit Emphasis Corridors concept.

Questions?