

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: BETH KRANDA, DEPUTY DIRECTOR-TRANSIT  
TRANSPORTATION AND PUBLIC WORKS DEPARTMENT  
SUBJECT: FARE-FREE CITYBUS SERVICE FOR IRONMAN SANTA ROSA  
AGENDA ACTION: MOTION

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RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by motion, approve fare-free operations on Santa Rosa CityBus on Saturday, July 29, 2017 to mitigate anticipated service disruptions and promote use of transit as a means to reduce traffic congestion during the IRONMAN Santa Rosa event.

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EXECUTIVE SUMMARY

The recommended action enables Santa Rosa CityBus to operate fare-free service in conjunction with the July 29, 2017 IRONMAN Santa Rosa event in recognition of anticipated disruptions to bus service, and to promote use of transit as a means to reduce traffic congestion.

BACKGROUND

Transit Division staff has been working closely with the IRONMAN Santa Rosa planning team to identify detours and service reductions within the CityBus system that will be required to accommodate the IRONMAN Santa Rosa event on July 29, 2017.

While the majority of CityBus service will operate as scheduled on July 29, there will be significant impacts on some routes and route segments, including detours and bus stops that will be posted out of service. In addition, while Transit Division staff will be closely monitoring and managing operations, it is anticipated that some level of delay will occur on CityBus routes due to citywide traffic impacts of hosting an event of this scale.

PRIOR CITY COUNCIL REVIEW

None.

ANALYSIS

The Transit Division proposes that CityBus operate fare-free on July 29, 2017 to provide a benefit to riders who may be inconvenienced by reduced service levels, detours, or delays. In addition, fare-free service can be used to promote use of CityBus as an alternative to driving in order to reduce traffic associated with the IRONMAN Santa Rosa event.

The average cash, Day Pass, and ticket revenue collected for a Saturday in July, based on July 2016 revenue collection, is \$1,700. The Transit Division would forego this revenue on July 29 in order to promote transit use and provide a benefit to riders.

#### FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund. The Transit Division expects that fare-free operations on July 29, 2017 will result in a one-time loss of approximately \$1,700 in fare revenue.

#### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

#### NOTIFICATION

Not applicable.

#### ATTACHMENTS

None.

#### CONTACT

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