

Sonoma County Transit Integration and Efficiency Study (TIES)

Staff Briefing

Santa Rosa City Council

October 22, 2019



Study Background

- MTC's Transit Sustainability Project (2012) identified need for increased multi-operator coordination in Sonoma Co.
- Growing focus on “seamlessness” within Bay Area's transit network
 - SPUR *Seamless Transit* report (2015)
 - MTC Seamless Mobility initiative
- Funded by MTC and City of Santa Rosa
- Conducted by SCTA with consultant support

TIES Study Bus Operators*

Operator	Passenger Trips	Revenue Hours
Santa Rosa CityBus	2,063,097	101,578
Sonoma County Transit	1,122,521	131,536
Petaluma Transit	363,037	29,048
<i>Total</i>	<i>3,548,655</i>	<i>262,162</i>

Source: 2017 National Transit Database Annual Report. Annual data for all modes operated.

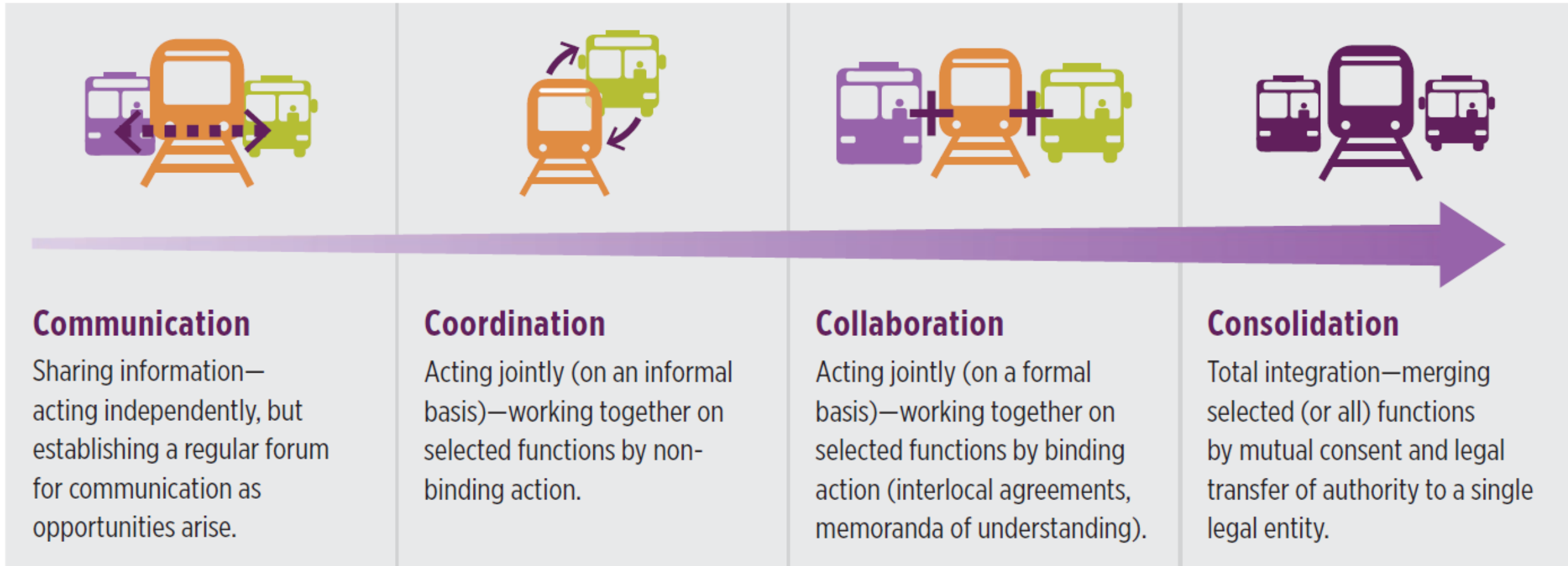
* Input also received from Golden Gate Transit and SMART.

Study Goal

Identify strategies to:

- Improve seamlessness of passenger experience by reducing barriers to multi-jurisdictional transit travel
- Reduce operating and capital costs through more efficient use of resources
- Better integrate existing operating systems to improve service coordination and quality

Spectrum of Transit Integration Activities



Adapted and modified from North Carolina Department of Transportation (NCDOT), KFH Group, Inc. 2012. Statewide Regionalization Study Final Report. As requested in Session Law 2011-145, Section 28.21.

Examples of current coordination activities

- Uniform \$1.50 base fare
- Reciprocal free transfers between systems
- Clipper Card implementation
- Cost-sharing for Transit Mall operations
- Collaborative planning for electric bus charging infrastructure
- Joint procurements
- Provision of multi-operator customer information

Topics analyzed in TIES study

- Fleet/facilities
- Technology systems
- Customer service/marketing
- Customer experience
- Fixed route system design
- Paratransit operations
- Finance
- Labor force
- Governance

Recommendations

Phase 1: Building the Integration Framework

Foundational strategies; current staffing and minimal financial investment.

- Implement joint marketing promotions
- Improve coordination of customer information
- Coordinate data collection and analysis
- Simplify fare structure

Phase 2: Demonstrate Integration Effectiveness

Begin to integrate functions; current staffing and minimal financial investment. Examples:

- Merge customer service operations
- Implement coordinated marketing program
- Integrate bus service planning
- Implement joint standards for transit waiting environments

Phase 3: Complex Integration

More robust collaboration building on successful implementation of early integration strategies.

Examples:

- Share staff resources
- Develop a unified transit brand
- Establish consolidated paratransit system
- Coordinate strategic planning

Phase 4: Explore Consolidation Options

If integration activities in Phases 1-3 are successful, considering studying merits of administrative consolidation of systems.

Next Steps

- **Memorandum of Understanding:** Develop multi-operator MOU to identify integration strategies to be pursued and formalize commitment
 - Council review/approval
- **Short-Range Transit Plans:** Inclusion of strategies from Phases 1-2 in joint appendix on coordination
 - Council review as part of SRTP adoption (Spring 2020)

Questions?