South Santa Rosa

Community-Based Transportation Plan

Submitted to:

Sonoma County Transportation and Climate Authorities

Submitted on:

December 2025

City of Santa Rosa

SCTCA Sonoma County Transportation and Climate Authorities

Fehr & Peers

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Executive Summary

The Metropolitan Transportation Commission (MTC) initiated the Community-Based Transportation Planning (CBTP) program in 2002 to identify and create action plans that address the mobility needs for lower-income communities through collaborative efforts from residents, community organizations, and transportation agencies. This plan documents the efforts and results of the community-based planning process for the South Santa Rosa Avenue Corridor in the City of Santa Rosa and unincorporated Sonoma County.

Study Background is described in Chapter 1. Chapter 2 highlights the demographic and community characteristics of the neighborhood. Chapter 3 summarizes previous plans with bearing on the neighborhood. Chapter 4 documents the engagement process and community-identified transportation gaps, and Chapter 5 includes solutions that may address the identified transportation gaps. Finally, Chapter 6 discusses considerations for implementation and potential funding sources.

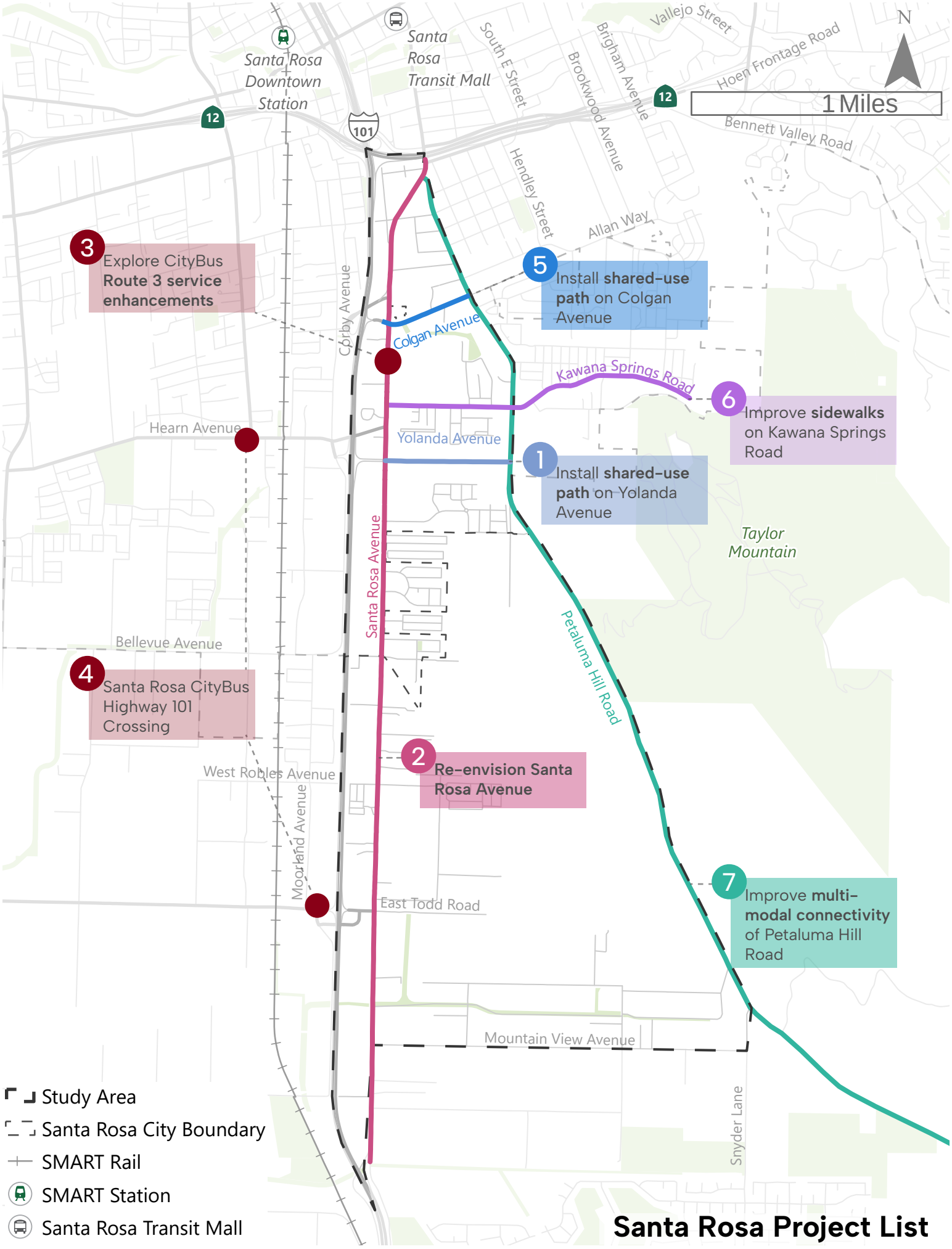
Key Findings and Issues

The CBTP team worked with a Community Representatives Committee (CRC) and Technical Advisory Committee (TAC) to develop the community-based transportation plan. Regular meetings with both groups ensure that the community needs and identified solutions align with local understanding of the project area. The following key findings and issues helped guide the planning process:

- Many residents expressed fear of walking or biking in this neighborhood, even for short distances. The streets and crosswalk options do not feel safe and as a result most people use their car for all trips. Those without access to a car use transit but walking to and from transit can be challenging.
- There are sidewalk and bike infrastructure gaps on many of the east-west corridors in the northern portion of the study area. Addressing these gaps will increase connectivity and improve the walkability of this neighborhood.
- Over half of the comments collected in round 1 of engagement were about Santa Rosa Avenue. Residents are interested in improving Santa Rosa Avenue to be a safer, multimodal corridor.
- Highway 12 and US 101 serve as barriers that cut off this neighborhood from downtown Santa Rosa and west Santa Rosa. Santa Rosa SMART and the downtown Santa Rosa Transit mall are both located just north of Highway 12 and there are many schools and destinations to the west of US 101.
- Taylor Mountain is an important regional recreation destination adjacent to the study area. Improving access to this resource was an identified goal from the community.

Recommended Solutions

The following transportation solutions shown in Figure 1 are recommended for the South Santa Rosa neighborhood to address transportation gaps identified by the community. **Table 1** below indicates proposed timelines for each project based on prioritization and project complexity. Certain projects could be addressed through quick-build opportunities that would inform longer-term permanent design interventions.



Santa Rosa Project List

Table 1. Recommended Projects and Timelines

Project	Quick Build	Short Term	Medium Term	Long Term	Priority
1. Shared-use Path on Yolanda Avenue					
Install shared-use path on Yolanda Avenue			X		High
Address sidewalk gaps on Yolanda Avenue				X	Medium
Improve Yolanda Avenue and Santa Rosa Avenue intersection	X		X		Medium
Improve Petaluma Hill Road and Yolanda Avenue intersection	X			X	Medium
2. Re-Envision Santa Rosa Avenue					
Install shared-use path between Maple Avenue and Bennett Valley Road				X	High
Install separated bikeway on Santa Rosa Avenue between Bennett Valley Road and southern city limits			X		High
Install buffered bike lanes between southern city limits and Todd Road				X	Medium
Conduct lighting study on Santa Rosa Avenue			X		Medium
Improve Santa Rosa Avenue and Petaluma Hill Road intersection	X	X			High
Improve Santa Rosa Avenue and Kawana Springs Road intersection	X	X			Medium
Improve Santa Rosa Avenue and Flower Avenue intersection	X	X			High
Improve Santa Rosa Avenue and Santa Rosa Marketplace intersection	X		X		High

Project	Quick Build	Short Term	Medium Term	Long Term	Priority
Improve Santa Rosa Avenue and Hearn Avenue intersection	X			X	Low
Improve Santa Rosa Avenue and Colgan Avenue intersection	X		X		Medium
3. Improve Santa Rosa CityBus Route 3					
Implement operational changes to Route 3 frequency and/or schedule		X			High
Extend Route 3 south along Santa Rosa Avenue				X	Low
4. Santa Rosa CityBus Highway 101 Crossing					
Add east-west CityBus transit crossing at Hearn Avenue		X			High
5. Shared-Use Path on Colgan Avenue					
Install shared-use path on Colgan Avenue			X		Medium
Address sidewalk gaps on both sides of Colgan Avenue			X		Medium
6. Sidewalks on Kawana Springs Road					
Address sidewalk gaps on Kawana Springs Road between Santa Rosa Avenue and Petaluma Hill Road			X		Medium
Address sidewalk gaps on Kawana Springs Road east of Petaluma Hill Road				X	Low
Improve Kawana Springs Road and Petaluma Hill Road pedestrian/bicycle crossing	X			X	Low

Project	Quick Build	Short Term	Medium Term	Long Term	Priority
7. Multimodal Connectivity of Petaluma Hill Road					
Install separated bikeway on Petaluma Hill Road between Santa Rosa Avenue and Yolanda Avenue			X		High
Evaluate opportunities to continue buffered bike lane south of Yolanda Avenue to Winterhaven Avenue (city limits)			X		High
Install buffered bike lane south of Santa Rosa city limits to E Cotati Avenue				X	Medium
Improve Petaluma Hill Road and Santa Rosa Avenue intersection	X	X			High
Add a new midblock pedestrian crossing between Breeze Way and Kawana Springs Road	X		X		Low
Improve Petaluma Hill Road and Yolanda Avenue intersection	X			X	Medium

Chapter 1: Introduction

The Metropolitan Transportation Commission (MTC) initiated the Community-Based Transportation Planning (CBTP) program[1] in 2002 to identify the needs for low-income communities through a collaborative effort from residents, community organizations, and transportation agencies.

CBTPs include a demographic analysis of the area, a list of community-prioritized transportation gaps and barriers, strategies and/or solutions to address these gaps, identification of potential funding sources, a list of stakeholders to implement the plan, and documented results of community outreach strategies. Since 2002, more than 30 lower-income communities in all nine Bay Area counties have developed CBTPs.

The South Santa Rosa study area is located immediately south of Highway 12, east of Highway 101, and west of Petaluma Hill Road. It includes a mix of commercial centers and higher-density residential housing. The study area is home to 10,234 residents out of the city's approximately 178,000 residents. Together, the census tracts span 3.4 square miles. The focus for this community-based transportation plan is to improve connections to both residential and commercial spaces via walking, biking, transit, driving, and other modes.

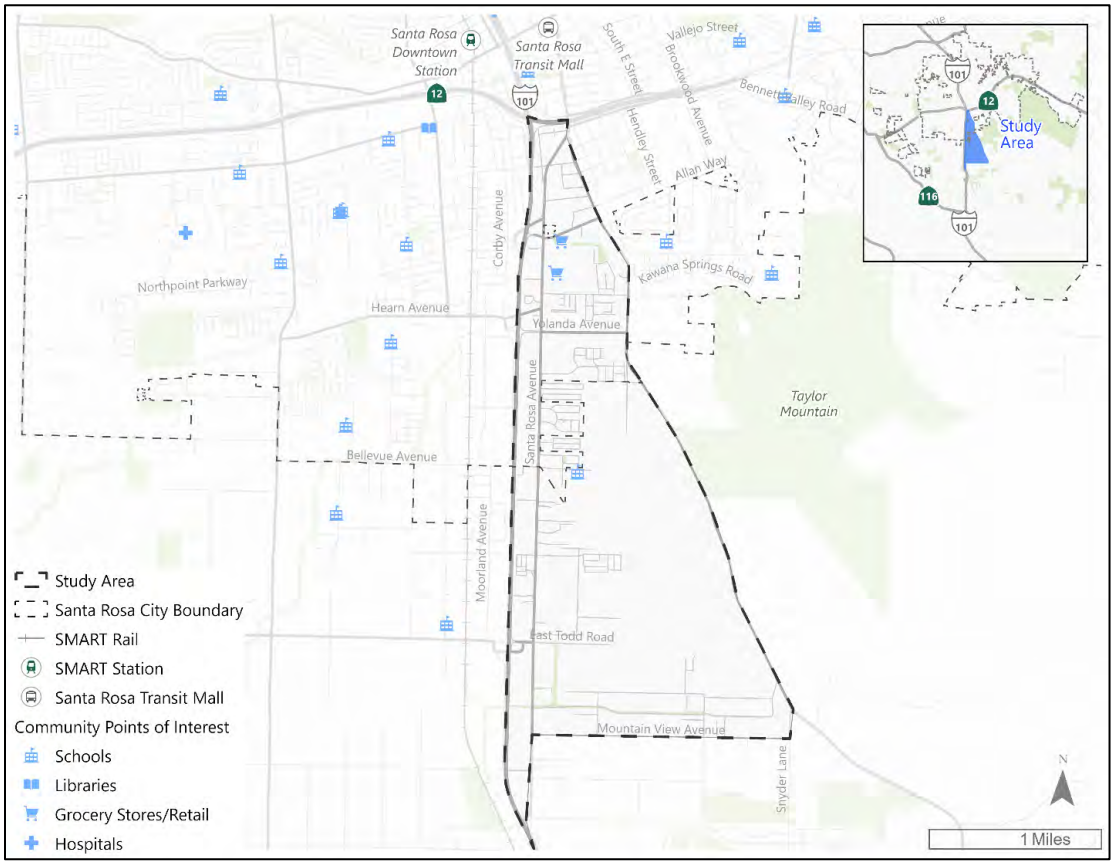


Figure 2: Study Area

[1] Metropolitan Transportation Commission Community-Based Transportation Plans. Updated April 2025.https://mtc.ca.gov/planning/transportation/access-equity-mobility/community-based-transportation-plans-cbtps

Chapter 2: Relevant Studies and Reports

This section introduces the plans, studies, reports, and resources that guide transportation and related topics in the study area. The details from these efforts are pulled out by topic area in the next section: Baseline Conditions.

Santa Rosa Plans

Santa Rosa Forward 2050 (2025)

The Santa Rosa General Plan 2050 was adopted in June 2025 and provides policy and action guidance for the City of Santa Rosa to plan its future development. The circulation element of the General Plan focuses on transportation policies, plans, and projects and includes the following goals and policies that directly guide transportation in South Santa Rosa:

- Policy 3-1.3: Improve infrastructure, sidewalk and bicycle linkages, and access to transit and active modes of transportation to better meet daily commuting needs and minimize VMT, especially in Equity Priority Areas and Areas of Change.
- Goal 3-2: Provide a safe and accessible active and public transportation network that reduces dependence on single occupancy vehicles, prioritizing Equity Priority Areas and Areas of Change.
- Policy 3-2.1: Plan, build, and maintain a safe, complete, continuous, convenient, and attractive pedestrian, bicycle, and multiuse trail network in Santa Rosa that is equitably accessible for all ages and abilities.
- Policy 3-2.2: Increase transit ridership to reduce GHG emissions and provide convenient and efficient public transportation to workplaces, shopping, and other destinations.
- Policy 3-2.3: Ensure that the transit system serves all members of the community equitably, especially in EPAs.
- Policy 3-2.4: Continue to support SMART rail service
- Policy 3-1.4: Reduce traffic volumes and speeds in neighborhoods.

The Housing Element, adopted in February 2023 identifies housing solutions based on the Regional Housing Needs Assessment (RHNA). There is one approved housing project in the CBTP study area, that will provide 77 housing units. Immediately adjacent to the study area, there are an additional three housing projects approved and two pending. In total, should all projects be approved, this would add several hundred additional units to the area.

Capital Improvement Program (updated annually)

The Capital Improvement Program identifies infrastructure improvement projects and prioritizes projects based on available funding sources and needs. Identified and funded projects are consistent with the General Plan. There are currently two CIP projects under construction, and one recently completed in the study area.

- Hearn Avenue at Highway 101 interchange rebuild (estimated completion April 2026)
- Conversion of Santa Rosa Avenue at Bellevue Avenue from all-way stop control to traffic signal (estimated completion 2026)
- Edge line and bike lane line additions on Bennett Valley Rd (Completed May 2024)

Local Road Safety Plan (2022)

The Local Road Safety Plan (LRSP) was adopted by Santa Rosa City Council in July 2022. The Santa Rosa LRSP supplements the Bicycle and Pedestrian Master Plan (BPMP) and studies eight corridors (none of which are in our study area) for bicycle and pedestrian needs, collision analysis, and community feedback. Engineering strategies and countermeasures were identified for these hot spot corridors.

Bicycle and Pedestrian Master Plan (2018)

The Bicycle and Pedestrian Master Plan (BPMP) established a long-term vision for improving active transportation modes in the city. The plan identified network improvements along with implementation of the improvements through a prioritization and phasing process.

Santa Rosa Active Transportation Plan (2025)

The City updated the 2018 BPMP in 2025. The update began in September 2023 and is called the Active Transportation Plan. The existing conditions report, released in April 2024, describes existing facilities, safety needs, and community demographics. Recommended projects were published in October 2024 for public comment. The final plan was adopted in July 2025.

Santa Rosa Citybus Short-Range Transit Plan (2016)

The 2016 Short Range Transit Plan (SRTP) was adopted by the Santa Rosa City Council in October 2016 and contains an overview of planned service changes, current service hours and headways, connections to regional transit, Citybus performance, bus replacement, and coordination efforts. The Short-Range Transit Plan will be updated in 2027.

South Santa Rosa Specific Plan (ongoing)

The South Santa Rosa Specific Plan (SSRSP) area, located in the southern part of the City of Santa Rosa, includes the Santa Rosa Corridor Priority Development Area and the County of Sonoma's South Santa Rosa Avenue Priority Development Area as well as adjacent neighborhoods. The area encompasses approximately 1,900 acres, including approximately 1,400 acres of unincorporated County land, including the area south of State Route (SR) 12 and east of Highway 101 (US 101), extending to Petaluma Hill Road in the east, and south to the Urban Growth Boundary incorporating both sides of Highway 101.

The Specific Plan area has been identified as an "Area of Change" in the City's current General Plan Update process and contains a variety of housing types and non-residential uses. The plan will address circulation in the study area, including bicycle and pedestrian facilities, transit service, and other transportation-related considerations.

County and Regional Plans

Moving Forward 2050 (2021)

The Sonoma County Comprehensive Transportation Plan (CTP) explores transportation needs and priorities and lays out a vision for transportation in Sonoma County. The CTP identifies the need to shift transportation modes from single occupancy vehicles to sustainable transportation modes.

The plan promotes mode shift through improved transit service coverage, which may lead to increased ridership, by expanding active transportation connectivity, and by facilitating shorter trip lengths. These changes may lower household travel costs and reduce vehicle miles traveled and GHG emissions on a per capita basis. SCTCA updates the CTP every five years and is currently in the process of updating the plan. The updated plan is expected to be adopted in 2026.

Shift Sonoma County Plan (2017)

Shift Sonoma County describes how Sonoma County will work to decrease greenhouse gas emissions by incentivizing electric vehicles, implementing transportation demand management measures, and using car share and bike share to decrease single occupancy vehicle trips. The bikeshare and carshare actions include siting bikeshare in areas with low transit coverage and in equity priority communities. The study area aligns with these descriptions and may benefit from shared mobility devices as the county begins implementing suggestions from this plan.

Sonoma County Active Transportation Plan (2025)

The Sonoma County Active Transportation Plan (ATP) updates the previous Countywide Bicycle and Pedestrian Master Plan (2014) and incorporates new policies, guidelines, and best practices. The plan is consistent with the Sonoma County Vision Zero Action Plan and incorporates the Federal Highway Administration (FHWA) Safe System Approach to prioritize the safety of people walking, biking, and rolling in Sonoma County. Specific projects, plans, and existing conditions related to Santa Rosa can be found in the Santa Rosa ATP. The southern portion of the CBTP study area is located in unincorporated Sonoma County, and specific projects, plans, and guiding policies for this region are located in the draft Unincorporated Sonoma County ATP, pending adoption. The SCTCA also created a regional Countywide Active Transportation Plan that guides policy decisions and recommends a network of “regional routes” for connectivity between cities and towns.

Sonoma County Vision Zero Action Plan (2022)

The SCTCA and the Sonoma County Department of Health Services prepared a countywide Vision Zero Action Plan (VZAP) with the goal to eliminate traffic fatalities and severe injuries in Sonoma County by 2030. The plan identifies Dutton Avenue, Kawana Springs Road, Hearn Avenue, Petaluma Hill Road, and Santa Rosa Avenue as High-Injury Network (HIN) corridors in the city. HINs are segments of the road network where users are at higher risk and are identified by evaluating location, frequency, severity, and mode of collisions along the road network. The Action Plan highlights a set of six major goals that focus on the key factors behind previous collisions and the systemic changes required to make the County’s roads safer for all users.

SMART Strategic Plan 2025-2030 (2024)

Sonoma-Marin Area Rail Transit (SMART) District is the builder, operator, and maintainer of the SMART rail and pathway system in Sonoma and Marin counties. SMART is also the common carrier of short-line freight on the corridor. Every five years, SMART prepares its Strategic Plan to set the strategic direction of the organization, and establish the goals, objectives, and actions the agency will pursue over the 5-year plan horizon, consistent with the agency's vision and mission. The Plan is organized around four strategic objective areas: Ridership, Pathways, Extensions, and Freight. The Plan was adopted by the SMART Board on December 18, 2024.

Sonoma County Transit Short Range Transit Plan (SRTP) (2023)

The 2023 SCT SRTP provides insights on the next five years of service and post-covid ridership recovery based on three potential scenarios. SCT projects a continuing but slow recovery over the next three years with operation at 90% of in-service hours pre-pandemic.

SCTA Integrated Transit Plan (2024)

Sonoma County Transportation Authority (SCTA) conducted a sequence of transit integration studies and reports to move towards a more integrated transit system in Sonoma County. The Integrated Transit Service Planning Study was conducted in collaboration with Santa Rosa CityBus, Sonoma County Transit, Petaluma Transit, Golden Gate Transit, and SMART with the goal of increasing the efficiency of delivering high-quality transit service and maximizing the use of limited resources through integrated multi-agency service planning. The study focused on corridors with service overlap, schedule and transfer coordination, and regional connections.

Marin-Sonoma Coordinated Transit Service Plan (anticipated 2025)

The Marin-Sonoma Coordinated Transit Service Plan (MASCOTS) is a collaborative effort between MTC and nine regional transit and funding agencies across Sonoma and Marin Counties to build a more connected and frequent transit network. The plan focuses on improving travel between Sonoma and Marin counties, as well as to and from San Francisco, by reducing travel times, lowering costs, and providing convenient transfers through more frequent bus and SMART rail service along the Highway 101 and SMART corridor.

Sonoma County Master Plan for Aging (2024)

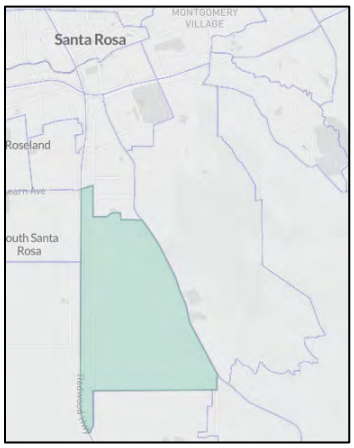
The Sonoma County Master Plan for Aging (MPA) is a plan to promote healthy aging. The MPA is aligned with the California Master Plan for Aging—the state's blueprint to prepare for the demographic changes underway and continue its leadership in aging, disability and equity. The state's plan includes transportation strategies under the housing goal. The Sonoma County plan also sets transportation as a goal and includes strategies to improve the accessibility of transportation systems and expand programs that remove barriers and improve access, such as travel vouchers for taxi or transportation network company (TNC) rides.

Chapter 3: Community Profile

Demographics

The South Santa Rosa study area is comprised of two census tracts: 1514.05 and 1514.06 (as shown below). Based on American Community Survey data between 2019-2023, total of 10,234 people live in these census tracts, across 3,786 households. Among study area residents, 1,734 of them fall below the poverty line and 5,065 identify as Hispanic. The percentage of children below the poverty line is (29%), which is higher in census tract 1514.06 and the percentage of older adults below the poverty line is (17%) and is higher in census tract 1514.05. The median household income is lower in both census tracts compared to the City of Santa Rosa and County of Sonoma averages. Household income affects the transportation options available to families and individuals. For example, car ownership rates are typically lower in lower income areas, resulting in a higher reliance on public transportation and active transportation. Low-income families also spend a greater proportion of their income on transportation expenses.

Census Tract 1514.05



Census Tract 1514.06

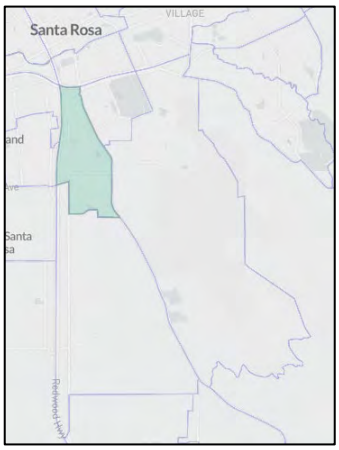


Table 2: Socio-Economic Characteristics of the South Santa Rosa Study Area

Attribute	CBTP Study Area		Santa Rosa	Sonoma County
Census Tract	**1514.05**	**1514.06**		
Population Size	7,637	3,150	175,861	481,812
Total Households	2,477	1,374	70,361	192,765
Population Identifying as Hispanic	55%	46%	37%	30%
Renter Occupied Units	59%	66%	44%	35%
Median Age	31.5	38.3	41.6	43.3
Median Household Income	$65,379	$69,700	$93,106	100,707
Persons Below Poverty Line	9.4% (4% children, 15% older adults)	15.4% (26% children, 16% older adults)	11.4% (14% children, 11& older adults)	8.9% (8% children, 9% older adults)

Source: Censusreporter.org, Data Year 2023

Major Destinations & Barriers

Key destinations in the south Santa Rosa study area include several shopping centers along Santa Rosa Avenue with retail stores, home improvement stores, and restaurants as shown below in **Figure 3**. Taylor Mountain Elementary School is located in the center of the study area.

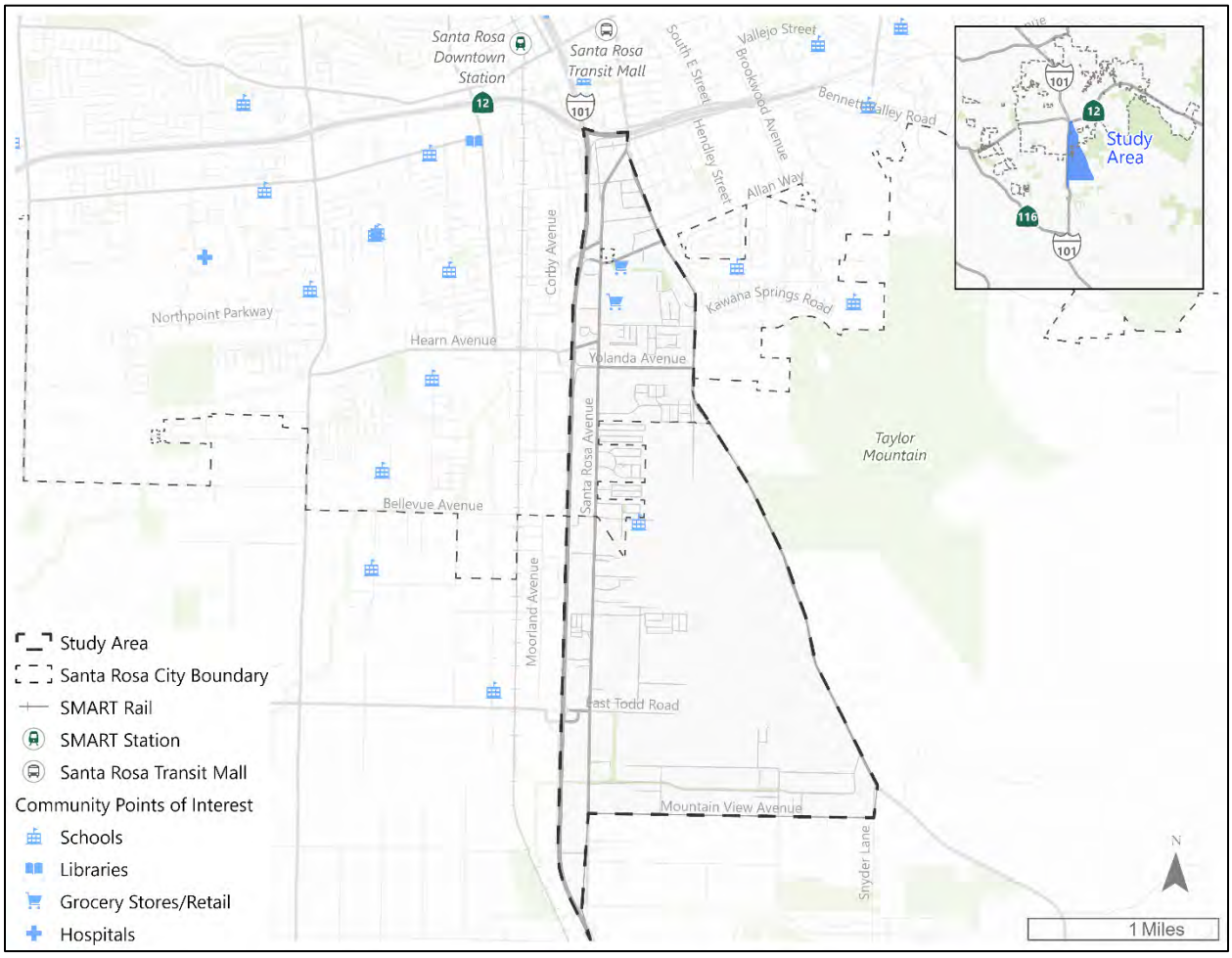


Figure 3: Community Destinations

Santa Rosa Avenue is the largest road in the study area. While it's home to many key destinations, including Santa Rosa Marketplace, it also acts as a barrier to community members navigating the corridor without a car. Highway 101 is the western edge of the study area. This divider is an additional barrier for residents wishing to access services on the western side of the highway. Many students from Elsie Allen High School, located west of Highway 101, live in the study area. Sonoma Safe Routes to School identifies specific barriers to school access and has developed travel plans for safer travel to schools. In Santa Rosa an estimated 35% of trips are two to five miles in length, 26% of trips are two miles or less, and 85% of trips are ten miles or less, according to SCTCA's Sonoma County Travel Behavior Study. Mobility barriers, shown below in **Figure 4**, make short-distance trips difficult as a pedestrian or bicyclist even though destinations are geographically near.

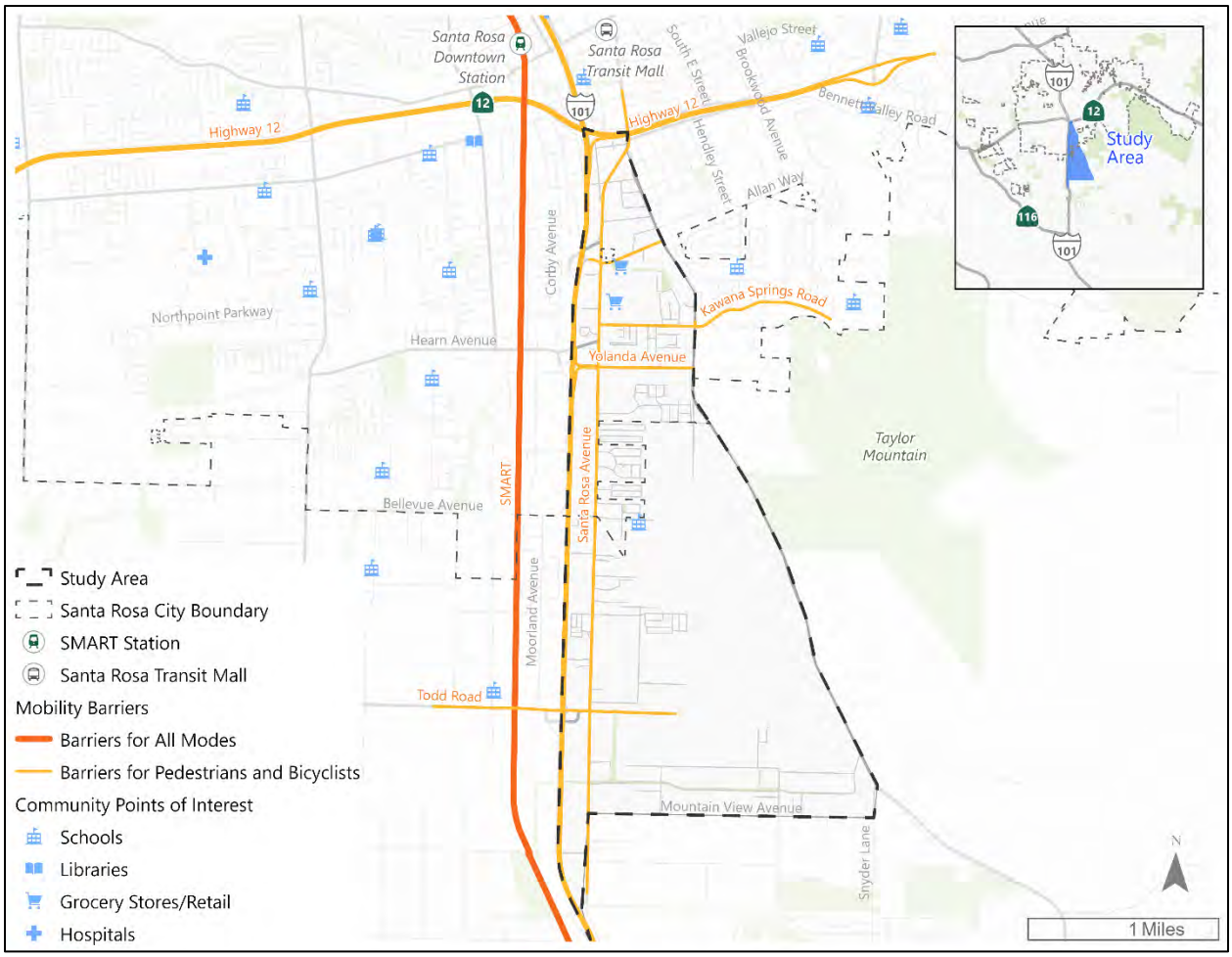


Figure 4: Mobility Barriers

Roadways

Major roadways in the study area include Kawana Springs Road, Yolanda Avenue, Petaluma Hill Road, Santa Rosa Avenue, and Bellevue Avenue. Additionally, Baker Avenue, Hearn Avenue, and Todd Road connect across Highway 101 into the study area. The Santa Rosa General Plan Circulation Element outlines several policies and actions to guide roadway operation and planning considerations such as:

- Vehicle miles traveled impact and analysis
- Street design guidelines and street standards for roadway planning
- Transportation demand management measures and programs
- Circulation network and corridor connection improvements
- Traffic calming and traffic flow
- Zoning code changes and other roadway requirements for development
- Level of service guidance

The General Plan Urban Design chapter includes guidance on gateways, public art, and placemaking that seek to inform roadway design.

The Housing Element outlines the city's parking requirements based on land use.

The City of Santa Rosa's Greenhouse Gas Reduction Strategy includes several measures related to roadways such as the location and design of new development in relation to transportation demand, transportation demand management programs, and vehicle miles traveled objectives.

Active Transportation

Currently Petaluma Hill Rd, Yolanda Ave, Kawana Springs Rd, Santa Rosa Ave, and Hendley St have Class II bike lanes. There are two shared use paths in the study area, one located along Colgan Creek and the other stretches between Martin Luther King Jr. Memorial Park and Petaluma Hill Rd. The SMART shared use path is not easily accessible from the study area, but if connections were added, it could enhance citywide and regional connectivity. In the study area, Santa Rosa Avenue exists as a walking, biking, and rolling barrier given the wide right-of-way, high speed limit and traffic volumes, long crossing distances, and disconnected active transportation infrastructure as indicated previously in **Figure 4**. **Figure 5** below shows current bicycle infrastructure in the study area. Redwood Bikeshare is a new initiative between SCTCA and Transportation Authority of Marin (TAM) which provides electric bikeshare in the two counties. The bike hubs are scattered throughout participating cities with several located near SMART stations. The nearest hubs to the study area are about a 15-minute walk away, near the transit mall.

Plans, projects, and policies covering walking and biking in South Santa Rosa are guided by the *Santa Rosa Active Transportation Plan (2025)*, *the Santa Rosa General Plan Circulation Element (2050)* and the *SCTA Integrated Transit Plan (2024)*. The Santa Rosa Active Transportation Plan recently adopted in 2025 and projects from the plan have been incorporated into the project prioritization in this study area.

The 2018 Bicycle and Pedestrian Master Plan identified two Class I Shared-Use Paths, eight Class II Bicycle Lanes, one Class IIB Buffered Bicycle Lane, and five Class III Bicycle Routes as projects in the CBTP study area. The plan calls for the addition of sidewalks along corridors such as Moorland Avenue and Dowd Drive, as well as several proposed crossing enhancements and a trail bridge.

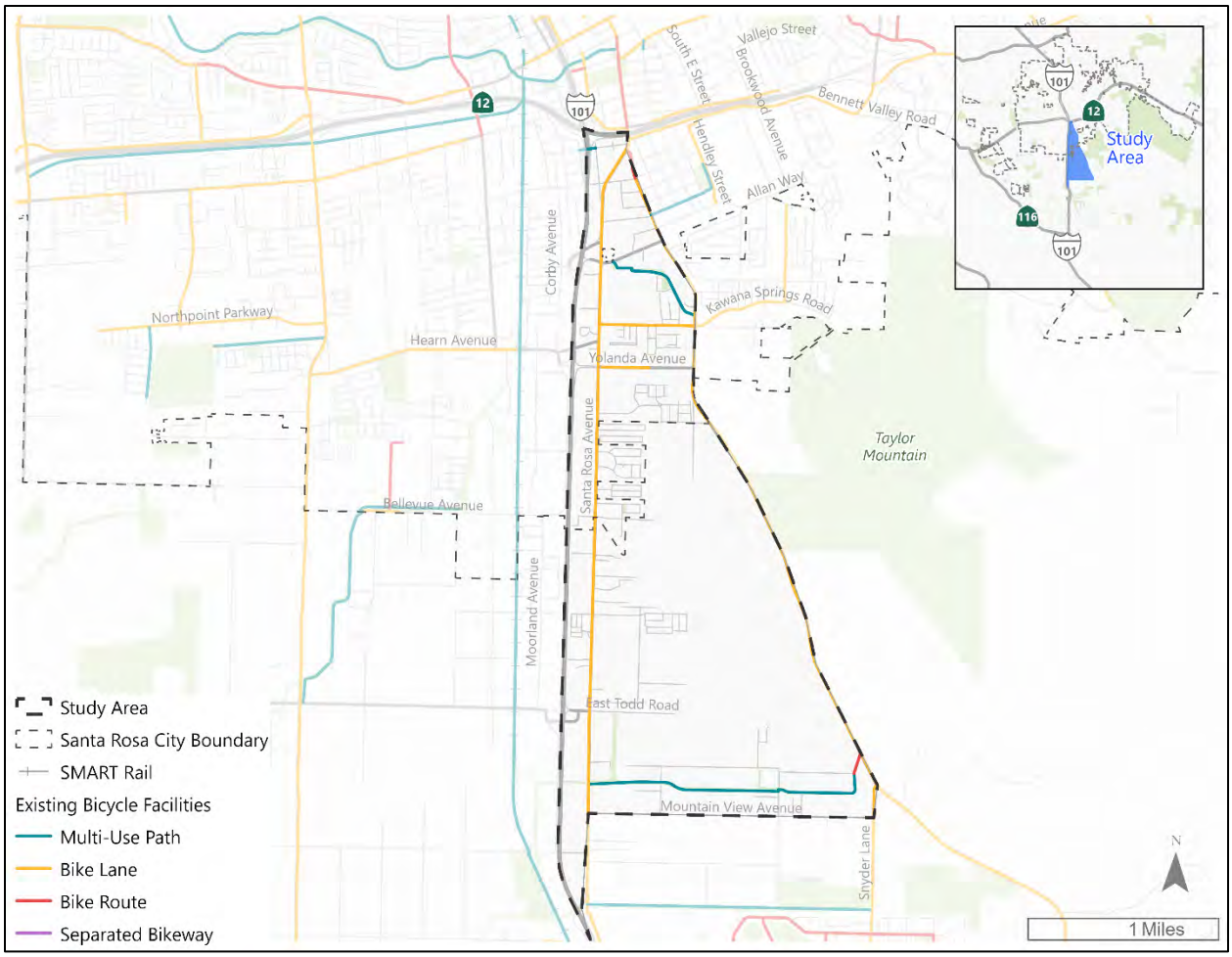


Figure 5: Existing Bicycle Infrastructure

Through the draft Sonoma County Active Transportation Plan planning process, the community identified the following project needs in the study area:

- Safe crossing options: Baker Avenue over Highway 101, Hearn Avenue over Highway 101, Bellevue Avenue over Highway 101, Todd Road over Highway 101, Santa Rosa Avenue near Burt Street, and Petaluma Hill Road
- Sidewalk gaps: Colgan Avenue between Santa Rosa Avenue and Petaluma Hill Road, and Petaluma Hill Road
- Obstacles in sidewalks: Santa Rosa Avenue between Kawana Springs Road and Wayside Drive
- Protected bicycle lanes: Santa Rosa Avenue, connecting new apartment buildings to downtown
- Traffic calming: Burt Street near Santa Rosa Avenue to Parkcreek Drive
- Connections: to Taylor Mountain via off-street paths

The draft Unincorporated County Active Transportation Plan includes three proposed projects in the study area including a bike lane on Petaluma Hill Road, a bike lane on Santa Rosa Avenue, and multi-use path along Hunter Creek Trail.

The Santa Rosa General Plan includes three improved pedestrian and bicycle connections across Highway 101 in the study area.

The Santa Rosa General Plan Circulation Element, Santa Rosa Active Transportation Plan, and Unincorporated County Active Transportation Plan are the most recent documents to be consulted for project-specific guidance. The South Santa Rosa Specific Plan is ongoing, but once complete, it will include additional active transportation information related to the project area.

Transit

Santa Rosa CityBus, Sonoma County Transit, Golden Gate Transit, and Sonoma-Marin Area Rail Transit (SMART) operate in Santa Rosa, including in the CBTP study area. The SMART station is located just north of the study area and has connections to the Santa Rosa Avenue corridor via Santa Rosa CityBus and Sonoma County Transit. Sonoma County Transit (SCT) provides connections within Santa Rosa and to surrounding cities and communities. SCTCA created estimates of transit propensity, or likelihood of transit use based on select demographic characteristics such as income, vehicle ownership, and race. Transit propensity in the study area is relatively high in the north corner of the study area and along the Highway 101 corridor as shown in **Figure 6** (copied from Figure 3-8 of the SCTCA Integrated Transit Plan).

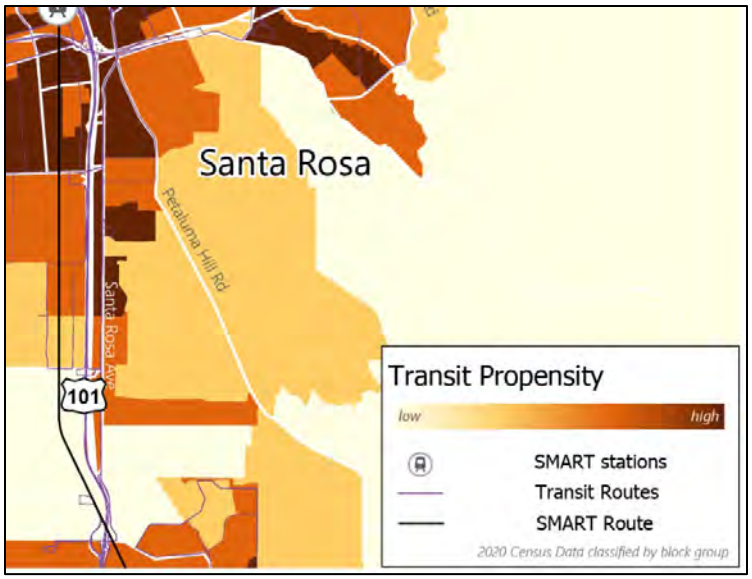


Figure 6: Transit Propensity

Three Sonoma County Transit Routes serve the study area:

- Route 42: Santa Rosa, Industry West Business Park (hourly service)
- Route 44: Petaluma, JC, SSU, Santa Rosa (hourly service)
- Route 48: Santa Rosa, Rohnert Park, Cotati, Petaluma (~hourly service)

Two Santa Rosa CityBus routes serve the area:

- Route 3 Santa Rosa Avenue (hourly service)
- Route 5 Petaluma Hill Road (hourly service)

Two Golden Gate Transit routes stop at the Santa Rosa Transit Mall at 2nd St and Santa Rosa Ave and 172 stops at Maple Ave and Bennett Valley Rd, the farthest northeast point of the study area boundary. The Santa Rosa Transit Mall provides transfers between CityBus, SCT, GGT, Mendocino Transit Authority, and Greyhound. The transit mall is 0.8 miles, or a 16-minute walk, from Earle St and Santa Rosa Ave.

- Route 101: Regional route with hourly service
- Routes 172/172X: provides commuter service to San Francisco. There are 7 AM and 7 PM trips

Paratransit Service

- Provided by MV Transportation within the City of Santa Rosa
- Provided by the Center for Volunteer and Nonprofit Leadership within unincorporated Sonoma County

The SMART corridor parallels Highway 101 west of the study area. There are no SMART stations in the study area; the Downtown Santa Rosa and Rohnert Park Stations are the closest options.

Figure 7 below shows current transit service in and around the study area.

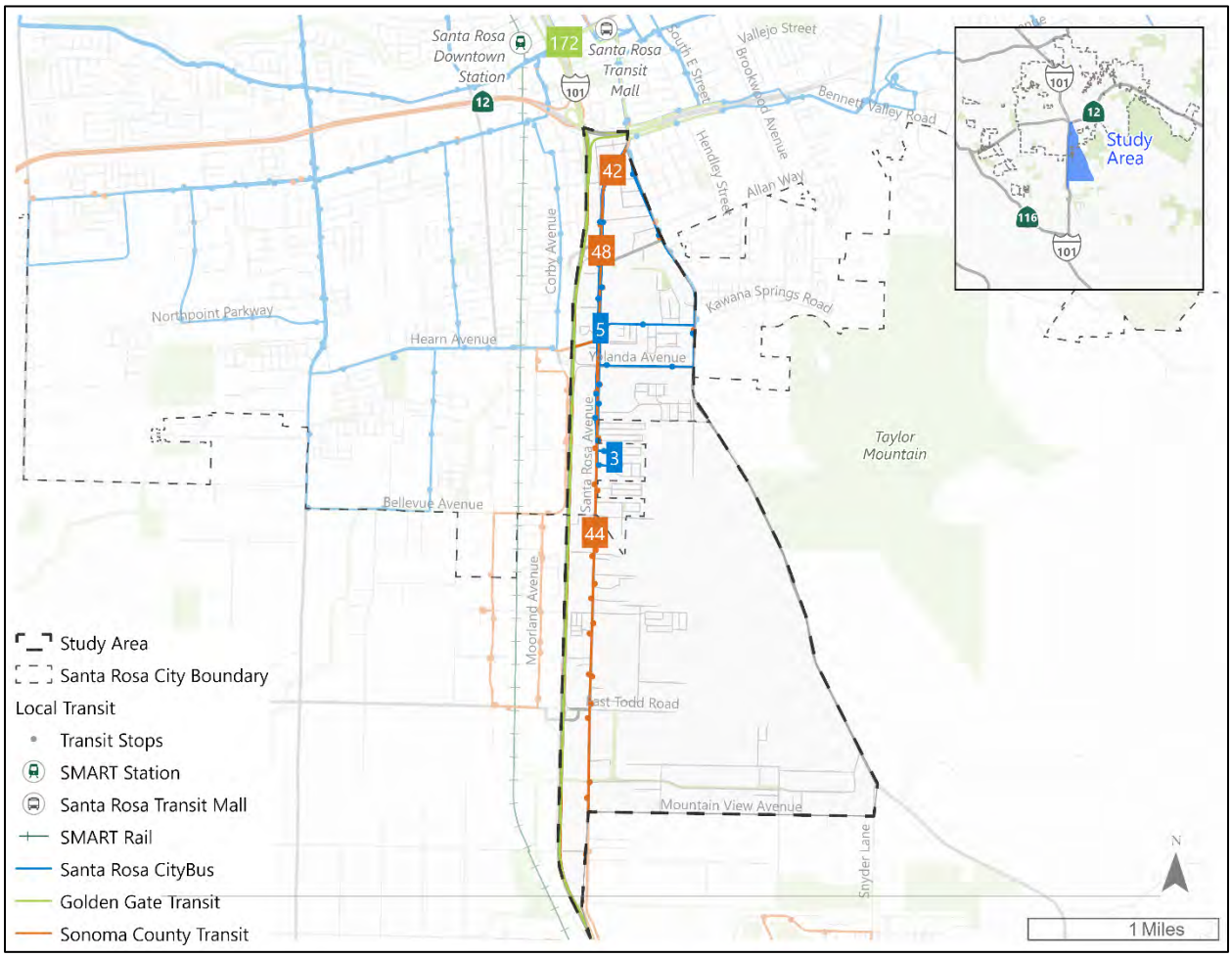


Figure 7: Existing Transit Service

In the Santa Rosa CityBus Short-Range Transit Plan's "Operational Plan" section, proposed service hour adjustments, increased frequency of specific routes, the redesign of routes, and plans for improved connectivity are outlined. In the near term, Santa Rosa CityBus is planning to improve the frequency of Routes 3 and 5 from hourly service to half hourly service.

Longer term plans include creation of a new route along Santa Rosa Avenue (Route 19) with 15 – minute headways, and a new route along Hearn Road with 30-minute headways that will extend across Highway 101 and Santa Rosa Avenue and operate on Yolanda Avenue and Kawana Springs Road.

The SCTA Integrated Transit Plan builds off recommendations in the 2019 Transit Integration and Efficiency Study. This plan analyzes fixed-route, paratransit, and microtransit operations in Sonoma County, and makes recommendations for all three. Paratransit recommendations include streamlining the application process and policies, expanding coordination and collaboration with other service providers, and establishing a rider guide. Fixed-route recommendations include studying running time, creating a countywide transit map, and improved coordination across agencies.

The South Santa Rosa Specific Plan is ongoing, but once complete will include additional transit information related to the project area.

Safety

The *Santa Rosa Local Road Safety Plan 2022* and the *Sonoma County Vision Zero Action Plan 2022* both describe existing needs, opportunities, and plans for improving safety in Santa Rosa. The Vision Zero Action Plan is used as a policy-guiding document, but since it is not project-based, other documents are used to guide project planning decisions. **Figure 8** below shows 2019-2023 crashes in Santa Rosa from the SCTCA Vision Zero Data Dashboard.

The Local Road Safety Plan does not identify any recently constructed or planned projects along Santa Rosa Avenue, which is part of the high injury network. There is a history of collisions along both Santa Rosa Avenue and Petaluma Hill Road, including fatal and severe injury.

One project adjacent to the study area was identified along Hearn Ave from Westwood Drive to Corby Ave and is described as evaluating a multi-use path on the south side from the SMART path to Corby Ave. This project would address sidewalk gaps along Hearn Ave and provide safer bicycle infrastructure.

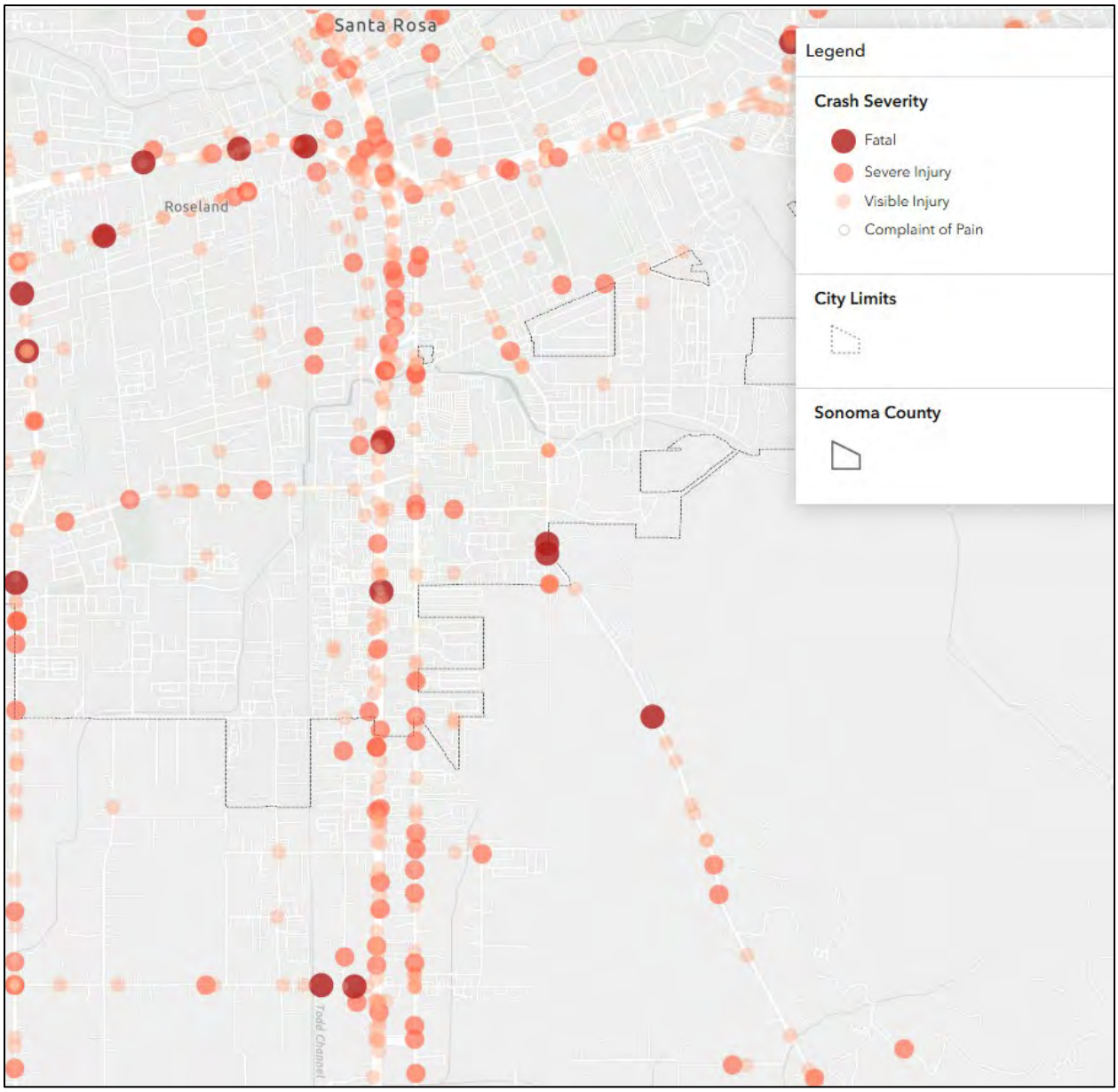


Figure 8: 2019–2023 Crashes

Chapter 4: Community Outreach

Engagement with the Santa Rosa community was central to the community-based planning process. It was important to discuss transportation needs, deficiencies, and solutions with Santa Rosa community members so that community voices were heard from start to finish. Engagement included coordination of a Technical Advisory Committee (TAC), Community Representative Committee (CRC), online surveys, focus groups, pop-ups, and a transportation resource fair. Engagement was split into two phases, Phase I focused on identifying and defining a list of solutions, and Phase 2 focused on prioritizing solutions. In this chapter, the goals of each phase of engagement and the types of outreach are described, followed by a summary of the input collected. The materials, poster results, and photos from the process can be found in **Appendix A**.

Phase I: Identify & Define a List of Solutions

MARCH 2025 – April 2025

The focus of Phase I was to identify a list of transportation challenges and potential solutions with substantial input from the community. Phase I activities were conducted to confirm that documented baseline conditions, needs, and gaps identified by the project team were correct and offered the community an opportunity to identify additional needs, gaps, and solutions.

Phase I Outreach Goals:

- At least 45% of event attendees will be Spanish speakers (based on area demographics)
- All events will include residents and workers from the study area
- At least two events will include study area residents under 18 years old
- At least two events will include study area residents over 60 years old

These engagement goals were successfully met through a series of focus groups and pop-ups held throughout the study area. These activities reached a diverse range of participants, including youth, older adults, and Spanish-speaking residents, ensuring that the perspectives of those who live and work in the community were well represented in identifying transportation needs and solutions.

Phase II: Prioritize Solutions & Build Community Champions

August 2025

The focus of Phase II was to prioritize the list of solutions with substantial input from the community. Through engagement events, public input significantly shaped the outcome of a list of locally identified transportation projects & priorities.

Phase II Outreach Goals:

- At least 45% of event attendees will be Spanish speakers (based on area demographics)
- All events will include residents and workers from the study area

- The resource fair will include study area residents under 18 years old
- The resource fair will include study area residents over 60 years old

These goals were achieved by hosting a Community Transportation Resource Fair, which brought together residents, local organizations, and project partners to discuss transportation priorities and share transportation resources. The event engaged a diverse group of participants, including Spanish-speaking residents, youth, and older adults, ensuring that community voices directly informed the prioritization of projects and helped build local champions for future implementation.

Outreach Methodology

Technical Advisory Committee

The Technical Advisory Committee (TAC) was established for the study areas and comprised of staff with local expertise in planning efforts in the study areas, serving as an extension of the project team with decision-making authority and ultimate ownership of the prioritized project lists and implementation plans. The TAC was comprised of staff from various agencies and organizations at the local and county level focused on transportation, including representatives from City of Santa Rosa, Santa Rosa CityBus, Sonoma County Transit, SMART, Sonoma County Bicycle Coalition, and more. The Rohnert Park CBTP was developed concurrently with the South Santa Rosa CBTP, so many TAC members overlapped between the two efforts, thus a single committee was formed to represent both communities and oversee the development of both plans. The TAC met five times during the planning process to oversee the preparation of the CBTPs and listen to and respond to comments made by the project team. TAC meetings were held online via Zoom and the TAC reviewed each document prepared as part of the CBTP. TAC members were also invited to participate in the transportation resource fair held in August 2025. See **Table 3** for the full list of TAC members.

Table 3: Combined Technical Advisory Committee Contact List

	Agency	Identified Representatives
1	Caltrans	Fredrick Schermer, Associate Transportation Planner (Sonoma County Liaison for Caltrans System Planning Branch)
2	City of Rohnert Park	Eydie Tacata, Public Works; and Elliott Pickett, Planning
3	City of Santa Rosa	Torina Wilson, Transportation Planner
4	Federated Indians Graton Rancheria	Buffy McQuillen, Tribal Heritage Preservation Officer
5	MTC/ABAG	Janica Mendillo, Regional Transportation Planner (CBTP lead)
6	Santa Rosa City Bus	Yuri Koslen, Transit Planner
7	Sonoma County	Wil Lyons, Planner (Permit Sonoma)
8	Sonoma County Health and Human Services	Laurel Chambers, Health Information Specialist
9	Sonoma County Transit	Steven Schmitz, Transportation Planner
10	Sonoma County Transportation and Climate Authorities	Chris Barney, Director of Planning; and Steph Britt, Transportation Planner
11	Sonoma Marin Area Rail Transit	Zoe Unruh, Senior Planner
12	Safe Routes to School	Christina Panza, Education & Safe Routes to School Director, Sarah Hadler, SRTS Program Manager/Educator
13	Sonoma County Bicycle Coalition	Eris Weaver, Executive Director

Summary of TAC Meetings:

- TAC Meeting 1 – October 2024
    - Study Overview
    - Draft Community Outreach Strategy
    - Draft Baseline Conditions and Related Plans & Projects
- TAC Meeting 2 – December 2024
    - Final Community Outreach Strategy
    - Final Baseline Conditions and Related Plans & Projects
- TAC Meeting 3 – January 2025
    - Community Engagement schedule and event details
    - Prep for and input on focus groups/interviews, pop-up, and piggyback meetings through Phase I
- TAC Meeting 4 – May 2025
    - Review findings from Phase I community outreach
    - Prep for upcoming Phase II outreach activities such as community resource fairs, budgeting exercises, and piggyback meetings
- TAC Meeting 5 – October 2025
    - Review findings from Phase II community outreach
    - Review and provide input on draft CBTP project list
    - Strategize presentation of plans to boards and committees

Community Representatives Committee

The Community Representatives Committee (CRC) served as the community voice for the project and was comprised of community residents, community-based organization staff, local neighborhood leaders, and employees who represented the study area. The South Santa Rosa CRC met 3 times during the planning process to provide feedback on the project list, engagement and outreach, and the preparation of the CBTP. One CRC member also attended the transportation resource fair, providing support and input on the proposed project lists. See **Table 4** for the full list of CRC members for South Santa Rosa.

Table 4: South Santa Rosa Community Representatives Committee List

Representative	Community Represented
Leslie Heckathorn	Community Resident, Safe Routes to School walk audit participant
Arthur Deicke	Community Resident
Daniella Stanghellini	Community Resident
Kyra Lefferts	Sports Basement, Assistant General Manager
Kevin Olalde Bernal	Latino Service Providers, Youth Promotores representative
Vin Hoagland	Sonoma County Bicycle and Pedestrian Advisory Committee Member

Summary of CRC meetings:

- CRC Meeting 1 – January 2025

    - CBTP Program Overview and Intended Outcomes
    - Overview of the study areas
    - Overview of Baseline Conditions – transportation plans and topics for the study area
    - Overview of full project schedule
    - Engagement Plan
- CRC Meeting 2 – April 2025
    - Phase I Engagement summary and feedback received
    - Phase 2 Engagement Plan
    - Review Project Schedule
- CRC Meeting 3 – October 2025
    - Recap of Transportation Resource Fair
    - Draft project list
    - Final CBTP Report progress

Surveys

Community members had the opportunity to engage with the project through an online survey on the project's Social Pinpoint website and paper surveys distributed at key locations in the study area (e.g., the library, school offices, community space of mobile home park).

In March–April 2025, members of the public were invited to provide feedback on an online interactive map of the study area. Participants were asked to evaluate:

- Opportunities improving transportation in the South Santa Rosa Avenue neighborhood
- Challenges that they've experienced while traveling in the community
- Places they would like to access on foot or by bike
- Specific safety concerns, such as speeding cars, poorly lit areas, or challenging crossings
- Other ideas for the South Santa Rosa Avenue Community

In August 2025, members of the public were invited to provide feedback on the prioritized list of projects in phase two of engagement.

Participants were asked to evaluate:

- Which roads they'd like to see safer speeds on
- Which bicycle facility upgrades they'd like to see
- Which trail connections they'd like to see
- Which corridors and spot treatments they'd like to see pedestrian improvements on

Across both survey periods, a total of 63 survey and 88 interactive responses were collected. Responses were combined with input from the other events described below.

Focus Group

Latino Service Providers Youth Promotores Focus Group

To connect directly with study area residents, the project team hosted a focus group to dive deeper into key issues and opportunities. On March 10th, 2025, the project team hosted a focus group with Latino Service Providers (LSP) Youth Promotores. This session was strategically organized to include Spanish-speaking study area residents, youth, and employees working in the study area. The project team connected with four Youth Promotores and three adults (two LSP coordinators and one City of Santa Rosa staff member), sharing an overview of the CBTP process, the study area, and baseline conditions. Key themes from the focus group are outlined below. See **Appendix A** for extended details on the focus group.

Key Themes:

- Most people drive in the study area because walking feels scary. A couple of people take transit and everyone knows someone who regularly takes transit. No one in the group biked.
- The two streets that received the most attention in the discussion were Santa Rosa Avenue and Petaluma Hill Road.
- Topics discussed included: Safety issues, vehicle speeds, crosswalk gaps, lack of lighting in unincorporated county, missing sidewalks, potholes, and bus frequency.

Targeted Pop-up Events

A key component of connecting with hard-to-reach community members was tabling at existing trusted community events or venues. From February to April 2025, the project team tabled at five locations to seek feedback, including the Santa Rosa Transit Mall, Lamplighter Mobile Home Park, Taylor Elementary School, Lola's Market, and Sports Basement.

A summary of pop-up events is listed below. See **Appendix A** for extended details on the pop ups.

- Event 1: Santa Rosa Transit Mall
    - Spoke to 50 people
    - Key themes: Bus service and amenities, coordination between bus routes and SMART, Emergency Ride Home program
- Event 2: Lamplighter Mobile Home Surveying
    - Spoke to six residents
    - Key themes: Closer bus stops to the mobile home park, signal timing adjustments for vehicle and pedestrian traffic, coordination between city bus and county transportation,

bus stop amenities, pedestrian and bicycle safety, accessibility at Santa Rosa Transit Mall and bus stops

- Event 3: Taylor Mountain Elementary School
    - Spoke to 30 people
    - Key themes: Bicycle and pedestrian safety, carpooling households, bus connectivity and frequency, wayfinding
- Event 4: Lola's Market
    - Distributed 40 flyers
    - Key themes: Bus amenities, connectivity, and service improvements, sidewalk maintenance, bicycle and pedestrian safety
- Event 5: Sports Basement
    - Spoke to 15 people
    - Key themes: Bicycle and pedestrian safety, SMART station access, traffic on Santa Rosa Avenue

Existing Organization Meetings

Given the limited presence of established community organizations within the study area, and therefore lack of existing community meetings, additional pop-up events were hosted in lieu of community presentations to ensure meaningful opportunities for public engagement.

Transportation Resource Fair

To promote the Transportation Resource Fair, a comprehensive outreach strategy was used. It combined digital postings, printed materials, partner networks, and in-person distribution. The strategy was designed to reach a wide cross-section of community members by using both broad communication channels, such as newsletters and social media, and targeted outreach at schools, transit stops, and local businesses. The goal was to maximize visibility in the study area and encourage attendance through trusted local sources. Event information and materials were disseminated through the following:

- Announcement included in the Latino Service Providers' weekly newsletter (reaching approximately 1,300 subscribers)
- Posts shared on Instagram and Facebook (each account with over 2,100 followers)
- Flyers distributed through canvassing (approximately 100), and placed at a laundromat near the event site, a local bus stop, retail stores throughout the study area, and Santa Rosa Junior College (SRJC)
- Event promoted by CRC members through word of mouth, workplaces, and personal/organizational networks
- Event details shared by the Bellevue School District via its website, email, and parent app; an invitation also extended during a School Board meeting
- Event information disseminated by partner organizations such as SCTCA and the City of Santa Rosa through social media platforms and newsletters

The City hosted a community transportation resource fair to gather in-person feedback from residents and travelers to the study area and showcasing the list of projects developed through Phase I engagement. The Transportation Resource Fair was held on Saturday, August 23rd at Taylor Mountain Elementary School and connected community members with local transportation resources and gathered final input for the South Santa Rosa Community-Based Transportation Plan (CBTP). The event included free food, giveaways, family-friendly activities, music, a Sonoma County Transit bus, and informational booths from local partners like Santa Rosa CityBus, Sonoma County Transit, Safe Routes to School, Sonoma County Department of Health and Human Services, and Redwood Bikeshare. There were approximately 35-40 community members in attendance. Community members were invited to stop by, learn about available services, and share their ideas to help improve walking, biking, and transit options in the area. The five stations for project feedback were as follows:

- Station 1: Transit Improvements

- Station 2: Bicycle Improvements
- Station 3: Pedestrian Improvements
- Station 4: Santa Rosa Avenue Improvements
- Station 5: Project Prioritization

Each station had Spanish and English facilitators available to explain improvement recommendations and how the project team arrived at these potential improvements. Poster information was presented in Spanish and English with pictures of improvement types. Community members were given a set number of stickers to place at topic stations, using them to indicate which improvements they felt would be most beneficial to their community. Post-it notes were available at each station for any location-specific improvements or additional questions.

Engagement Poster Feedback Results

Station 1: Transit Improvements

Participants were invited to place three stickers on a transit map where they wanted to see additional transit stops and/or amenities. They were also invited to rank their top two potential transit service adjustments. See **Table 5** for a summary of responses received.

Table 5: Transit Votes

Improvement	Location/Route	Votes
Higher frequency on Santa Rosa City Bus routes	Route 3	6
Higher frequency on Santa Rosa City Bus routes	Route 5	6
More/ better East-West transit connections across Highway 101	Baker Avenue	3
More/ better East-West transit connections across Highway 101	Hearn Avenue	5
More/ better East-West transit connections across Highway 101	Todd Road	2
Extension of Santa Rosa City Bus routes further South		5

Station 2: Bicyclist Improvements

Participants were invited to vote for three of nine streets that they wanted to see bicycle improvements on. See below for definitions of the proposed bicycle improvements and **Table 6** for a summary of responses received and **Appendix B** for descriptions of the improvements.

Table 6: Bicycle Improvement Votes

Bicycle Improvement	Location	Votes
Shared-Use Path	Santa Rosa Avenue (Maple Avenue to Bennett Valley Road)	9
Shared-Use Path	Colgan Avenue	6
Shared-Use Path	Yolanda Avenue	6
Buffered Bike Lane	Santa Rosa Avenue	3
Buffered Bike Lane	Petaluma Hill Road (Yolanda to Santa Rosa City Limits)	7
Buffered Bike Lane	Petaluma Hill Road (Santa Rosa City Limits to E. Cotati Avenue)	2
Separated Bikeway	Santa Rosa Avenue (Bennett Valley Road to Bellevue Ave)	11
Bike Boulevard	Barham Avenue	3

Station 3: Pedestrian Improvements

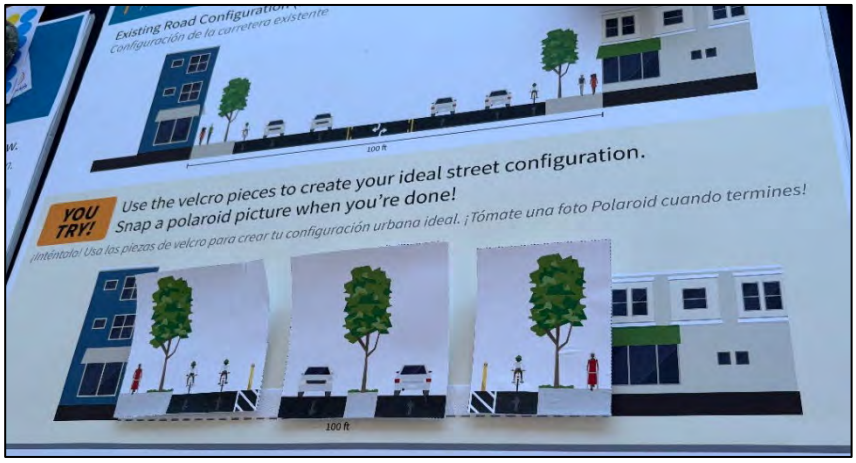
Participants were invited to vote for three of nineteen shared-use paths, sidewalk segments, and crosswalk improvements that they wanted to see pedestrian improvements on. See **Table 7** for a summary of responses received and **Appendix B** for descriptions of the improvements.

Table 7: Pedestrian Improvement Votes

Pedestrian Improvement	Location	Votes
Improved Crosswalk	Santa Rosa Avenue at Petaluma Hill Road	5
Improved Crosswalk	Petaluma Hill Road at Milton Street	0
Improved Crosswalk	Petaluma Hill Road at Colgan Avenue	3
Improved Crosswalk	Santa Rosa Avenue at Colgan Ave	4
Improved Crosswalk	Santa Rosa Avenue at Kawana Springs Road	5
Improved Crosswalk	Santa Rosa Avenue at Hearn Avenue	5
Improved Crosswalk	Santa Rosa Avenue at Burt Street	1
Improved Crosswalk	Santa Rosa Avenue at Court Street	0
Improved Crosswalk	Santa Rosa Avenue at Bellevue Avenue	1
New Shared-Use Path	Santa Rosa Avenue (Maple Ave to Bennett Valley Road)	6
New Shared-Use Path	Colgan Avenue	2
New Shared-Use Path	Yolanda Avenue	9
New Sidewalk	Barham Avenue	2
New Sidewalk	Old Petaluma Hill Road	2
New Sidewalk	Kawana Springs Road (south side)	5
New Sidewalk	Petaluma Hill Road (Kawana Springs Road to Winterhaven Avenue)	5
New Crosswalk	Barham Avenue at Lotus Court	3
New Crosswalk	Santa Rosa Avenue at Flower Avenue	3
Placemaking	Improve Earle Overcrossing Experience	3

Station 4: Santa Rosa Avenue Improvements

Participants were invited to create their vision of Santa Rosa Avenue by using Velcro strips of car lanes, bike lanes, sidewalks, and parking on a street template. This activity created discussion points about right-of-way constraints at different points of the corridor and helped identify which trade-offs community members were comfortable making. Many of the dream corridors included separated-bikeways and ample pedestrian space, like the ones below.



Station 5: Project Prioritization

Participants were thanked for attending and asked to participate in a final prioritization selection. Participants were given one sticker to choose the topic most important to them, out of all four station topics. If a topic that was important to them was not covered, there was a portion of the poster to provide additional comments. This final question was only provided during in-person engagement. Participants were most invested in pedestrian improvements. Santa Rosa Avenue improvements were lowest priority.

1. Pedestrian Improvements (12 votes)
2. Transit Improvements (8 votes)
3. Bicycle Improvements (7 votes)
4. Santa Rosa Avenue Improvements (4 votes)

Chapter 5: Transportation Solutions

Seven transportation solutions are recommended to address transportation issues identified by the community during the CBTP process (**Figure 9)**. Additional improvement ideas are described in Appendix A. Together, this short list of projects will improve safety, access, and multimodal infrastructure. Each project includes a note about the lead agency, an estimated cost, and estimate implementation timeframe.

Estimated Cost Range

The project team assessed the estimated cost of each project, looking at both the current estimated construction and material costs for each type of project, as well as any other costs that might be needed to implement the project, such as design and construction management. Projects are tagged with an estimated cost range using the scale below:

- $ refers to projects that may cost approximately $50,000 or less
- $$ projects with estimated costs of approximately $100,000 or less
- $$$ projects with estimated costs from $100,000 to $500,000
- $$$$ projects with estimated costs from $500,000 to $1,000,000
- $$$$$ projects with estimated costs greater than $1,000,000

Estimated Time Range

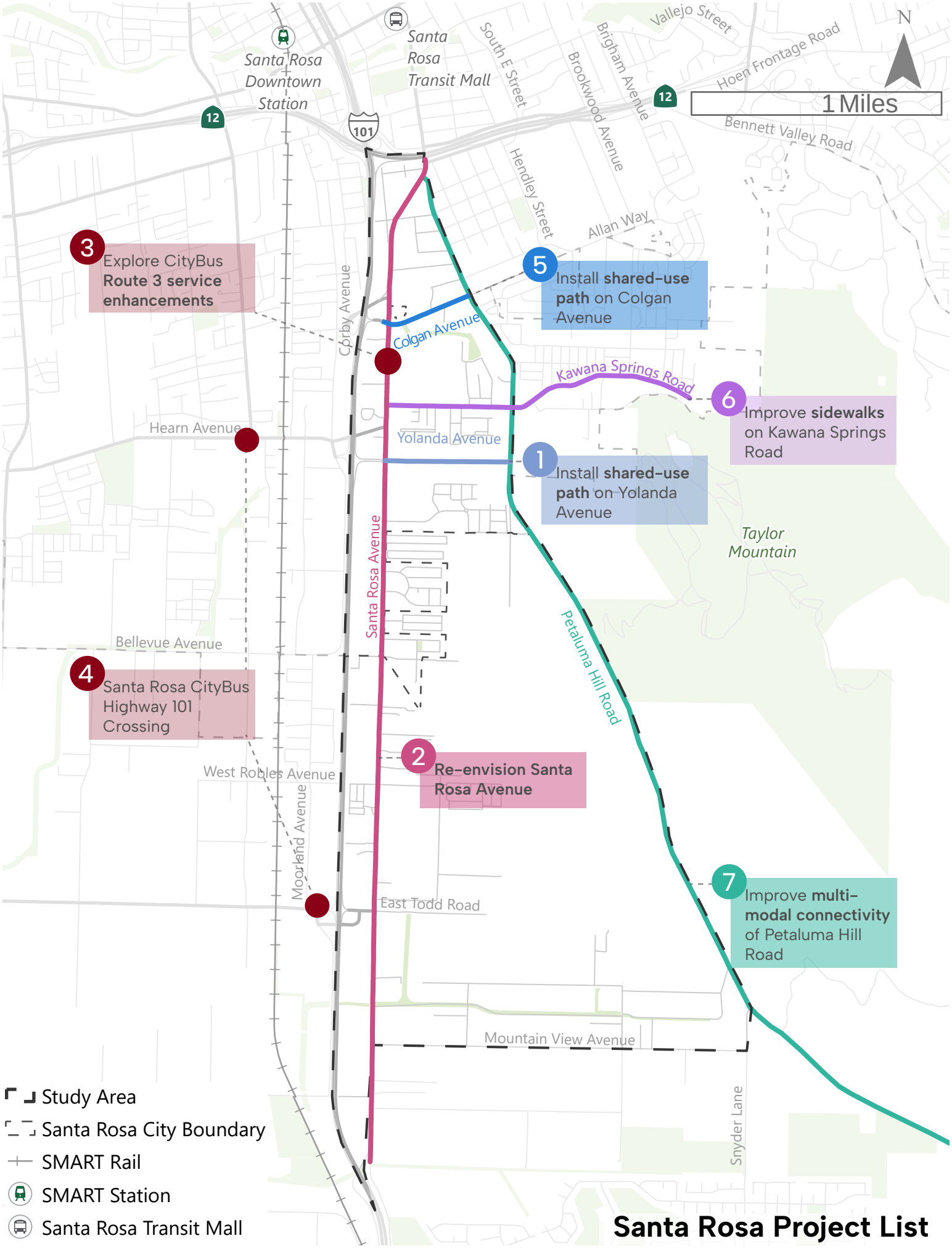
The time frame of each project is estimated and recommended through anticipated ease or difficulty of implementation and general community priorities. Higher-priority more difficult projects will be slotted for medium-term implementation rather than long-term implementation, and higher-priority quick-build opportunity projects will be listed for both quick-build and shorter-term implementation.

Quick-build projects may not necessarily be built within the next year but represent opportunities to install new infrastructure on the ground in a quicker and more cost-effective manner and evaluate solutions. Projects are identified as quick-build opportunities if the current layout and design of the intersection is amenable to the quick-build interventions described in the SCTCA Countermeasures Toolkit[2]. For example, signalized intersections with street parking are identified as quick-build opportunities because paint/bollard bulb-outs can be installed at relatively low cost and time frame to quickly improve safety and the pedestrian experience. Most intersection projects are slotted for both quick-build interventions and short-medium term permanent installations.

- Quick-build (0-1 years)
- Short-term (1-3 years)
- Medium-term (3-8 years)
- Long-term (8+ years)

The recommended solutions (not in order of priority) are the following:

[2] SCTCA Countermeasures Toolbox, 2025. https://scta.ca.gov/srts/



Santa Rosa Project List

1. Shared-use Path on Yolanda Avenue

Lead Agency: City of Santa Rosa
Estimated Cost: $ (short term) – $$$ (medium-term)
Timeframe: Quick-build (intersection treatments), Short-term (design), medium-term (construction)

A shared-use path on Yolanda Avenue was the most popular pedestrian project at the transportation resource fair. Based on the 2025 ATP, addressing sidewalk gaps on Yolanda Avenue is a high priority project while adding a shared-use path is listed as an opportunity project. Prioritizing the addition of a shared-use path will improve both bicycle and pedestrian access in this corridor and create another comfortable east-west bike connection in South Santa Rosa.

Given limited right-of-way, the shared-use path is dependent on development occurring and setback agreements.

Corridor Improvements

- Address sidewalk and bus stop gaps on Yolanda Avenue (ATP Project, SRTP) Sidewalk gaps create an east-west pedestrian infrastructure gap and limit bus stop placement and access.
- Add shared-use path on Yolanda Avenue (ATP Project)
- Analysis existing bus stops distance from crosswalks, bus stop infrastructure, bus stop lighting and bus stop frequency

Intersection Improvements

- Implement traffic control improvements at Yolanda Avenue and Santa Rosa Avenue (ATP Project)
- Improve pedestrian and bicycle crossing experience at Yolanda Avenue and Petaluma Hill Road (ATP Project, SRTP)

2. Re-Envision Santa Rosa Avenue

Lead Agency: City of Santa Rosa, Sonoma County, Santa Rosa CityBus, Sonoma County Transit
Estimated Cost: $-$$$ (short-term) – $$$$$ (long term)
Timeframe: Short-term (quick-build opportunities, feasibility study, funding), medium-term (design, environmental clearance), medium- to long-term (construction)

Throughout engagement, community members shared feedback on walking, biking, driving, and transit conditions on Santa Rosa Avenue. At many intersections, pedestrians and transit riders do not feel safe crossing Santa Rosa Avenue. Throughout the corridor, people expressed a desire to see improved bicycle facilities, improved pedestrian facilities, and safer vehicle speeds. During round 1 of engagement, some community members highlighted the corridor improvements on Santa Rosa Avenue between Sonoma Avenue and Maple Avenue as examples of how Santa Rosa Avenue between Highway 12 and Todd Road may be improved.

During round 2 of engagement, community members created their dream version of Santa Rosa Avenue by rearranging different roadway elements. Safe and comfortable bicycle, pedestrian and transit infrastructure were commonly utilized elements. Feedback gathered during round 1 and round 2 of engagement indicates that community members would like to see safer vehicle speeds on this corridor, improved pedestrian and bicycle crossings, upgraded pedestrian and bicycle infrastructure and improve the placement and frequency of bus stops throughout. A full corridor study and redesign can meet these varying needs in the long-term, and certain intersections and segments can be prioritized on a shorter time frame to begin addressing community concerns.

Both the 2025 Santa Rosa ATP and the 2025 unincorporated county ATP identify several projects along Santa Rosa Avenue. These CBTP recommendations are consistent with the ATP project descriptions, and specific intersection and segment projects are prioritized based on community feedback.

The SRTP calls for many transit improvements on Santa Rosa Ave. Including an extension of Transit south to Todd Road, completing a high-frequency north-south spine in Santa Rosa. Additionally, the SRTP calls for Route 15 to connect to Santa Rosa Avenue via Hearn Avenue.

Adding a separated bikeway on Santa Rosa Avenue between Bennett Valley Road and Bellevue Avenue received the most votes among potential bicycle projects and adding a shared-use path between Maple Avenue and Bennett Valley Road received the second most votes at the transportation resource fair.

Adding buffered bike lanes south of Bellevue Avenue in unincorporated county will ensure there is a continuous north-south bike route. The right-of-way is more constrained in this portion of Santa Rosa Avenue, and likely will not accommodate a separated bikeway, which already exists along the SMART tracks. The city and county will need to conduct additional studies and outreach to understand the best opportunities to add improved bicycle infrastructure on this portion of the corridor.

Corridor Improvements:

- Install shared-use path on Santa Rosa Avenue between Maple Avenue and Bennett Valley Road
- Install separated bike lanes on Santa Rosa Avenue between Bennett Valley Road and southern city limits
- Install buffered bike lanes between southern city limits and Todd Road (unincorporated county)
- Analysis existing bus stops distance from crosswalks, bus stop infrastructure, bus stop lighting and bus stop frequency
- Conduct lighting study along Santa Rosa Avenue with a focus near transit stops

Intersection Improvements:

Each of the intersections below should be evaluated for bicycle, pedestrian, transit, and speed management interventions to create a safer multimodal experience for all users. The intersections listed below were identified by community members during round 1 and round 2 of engagement. They are generally listed in order of priority based on frequency of comments during both rounds, quantity of votes during the transportation resource fair, and current intersection conditions.

- Santa Rosa Avenue at Petaluma Hill Road (ATP project, transit stop)
- Santa Rosa Avenue at Kawana Springs Road (ATP project, transit stop)
- Santa Rosa Avenue and Flower Avenue (transit stop, transit stop)

- Santa Rosa Avenue at Santa Rosa Marketplace (transit stop)
- Santa Rosa Avenue and Hearn Avenue (ATP project, transit stop)
- Santa Rosa Avenue at Colgan Avenue (ATP project, transit stop)
- Santa Rosa Avenue and North Star Drive (transit stop)
- Santa Rosa Avenue and Apple Lane (transit stop)

Intersection modifications will be context-dependent based on existing conditions, presence of a transit stop, and intersection control type. The countermeasures toolbox can inform decision-making about physical design changes.

One additional intersection (Santa Rosa Avenue and Burt Street) beyond those identified above is called out in the ATP for bicycle and pedestrian improvements. This intersection is also nearby bus stops. If an entire corridor redesign is conducted, these intersections should also be evaluated for upgrades.

Community members also identified Santa Rosa Avenue and Bellevue Avenue as an intersection where they would like to see crossing improvements. With Sonoma County Transit currently operating on Santa Rosa Ave at this intersection, coordinating the bus stops with the crossing improvments will improve safty and access. The City of Santa Rosa is in the process of adding a traffic signal and multimodal improvements to this intersection. Upgrades are anticipated to be completed in Fall of 2026.

3. Improve Santa Rosa CityBus Route 3

Lead Agency: City of Santa Rosa, Santa Rosa CityBus, Sonoma County Transit
Estimated Cost: $$ (short-term)-$$$$ (medium-term)
Timeframe: Short-term (increase frequency), medium-term (evaluate extending route south)

Throughout engagement, community members identified opportunities for transit service to better meet their needs in the study area and in downtown Santa Rosa. Santa Rosa CityBus route 3, route 5 and SCT route 44/48 operate in the study area and received requests for additional bus stops, improved bus stop locations, improved bus stop facilities, additional hours of operations, more frequent services, and expanded services. During round 1 of engagement, community members requested later bus service and higher frequency.

Currently, route 3 operates on Santa Rosa Avenue between the Transit Mall and Elsa Drive on an hourly schedule between 6 AM and 7:20 PM on weekdays, 6 AM and 8:20 PM on Saturdays, and 10 AM and 5:20 PM on Sundays. SCT route 44/48 provides 16 trips per day on weekdays between 6:07 AM and 10:46 PM on weekdays and 10 trips on weekend days between 7 AM and 10:30 PM. Increasing the frequency of CityBus route 3 and evaluating opportunities to coordinate with school schedules can improve transit access in this neighborhood.

Extending route 3 to Todd Road or beyond will allow Santa Rosa CityBus to serve businesses and residents on the southern portion of Santa Rosa Avenue, that are currently served by Route 44/48. This project can be implemented in phases based on available funding and ease of implementation.

- In the short-term, increasing the frequency of Santa Rosa CityBus by running buses every 30 minutes can help serve access needs of South Santa Rosa residents.

- In the short-term, clarifying signage at the Santa Rosa Transit Center to point riders interested in continuing south to Rohnert Park towards SCT route 44/48 can provide residents with an easy southbound transit option.
- In the long-term, identifying a Mobility Hub/ park-n-ride or turnaround point for the bus so that route 3 can be extended farther south and connect with Sonoma County Transit services to continue south or connect with other CityBus service to the west of Highway 101 can increase access in line with the recommendations in the MASCOTS report.
- During this final phase of improving route 3, additional schedule changes may be necessary to avoid service duplication with Sonoma County Transit.

4. Santa Rosa CityBus Highway 101 Crossing

Lead Agency: City of Santa Rosa, Santa Rosa CityBus
Estimated Cost: $$$
Timeframe: Short-term (plan and incorporate new east-west bus route)

During engagement, community members mentioned difficulty traveling between the study area and west of the study area across Highway 101. Santa Rosa CityBus has considered adding a route across either the Todd Road overpass or the Hearn Avenue overpass. Once Caltrans completes the Hearn Overcrossing project, the transit agency can prioritize adding Santa Rosa CityBus service across one of these bridges. Critical to extending CityBus Route 3 to Todd Road will be identifying a Mobility Hub/ park-n-ride or turnaround point that can connect with CityBus Routes operating on the west side of US 101.

Currently, Sonoma County Transit route 42 crosses Highway 101 at Hearn Avenue and connects with the Santa Rosa Transit Mall in downtown Santa Rosa. However, during engagement community members specifically mentioned interest in accessing destinations not served by the limited hours, freqency and service area of the route 42. Additional evaluation and route planning will be necessary to ensure this new route serves valuable origins and destinations in the south Santa Rosa neighborhood and west of Highway 101.

5. Shared-Use Path on Colgan Avenue

Lead Agency: City of Santa Rosa
Estimated Cost: $$$
Timeframe: Medium-term

Installing a shared-use path on Colgan Avenue is identified as a high-priority project in the Santa Rosa ATP. Similar to project 1 on Yolanda Avenue, adding a shared-use path on Colgan Avenue will address pedestrian, transit and bicycle connectivity issues. The ATP and the SRTP also recommends adding new sidewalks on both sides of Colgan Avenue, to ensure safe access to Santa Rosa Avenue businesses, bus stops and other neighborhood amentities.

There is adequate right-of-way on most of Colgan Avenue to install a shared-use path on the south side of the road, upgrade sidewalks on the north side of the road, and maintain current vehicle lane

configuration. However, some lane narrowing, parking removal, and parking conversion from perpendicular to parallel may need to be incorporated to fit all requested elements.

Corridor Improvements:

- Install shared-use path on Colgan Avenue (ATP project)
- Address sidewalk gaps on Colgan Avenue (ATP project, SRTP)

In addition to the corridor improvements described above, two Colgan Avenue intersections are called out in the ATP for bicycle and pedestrian improvements. If this project is pursued, these intersections should also be evaluated for upgrades.

6. Sidewalks on Kawana Springs Road

Lead Agency: City of Santa Rosa
Estimated Cost: $$$
Timeframe: Quick-build (intersection treatment), Medium-term

Sidewalk gaps on Kawana Springs Road create an east-west pedestrian infrastructure gap in South Santa Rosa and limit bus stop placement and access. The Santa Rosa ATP and SRTP identified addressing the sidewalk gaps on Kawana Springs Road between Santa Rosa Avenue and Petaluma Hill Road as a high priority project. Addressing sidewalk gaps east of Petaluma Hill Road is listed as an opportunity project in the ATP, meaning the city will pursue the project but it is not in the top priority level of ATP projects.

Corridor Improvements

- Kawana Spring Road between Santa Rosa Avenue and Petaluma Hill Road (ATP Project) (SRTP Project)
- Kawana Springs Road east of Petaluma Hill Road (ATP Project)

Intersection Improvements:

- Kawana Springs Road and Santa Rosa Avenue (Project 1, ATP Project, SRTP Project)
- Kawana Springs Road and Petaluma Hill Road (ATP Project, SRTP Project)

One additional intersection (Kawana Springs Road and Amethyst Way) beyond those identified above is called out in the ATP for bicycle and pedestrian improvements. If an entire corridor redesign is conducted, these intersections should also be evaluated for upgrades.

7. Multimodal Connectivity of Petaluma Hill Road

Lead Agency: City of Santa Rosa, Sonoma County
Estimated Cost: $$$$
Timeframe: Quick-build (intersection treatments), Medium-term (corridor treatments)

The Santa Rosa ATP identified multiple bicycle and pedestrian projects along Petaluma Hill Road. The unincorporated county ATP recommends adding a buffered bike lane between the southern city

limits and E Cotati Avenue. Due to right-of-way constraints and community preferences expressed during the CBTP engagement process, some of the projects are altered from what is listed in the Santa Rosa ATP. The corridor projects for this roadway are listed below from north to south with Santa Rosa ATP recommendations, Unincorporated County ATP recommendations, and CBTP recommendations.

Segment 1: Between Santa Rosa Avenue and Yolanda Avenue

- Corridor: Install separated bikeway on Petaluma Hill Road between Santa Rosa Avenue and Yolanda Avenue (ATP Project)
- Intersection: Improve pedestrian crossing experience at Petaluma Hill Road and Colgan Avenue and cooresponding transit stops (ATP Project, SRTP)
- Intersection: Add a midblock pedestrian crossing on Petaluma Hill Road between Breeze Way and Kawana Springs Road and evaluate for coresponding bus stops
- Improve bus stop facilities and increase transit frequency (SRTP)

Segment 2: Between Yolanda Avenue and Winterhaven Avenue/southern city limits

On this segment, the city ATP recommends installing new sidewalks on both sides of the road and maintaining the current class 2 bike lane. The CBTP recommendation is to install buffered bike lanes on both sides of the road to connect with the Unincorporated County ATP project south of Winterhaven Avenue, which includes buffered bike lanes. This recommendation is based on community sentiment about bicycle access to Taylor Mountain Park and lack of walking-distance destinations on this stretch of the corridor.

- Corridor: Install buffered bike lane on both sides of Petaluma Hill Road
- Intersection: Improve pedestrian and bicycle crossing experience at Yolanda Avenue and Petaluma Hill Road (ATP Project)

Segment 3: Between Winterhaven Avenue/southern city limits and E Cotati Avenue

The unincorporated county ATP suggests adding buffered bike lanes on this segment of Petaluma Hill Road.

- Corridor: Install buffered bike lanes on both sides of Petaluma Hill Road between Winterhaven Avenue and E Cotati Avenue (Unincorporated County ATP project)

Prioritizing bicycle upgrades on this corridor aligns with community sentiment and the unincorporated county ATP plans. However, if the city would like to incorporate both pedestrian and bicycle upgrades throughout, a shared-use path on the east side of Petaluma Hill Road will fit within the existing right-of-way with some lane and shoulder narrowing. Some combination of shared-use path and buffered bike lanes may be evaluated to accommodate pedestrian access to Taylor Mountain Park, but careful consideration at transition points and intersections will be necessary to maintain a safe multimodal environment for all users.

Some additional Petaluma Hill Road intersections beyond those identified above are called out in the ATP for bicycle and pedestrian improvements. If an entire corridor redesign is conducted, these intersections should also be evaluated for upgrades.

Chapter 6: Implementation

Funding

This Community-Based Transportation Plan provides a list of solutions to support efforts by the City of Santa Rosa, SCTCA, and local transit agencies to pursue federal, state, regional, and local funds to implement the recommended projects and programs. The following funding sources were identified as potential resources for implementation of the proposed CBTP solutions. To compete for the funds, a project must be well-defined, included in local plans for the jurisdiction, and have community and public agency support. All of the solutions defined in this CBTP have community support and support from the Technical Advisory Committee agencies.

Federal

Safe Streets and Roads for All (SS4A)
Administered by: U.S. Department of Transportation (USDOT)
Purpose: Provides federal funding for local and regional safety action plans and implementation projects to prevent roadway deaths and serious injuries.
Eligible Activities: Complete Streets projects, pedestrian and bicycle network expansion, crosswalk and signal improvements.

Highway Safety Improvement Program (HSIP)
Administered by: Caltrans Local Assistance & Federal Highway Administration (FHWA)
Purpose: Improves safety on public roads, including bike and pedestrian facilities.
Eligible Activities: Intersection upgrades, pedestrian crossings, and active transportation safety plans.

State

Active Transportation Program (ATP)
Administered by: Caltrans and the California Transportation Commission (CTC)
Purpose: Encourages walking and bicycling by funding infrastructure and non-infrastructure projects that improve safety, connectivity, and mode share.
Eligible Activities: Class I–IV bikeways, Safe Routes to School, pedestrian networks, active transportation plans.

State Transportation Improvement Program (STIP)
Administered by: California Transportation Commission (CTC)
Purpose: Allocates state and federal transportation funds for capital projects that improve mobility and connectivity.
Eligible Activities: Highway, rail, transit, and regional active transportation projects.

Local Streets and Roads Program (LSRP)
Administered by: California Transportation Commission (CTC)
Purpose: Provides formula-based funding for cities and counties for road maintenance, rehabilitation, and critical safety projects.
Eligible Activities: Pavement repair, ADA upgrades, safety enhancements, sidewalk improvements.

Sustainable Transportation Planning Grants
Administered by: Caltrans Division of Transportation Planning
Purpose: Funds local and regional planning to support sustainable, multimodal transportation systems.
Eligible Activities: Sustainable Communities, Climate Adaptation, and Strategic Partnership planning projects.

Affordable Housing and Sustainable Communities (AHSC)
Administered by: Strategic Growth Council & Department of Housing and Community Development
Purpose: Funds housing and transportation projects that reduce GHG emissions by supporting infill and transit-oriented development.
Eligible Activities: Active transportation improvements linked to affordable housing and transit.

Urban Greening Program
Administered by: California Natural Resources Agency
Purpose: Supports projects that reduce GHG emissions through green infrastructure and community greening.
Eligible Activities: Urban trail systems, complete streets, and pedestrian/bicycle corridors.

Transformative Climate Communities (TCC)
Administered by: Strategic Growth Council & Department of Conservation
Purpose: Funds community-led, place-based projects in disadvantaged communities integrating housing, transportation, and green infrastructure.
Eligible Activities: Bike/pedestrian networks, urban greening, and multimodal connectivity.

Sustainable Transportation Equity Project (STEP)
Administered by: California Air Resources Board (CARB)
Purpose: Supports community-driven transportation and land use planning to improve mobility without personal vehicle reliance.
Eligible Activities: Bike and pedestrian infrastructure, clean mobility pilots, and engagement programs.

Regional/Local

Community Action Resource and Empowerment (CARE)
Administered by: Metropolitan Transportation Commission (MTC)
Purpose: Strengthens community partnerships to implement community-driven projects that enhance livability and equity across the Bay Area.
Eligible Activities: Community-led mobility, public space, or safety improvements that advance regional equity and climate goals.

Go Sonoma Sales Tax Funding
Administered by: SCTCA
Purpose: Sonoma became a self-help county in 2004 when it passed the Traffic Relief Act known as Measure M. In 2020, voters approved a measure to extend Measure M sales tax funding for an additional 20 years with no increase in existing sales tax rates. This extension was known as the Go Sonoma Act. Example priority projects in Santa Rosa include the Southeast Greenway and Southeast Multimodal Resiliency Corridor.

Eligible Activities: SCTCA administers Go Sonoma tax revenue to maintain roads, keep traffic moving, improve safety, build bikeways and pathways, increase bus service, and provide a local match for big priority projects.

Non-Traditional

Santa Rosa and partners may need to consider other related sources of funding and partnerships, such as with organizations which work on community health and wellness issues. Community foundations, such as the Robert Wood Johnson Foundation and the Community Foundation of Sonoma County, may be able to provide or supplement funding from other sources for priority projects in EPC neighborhoods.

Monitoring Progress

SCTCA, in conjunction with local agency staff, tracks progress on CBTP recommendations with each update of the Countywide Comprehensive Transportation Plan (CTP). The CBTP Projects Inventory provides an update on project status and a reason for the status. The CTP is updated every four to five years, which provides an accountability check for implementation of the priority projects identified in this CBTP. SCTCA will also monitor and alert city and agency staff to new funding opportunities that align with CBTP projects.

#	Project Name	Neighborhood and Jurisdiction	Project Status as of June 2021	Status Reason
49	CityBus Evening Service Extension	Roseland Community-Based Transportation Plan	Schedule modifications were implemented with Reimagining CityBus; however, hours of operation are relatively the same. Sunday service is now provided on all routes	Additional funding needed to expand hours of service
50	CityBus Frequency Improvements	Roseland Community-Based Transportation Plan	Route 2/2B (formerly 9/9W) weekday headways reduced from 30 to 15 minutes from Transit Mall to Stony Point Rd. and weekend headways reduced from 60/75 to 30/45. Hourly Sunday service added on route 15.	Revenue neutral service improvements from Reimagining CityBus
51	Restructured Transit Service (Route 20)	Roseland Community-Based Transportation Plan	Transit service restructured through implementation of Reimagining CityBus after extensive outreach. Trunk portions of routes 2/2B, 12, and 15 are now bi-directional with tail loop ends.	Unfunded Phase II of Reimagining CityBus would increase bi-directional service and extend routes 12 and 15.
52	Bus Stop Improvement	Roseland Community-Based Transportation Plan	Benches have been installed at an additional four bus stops in Roseland.	

Figure 10: Snapshot of CBTP Projects Inventory from Moving Forward 2050

Parallel Efforts

Local and regional jurisdictions are working on parallel efforts to the CBTP update. Some of the recent efforts are listed below.

- **South Santa Rosa Specific Plan:** The City of Santa Rosa is currently developing a Land Use and Circulation Alternatives Report that will include three distinct visions for future land use patterns and circulation network connectivity. The Draft Specific Plan, which will include a preferred Land Use and Circulation Alternative, goals, policies, and actions items, is anticipated to be available for public review in the summer of 2026.
- **Hearn Avenue Overcrossing:** The Hearn Avenue Project is a partnership between Caltrans Sonoma County Transportation Authority (SCTA) and the City of Santa Rosa to upgrade the existing overcrossing that spans U.S. Highway 101 with a single eastbound and westbound lane and includes only a small sidewalk for pedestrians. The new overcrossing will include two eastbound and westbound lanes and feature two sidewalks and two Class IV bicycle lanes. The new sidewalks will be extended to reach the existing sidewalks at the corners of Hearn and Santa Rosa Avenue, eliminating the need for pedestrians to walk on the roadway shoulder. Work is expected to be completed in 2026.
- **MASCOTS:** The Marin-Sonoma Coordinated Transit Service Plan (MASCOTS) is focused on making travel more efficient between Sonoma and Marin counties, as well as to and from San Francisco. Transit riders can expect shorter travel times and cost savings thanks to frequent bus and SMART rail service, along with easy transfers along the U.S. 101 and SMART corridor. Relevant to the study area, the pilot service reconfiguration will increase SMART train frequency and will offer stronger local bus connections to SMART stations.

Appendix A. Engagement Activities

Targeted Pop-up Events

Event 1: Lola's Market Pop-up Event

On March 14th, 2025, the project team distributed 40 flyers that included the QR code for the online survey. The following insights were gathered.

Key Themes:

- Buses to come more often (every 30mins a community member commented)
- A bench and protection on Petaluma Hill Rd.
- For the sidewalks to be fixed
- Another cross walk in Petaluma Hill Rd.
- Bike lane to be more visible in Petaluma Hill Rd. (cross of Kawana Springs and Petaluma Hill Rd. All the way to, Cross of North of Petaluma Hill rd. And Santa Rosa Ave
- More crosswalks on Santa Rosa Ave
- More shade
- More street parking in the area
- More bus connections to Lola's Market from Santa Rosa Ave directly to the Market. Connecting to Downtown Santa Rosa and switching buses is too time consuming.

Event 2: Taylor Mountain Elementary School Pop-up

On April 3rd, 2025, the project team tabled outside Taylor Mountain Elementary School and spoke to about 30 people. Key insights are noted below.

Key Themes:

- Wanted more crosswalks down Santa Rosa Ave
- Safer bike lanes for both bikers and drivers
- Wanted a traffic light at the intersection of the school and Santa Rosa Ave because there's been many crashes or collisions
- More signs that are very visible for drivers because when crossing the street sometimes drivers won't stop because they don't see the signs. One quote was "It would be ideal to have the

flashing lights signs for the crosswalks here, considering that it's so close to the school and many of these kids walk home

- Several attendees mentioned that they live in households with 4–5 residents and they will carpool with housemates or relatives
- Several attendees expressed frustration with bus connections to Lola's Market, they must ride the bus to downtown Santa Rosa and grab another bus to reach Lola's Market
- Several attendees mentioned that more bus frequency was needed
- One attendee mentioned that she cannot navigate the transit system because she wasn't taught to read, she said video instructions/illustrated signage would help her navigate

Event 3: Santa Rosa Transit Mall

The project team tabled outside the Santa Rosa Transit Mall on April 4th, 2025, and talked to about 50 people. See below for important insights from this event.

Key Themes:

- 15 or 30 minute bus headways would be better than routes that currently have 60 minute headways (CityBus Routes 3, 5, 10, & 15 and Sonoma County Transit Route 44/48 and Route 20)
- Many bus stops could use shelters, shade, water, vending machines, bathrooms, and water for dogs
- SR Marketplace/Yolanda Ave area needs better sidewalks and crosswalks
- Extend SR CityBus service south to Todd Rd/Moorland Ave area
- Bus Stops and Shelters could be cleaner
- Drivers are very polite and received feedback that service is appreciated and working well

- Buses should run until 10PM
- Improve coordinate between different bus routes and SMART
- Improve consistency and reliability of schedules
- Hosts/SRCB staff at transit mall should have a way to communicate with SCT, GGT, and other transit service drivers
- Emergency Ride Home program could be advertised here, but many riders don't have money to pay for a TNC or taxi ride up front and wait for reimbursement.

Event 4: Lamplighter Mobile Home Surveying/ Pop-up

On April 17th, 2025, the project team spoke to 6 residents at the Lamplighter Mobile Home Park, key insights noted below.

Key Themes:

- Have a bus that stops near the area (see address above on event description) for people who have medical needs.
- Light on Santa Rosa Av and Burt St. doesn't have enough time for older folks to be able to cross from one side to the other.
- Cross collaboration between timing of city bus and County transportation.
- Weather protected places to wait at bus stops.
- Traffic has increased in the shopping area where planet fitness is, and the light should be retimed for there to be less traffic
- The light on Santa Rosa Av and Burt St. changes sequence through the day.
- Making a left turn into Santa Rosa Ave exiting from Ricardo Ave is often a problem due to traffic.
- Improve bike lanes to be safer so bikers are on the actual bike lane and not on the sidewalk because that interferes with pedestrians.
- Intersection on Yolanda Ave only has a through lane/right turn lane and a left turn lane. It's challenging to drive in this area. Would like an additional lane, so turning movements are separate (dedicated right turns).
- Santa Rosa SMART station needs more advertisement for older Latino folks
- Keep a bus stop near Lamplighter Mobile Home Park for older community members, since for a lot of them the bus is their only form of transportation.
- The street Colgan Ave and Flower Ave are not well maintained and need a lot of work
- SMART Station –Santa Rosa is kind of hidden and you must pay for parking when you park your car and want to use the SMART train.
- At the Santa Rosa Transit Mall you can't pull in to drop someone off. This is especially needed for someone with a disability or who can't carry things.

- It takes a long time to get to Elsie Allen High School because there are very few ways to get there and there's a lot of traffic.
- More crosswalks down Santa Rosa Ave in the southern area.
- Cars sometimes don't stop at crosswalks for pedestrians.
- More visible signs of crosswalks ahead before approaching the actual crosswalk.

Event 5: Sports Basement Pop-up

On April 21st, 2025, the project team spoke to approximately 15 people, with key insights noted below.

Key Themes:

- Most people drive around the study area. Some residents noted that they would like to walk more, but there are safety concerns on nearby trails with encampments.
- A couple people mentioned using the SMART train, but that there isn't a station close enough to the study area to walk.
- While we did talk to many residents, many people using the shopping center were traveling from other areas of Sonoma County and even Napa County.
- Traffic along Santa Rosa Avenue, especially around the freeway onramps, was noted as an issue.
- Some residents felt that the current bike facilities are unsafe and too narrow in sections to ride.

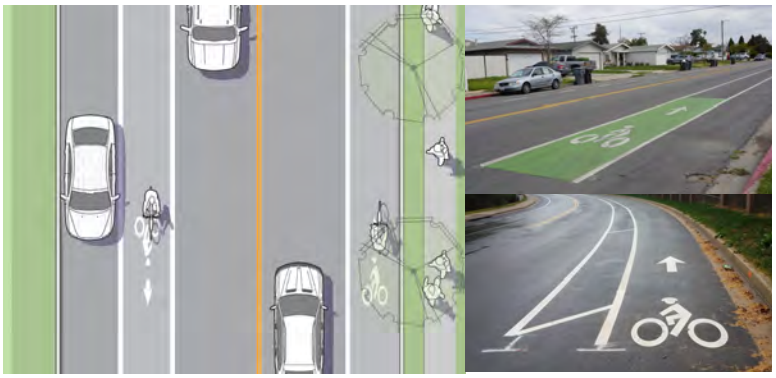
Appendix B. Glossary of Improvements

Types of Bicycle Lanes

Class I: Multi Use Path

Class I bikeways, also known as bike paths or shared-use paths, are facilities with exclusive right of way for bicyclists and pedestrians, away from the roadway and with cross flows by motor traffic minimized. Some systems provide separate pedestrian facilities. Class I facilities support both recreational and commuting opportunities. Common applications include along rivers, shorelines, canals, utility rights-of-way, railroad rights-of-way, within school campuses, or within and between parks.

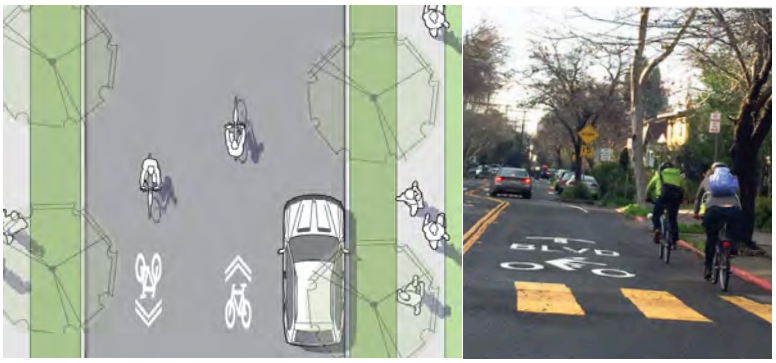
Class II: Bike Lane/ Buffered Bike Lane



Bike Lane
Class II bikeways are bike lanes established along streets and are defined by pavement striping and signage to delineate a portion of a roadway for bicycle travel. Bike lanes are one-way facilities, typically striped adjacent to motor traffic travelling in the same direction. Contraflow bike lanes can be provided on one-way streets for bicyclists travelling in the opposite direction.

Buffered Bike Lane
A buffered bike lane provides greater separation from an adjacent traffic lane and/or between the bike lane and on-street parking by using chevron or diagonal markings. Greater separation can be especially useful on streets with higher motor traffic speeds or volumes.

Class III: Bike Boulevard



A Bicycle Boulevard is a shared roadway intended to prioritize bicycle travel for people of all ages and abilities. Bicycle Boulevards are typically sited on streets without large truck or transit vehicles, and where traffic volumes and speeds are already low, or can be further reduced through traffic calming.

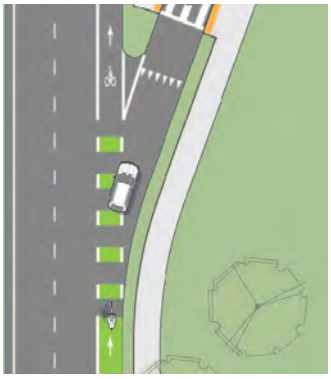
Class IV: Protected Bike Lane/ Separated Bikeway

A Class IV separated bikeway, often referred to as a cycle track or protected bike lane, is for the exclusive use of bicycles, physically separated from motor traffic with a vertical feature. The separation may include, but is not limited to, grade separation, flexible posts, inflexible barriers, or on-street parking. Separated bikeways can provide for one-way or two-way travel. By providing physical separation from motor traffic, Class IV bikeways can reduce the level of stress, improve comfort for more types of bicyclists, and contribute to an increase in bicycle volumes and mode share.

Bicycle Safety Interventions

Bike Signal

A traffic signal specifically designed to control the movement of bicycles at intersections, operating either independently or in coordination with traffic signal. Separates bicycle movements from conflicting motor vehicle, streetcar, light rail, or pedestrian movements enhancing safety and visibility for cyclist navigating through an intersection.



Conflict Striping

Dashed green markings in bike lanes near or through intersections increasing bicyclist visibility and identifying potential conflict points so both bicyclists and motorists use caution when traversing the area.

Protected Intersections

Protected intersections incorporate physical barriers, such as raised medians, corner islands, curb extensions, and colored paint to delineate bicycle and pedestrian movements across an intersection. It reduces the risk of conflicts between modes, reduces vehicle speeds, and shortens pedestrian crossing distance.

Roundabout with Bike Tracks

Roundabouts with separate bike tracks are designed to enhance safety and efficiency at intersections. They allow for easier decision-making and reduce conflict points, which can lead to fewer crashes. These roundabouts typically feature separated bike lanes that can be continued through the roundabout, ensuring visibility for cyclists and maximizing safety.

Bike Box

A designated area at the head of a traffic lane at a signalized intersection that provides bicyclists with a safe and visible way to get ahead of queuing traffic during the red signal phase.

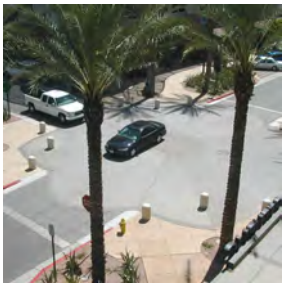
Two-Stage Turn Queue Bike Box

A Two-Stage Turn Queue Bike Box is a designated area marked at the head of the intersection, just in front of the motor vehicle stop line, for cyclists to position themselves ahead of the motor vehicles. Provides bicyclists with a means of safely making a left turn at a multi-lane signalized intersection from a bike lane or cycle track.

Pedestrian Safety Interventions

Raised Crosswalk

A Raised Crosswalk is a pedestrian crosswalk that is typically elevated 3-6 inches above the road or at sidewalk level. A Raised Crosswalk improves safety by increasing crosswalk and pedestrian visibility and slowing down motorists.



Raised Intersection

Elevates the intersection bringing vehicles to sidewalk level. Serves as a traffic calming measure by creating a visual and physical reminder for drivers to reduce their speed.

Daylighting

Daylighting is the practice of improving visibility and safety at intersections by prohibiting parking next to crosswalks, typically through use of a painted red curb.

Curb Extension/ Bulb-out

Curb extensions (also called bulb-outs) extend the sidewalk into the parking lane to narrow the roadway and provide additional pedestrian space at key locations; they can be used at corners and at mid-block.

High-Visibility Crosswalk

A high-visibility crosswalk has a striped pattern with ladder markings made of high-visibility material, such as thermoplastic tape, instead of paint. A high-visibility crosswalk improves safety by increasing the visibility of marked crosswalks and provides motorists a cue to slow down and yield to pedestrians.

Refuge Island

A Raised Median, or Refuge Island, is a raised barrier in the center of the roadway that can restrict certain turning movements and provide a place for pedestrians to wait if they are unable to finish crossing the intersection, reducing the number of potential conflict points with designated zones for vehicles to turn and reducing the exposure time for pedestrians crossing the intersection.

Protected Intersections

Protected intersections incorporate physical barriers, such as raised medians, corner islands, curb extensions, and colored paint to delineate bicycle and pedestrian movements across an intersection. reducing the risk of conflicts between modes, reduces vehicle speeds, and shortens pedestrian crossing distance.

Rectangular Rapid Flashing Beacon

A rectangular rapid flashing beacon (RRFB) is a pedestrian-activated flashing light with additional signage to alert motorists of a pedestrian crossing. An RRFB improves safety by increasing the visibility of marked crosswalks and provides motorists a cue to slow down and yield to pedestrians at uncontrolled intersections.

Prohibit Right Turn on Red

Prohibiting right-turn-on-red movements can be used in locations where obstructions prevent right-turning vehicles from seeing on-coming traffic or where high pedestrian volumes are present.

Leading Pedestrian Interval and Pedestrian Recall

At intersection locations that have a high volume of turning vehicle and have high pedestrian vs. vehicle crashes, a leading pedestrian interval gives pedestrians the opportunity to enter an intersection 3-7 seconds before vehicles are given a green indication. With this head start, pedestrians can better establish their presence in the crosswalk before vehicles have priority to turn left or right.

Speed Management Strategies

Speed Feedback Sign

A speed feedback sign notifies drivers of their current speed, usually followed by a reminder of the posted speed limit. A speed feedback sign improves safety by providing a cue for drivers to check their speed and slow down, if necessary.

Raised Crosswalk

A Raised Crosswalk is a pedestrian crosswalk that is typically elevated 3-6 inches above the road or at sidewalk level. A Raised Crosswalk improves safety by increasing crosswalk and pedestrian visibility and slowing down motorists.

Speed Limit Reduction

Setting speed limits to reflect the surrounding context of the roadway and that meet with driver expectations can help improve driver respect for speed limits. Lower speed limits allow for shorter stopping distances, reduce the likelihood of collisions, decrease the severity of crashes, and enhance the overall experience for pedestrian and bicyclists.

Curb Extension/ Bulb-out

Curb extensions (also called bulb-outs) extend the sidewalk into the parking lane to narrow the roadway and provide additional pedestrian space at key locations; they can be used at corners and at mid-block.

Speed Hump, Speed Table, or Speed Cushion

These traffic calming devices use vertical defection to raise the entire wheelbase of a vehicle and encourage motorists to travel at slower speeds to avoid damage to the undercarriage of an automobile.

Centerline Hardening

Centerline hardening is the installation of physical barriers or delineators separating two opposing traffic lanes. The enhanced visibility and lane narrowing reduces lane departure crashes and head on-crashes.

Traffic Circle

Traffic circles are small, circular islands typically installed at intersections to reduce vehicle speeds, improve safety, and enhance traffic flow. They often feature a raised central island with minimal intersection modifications and include intersection controls.

Lane Narrowing

Lane narrowing can encourage motorists to travel at slower speeds, which can reduce the severity of crashes.

Pinchpoint

Chokers or pinchpoints restrict motorists from operating at high speeds on local streets and significantly expand the sidewalk realm for pedestrians.

Median Barrier

Barrier in the center of the roadway that physically separates opposing vehicular traffic and controls access to and from side streets and driveways, reducing conflict points.