What is Reimagining CityBus?

- A year-long planning and community engagement process that will result in a new service plan for Santa Rosa CityBus

The new service plan will:

- Respond to current and future travel patterns, needs, and priorities for Santa Rosa residents and visitors
- More closely link transit planning with land use planning
- Improve the efficiency and effectiveness of the bus system
- Provide the blueprint for build-out of the “ideal” transit system
What Makes Reimagining CityBus Different?

• **It’s comprehensive:** Looks at how the whole system/network functions in addition to how individual routes are performing

• **It’s in-depth:** A much more detailed level of planning analysis

• **It’s data-driven, but shaped by values:** Engages the community and City Council in a conversation about transit’s role and the approach to transit system design that best fits Santa Rosa today
### Project Timeline

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<td>3. Visioning</td>
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- ✔️ = City Council
Challenges

• Revenue-neutral short-term service plan will involve trade-offs
  ▪ Need to identify and balance various needs and priorities
• Implementing an effective community-wide public involvement process
• Managing expectations for what can be achieved right away
Opportunities

• We can tackle some long-standing operational issues
• We can create a system that works better for riders, operators, and our community
• We can raise the profile of transit in Santa Rosa, and build support for a first-class municipal transit system and effective regional transit network
Public Involvement Goals

• Conduct an **interactive and collaborative** public process

• Actively **seek and promote the involvement** of groups that have been traditionally under-represented

• Build on existing **partnerships** and develop new partnerships

• Ensure that information and decision-making is **transparent**

“Bringing the meeting to the people”
## Public Involvement Strategies

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<td>Stakeholder outreach</td>
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<td>Community group meetings</td>
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<td>Planning charrettes/public workshops</td>
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<td>Mobile outreach</td>
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<td>Surveys (intercept and online)</td>
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<td>City Council reports</td>
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<td>Public hearing</td>
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Visioning Workshops
Events

- Youth Empowerment & Leadership Conference
- Cesar Chavez Health Fair
- Santa Rosa Earth Day Festival
- Senior Expo of Santa Rosa
- SRJC Day Under the Oaks
- Roseland Cinco de Mayo Festival
- MTC Plan Bay Area Workshop
Information and Notification

• Project website:  www.srcity.org/reimagining
• Print materials in English and Spanish
• Email updates
• Media outreach through print, radio, and social media
• Notifications and information provided through the networks of partner agencies and organizations
• Mobile outreach
Internal Outreach and Coordination

- **Transit Division Staff**
  - Bus operators
  - Field supervisors
  - Transit Service Representatives
  - Customer service staff

- **Technical Advisory Committee**
  - City Departments
  - External partners, including SCTA, Sonoma County Transit, Golden Gate Transit, and SMART
Next Steps

- Continue stakeholder and public engagement and survey administration
- Synthesize/analyze feedback from Phase 1
- Return to City Council with proposed Service Design Guidelines
- Develop conceptual scenarios for service redesign
For More Information:

www.srcity.org/reimagining

Rachel Ede, Transit Planner
rede@srcity.org
707-543-3337