Sonoma County Transportation Authority

May 11, 2015

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:

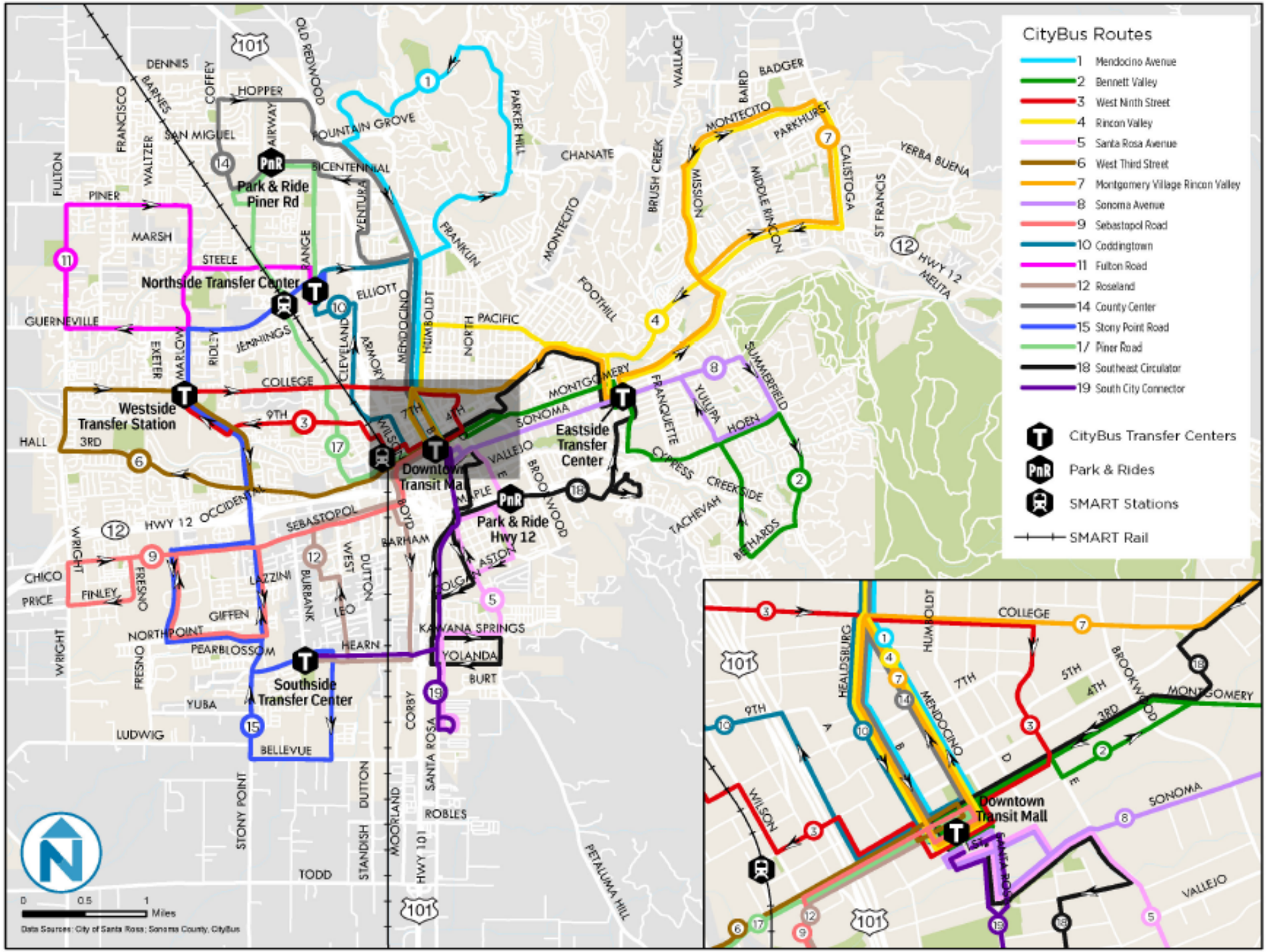
- Respond to current and future travel patterns, needs, and priorities for Santa Rosa residents and visitors
- More closely link transit planning with land use planning
- Improve the efficiency and effectiveness of the bus system
- Provide the blueprint for build-out of the “ideal” transit system

What Makes Reimagining CityBus Different?

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

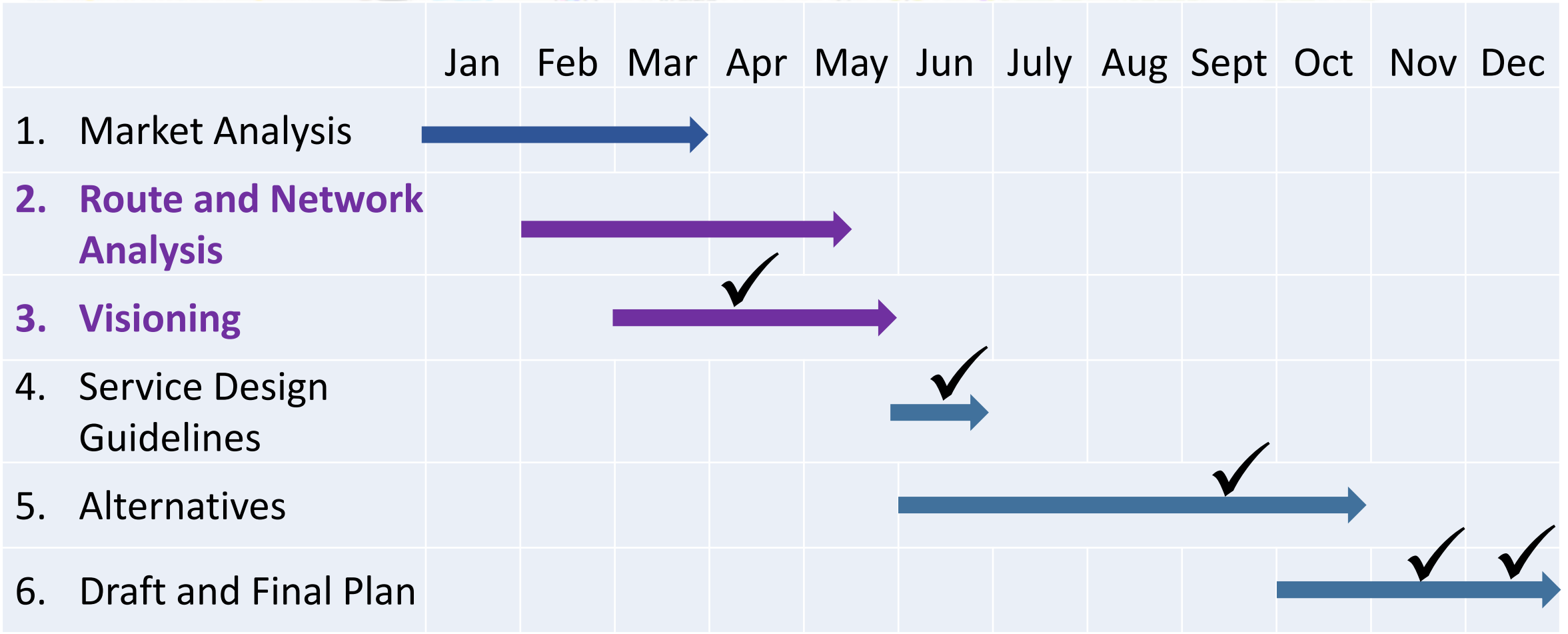
- **It's in-depth:** A much more detailed level of planning analysis

- **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

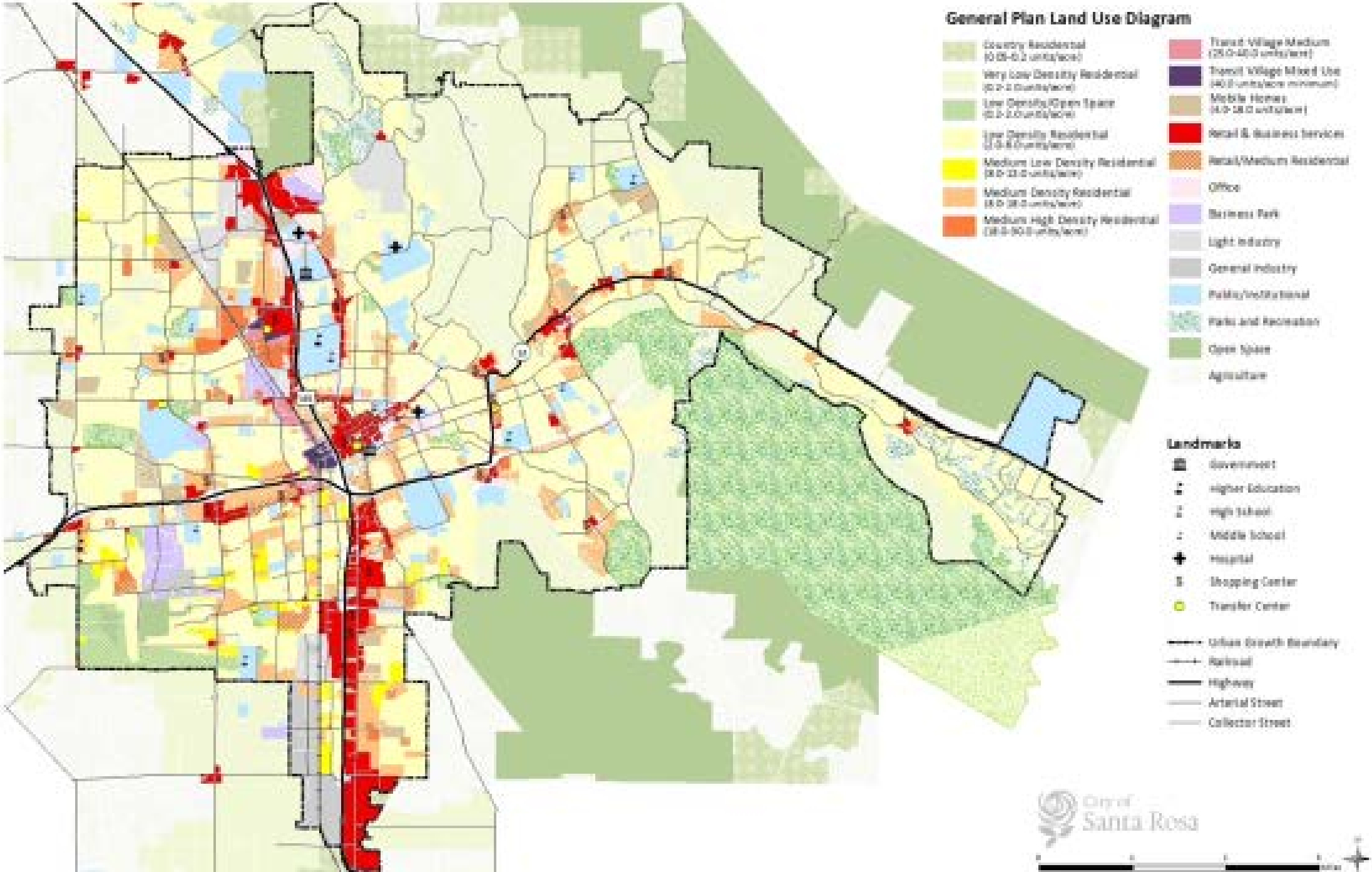

CityBus Routes
1 Mendocino Avenue
2 Bennett Valley
3 West Ninth Street
4 Rincon Valley
5 Santa Rosa Avenue
6 West Third Street
7 Montgomery Village Rincon Valley
8 Sonoma Avenue
9 Sebastopol Road
10 Coddingtown
11 Fulton Road
12 Roseland
14 County Center
15 Stony Point Road
17 Piner Road
18 Southeast Circulator
19 South City Connector
CityBus Transfer Centers
Park & Rides
SMART Stations
SMART Rail
Northside Transfer Center
Westside Transfer Station
Downtown Transit Mall
Eastside Transfer Center
Park & Ride Hwy 12
Park & Ride Piner Rd
Southside Transfer Center
Miles
Data Sources: City of Santa Rosa; Sonoma County; CityBus

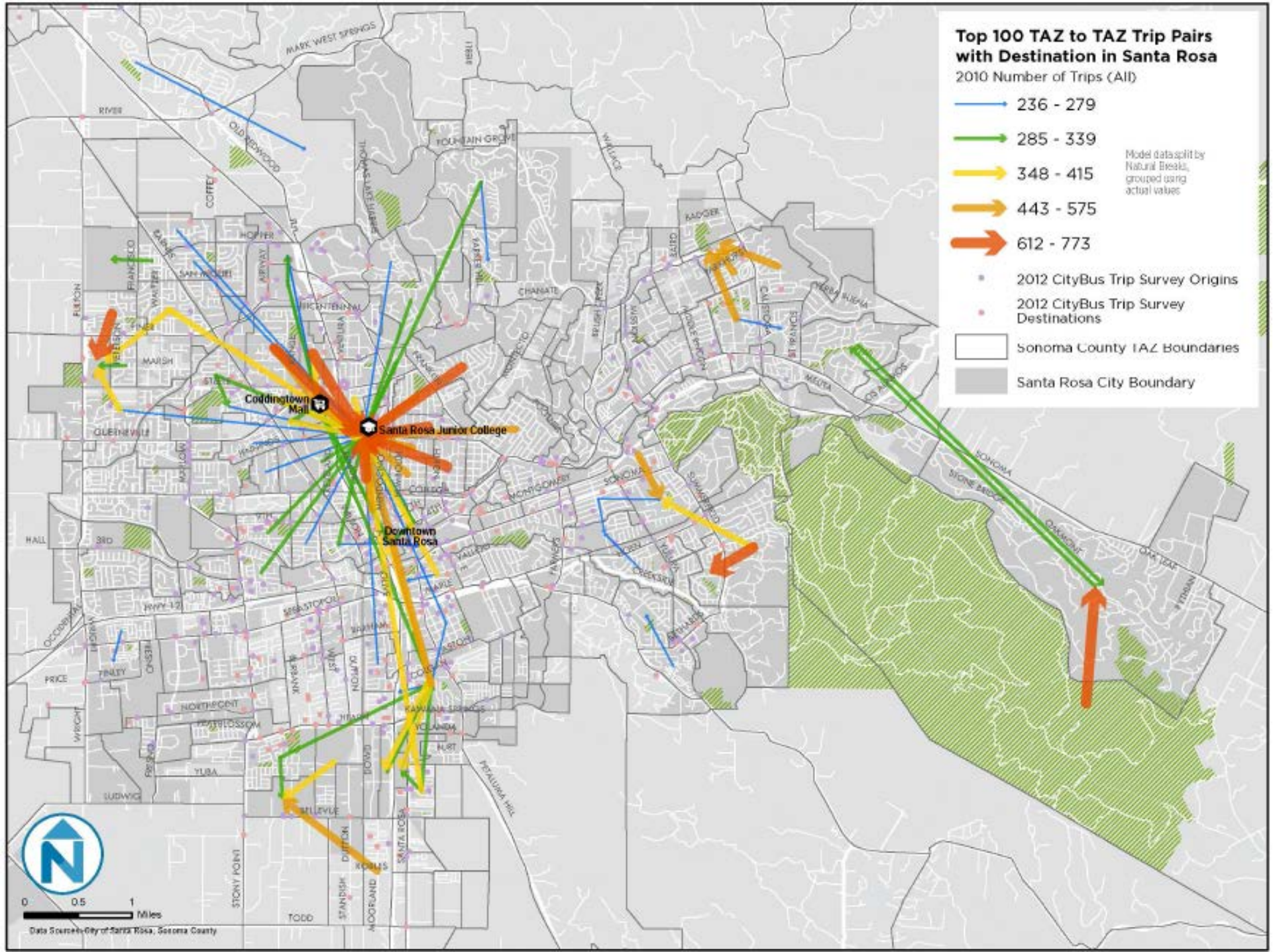
HOPPER AVE.
SAN MIGUEL AVE.
AIRWAY DR.
WALTZER RD.
COFFEY LANE
Kaiser Hospital
BICENTENNIAL WAY
Greyhound Station
PINER ROAD
RANGE AVENUE
U.S. 101
VENTURA
Community Hospital
CHANATE RD.
FULTON ROAD
Piner High School
MARLOW RD.
WEST STEELE LANE
Comstock/Northwest Community Park
Coddingtown Center
Rec Center
STEELE LANE
MENDOCINO AVE.
S.R.J.C.
Santa Rosa High School
FRANKLIN AVE.
PACIFIC AVE.
GUERNEVILLE ROAD
Santa Rosa Business Park
NORTH ST.
BRYDEN LANE
Howarth Park
SUMMERFIELD ROAD
WEST COLLEGE AVENUE
STONY POINT ROAD
NINTH ST.
DUTTON AVE. NORTH
Stony Point Business Park
WEST THIRD STREET
Santa Rosa Plaza
FOURTH STREET
Memorial Hospital
DRIVE
MONTGOMERY
SONOMA AVENUE
YULUPA AVE.
HOEN AVENUE
Montgomery Village
Montgomery High School
Warrack Hospital
BROOKWOOD
E ST.
FARMERS LANE
HAHMAN DRIVE
HWY. 12
OCCIDENTAL ROAD
MAPLE AVE.
Senior Center
Sonoma County Fairgrounds
BENNETT VALLEY ROAD
TACHEVAH
BETHARDS DR.
SEBASTOPOL ROAD
Corporate Center
CORP. CENTER PKWY.
Northpoint Business Park
NORTHPOINT PKWY.
POINT ROAD
McMINN AVE.
WEST AVENUE
DUTTON AVENUE
CORBY AVENUE
HEARN
ASTON AVE.
COLGAN
SANTA BARBARA AVE.
SANTA ROSA AVENUE
PETALUMA HILL
YOLANDA
Bennett Valley Golf Course
NORTH
Rincon Valley Community Park
MIDDLE RINCON CANYON
MONTECITO BLVD.
ST. MARY
CALISTOGA ROAD
BRUSH CREEK ROAD
MISSION BLVD.
STATE HIGHWAY 12
Transfer Points
1 Downtown Transit Mall
2 Coddingtown Center

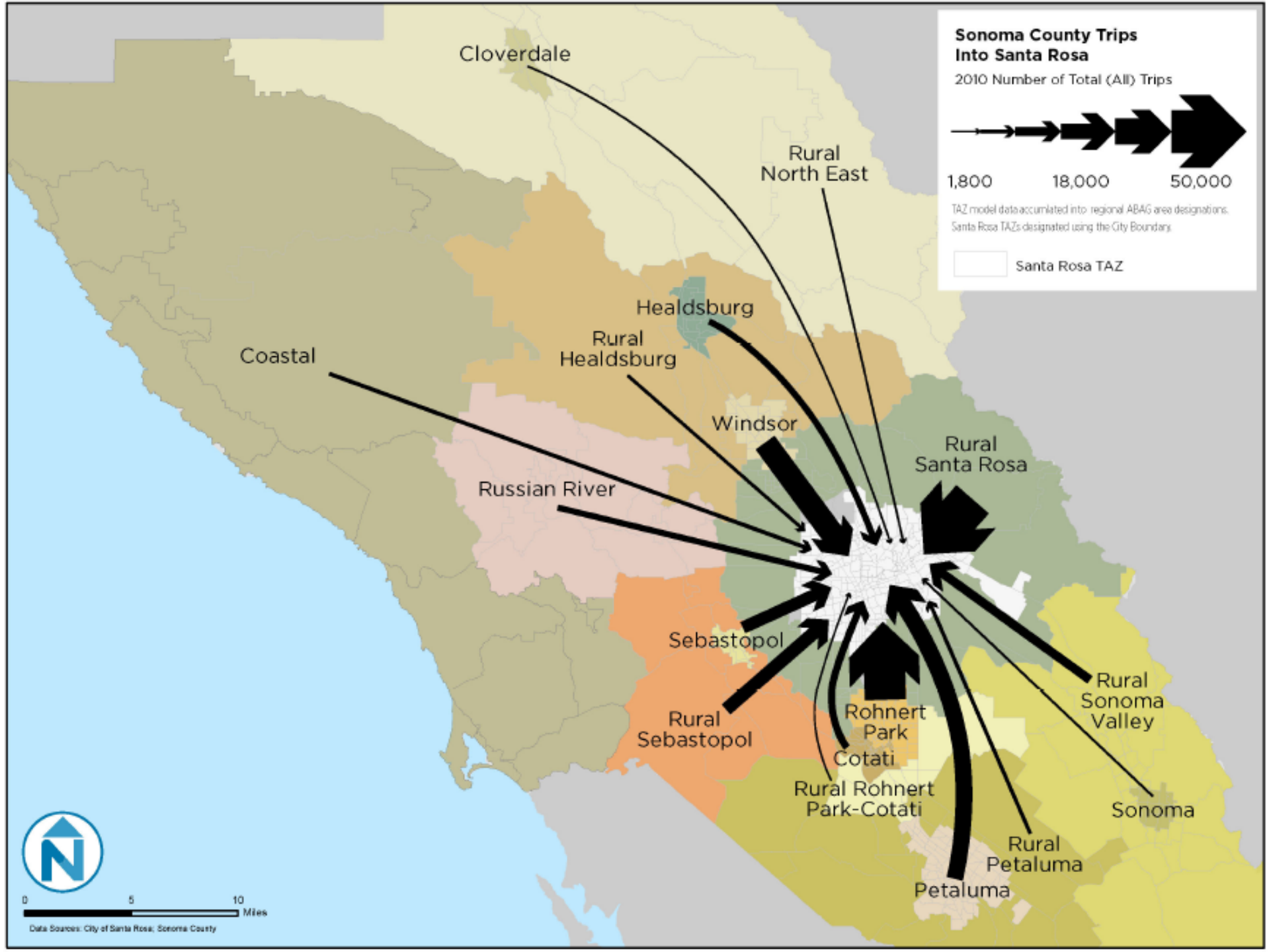
Project Timeline



✓ **= City Council**


General Plan Land Use Diagram
Country Residential (0.05-0.2 units/acre)
Very Low Density Residential (0.2-2.0 units/acre)
Low Density/Open Space (0.2-2.0 units/acre)
Low Density Residential (2.0-8.0 units/acre)
Medium Low Density Residential (8.0-13.0 units/acre)
Medium Density Residential (8.0-18.0 units/acre)
Medium High Density Residential (18.0-30.0 units/acre)
Transit Village Medium (25.0-40.0 units/acre)
Transit Village Mixed Use (40.0 units/acre minimum)
Mobile Homes (4.0-18.0 units/acre)
Retail & Business Services
Retail/Medium Residential
Office
Business Park
Light Industry
General Industry
Public/Institutional
Parks and Recreation
Open Space
Agriculture
Landmarks
Government
Higher Education
High School
Middle School
Hospital
Shopping Center
Transfer Center
Urban Growth Boundary
Railroad
Highway
Arterial Street
Collector Street
City of Santa Rosa


Top 100 TAZ to TAZ Trip Pairs with Destination in Santa Rosa
2010 Number of Trips (All)
236 - 279
285 - 339
348 - 415
443 - 575
612 - 773
Model data split by Natural Breaks, grouped using actual values
2012 CityBus Trip Survey Origins
2012 CityBus Trip Survey Destinations
Sonoma County TAZ Boundaries
Santa Rosa City Boundary
Coddingtown Mall
Santa Rosa Junior College
Downtown Santa Rosa
0 0.5 1 Miles
Data Sources: City of Santa Rosa, Sonoma County


Sonoma County Trips
Into Santa Rosa
2010 Number of Total (All) Trips
1,800
18,000
50,000
TAZ model data accumulated into regional ABAG area designations.
Santa Rosa TAZs designated using the City Boundary.
Santa Rosa TAZ
Cloverdale
Rural
North East
Healdsburg
Rural
Healdsburg
Coastal
Windsor
Rural
Santa Rosa
Russian River
Sebastopol
Rural
Sebastopol
Rohnert
Park
Cotati
Rural Rohnert
Park-Cotati
Rural
Sonoma
Valley
Sonoma
Rural
Petaluma
Petaluma
0
5
10
Miles
Data Sources: City of Santa Rosa; Sonoma County

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

Outreach/Involvement Strategy	Phase I *March-May*	Phase II *June-Sept.*	Phase III *Sept.-Dec.*
Stakeholder outreach	✓	✓	✓
Community group meetings	✓	✓	✓
Planning charrettes/public workshops	✓		✓
Mobile outreach	✓	✓	✓
Surveys (intercept and online)	✓		✓
City Council reports	✓	✓	✓
Public hearing			✓

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