

# ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN SUMMARY

The Metropolitan Transportation Commission (MTC) and Sonoma County Transportation Authority (SCTA) sponsored the Roseland Community-Based Transportation Plan (CBTP), which is the outcome of a local collaborative planning process that identified transportation gaps, and their potential solutions, for the Roseland area. While MTC funded the project, SCTA, as the local Congestion Management Agency (CMA), administered and managed. The information included in the CBTP is summarized below. At the end of this summary, Figure 3 (as numbered in the CBTP) maps existing bus, bicycle and pedestrian facilities and destinations.

## 1. Roseland Area

- ◆ The Roseland project area had a total of 13,548 residents in 2000.
- ◆ In 2000, 48% of Roseland's residents were Hispanic or Latino (of any race).
- ◆ In 2000, English was the household language spoken in 58% of Roseland's households, while Spanish was the household language in 34% of households.
- ◆ Nearly 30% of Roseland households had incomes under \$25,000 in 1999, while nearly 60% had household incomes under \$50,000. In 1999, 16% of all Roseland residents lived below the federal poverty line, with 18.5% of residents under 18, and 13% of residents 65 or over, living in poverty.
- ◆ In 2000, 383 Roseland households (over 10% of all households) were without a private vehicle. An additional 34% of Roseland households had one vehicle available.
- ◆ In 2000, of Roseland's 5,372 workers, 89% traveled to work by car, truck, or van—64% of all workers drove alone, while 25% carpooled.

## 2. Transit Gaps

- ◆ In its Lifeline analysis, MTC did not identify any spatial gaps in service provision in Sonoma County.
- ◆ The vast majority of Roseland residents are located within ¼-mile of a CityBus transit route, though for some, walks to transit may be made longer by low levels of street connectivity.

- ◆ In 2001, the three CityBus routes currently serving Roseland met the 30-minute weekday frequency of service objective Monday through Friday but did not meet MTC's 30-minute frequency objective on Saturdays.
- ◆ In 2001, of the three Roseland CityBus routes, Route 12 met the 6:00 a.m. service start standard for weekdays, and Routes 9 and 12 exceeded Lifeline standards for beginning of service hours on Saturdays by going into operation earlier than 8:00 a.m.

### 3. Outreach Strategy

The outreach strategy was comprised of:

- ◆ Stakeholder committee meetings
- ◆ Questionnaires
- ◆ Interviews and Focus Groups

### 4. Outreach Results

Results from the community outreach resulted in:

- ◆ 170 questionnaires returned out of approximately 1,400; 65 were completed in Spanish.
- ◆ 15 informal interviews, some of which were in a focus group setting.
- ◆ 14 conversations with transit riders and pedestrians along five local streets and at the Santa Rosa Transit Mall.

The five concerns mentioned the most often in the questionnaires were:

- ◆ The condition of the sidewalks are bad and/or there are no sidewalks
- ◆ Bus trips take too long
- ◆ Walking feels unsafe
- ◆ Crossing the road feels unsafe
- ◆ The cost of gas is too high

The five challenging destinations mentioned the most often in the questionnaires were:

- ◆ Jobs
- ◆ Shopping
- ◆ Child's school

- ◆ Health services
- ◆ Eating establishments

The key transportation gaps identified in the interviews and focus group included:

- ◆ Sidewalks, crosswalks and lighting
- ◆ Bus routes
- ◆ Bicycling and walking safety
- ◆ Bus security
- ◆ Language/Education
- ◆ Bus schedule and frequency
- ◆ School-related
- ◆ Bus shelters
- ◆ Paratransit availability
- ◆ Road conditions

The primary overall transportation-related needs identified through the outreach process were for:

- ◆ Improved and/or installed sidewalks throughout Roseland
- ◆ Improved safety for pedestrians and bicyclists
- ◆ More frequent bus headways
- ◆ More direct bus routes
- ◆ Reduced price of gas

## 5. Transportation Strategies

Based on the analysis of outreach results and in response to identified community needs, the consultant team developed and analyzed transportation strategies according to four project evaluation criteria:

- ◆ Community
- ◆ Transportation Benefits
- ◆ Financial
- ◆ Implementation

The prioritized transportation solutions are summarized below:

**ROSELAND TRANSPORTATION STRATEGIES RANKING**

<b>Strategy</b>	<b>Ranking</b>	<b>Assumed Implementation Timeframe*</b>
Transit Orientation and Travel Training	High	Short term
Safe Routes to Schools	High	Short term
Restructured Transit Service	Medium-High	Medium term
Pedestrian Improvements	Medium-High	Short-medium term
CityBus Evening Service Extension	Medium-High	Short term
Roseland Neighborhood Shuttle	Medium-High	Short term
Enhanced Transit Information	Medium-High	Short term
Bicycle Lane Improvements	Medium	Medium term
Bus Stop Improvement Program	Medium	Short term
Street Smarts	Medium	Short term
CityBus Frequency Improvements	Medium	Short-medium term
Northwestern Pacific Railroad Multi-Use Path	Medium	Medium-long term
Roseland Creek Multi-Use Path	Low-Medium	Long term

\* This indicates the assumptions that were made regarding how quickly projects can move forward (given funding availability). It takes into account operational or institutional constraints and planning/engineering needs that will have to be addressed prior to implementation. “Short term” is defined as 1 to 2 years, “Medium term” as 3 to 4 years, and “Long term” as 5 years or more.

**6. Implementation and Funding**

The following table identifies funding sources to implement the transportation strategies for the Roseland project area.

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### FUNDING AND IMPLEMENTATION OPPORTUNITIES

Project	Cost	Ranking	Implementation Agency	Funding Source
<b>TRANSPORTATION SERVICES</b>				
CityBus Evening Service Extension	\$460,500	Medium-High	- CityBus	<i>Ongoing sources of CityBus operating funding:</i> - FTA Sections 5303, 5307 and 5309 - JARC, FTA Section 5316 (through MTC Lifeline Transportation Program) - Caltrans Transportation Planning programs - TDA - Lifeline Transportation Program - TFCA for vehicle purchase - Measure M

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Project	Cost	Ranking	Implementation Agency	Funding Source
CityBus Frequency Improvements	\$5,000-\$50,000 per route	Medium	- CityBus	<i>Ongoing sources of CityBus operating funding:</i> - FTA Sections 5303, 5307 and 5309 - TDA - Caltrans Transportation Planning programs - Lifeline Transportation Program - TFCA for vehicle purchase - Measure M
Restructured Transit Service (Route 20)	Option A: \$520,000 Option B: \$650,000	Medium-High	- CityBus	<i>Ongoing sources of CityBus operating funding:</i> - FTA Sections 5303, 5307 and 5309 - TDA - Caltrans Transportation Planning programs - Lifeline Transportation Program - TFCA for vehicle purchase - Measure M
Bus Stop Improvement	\$5,000 to \$10,000 per stop	Medium	- CityBus - City of Santa Rosa	- FTA Section 5307 Transit Enhancements - Lifeline Transportation Program - TLC - TFCA - Safe Routes to Transit - Redevelopment Funds - Private sector contributions and developer mitigations/improvements

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Roseland Neighborhood Shuttle	\$250,000 to \$300,000	Medium-High	- Public agency or community-based organization	- FTA Section 5310 for vehicle purchase, depending on service design (must serve unmet needs of seniors or people with disabilities) - FTA Section 5317 (New Freedom Program) for capital and operating, depending on service design (must provide service that "goes beyond the ADA" in meeting transportation needs of persons with disabilities) - JARC, FTA Section 5316 (through Lifeline Transportation Program) - Caltrans Transportation Planning programs - Lifeline Transportation Program - Private sector contributions (including funding from employers)
<b>BICYCLE AND PEDESTRIAN INFRASTRUCTURE AND FACILITIES</b>				
Pedestrian Improvements		Medium-High	- City of Santa Rosa - Sonoma County	- STP Transportation Enhancements - HES - TCSP - TDA Article 3 - Safe Routes to School - Lifeline Transportation Program - TLC - Regional Bicycle and Pedestrian Program - TFCA - Safe Routes to Transit - Redevelopment Funds - Private sector contributions and developer mitigations/improvements



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<b>Bicycle Lanes</b>	\$60,000 to \$100,000 to \$250,000	Medium	- City of Santa Rosa - Sonoma County	<ul style="list-style-type: none"> <li>- STP Transportation Enhancements</li> <li>- HES</li> <li>- TCSP</li> <li>- TDA Article 3</li> <li>- BTA</li> <li>- Safe Routes to School</li> <li>- Lifeline Transportation Program</li> <li>- TLC</li> <li>- Regional Bicycle and Pedestrian Program</li> <li>- TFCA</li> <li>- Safe Routes to Transit</li> <li>- Measure M</li> <li>- Redevelopment Funds</li> </ul>
<b>Multi-Use Paths Northwestern Pacific Railroad (Roseland segment)</b>	\$3,200,000	Medium	- City of Santa Rosa - Sonoma County	<ul style="list-style-type: none"> <li>- CMAQ</li> <li>- STP Transportation Enhancements</li> <li>- RTP</li> <li>- TCSP</li> <li>- TDA Article 3</li> <li>- BTA</li> <li>- Lifeline Transportation Program</li> <li>- TLC</li> <li>- Regional Bicycle and Pedestrian Program</li> <li>- Measure M</li> <li>- Redevelopment Funds</li> </ul>

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Project	Cost	Ranking	Implementation Agency	Funding Source
Roseland Creek Multi-Use Path	over \$752,5500	Low-Medium	- City of Santa Rosa	- CMAQ - STP Transportation Enhancements - RTP - TCSP - TDA Article 3 - BTA - Lifeline Transportation Program - TLC - Regional Bicycle and Pedestrian Program - Southwest Redevelopment Area
<b>EDUCATION AND PUBLIC AWARENESS</b>				
Safe Routes to School	\$5,000 per workshop	High	- City of Santa Rosa - Sonoma County Bicycle Coalition - Sonoma County Safe Kids - County Dept of Public Health	- STP Transportation Enhancements - Safe Routes to School - Hazard Elimination Safety Program - OTS Grants - Lifeline Transportation Program
Street Smarts	\$30,000 to \$50,000	Medium	- City of Santa Rosa Public Works	- STP Transportation Enhancements - Safe Routes to School - OTS Grants
Transit Orientation and Travel Training	\$2,500 to \$5,000 per year	High	- CityBus - Sonoma County	- Lifeline Transportation Program - TFCA

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			Transit	
<b>Enhanced Transit Information</b>	\$3,000 to \$5,000 per bus stop	Medium-High	-CityBus -Sonoma County Transit	- FTA Section 5307 Transit Enhancements - Lifeline Transportation Program - TLC - TFCA

Acronyms:

BTA - Bicycle Transportation Account  
 CMAQ - Congestion Mitigation and Air Quality Improvement Program  
 FTA - Federal Transit Administration  
 HES - Hazard Elimination Safety Program  
 JARC - Job Access and Reverse Commute Program  
 OTS - Office of Traffic Safety  
 RTP - Recreational Trails Program

STP - Surface Transportation Program  
 TCSP - Transportation and Community and System Preservation Program  
 TDA - Transportation Development Act  
 TFCA - Transportation Fund for Clean Air  
 TLC - Transportation for Livable Communities