MEETING AGENDA

Thursday, October 23, 2014, 9:30 a.m.
Sonoma County Transportation Authority
SCTA Large Conference Room

ITEM
1. Introductions
2. Public Comment
3. Approval of the agenda – changes, additional discussion items- ACTION
4. Review Meeting Notes from September 25, 2014 – ACTION*
5. Round table members discussion
6. Climate Action 2020
   6.1. Update- INFORMATION
7. Sonoma County Continuum of Care 10-Year Homeless Action Plan* – presented by County of Sonoma staff-
   DISCUSSION
8. Comprehensive Transportation Plan update-DISCUSSION-ACTION
   8.1. Project Application draft review
9. Carshare application to MTC* - DISCUSSION
10. Legislative Updates – SB 743 – the OPR releases updates to the CEQA guidelines- INFORMATION
11. Other Business /Next agenda
12. Adjourn

*Attachment

The next SCTA meeting will be held November 10, 2014
The next Planning Directors/PAC meeting will be held ???

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PLANNING DIRECTORS/PLANNING ADVISORY COMMITTEE MEETING MINUTES

Meeting Minutes of September 25, 2014

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ITEM

1. Introductions
Meeting called to order at 9:37 a.m. by Chair Lisa Kranz.

Committee Members: Lisa Kranz, City of Santa Rosa, Chair; Mark Bramfitt, LAFCo; Gillian Hayes, Federated Indians of Graton Rancheria.

Guests: Ann Hancock, Climate Protection Campaign; Stefanie Hom, MTC.

Staff: Chris Barney, Lauren Casey, Nina Donofrio, Misty Mersich, Janet Spilman, Dana Turréy.

2. Public Comment
None.

3. Approval of the agenda – changes, additional discussion items- ACTION
Janet Spilman reported that the Carma car share program has had a good start and is involved with the 511.org website. She referred Committee members to this website for information on Carma’s current promotion for getting across the Bay Bridge.

4. Review Meeting Notes from August 28, 2014 – ACTION*
Approved with the following correction: Linda Meckel did not attend the APA conference in Anaheim.

5. Round table members discussion
   Federated Indians of Graton Rancheria:
   Gillian Hayes reported that staff is still working on the ATA grant for their tribal landscape. She announced the award of a grant from BAAQMD for EV charger setup. In response to Committee questions, she responded that they hope to have five to eight chargers. She confirmed that they would be made available to any members of the public on site.

   LAFCo:
   Mark Bramfitt reported that two major issues under consideration by LAFCo are the Southwest Santa Rosa/Roseland area annexation and a review of County fire services, as many fire districts in the County are under financial stress. Staff is examining ways to make fire districts sustainable.

   Finally, Mr. Bramfitt reported that staff is studying the Russian River area to address longstanding sanitation issues.

   SMART:
   Linda Meckel reported that construction is continuing. Work has begun on pouring the pylons for the Haystack Bridge.

   Ms. Meckel announced that the 65% station designs are out with all jurisdictions. She added that both Novato and San Rafael are interested in establishing “quiet zones” and have held public hearings to address this issue. In response to questions from the Committee, she explained that jurisdictions interested in establishing quiet zones would apply to the California Public Utilities Commissions.

   Ms. Meckel introduced Olivia Yuss, a new Assistant Planner with SMART.

   

MTC:
Stefanie Hom reported that the Commission approved the 2015 STIP program.

Ms. Hom announced that the “Experience Electric” “ride and drive” campaign will be taking place in Sonoma at the Valley of the Moon Festival. This is a promotional campaign to give the public an opportunity to see, test, and learn more about electric vehicles.

The Commission has begun discussion of the next RTP public participation plan. Public outreach will likely begin next April. More information will be provided in the near future.

Finally, Ms. Hom noted that Requests for Qualifications for MTC’s car share grant are due by October 17.

City of Santa Rosa:
Lisa Klein reported that activity has focused on the Roseland area annexation and that staff is close to issuing a contract for their specific plan for the broader Roseland area.

City Council is also discussing the Courthouse Square Reunification project and trying to reach a decision regarding this issue.

Ms. Klein next announced that Santa Rosa is examining the possibility of revising smoking legislation, particularly in multi-family dwellings.

6. Climate Action 2020

   6.1 Climate Protection Campaign White Paper- Proven and Promising GHG Reduction Measures*
   Misty Mersich introduced Ann Hancock of the Climate Protection Campaign, who presented this agency’s white paper on Proven and Promising GHG Reduction Measures.

   Ms. Hancock explained that Stacy Meinzen of the Climate Protection Campaign was a consultant in developing the survey of 35 communities as part of a study to determine which of these are outstanding in their GHG reduction efforts, and which methods have proven to be successful. A follow-up telephone survey was conducted; results were compiled along with information from RCPA staff, as well as research from Professor Michael
Boswell, Ph.D., of California Polytechnic State University, San Luis Obispo.

Ms. Hancock referred to a summary of the results of the study, which affirmed that the most significant aid to reducing GHG emissions in successful communities was changing their source of electricity from fossil fuel to renewable sources of energy. No significant new transportation solutions were identified. The study reinforced the need for greater energy efficiency and efficient solid waste management. The study appendices provide greater details on recommendations and activities of individual communities involved in the study.

Ms. Mersich suggested that this would be useful information for Climate Action 2020.

6.2 Update

Ms. Mersich reported that at the September 3 Stakeholder Advisory Group (SAG) meeting three ad hoc groups were formed to address GHG emissions in three major sectors: (1) transportation; (2) building energy; and (3) agriculture. She invited any interested Committee members to attend the SAG meetings. Staff is seeking feedback from these groups on the list of proposed measures.

Additional meetings will be scheduled this month for the Staff Working Group.

Outreach is continuing, with discussions addressing areas of responsibility among the various jurisdictions and agencies.

The North Bay Climate Adaptation Initiative is making revisions to a broad level vulnerability study, which will also be revised by RCPA staff; this is expected to be completed by mid-October. A final draft is anticipated in January.

7. Request for qualifications for car sharing program*

Dana Turréy announced the award of the Shift Sonoma County grant from the Strategic Growth Council. Part of this grant includes a countywide feasibility study for a car sharing program. MTC has released a Call for Projects for a car share implementation program. Staff has released a Request for Qualifications for both the feasibility study and for implementation of a car share program. Three submittals have been received. Interest has been shown in using the car share model in fleet applications. The due date for applications to MTC is October 17. This will be presented to the Board at their October 13 meeting. Ms. Turréy invited anyone interested in partnering (e.g., for tourism or fleets) to contact her.

8. Comprehensive Transportation Plan update-
DISCUSSION-ACTION

8.1 Project Performance*

Chris Barney presented information on the current status of the five goals identified for the CTP, and reviewed current conditions and progress to date in reaching targets.

GHG emission reduction data now includes information from Climate Action 2020, showing 2015 and 2035 targets. In response to questions from the Committee, he confirmed that this data applies solely to the transportation sector.

Additional information included Person Hours of Delay, and System Maintenance (including the Pavement Condition Index (PCI), which is targeted to have no city below the level of 70 and a countywide average of 80 by 2035).

Transit targets address the condition of the transit system (e.g., age of transit vehicles). Mr. Barney noted that transit operators are working on designing a system similar to the PCI system to measure this. He also noted that the average age of buses is a new metric to be used in the CTP.

Addressing active transportation, Mr. Barney summarized data on walking and bicycling and transit use and efforts to increase non-motorized, non-single occupant vehicle use through alternate modes of transportation (e.g., walking and bicycling). Currently 8% of total trips are on foot or bicycle and .4% are on transit, with roughly a 45% split between single occupancy vehicles and car pooling.

Mr. Barney next presented data on accidents, and the recommended goal of reducing these by one accident per day by 2040.

The new goal identified by the Board, to promote economic vitality, is addressed using average peak period motorized travel time and economic equity (serving Communities of Concern).
Mr. Barney summarized the 2015 CTP performance targets by noting that the first three targets have basically been extended from 2035 to 2040, and that the last four targets are new metrics and new recommended targets.

Mr. Barney addressed Committee questions, explaining that peak travel time includes all transportation and that accident data includes total collisions, but that this could be broken out by type of accident through SWITRS.

Mr. Barney and Ms. Spilman confirmed that staff would consider revising GHG reduction targets as Climate Action 2020 makes adjustments in this data.

8.2 CTP Guidelines – presented to the MTC Planning Committee on Sept 5. Commission will consider item on Sept. 24.


Janet Spilman announced that the CTP guidelines were approved by MTC September 24, 2014. An effort is under way to align countywide transportation plans more closely to the Regional Transportation Plan (RTP). She noted that to a great extent this is currently the case with the CTP, citing the example of GHG reduction, and that on the whole the CTP reflects regional values.

MTC has requested particular attention to public outreach, the investment project list, and equity analysis. MTC also wishes to have the Plan incorporate more of their tools (e.g., PDAs and PCAs) and land use discussion. Ms. Spilman emphasized that the MTC pointed out that these are guidelines, and not regulations.

8.3 Ad hoc subcommittee to choose online engagement tool for 2015 CTP–recruitment.

Ms. Spilman explained that the Board and all advisory committees have been requested to assist in identifying an online public engagement resource for the 2015 CTP. She invited any Committee members who are available to participate for morning or afternoon meeting sessions (dates and times to be determined). Three top ranking contenders for the online program are MetroQuest, Peak Democracy and MindMixer.

9. Legislative Updates – SB 743 – the OPR releases updates to the CEQA guidelines

Mr. Barney reminded the Committee that if they wish to comment on the most recent Preliminary Draft Discussion Document, the deadline is October 10. A regional working group has been engaged with the OPR. That group has emphasized allowing lead agencies more flexibility in the process and the provision of more time for implementation. OPR has also expressed interest in streamlining the process. OPR is currently examining transit priority and other areas for further streamlining of this process.

Mr. Barney offered to provide additional materials developed by the Western District of Transportation Engineers, including a response letter and appendices addressed to the OPR. In response to Committee questions, he noted that Alameda County and some of the major transit agencies have submitted comments.

10. Other Business /Next agenda

Ms. Meckel reported that SMART staff has been working on station area design and, depending on status, she may report on this at the next Committee meeting.

11. Adjourn

10:34 a.m.
October 17, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

Re: Sonoma County Transportation Authority Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

Thank you for the opportunity to apply for the MTC Car Sharing Grant Program on behalf of the Sonoma County Transportation Authority (SCTA). Attached please find our application for a car share program in Santa Rosa. We look forward to working with you through this grant application process.

Thank you for your consideration.

Suzanne Smith
Executive Director, SCTA/RCPA
CAR SHARING PROGRAM APPLICATION

Santa Rosa Car Share Project

*Application deadline: Friday, October 17, 2014, 4:00 p.m.*

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PART 2: PROJECT PURPOSE AND NEED

| a) Project Type (check all that apply) | ☒ Suburban communities and / or communities that do not have robust car sharing service  
| | ☒ Underserved communities  
| | ☒ Business parks / transit connections  
| | ☐ Innovative / new technologies |
| b) Project Title | Santa Rosa Car Share |
| c) Project Description and Purpose | The Santa Rosa Car Share project would implement the first robust car sharing system in Sonoma County with nine vehicles across four pods serving key communities and employment and transit hubs. Car sharing in Santa Rosa would help break barriers for increased use of transit, carpool, vanpool, and biking. Environmental benefits of a car share system in Santa Rosa includes reduction in greenhouse gas emissions and particulate matter resulting from reduced vehicle miles traveled and cleaner vehicles. The Santa Rosa community would benefit from cleaner air, a shift away from personal vehicle dependency, and a sharing economy. |
| d) Project Location / Community | Santa Rosa Car Share would include pods at the following locations:  
| | – Downtown/Railroad Square SMART Station area  
| | – Airport Business Park/SMART Station area  
| | – County of Sonoma Offices/North Junior College neighborhood  
| | – Sebastopol Road, Roseland neighborhood |
| e) Project located in one of top 16 cities taking on housing growth in Plan Bay Area | ☒ Yes  
| | ☐ No |
| If NO, please explain how the selected city will be taking on future growth | Click here to enter text. |

PART 3: COST AND FUNDING

| a) Total Project Budget | $390,130 |
| b) Total Grant Request from MTC | $170,130 |
| c) Local Match – 11.47 percent of total project budget | $220,000 |
PART 4: NARRATIVE

Santa Rosa Car Share Project Description

Introduction
The Sonoma County Transportation Authority (SCTA), in partnership with the Regional Climate Protection Authority (RCPA), County of Sonoma, the Sonoma County Water Agency (Water Agency), Sonoma-Marin Area Rail Transit (SMART), City of Santa Rosa, North Bay Organizing Project and Transit Riders United, and Climate Protection Campaign, proposes use Congestion Mitigation and Air Quality Improvement (CMAQ) funding through the MTC Car Sharing Program grant for initial start-up and operation costs for four car share pods with a total of nine vehicles in Santa Rosa, California. The car share pods would be located in the downtown, Roseland, and North Junior College neighborhoods of Santa Rosa, and at the Sonoma County Water Agency offices.

Problem
Transportation is the single largest contributor to greenhouse gas (GHG) emissions in Sonoma County (at 1,976,295 MT CO2e in 2010, or 53% of countywide emissions). Specifically, personal vehicles contribute the largest share (at 92% of all trips). Vehicular travel also contributes to poor air quality, public health risks, inequality (as lower income residents spend a higher share of income on transportation), and environmental degradation. Santa Rosa residents often travel long distances between home, work, and play, and are reluctant to forgo the security of having a personal vehicle wherever they go. Although peer-to-peer car sharing systems, such as RelayRides and Getaround, are now available in the Santa Rosa area, there are currently no options for affordable shorter-term rentals in convenient locations.

Proposed Solution
Car sharing in Santa Rosa would remove many of the barriers that inhibit people from traveling by alternative modes (public transportation, carpool, vanpool, bicycle, or walking) or reducing vehicle ownership. While many people may like the idea of commuting by alternative modes, the need to travel by car for meetings, errands, appointments, or family emergencies may dissuade them from leaving their car at home. The suburban nature of Santa Rosa and lack of evening transit options make giving up car ownership or reducing household car ownership a difficult choice. Nonetheless, roughly 20 percent of households in the downtown Santa Rosa census tract do not own a vehicle.

Several projects and plans on the horizon make this an ideal time to implement a car-sharing system in Santa Rosa. The SMART commuter train is set to begin operation between the Sonoma County Airport and downtown San Rafael in 2016, with two station locations in central Santa Rosa. Recent surveys show that the highest number of trips on SMART will be between the Railroad Square Station and the Downtown San Rafael Station. A Railroad Square Station/Downtown Santa Rosa pod would provide a northern last mile connection that would complement the existing car share pod near the Downtown San Rafael SMART Station. Expanded infill development and infrastructure investment in Priority Development Areas and SMART station areas are imminent. The potential for urbanization and transit-oriented development in Santa Rosa are supported by an established historic downtown district. Car sharing would support the expanding transit network and future infill development in Santa Rosa by fulfilling the motor vehicle needs for those who will increasingly be able to use alternative transportation modes and live or work near transit. Car sharing pods near future SMART stations and in neighborhood centers is an important element of overall efforts to reduce greenhouse gases and shift away from a personal vehicle dependent culture in Santa Rosa. This car-sharing project is consistent with the Santa Rosa Climate Action Plan, which aims to establish viable alternatives to owning a car as a method of greenhouse gas reduction and includes a specific action to establish a car-sharing operation in Santa Rosa (Santa Rosa Climate Action Plan, 2012: Action 4.3.1).

This winter SCTA/RCPA will be developing a strategic plan for transportation mode shift, which will include countywide car share and bike share feasibility studies, transportation demand management program planning, and marketing and community outreach. The car share feasibility study will provide important input to final placement, size, and support needed for each car share pod. SCTA has discussed expanding the car share market to Santa Rosa with the two largest Bay Area car share companies: ZipCar
Santa Rosa Car Share Proposal

The Santa Rosa Car Share project could reduce vehicle miles traveled by up to approximately 19,007,667 per year, thereby reducing GHG and particulate matter. Fuel efficient or electric pod vehicles would further contribute to a reduction in emissions. The reduction in vehicle miles traveled is based on an assumption that 15 percent of households and 15 percent of employees within a ½-mile radius of each pod would become members and reduce their driving by 7 miles per day. Using this same assumption, the projected membership reach of the Santa Rosa Car Share project would be approximately 7,440.

Santa Rosa Car Share Project
The Santa Rosa Car Share project would consist of four pods, with a total of nine vehicles, located in the downtown and Roseland neighborhoods of Santa Rosa, and at the Sonoma County General Services and Water Agency offices. The car share feasibility study mentioned above will further analyze appropriate placement of car-share pods. Locations where usage is likely to be highest will be identified as being most feasible and having the most impact on reducing greenhouse gas and particulate matter emissions. SCTA has set a goal of at least 50 percent hybrid or electric vehicles for the initial Santa Rosa Car Share fleet as fuel efficiency is imperative to increasing the beneficial impact of a car sharing.

Pod Area Profiles:

- **Downtown Santa Rosa/Railroad Square SMART Station** – Downtown Santa Rosa is anchored by the historic civic and commercial hub surrounding Old Courthouse Square and the historic passenger train station at Railroad Square. Financial institutions, offices, restaurants, retail, entertainment and tourism dominate the downtown core. The commercial district is surrounded by walkable residential districts and is a neighbor to the Santa Rosa Junior College, which has an enrollment of over 25,000 students. Three potential downtown sites have been identified for a car share pod: the parking lot under Highway 101 located one block from the Railroad Square SMART Station and a short walk from Old Courthouse Square; Santa Rosa City Hall located on Santa Rosa Avenue and 1st Street near the Transit Mall and Old Courthouse Square; a private or public parking lot just north of the 4th Street corridor. All three of these potential locations are located within a City Center Priority Development Area and a Community of Concern. The downtown pod would include three vehicles and would attract an estimated 2,606 members.

- **Roseland** – The Roseland neighborhood has historically been an underserved minority and low-income community and includes a Community of Concern census tract. Three potential pod locations are identified on Sebastopol Road, which is the main thoroughfare through Roseland and is a Mixed-Use Corridor Priority Development Area. Three potential sites have been identified for a car share pod along Sebastopol Road, which includes a mix of residential and high-traffic commercial establishments. The Roseland pod would include two vehicles and would attract an estimated 1,317 members.

- **County of Sonoma Offices** – Nearly half of the County of Sonoma’s approximately 4,500 employees work at the County Center located in a northeast Santa Rosa business park setting shared by other professional offices and surrounded by the North Santa Rosa Junior College neighborhood, a Community of Concern. The County Center is in walking distance to the Mendocino Avenue Mixed-Use Corridor Priority Development Area. County Center employees could use car share for meetings and errands when commuting by alternative modes. The car share pod could be located on County Center Drive near Steele Lane to provide maximum visibility to neighbors who would share this pod. The County Center pod would have two vehicles and would attract an estimated 2,326 members.

- **Water Agency/Sonoma County Airport SMART Station** – The Water Agency is located at 404 Aviation Boulevard off of Highway 101. The Airport area is designated as an Employment Investment Area Priority Development Area and has the highest employment concentration in Sonoma County. Parking for the Water Agency is located adjacent to the future Sonoma County Airport SMART Station. A car share pod in this location would be an asset to the approximate 230 employees at the Water Agency as well as to other businesses and visitors in the area. The Water Agency pod would have two vehicles and would attract an estimated 1,191 members.

and City CarShare. Both companies have been helpful in providing best practices, costs, and requirements for starting up in new markets.

5

11
Santa Rosa Car Share Project Work Plan:
The following sections detail the goals, outcomes, and subtasks of the activity milestones listed in the work plan and budget. This work plan is designed to achieve a successful and sustainable program that reduces greenhouse gas emissions and particulate matter while providing expanded transportation options for residents, employees, and visitors in Santa Rosa.

Task 1. Feasibility Study
The purpose of the Feasibility Study is to assess the market demand, profitability, and impact of car sharing services in Santa Rosa. As part of the Feasibility Study, data analysis will be performed and input will be sought from partners to narrow down optimal locations for car share services. This task will be completed by a consultant and overseen by SCTA using local match from existing SCTA/RCPA funding.

Subtasks:
- Market context
- Suitability analysis and site planning
- Electric vehicle evaluation
- Technology and infrastructure
- Sponsorships and partnerships
- Project impact
- Implementation plan

Task 2. Project Management and Planning
Ongoing and active project management is essential to ensure a successful project. This task provides for SCTA project management, including coordination between partners, management of consultants, and financial and progress reporting to MTC. This task also covers financial management of the grant, which includes tracking MTC grant expenditures, matching funds, and in-kind contributions. SCTA will be responsible for this task.

Subtasks:
- Kick-off meeting with local partners
- Meet with car share company
- Form Feasibility Study review committee to review and evaluate potential pod locations and work with partners to identify pod locations
- Program management during implementation period

Task 3. Contracts and Permits
Implementation will require contracts with various partners including the car share company, the City of Santa Rosa, the County of Sonoma, and potentially private parking lot owners. The car share company, SCTA, and partners sponsoring pod locations will be responsible for this task.

Subtasks:
- Establish contract with car-sharing company
- Work with partners and agencies to establish designated parking spaces for each pod
- Review permit and contract needs
- Install signage

Task 4. Public Outreach and Marketing
A successful car sharing system is heavily dependent on membership recruitment and the right balance of vehicle utilization. This task focuses on educating potential members about how car share works and
how membership can benefit them and the community. The car share company, with assistance from SCTA and partners, will be responsible for this task.

**Subtasks:**
- Create project website
- Develop promotional and informational materials in English and Spanish
- Engage employers and employees, residents, and community groups
- Develop survey or contest to award free on-year memberships to people who demonstrate a commitment to use the car share service
- Hold ribbon-cutting events at each pod location

**Project Sponsor and Partner Roles:**

**Lead Agency: Sonoma County Transportation Authority (SCTA)**

**Partner Agencies:**
- **Regional Climate Protection Authority (RCPA)** will provide input and assistance with the Feasibility Study (Task 1) as it relates to Climate Action 2040 and other related electric vehicle and fuel shift planning efforts.
- **Sonoma County Water Agency** will provide input on implementation planning and, depending on feasibility, may host a car share pod on their campus off of Aviation Boulevard and adopt an employee membership program.
- **County of Sonoma** will provide input on implementation planning and, depending on feasibility, may host a car share pod on their campus off of Steele Lane and Mendocino Avenue and adopt an employee membership program.
- **SMART** will provide input on implementation planning, especially as it relates to potential pods near SMART stations.
- **City of Santa Rosa** will provide input on implementation planning, especially as it relates to pods in City owned spaces or lots, and may adopt an employee membership program.
- **North Bay Organizing Project and North Bay Organizing Project’s Transit Riders United** will support the Santa Rosa Car Share project through outreach to their affiliates and the community.
- **Climate Protection Campaign** will support the Santa Rosa Car Share project through outreach to their affiliates and the community.
- **City CarShare** will support the Santa Rosa Car Share project by sharing best practices for starting up a sustainable car share program.
- **ZipCar** will support the Santa Rosa Car Share project by sharing best practices for starting up a sustainable car share program and would be solicited to expand their market to Santa Rosa with help from this grant.
## Santa Rosa Car Share Project Schedule

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>MTC Grant</td>
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<td>Submittal to MTC</td>
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<tr>
<td>Feasibility Study</td>
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### PROJECT TASKS AND MILESTONES

#### Task 1. Admin and Planning
- Kick-off meeting with local partners
- Meet with car share company
- Evaluate feasible parking locations

#### Task 2. Contracts and Permits
- Establish contract with car-sharing company
- Work with partners to secure pod locations
- Designate parking spaces for each pod
- Review permit and contract needs
- Install signage

#### Task 3. Public Outreach and Marketing
- Marketing to employees, residents, and community groups
- Create project website
  - Launch project website
- Develop and translate promotional in English and Spanish
- Develop survey or contest for free memberships
  - Administer survey
- Hold ribbon-cutting events at each pod location

### Vehicles arrive at pod locations and operations begin
### Santa Rosa Car Share Project Budget

<table>
<thead>
<tr>
<th></th>
<th>Downtown</th>
<th>Roseland</th>
<th>Sonoma County Water Agency</th>
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</table>
Re: Letter of Support for Partnership with Sonoma County Transportation Authority’s Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

On behalf of the Sonoma County Regional Climate Protection Authority, I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce GHG emissions in Santa Rosa. We have adopted very bold GHG reduction targets and transportation represents the largest share (53%) of community wide emissions. Establishing a car sharing operation is a strategy under consideration in our regional Climate Action 2020 planning process as one of many elements necessary to reduce VMT.

We will be working with the SCTA in coming months to develop a detailed, countywide feasibility study and action plan to implement car share, bike share, transportation demand management programs, and other strategies to reduce travel in single occupant vehicles through the Shift Sonoma County project. Therefore, the timing for the MTC funding could not be better. We will have “shovel ready” recommendations out of the Shift feasibility study for implementing car share as effectively as possible.

We are committed to the success of this project and hope that the Metropolitan Transportation Commission will see the merits of this proposal. If you have any questions, I can be reached at 707-565-5379.

Sincerely,

Lauren Casey
Deputy Director, Climate Programs
Sonoma County Regional Climate Protection Authority
October 16, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

RE: SUPPORT FOR SONOMA COUNTY TRANSPORTATION AUTHORITY CAR SHARING GRANT

Dear Ms. Hom:

The City of Santa Rosa supports the Sonoma County Transportation Authority in its Santa Rosa Car Share proposal to receive a Car Sharing Grant from the Metropolitan Transportation Commission. This grant, and the car sharing opportunities it will provide, will support other City goals such as expanding transportation options, encouraging transit use, and reducing greenhouse gas emissions in Santa Rosa. In addition, establishing a car sharing operation is a strategy identified in the City’s Community Climate Action Plan this grant would help fulfill.

A car sharing operation does not currently exist in Santa Rosa. The funding available through the MTC grant program and the work of the SCTA will help expand transportation options in the city. The establishment of a car sharing system in Santa Rosa will also provide a replicable model for other North Bay communities.

We are pleased to support the Santa Rosa Car Share application and hope that the Metropolitan Transportation Commission will also support the proposal. If you have any questions, I can be reached at 707-543-3259 or lkranz@ssrcity.org.

Sincerely,

Lisa Kranz, AICP
Supervising Planner
October 13, 2014

Ms. Stefanie Hom, Project Manager  
Metropolitan Transportation Commission  
101 Eighth Street  
Oakland, CA 94607

RE: Support for Sonoma County Transportation Authority’s Regional Car Sharing Grant Program Request

Dear Ms. Hom:

On behalf of SMART, we are pleased to support the Sonoma County Transportation Authority (SCTA) proposal to establish a first phase of a Sonoma County Car Sharing Program in Santa Rosa.

With the start of SMART passenger rail services in 2016, the North Bay is poised for successful initiation of a host of transportation programs that have long existed in other parts of the region. SMART stations will ultimately function as active transportation hubs along the 70-mile corridor through Sonoma and Marin Counties. Local bus transit services, employer shuttle programs, enhanced bicycle parking at stations, bicycle sharing programs, and car sharing services, combined with the private transportation market and walking, will create a robust “first and last mile” network for rail transit users. Collectively, these transportation programs will help to curb vehicle emissions, facilitate travel choices and foster a culture shift away from personal vehicle dependency.

As in other parts of the Bay Area, rail transit and car sharing are critical pieces of a mature transportation network and we look forward to working with the SCTA as they develop and implement their car sharing program. Thank you for your consideration of this proposal.

Sincerely,

Farhad Mansourian  
General Manager

Cc: Suzanne Smith, Sonoma County Transportation Authority  
SMART Board Members
October 2, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

Re: Letter of Support for Partnership with Sonoma County Transportation Authority’s Proposal to Metropolitan Transportation Commission’s Car Sharing Grant Program

Dear Ms. Hom:

On behalf of the Sonoma County Water Agency (Water Agency), I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

The Water Agency’s Strategic Plan establishes the goals of achieving carbon free water by 2015 and collaborating with other local entities on renewable energy projects of regional benefit. The Water Agency is a leader in developing innovative projects and programs to reduce the risk of climate change. In addition to investigating alternative renewable power sources, such as biogas, wind, wave, and geothermal energy, the Water Agency has supported energy-conserving measures including electric vehicles and geothermal heat pumps.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce Greenhouse Gas emissions in Santa Rosa. A car-sharing system in Santa Rosa is an important component of countywide efforts to curb vehicle emissions and instill a culture shift of personal vehicle dependency. The establishment of a car-sharing system in Santa Rosa will provide a replicable model for other North Bay communities to follow.

The Water Agency is interested in partnering with the Sonoma County Transportation Authority by providing parking for a car-share pod on our campus. In addition to an anticipated demand for car-share vehicles from Water Agency employees, our campus is located adjacent to the future Sonoma County Airport SMART Train Station and in close proximity to multiple office, hotel, and airport uses that would attract car share-users.
The Water Agency is pleased to recommend Santa Rosa Car Share and hopes that the Metropolitan Transportation Commission will see the merits of this proposal. If you have any questions, please contact Carolyn Glanton in our Energy Resources Group at 707-524-1182.

Sincerely,

[Signature]

Grant Davis
General Manager
October 3rd, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

Re: Letter of Support for Partnership with Sonoma County Transportation Authority’s Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

On behalf of the County of Sonoma, I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce GHG emissions in Santa Rosa. A car sharing system in Santa Rosa is an important component of countywide efforts to reduce vehicle emissions and introduce a culture shift of personal vehicle dependency. The establishment of a car sharing system in Santa Rosa will provide a replicable model for other North Bay communities to follow.

The County of Sonoma would benefit from a potential partnership with Sonoma County Transportation Authority by utilizing car share vehicles as part of its fleet. Car share fleet vehicles would help the County reduce its overall fleet size, green its fleet, recover under-utilized cars, and serve more drivers by sharing vehicles with the public.

The County of Sonoma is pleased to support Santa Rosa Car Share and hopes that the Metropolitan Transportation Commission will see the merits of this proposal. If you have any questions, I can be reached at 707-565-2809.

David Worthington
Fleet Manager
County of Sonoma
707-565-2809
David.Worthington@sonoma-county.org
October 13, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

Re: Letter of Support for Partnership with Sonoma County Transportation Authority’s Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

On behalf of the North Bay Organizing Project and NBOP's Transit Riders United, I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce GHG emissions in Santa Rosa. A car sharing system in Santa Rosa is an important component of countywide efforts to curb vehicle emissions and instill a culture shift of personal vehicle dependency. The establishment of a car sharing system in Santa Rosa will provide a replicable model for other North Bay communities to follow.

The North Bay Organizing Project supports the concept of the Santa Rosa Car Share program as a practical tool to improve the economy and ecology of our community and is interested in partnering with the Sonoma County Transportation Authority through extension of promotional materials and outreach to our affiliates.

The North Bay Organizing Project is pleased to recommend Santa Rosa Car Share and hopes that the Metropolitan Transportation Commission will see the merits of this proposal. If you have any questions, I can be reached at

Sincerely,

Gerry LaLonde-Berg, Chair, Transit Riders United

Leticia Romero, President, North Bay Organizing Project

cc: Suzanne Smith SCTA
Re: Letter of Support for Partnership with Sonoma County Transportation Authority’s Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

On behalf of the Climate Protection Campaign I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce GHG emissions in Santa Rosa. A car sharing system in Santa Rosa is an important component of countywide efforts to curb vehicle emissions and instill a culture shift of personal vehicle dependency. The establishment of a car sharing system in Santa Rosa will provide a replicable model for other North Bay communities to follow.

The Climate Protection Campaign supports the concept of the Santa Rosa Car Share program as a practical tool to improve the economy and ecology of our community and is interested in partnering with the Sonoma County Transportation Authority through extension of promotional materials and outreach to our affiliates.

The Climate Protection Campaign is pleased to recommend Santa Rosa Car Share and hopes that the Metropolitan Transportation Commission will see the merits of this proposal. If you have any questions, I can be reached at brant@climateprotection.org or 707-477-9946.

Sincerely,

Brant Arthur
Implementation Manager, Transportation
Climate Protection Campaign
Office: 707-525-1665 x116
Cell: 707-477-9946

October 17, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

Our mission
To inspire, align, and mobilize action in response to the climate crisis. We work with business, government, youth and the broader community to advance practical, science-based solutions for significant greenhouse gas emission reductions.

Board of Directors
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Dick Dowd, Vice President
Jim McGree, Secretary
Chris Call, CPA, Treasurer
Kathy Goodacre, Director
Lawrence Jaffe, Director
Martha Kovalick, Director
Carl Mears, Director
Larry Robinson, Director
Ann Hancock, Executive Director

Strategic Advisors
Peter Barnes, Co-founder, Working Assets
Dave Brennan, Former Sebastopol City Manager
Demaris Brinton, Attorney
Ernie Carpenter, Former Sonoma Co. Supervisor
Kimberly Clement, Attorney
Connie Codding, Developer
Terry Davis, Banker
John Garn, Business Consultant
Elizabeth C. Herron, PhD, Writer
Stacy Magill, CPA
Braden Penhoet, Attorney
Hunter Lovins, President
Natural Capitalism Solutions
Alan Strachan, Developer
Shirlee Zane, Sonoma Co. Supervisor

Science & Technical Advisors
Fred Euphrat, Ph.D.
Dorothy Freidel, Ph.D.
Edward C. Myers, M.S.Ch.E.
Edwin Orrett, P.E.
John Rosenblum, Ph.D.
Zeno Swijtink, Ph.D.
Alexandra von Meier, Ph.D.
Mathis Wackernagel, Ph.D.
Ken Wells, E.I.T.
Ai-Chu Wu, Ph.D.

Contact
www.climateprotection.org
P.O. Box 3785, Santa Rosa, CA 95402
707–525-1665
October 6, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

Re: Letter of Support for Partnership with Sonoma County Transportation Authority’s Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

On behalf of Jackson Family Wines, I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce GHG emissions in Santa Rosa. A car sharing system in Santa Rosa is an important component of countywide efforts to curb vehicle emissions and instill a culture shift of personal vehicle dependency. The establishment of a car sharing system in Santa Rosa will provide a replicable model for other North Bay communities to follow.

Jackson Family Wines supports the concept of the Santa Rosa Car Share program as a means to facilitate more sustainable tourism in Sonoma County. Many visitors from the Bay Area and beyond come to Sonoma County to explore our beautiful open spaces, eat gourmet food, and drink world class wines. At Jackson Family wines, we are committed to sustainability and we support mobility options for our visitors that can reduce the impact of travel. Car sharing, integrated with SMART and other transit, will provide a lower carbon means for visitors to our wineries, festivals, restaurants, and parks.

Jackson Family Wines is pleased to recommend Santa Rosa Car Share and hopes that the Metropolitan Transportation Commission will see the merits of this proposal. If you have any questions, I can be reached at (707) 547-4785, or by e-mail at Katie.Jackson@JFWMail.com.

Sincerely,

Katie Jackson
Director of External Affairs
Jackson Family Wines
October 7, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

Re: Letter of Support for Partnership with Sonoma County Transportation Authority’s Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

City CarShare, a Bay Area nonprofit carsharing organization, is the leading provider of education, advocacy and services in the carsharing industry. On behalf of City CarShare, I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce GHG emissions in Santa Rosa. A car sharing system in Santa Rosa is an important component of countywide efforts to curb vehicle emissions and instill a culture shift of personal vehicle dependency. The establishment of a car sharing system in Santa Rosa will provide a replicable model for other North Bay communities to follow.

Consistent with City CarShare’s ongoing education, marketing and equity access efforts, City CarShare is committed to supporting the Sonoma County Transportation Authority (SCTA) by sharing best practices learned through 14 years of experience and providing advocacy for greener, more environmentally friendly transportation in Santa Rosa.

City CarShare is pleased to recommend Santa Rosa Car Share and hopes that the Metropolitan Transportation Commission will see the merits of the SCTA proposal.

Sincerely,

Dedrick Roper
Alternative Vehicles and Grants Manager
October 14, 2014

Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

Re: Letter of Support for Sonoma County Transportation Authority’s Proposal to MTC’s Car Sharing Grant Program

Dear Ms. Hom,

On behalf of ZipCar, the world’s largest car sharing and car club service, I am providing this letter of support for the Santa Rosa Car Share proposal for the Car Sharing Grant Program.

This grant would provide a valuable opportunity to expand transportation options, encourage transit use, reduce dependency on vehicle ownership, and reduce GHG emissions in Santa Rosa. A car sharing system in Santa Rosa is an important component of countywide efforts to curb vehicle emissions and instill a culture shift of personal vehicle dependency. The establishment of a car sharing system in Santa Rosa will provide a replicable model for other North Bay communities to follow.

ZipCar is pleased to recommend Santa Rosa Car Share and hopes that the Metropolitan Transportation Commission will see the merits of this proposal. If you have any questions, I can be reached at 415-495-7478.

Sincerely,

Jonathan Tyburski
Locations Manager, San Francisco Bay Area
Zipcar
Legend
Potential Pod Locations
NAME
- Downtown
- Roseland
- Sonoma County
- Water Agency
- 1/2 mile Pod Buffer
- SMARTstations
- 1/2 mile SMART Station Buffer