

# Santa Rosa CityBus SRTP Highlights

Sonoma County Transportation Authority

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# Santa Rosa CityBus and Santa Rosa Paratransit

Santa Rosa CityBus: 16 fixed routes, 25 vehicles

- 8,500 passenger trips/weekday, 2 million riders annually
- \$12 million annual budget

Santa Rosa Paratransit:

- 48,000 riders annually
- \$1.5 million annual budget

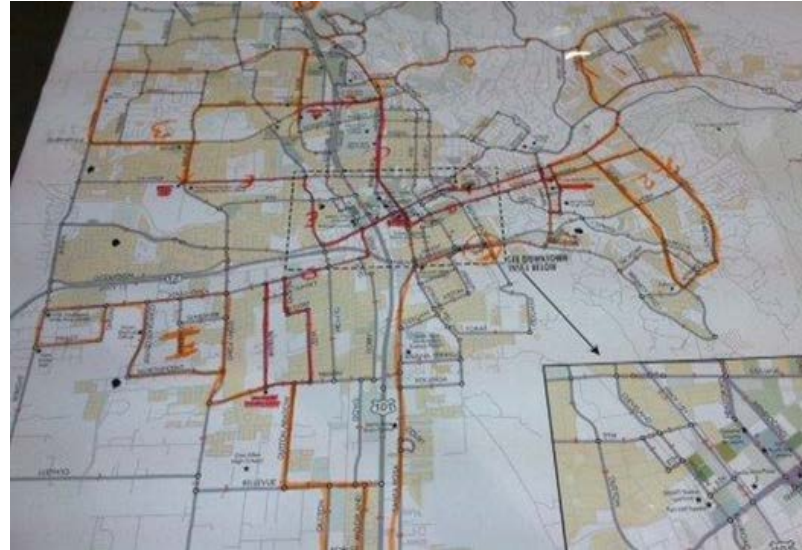


# Reimagining CityBus project

- Comprehensive redesign of the CityBus system
- 18-month planning and public engagement process
- Participation by SCTA, SCT, GGT, and SMART staff
- Goals:
  - Create a more convenient transit system for riders within current operating budget
  - Better match transit system to current and future land use
  - Integrate SMART service into Santa Rosa transit network



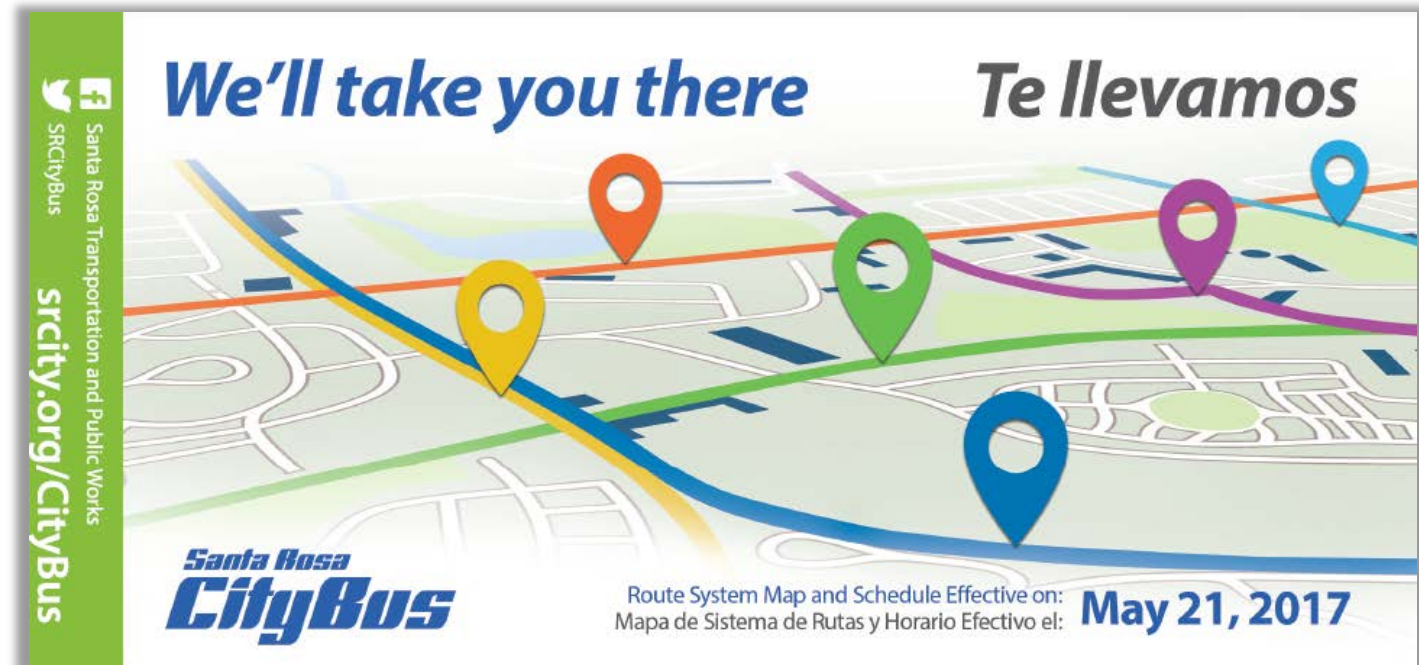
# Reimagining CityBus planning process



# New CityBus System Launching on May 21

## Changes to ALL CityBus routes

- Increased frequency (15 minutes on major corridors)
- More two-way service
- More direct service
- SMART integration
- Stronger connections to major destinations
- Reduced duplication



# Complementary initiatives

- Redesigned system map with all transit operators included
- Improvements to bus stops throughout the city
- Redesigned bus stop signs enhancing access to real-time bus arrival information
- New Customer Service Kiosk at Downtown Transit Mall
  - Information for all Sonoma County operators
  - Pass sales for all operators via Clipper
- Re-location of Greyhound to Downtown Transit Mall

# SMART-CityBus integration

## Downtown Santa Rosa

- Four routes serving station via Third Street
- 15 minute service on weekdays
- New ADA-compliant bus stop and amenities

## Santa Rosa North

- Major improvements to frequency/connectivity at Coddington transit hub
- Supporting employer shuttle efforts
- New bus turn-out and amenities coming soon



*Santa Rosa*  
**CityBus**

# Other SMART Integration Activities

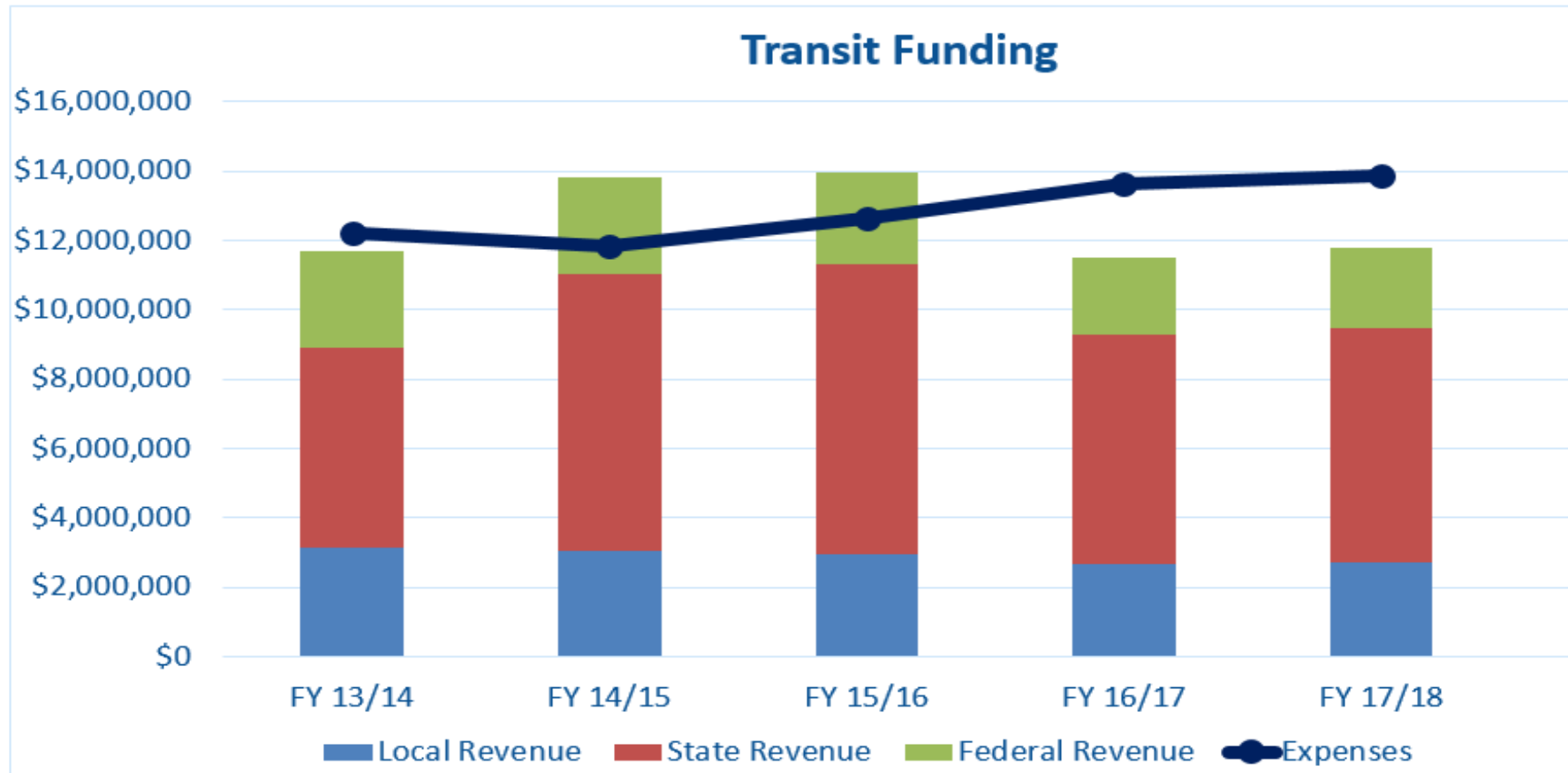
- Downtown shuttle service
- Reciprocal transfer credits via Clipper Card
- Reconfiguration of Railroad Square depot area
  - Kiss-and-ride, paratransit, shuttles, taxis, Uber/Lyft
- Partnering on marketing activities
- Supporting employer shuttle planning



# Financial outlook

- Reduction in federal and state funding levels
- Reduced fare revenue due to ridership losses
- Capital program not fully funded
- Operating deficit for FY 16-17 and FY 17-18

# Financial outlook



# Current status

- Requested interfund loan of up to \$900,000 to support maintenance of current level of service in FY 17-18
- Several measures put in place to reduce operating expenses
- Additional actions likely needed to address structural deficit
- Outlook for federal and state funding remains uncertain

# Opportunities ahead

- SRJC Student Transportation Fee
- Cooperative effort to pursue “Low-No” funding for electric vehicles
- Revamped marketing program to promote new bus system
- Partnerships with human services agencies, employers and institutions
- Use of new technologies to increase efficiency and service quality
- Development of new and innovative service models to complement fixed-route system



# Questions?

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