Santa Rosa CityBus SRTP Highlights
Sonoma County Transportation Authority
May 8, 2017

Beth Kranda, Deputy Director-Transit
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 Coddingtown transit hub
- Supporting employer shuttle efforts
- New bus turn-out and amenities coming soon
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

Transit Funding

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<th>Fiscal Year</th>
<th>Local Revenue</th>
<th>State Revenue</th>
<th>Federal Revenue</th>
<th>Expenses</th>
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- Local Revenue
- State Revenue
- Federal Revenue
- Expenses
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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