

Staff Report

To: Sonoma County Transportation Authority
From: Dana Turrey, Transportation Planner
Item: 4.4.1 - Transit Integration and Efficiency Study
Date: March 12, 2018

Issue:

Information only.

Background:

Staff is working with Santa Rosa CityBus, Sonoma County Transit, and Petaluma Transit to develop a technical study to examine feasible actions that will improve transit integration and efficiencies. The overarching goal of the Transit Integration and Efficiency Study (Study) is to improve bus transit throughout Sonoma County in both the near-term and over the next fifteen-year period. The Study seeks to identify strategies that will most effectively improve passenger experience, reduce operating and capital costs, and better integrate the existing operating systems. While the Study will focus on the three local bus operators, opportunities to improve integration with 101 corridor operators, Golden Gate Transit and Sonoma Marin Area Rail Transit, will also be considered.

The Metropolitan Transportation Commission (MTC) and City of Santa Rosa are supporting the Study with financial contributions of \$75,000 each. Staff is in the process of developing funding agreements with MTC and the City of Santa Rosa. Consultant support will be sought for technical analysis development of the Study.

SCTA will be the lead on the Study, steering committee coordination, data collection, consultant procurement, and consultant contract. The Study will be developed in close coordination with the steering committee, which is made up of SCTA, Santa Rosa CityBus, Santa Rosa Public Works, Sonoma County Transit, Sonoma County Public Works, Petaluma Transit, and Petaluma Public Works staff and directors. SCTA staff, in coordination with the steering committee, are in the process of finalizing a scope of work and request for proposals.

Policy Impacts:

The Transit Integration and Efficiency Study will be a technical study and will not have policy impacts. Future decisions to move forward with implementation of recommendations from the study may result in policy impacts.

Fiscal Impacts:

SCTA will receive \$75,000 from MTC and \$75,000 from the City of Santa Rosa for development of the Study and consultant assistance.

Staff Recommendation:

Information only item.