Transit Integration and Efficiency Study
Sonoma County Transportation Authority
November 4, 2019
Project Background
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Goals
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Opportunities
Phased Recommendations
Related Efforts & Next Steps
Project Background

- MTC’s Transit Sustainability Project (2012) identified need for increased multi-operator coordination in Sonoma County
- Growing focus on “seamlessness” within Bay Area’s transit network
  - SPUR Seamless Transit report (2015)
  - MTC Seamless Mobility initiative
- Funded by MTC and City of Santa Rosa
- Conducted by SCTA with consultant support from Nelson\Nygaard and McGuire Management Consultancy
- Steering Committee: Petaluma Transit, Sonoma County Transit, Santa Rosa CityBus, SCTA, and MTC
Project Background

Ongoing Coordination

• Regular coordination meetings, T-TAC, TPCC
• Schedule coordination
• Fares
• Transfer agreements
• Clipper®
• Paratransit
• Shared bus stop signage
• Joint procurements
• Funding

Historical Consolidation

• Sonoma County Transit has absorbed small local operators throughout the years
  – Sebastopol Transit
  – Healdsburg Transit
  – Cloverdale Transit
Project Background

Weekday Trips

Sonoma County Local Bus Ridership in 2017: 3,548,655

Source: 2017 National Transit Database Annual Report

Intra-Sonoma County Trips: 1,464,000, or 89% of all trips

Source: Sonoma County Travel Behavior Study
Project Overview

- How might the three local bus transit agencies improve the quality of service through coordination or integration?
- What opportunities for increased integration are feasible and meet the desired outcomes?
Project Overview

Communication
Sharing information—acting independently, but establishing a regular forum for communication as opportunities arise.

Coordination
Acting jointly (on an informal basis)—working together on selected functions by non-binding action.

Collaboration
Acting jointly (on a formal basis)—working together on selected functions by binding action (interlocal agreements, memoranda of understanding).

Consolidation
Total integration—merging selected (or all) functions by mutual consent and legal transfer of authority to a single legal entity.

Goals

- Outcomes of the “four C’s” should
  - Improve the rider experience
  - Increase efficiency of delivering quality transit service
  - Reduce operating and capital costs to enable improved service
Topics Analyzed

- Customer Service and Marketing
- Labor
- Paratransit Service
- Assets
- Fixed Route Service
- Governance
- Finance
- Technology

Rider Experience

Costs:
- Operating and Capital

Quality Service, Efficiency
Opportunities

Phase 1: Building the Integration Framework
Lays the foundation for all future integration recommendations. Strategies listed here assume current staffing levels and no significant financial investment.

Phase 2: Demonstrate Integration Effectiveness
Offers strategies to begin to integrate service concepts. Strategies listed here also assume current staffing levels and no significant financial investment.

Phase 3: Complex Integration
More complex integration strategies, following implementation of early integration strategies and demonstrated effectiveness.

Phase 4: Consolidation Options
If meaningful integration from the previous three phases has been successful, further study and exploration the merits of consolidation may be a logical next step. The level of cooperation that will develop through the earlier phases may lead to a better case for consolidation in the future.
Phase 1: Building the Integration Framework

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>1.1 Implement a common customer survey</td>
<td>Increase efficiency</td>
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<tr>
<td>1.2 Develop standard processes for sharing information across agencies</td>
<td>Increase efficiency</td>
</tr>
<tr>
<td>1.3 Develop a plan for improving communication with the public</td>
<td>Increase efficiency, Improve rider experience</td>
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<td>1.4 Identify opportunities for a shared marketing program</td>
<td>Improve rider experience</td>
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<tr>
<td>1.5 Identify opportunities for staffing efficiencies</td>
<td>Reduce costs</td>
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<tr>
<td>1.6 Establish data collection and analysis needs</td>
<td>Increase efficiency</td>
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<tr>
<td>1.7 Identify opportunities to simplify the fare structure</td>
<td>Increase efficiency, Improve rider experience</td>
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<td>1.8 Study TDA distribution</td>
<td>Increase efficiency</td>
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## Phase 2: Demonstrate Integration Effectiveness

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| 2.1 Develop a coordinated marketing program | Reduce costs  
|                  | Improve rider experience |
| 2.2 Study opportunities for integrated bus service planning | Increase efficiency  
|                  | Improve rider experience |
| 2.3 Provide real-time information countywide | Improve rider experience |
| 2.4 Merge customer service operations | Improve rider experience  
|                  | Reduce costs |
| 2.5 Implement a transit waiting environment toolkit | Improve rider experience  
|                  | Increase efficiency |
| 2.6 Purchase equipment jointly | Reduce costs  
|                  | Increase efficiency |
| 2.7 Improve data collection and analysis capabilities | Increase efficiency |
## Phase 3: Complex Integration

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<tr>
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<tr>
<td>3.1 Share unique staff resources between agencies</td>
<td>Reduce costs</td>
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<tr>
<td></td>
<td>Increase efficiency</td>
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<tr>
<td>3.2 Develop a unified transit brand</td>
<td>Increase efficiency</td>
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<tr>
<td></td>
<td>Improve rider experience</td>
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<tr>
<td>3.3 Establish a joint paratransit program</td>
<td>Increase efficiency</td>
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<tr>
<td></td>
<td>Improve rider experience</td>
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<tr>
<td>3.4 Simplify fare structure</td>
<td>Improve rider experience</td>
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<tr>
<td>3.5 Coordinate strategic planning activities</td>
<td>Reduce costs</td>
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<tr>
<td></td>
<td>Improve rider experience</td>
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<tr>
<td>3.6 Increase Clipper® Card Use</td>
<td>Increased revenue</td>
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<tr>
<td></td>
<td>Improved rider experience</td>
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### Phase 4: Consolidation Options

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<th>Recommendation</th>
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<tbody>
<tr>
<td>4.1 Consolidate systems</td>
<td>Improve rider experience</td>
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<td>Increase efficiency</td>
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Related Efforts and Next Steps

• **Short Range Transit Plans, joint appendix on coordination** – Incorporate recommendations from Phase I and II

• **Connected Communities Transportation Study, Sonoma County Human Services Area Agency on Aging** – Needs assessment inform service-related efforts for targeted populations
Questions?