Sonoma County Travel Behavior Study

SONOMA COUNTY TRANSPORTATION AUTHORITY



Addendum for 2017 – 2022

Sonoma County Transportation Authority

Travel Behavior Study
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Introduction

The Sonoma County Travel Behavior Study (TBS), published in 2020, presents an analysis of vehicular travel during 2017 and 2018 that occurred within Sonoma County and the greater region, it analyzes critical gateways around the county boundary and extended distance visitor travel trends. The TBS Addendum document provides updated travel behavior for 2017, 2019, and 2022. These studies utilize Caltrans traffic counts, origin-destination mobile device data from StreetLight Data, Inc., and supplemental data, including the U.S. Census. StreetLight quantifies vehicle trips associated with residents, employees, and visitors, where those trips start and end, the length of those trips, travel times, and time of day. The TBS Addendum considers how the COVID-19 Pandemic and other external factors impacted the county's travel patterns.

These findings are based on data samples from mobile devices. App based mobile device data typically represents persons traveling as the algorithms analyze the movements of individual mobile devices, potentially capturing more than one device per vehicle, and captures travel using all modes of travel including drive, walk, bike, transit, or other travel modes.

The goal of the TBS Addendum is to provide an updated evaluation of vehicular travel within Sonoma County based on data from traffic counts and mobile device data. The TBS Addendum provides SCTA and its member jurisdictions with several data sets that can support future planning and engineering activities as a robust data source and analysis. One shorter-term use will be the refinement and enhancement of the Sonoma County Travel Model. Longer-term uses can provide a valuable source of information to support upcoming general and specific plan updates and project analysis at the countywide and jurisdiction levels.

Study Area

As listed in Table 1 and Table 2 and shown in Figure 1, origin-destination data obtained from StreetLight was tagged to a geographic layer of 60 zones within and outside of Sonoma County. The zone system was coordinated with the transportation analysis zone (TAZ) system from the Sonoma County Travel Model (SCTM) for comparison and model refinement purposes. It was designed to capture all trips that interact within Sonoma County. The zone system includes 20 zones within Sonoma County. The number of zones included for specific areas of Sonoma County are:

Table 1: Travel Behavior Zone System within Sonoma County

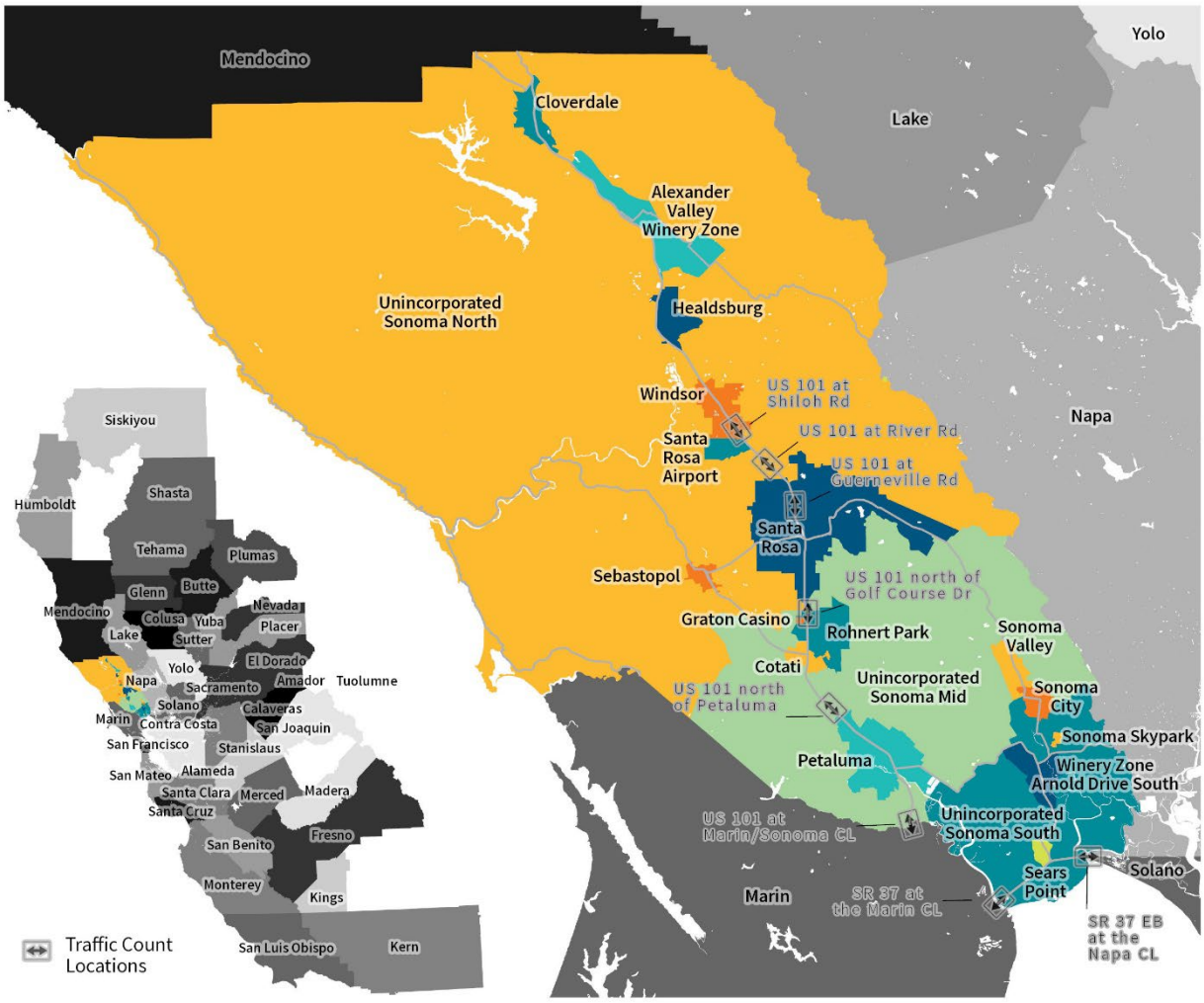
Jurisdictions	**Sonoma County Unincorporated Area**	
Cloverdale	Graton Casino	Alexander Valley Winery Zone
Cotati	Penngrove	Arnold Dr. S Winery Zone
Healdsburg	Santa Rosa Airport	Sonoma County North
Petaluma	Sears Point	Sonoma County Middle
Rohnert Park	Sonoma Skypark	Sonoma County South
Santa Rosa	Sonoma Valley	
Sebastopol		
Sonoma		
Windsor		

The zone system includes zones covering the entirety of these 40 counties:

Table 2: Travel Behavior Zone System outside of Sonoma County

Counties			
Alameda County	Kern County	Placer County	Shasta County
Amador County	Kings County	Plumas County	Siskiyou County
Butte County	Lake County	Sacramento County	Solano County
Calaveras County	Madera County	San Benito County	Sonoma County
Colusa County	Marin County	San Francisco County	Stanislaus County
Contra Costa County	Mendocino County	San Joaquin County	Sutter County
El Dorado County	Merced County	San Luis Obispo County	Tehama County
Fresno County	Monterey County	San Mateo County	Tuolumne County
Glenn County	Napa County	Santa Clara County	Yolo County
Humboldt County	Nevada County	Santa Cruz County	Yuba County

Figure 1: Zone System and Traffic Count Locations



Traffic Count Data

As shown in Figure *1*, traffic count data were collected at eight locations within Sonoma County in 2017, 2019, and 2022, including three locations at the county boundary with Marin and Napa.[1] This data is based on the Caltrans Performance Measurement System (PeMS), which measures annual average daily traffic counts. Traffic count data from PeMS is calibrated with mobile device data to interpret traffic patterns more accurately.

Mobile Device Data

StreetLight (travel data vendor)

The Sonoma County TBS Addendum utilized mobile device data to quantify travel behavior in Sonoma County. StreetLight provided the mobile device data through the location data provider Cuebiq.

The 2017, 2019, and 2022 findings were based on data samples from mobile device usage during the Spring of each year. App-based mobile device data typically represents persons traveling as the algorithms analyze the movements of individual mobile devices, potentially capturing more than one device per vehicle. Additionally, due to privacy concerns and sampling rates, the indexed trip values in the origin-destination trip tables provided by StreetLight represent the relative number rather than absolute trips. In other words, the tables do not give the total number of daily trips but provide the relative relationship of trips from each zone to every different zone in the geographic model based on a sample of devices moving around the network. To present absolute travel behavior data for a single period, such as a typical weekday or peak period, mobile device travel patterns are calibrated using vehicular traffic count data as it represents the most readily available, robust, and reliable source of the absolute magnitude of travel data, specific to Sonoma County.

The larger size of the procured data sample reduced biases towards higher income households and vehicle trips than previously relied upon GPS-based location sources. The data allowed for the ability to determine each mobile device's origin and destination, changes in travel and commuting to nearby counties, approximate time of day including in the morning commute (AM) or evening commute (PM), and visitor estimates to key tourist travel behavior zones, allowing the TBS Addendum to answer difficult or costly questions about countywide travel behavior.

Limitations of mobile device data are mainly due to federal regulations over privacy concerns, sampling rates, and reliance on computer algorithms, which lead to potential biases in the data. A detailed discussion of this limitation and other mobile device data limitations and potential biases is provided in the original TBS Appendix B. Refinements to the StreetLight methodology have resulted in slightly modified results between the TBS Addendum and the original TBS.

Azira (tourism data vendor)

Sonoma County Tourism (SCT) is refining the points of interest that provide an indicator of visitor movement in the county by using mobile location data provided by Azira. These data help identify where

[1] The traffic count locations include US 101 at Marin/Sonoma County line, State Route 37 at the Marin/Sonoma County line, and State Route 37 at the Napa/Sonoma County line, US 101 north of Petaluma, US 101 north of Golf Course Drive in Rohnert Park, US 101 at Guerneville Road in Santa Rosa, US 101 at River Road, and US 101 at Shiloh Road in Windsor.

people are coming from (feeder markets) and evaluate the efficacy of destination marketing efforts. A review of 2023 location data indicates that most of the overall visitation, approximately 80%, was from other California cities, predominantly San Francisco, Los Angeles, Sacramento, San Diego, and San Jose. Initial indicators of visitation in Q1, 2024 show that visitation from non-California markets, primarily, Dallas, Seattle, Phoenix, is returning with slightly longer length of stay, and a greater repeat visitation rate. SCT will continue to track visitor location data, in addition to other sources such as visitor spending and advanced bookings data to gauge the travel outlook for the year.

Community Changes

Looking back over the previous decade, beginning in 2010 there was a steady population increase in the county growing from 474,047 to 501,317 through 2018 at a rate of 5.7%.[2] However, during the TBS Addendum study period from 2017 to 2022, Sonoma County experienced a duality of unprecedented challenges from the COVID-19 Pandemic alongside a series of devastating wildfires that influenced the county's travel behaviors and population growth. These unprecedented challenges occurred roughly simultaneously as two long-term trends converged when the county's lowering birth rate exceeded the county's death rate (see Figure 9). As a result, from 2018 to 2022, the population declined at a rate of 2.5%, bringing the population level in 2022 to 488,436 people, a level closer to the population in 2013 (see Figure 4). The impacts of these challenges and additional influences on travel behavior in Sonoma County are explored in greater detail in this report.

Key Findings

Overview

The COVID-19 Pandemic and demographic changes within Sonoma County have influenced the travel behavior patterns of drivers. From 2017 to 2022, Sonoma County's population declined between 2.6%[3] and 4.7%.[4] The implications of a declining population have the potential for both the benefits of less traffic and smaller classroom sizes compared to the drawbacks of a lower tax base and fewer caregivers for older adults. According to the U.S. Census, from 2017 to 2022, the county's most significant decrease in population in areas occurred in the Santa Rosa neighborhood of Apple Valley Lane, east Petaluma in the neighborhoods northeast of the Target Shopping Center, and northeast of Miwok Valley Charter School. Conversely, areas experiencing the most significant increase in population are in Santa Rosa, including north of Coddingtown Mall, central Rohnert Park in the neighborhoods east of the Community Center, and separately east of the John Reed Elementary School. See Figure 2 for a map of population changes by Census Block Group across Sonoma County from 2017 to 2022.

[2] "Total Population Estimate, B01001_001E", United States Census Bureau, American Community Survey 5-Year Data (2009-2022) Detailed Tables, 2024, https://www.census.gov/data/developers/data-sets/acs-5year.html.
[3] Population declines from 500,943 in 2017 to 488,436 in 2022. United States Census American Community Survey 5-Year Data. Total Population Estimate (B01001_001). 2022. Accessed January 5, 2024. https://www.census.gov/data/developers/data-sets/acs-5year.html
[4] Population declines from 503,943 in 2017 down to 480,623 in 2022. California Department of Finance. January Population and Housing Estimates. 2023. Accessed May 1, 2023. https://dof.ca.gov/forecasting/demographics/estimates/.

The results of the TBS Addendum for 2017 to 2022 support the previous findings that most Sonoma County travel is self-contained, with 90% of daily vehicle trips starting and ending within the county (intra-county trips) and the remaining 10% leaving and entering the county (inter-county trips). Despite population changes, this proportion of intra-county and inter-county trips has remained consistent from 2017 through 2022. Furthermore, half of daily trips are also local starting and ending within the same zone or jurisdiction. Among the incorporated jurisdictions, the average trip length is approximately 9.5 miles for trips with destinations inside and outside the jurisdiction while the unincorporated travel zones average trip length is 12.0 miles. For trips that stay within an incorporated jurisdiction, the average trip length is 2.5 miles while the trips staying within an unincorporated travel zone have an average trip length of 4.0 miles.

The daily vehicle miles traveled (VMT) per capita in Sonoma County declined countywide by 3.8% from 2017 to 2022, while the population declined by 2.6% over the same time. Total VMT in Sonoma County decreased by 4.3% from 2017 to 2022, while intra-county VMT declined by 9.1% and inter-county VMT increased by 1.9%. Throughout the study period, intra-county trips staying with Sonoma County accounted for nine out of ten total trips and approximately 53% of total VMT, while inter-county trips going to or coming from outside Sonoma County accounted for 1 out of 10 total trips and approximately 47% of VMT.

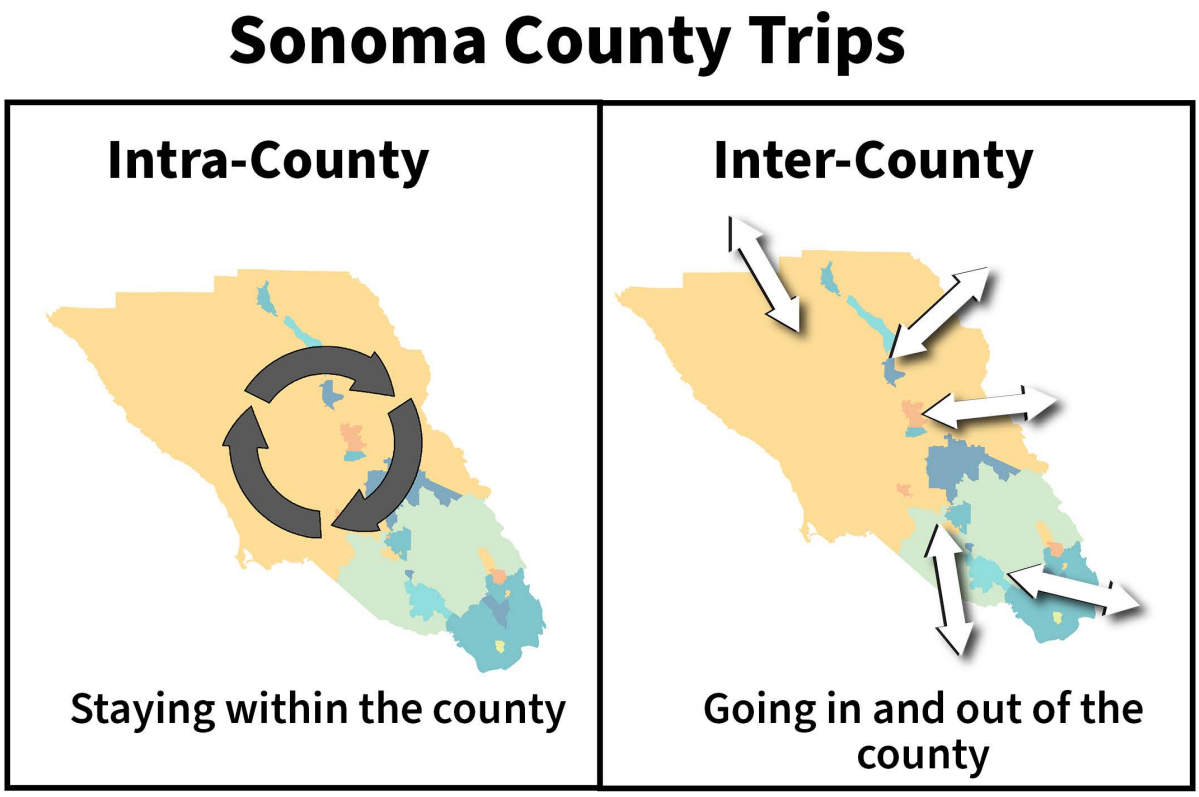
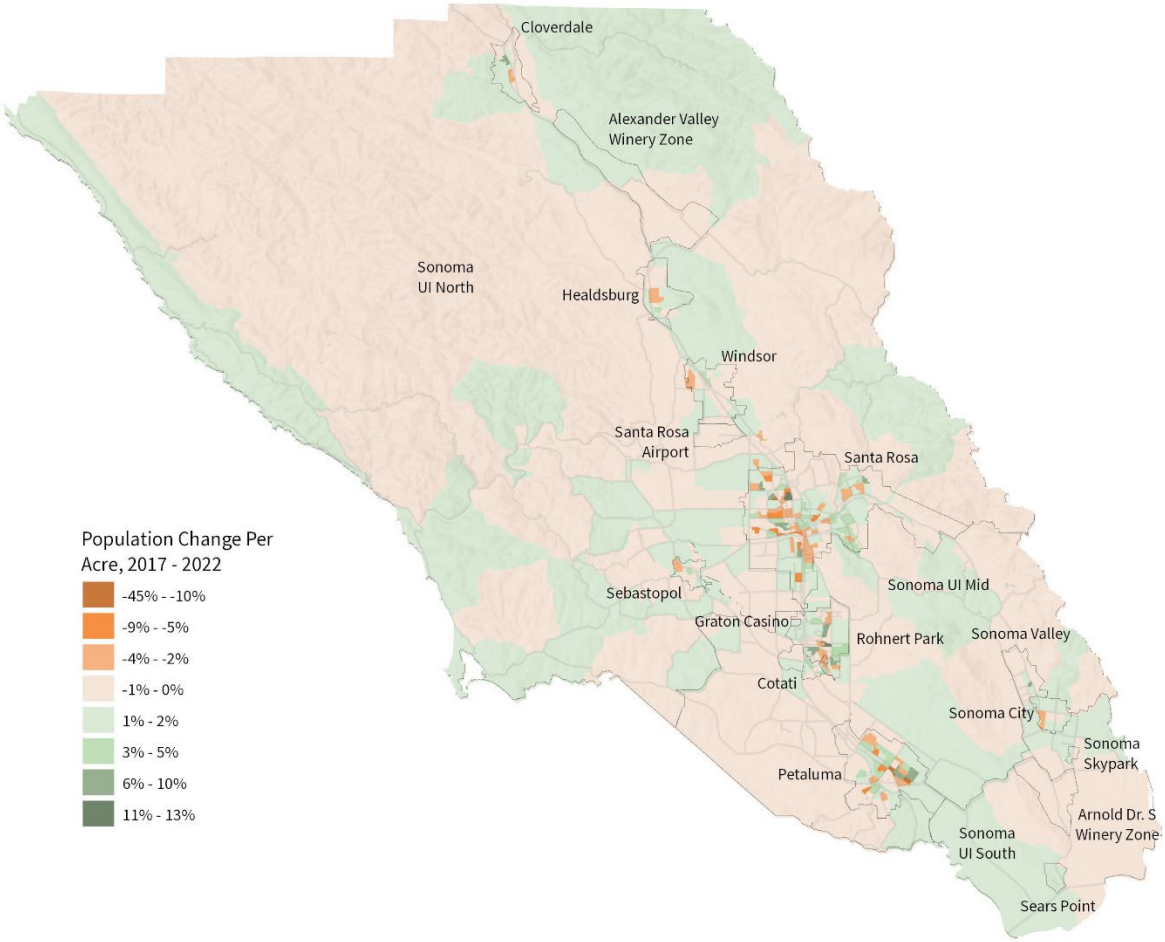


Figure 2: Population Change per Acre by Census Block Group from 2017 to 2022



Trip Generators and Trip Destinations

Trip generators are areas that produce trips, while trip destinations are areas that primarily attract trips. Trip generators are generally represented where people live and include housing rich neighborhoods. Examples of trip destinations include schools, shopping malls, and major employers. Significant employers in Sonoma County in 2023 are listed in Table 3.

Table 3: Major Employers in Sonoma County, 2023

Employer	Industry
Cotati	
Protransport-1	Transportation Services
Petaluma	
Aabalat Fine & Rare Wines	Wineries*
Clover Sonoma	Dry Condensed/Evaporated Dairy Products*
Petaluma Valley Hospital	Hospitals
Solairus Aviation	Aircraft Charter Rental & Leasing Service
Rohnert Park	
First Security Svc	Security Guard & Patrol Service
Walmart	Department Stores
Sonoma	
Fairmont Sonoma Msn Inn & Spa	Hotels & Motels
Windsor	
Walmart	Department Stores
Santa Rosa	
Amy's Kitchen Inc.	Frozen Food Processors*
Army National Guard Recruiter	Government Offices-State
County of Sonoma	Government Offices-County
Freeman Toyota	Automobile Dealers-New Cars
Ghilotti Construction Co.	Road Building Contractors
Kaiser Permanente Santa Rosa	Hospitals
Keysight Technologies Inc.	Instruments-Measuring*
Macy's	Department Stores
Medtronic	Physicians & Surgeons Equipment & Suppliers*
Mendocino Forest Products Co.	Lumber-Wholesale
Santa Rosa Memorial Hospital	Hospitals
Santa Rosa Police Department	Police Departments
Sonoma County Fire Department	Fire Departments
Sonoma County Office of Education	County Government-Education Programs
Sonoma County Sheriff	Government Offices-County
Sutter Santa Rosa Regional Hospital	Hospitals

* denotes manufacturer

Source: State of California Employment Development Department. Viewed on March 2024. Data extracted from America's Labor Market Information System Employer Database, 2024 1st Edition. Employer information is provided by Data Axel®.

Traffic Count Data

As shown in Figure *1* and listed in Table 4 and Table 5, weekday traffic counts obtained from eight locations within Sonoma County totaled approximately 639,200 daily vehicles in 2022. Total weekday traffic counts declined by 6% at those locations from 2017 to 2022.

- The most traffic (approximately 127,900 vehicles) was observed on U.S. 101 north of Golf Course Drive in Rohnert Park.
- Morning (AM) and evening (PM) peak period traffic counts comprised 24% and 27%, respectively, of total daily traffic at locations in Sonoma County.

Weekday traffic counts obtained at three county gateways in 2022 showed an 8% decrease in gateway trips since 2017.

- The most significant number of travelers crossing a Sonoma County Line (roughly 80,300) continues to occur on U.S. 101 at the Sonoma County and Marin County Line.
- Peak period traffic counts in the AM and PM comprised roughly 25% of total daily traffic at county gateways in 2022, down approximately 4% in the AM and 6% in the PM since 2017.

Table 4: Summary Traffic Count Data
from 2017 to 2022

Location	2022	2017 to 2022	
		Total	Percent
U.S. Route 101 at the Marin - Sonoma County line	80,300	-3,300	-3.9%
U.S. Route 101 north of Petaluma	102,600	-10,400	-9.2%
U.S. Route 101 north of Golf Course Dr, Rohnert Park	127,900	-4,500	-3.4%
U.S. Route 101 at Guerneville Rd, Santa Rosa	113,300	-7,300	-6.1%
U.S. Route 101 at River Rd, Larkfield-Wikiup	85,300	-4,400	-4.9%
U.S. Route 101 at Shiloh Rd, Windsor	65,900	-3,000	-4.4%
State Route 37 at the Marin - Sonoma County line	32,700	-3,700	-10.2%
State Route 37 at the Napa - Sonoma County line	31,200	-4,900	-13.6%
Total	**639,200**	**-41,500**	**-6.1%**
Gateways	**144,200**	**-11,900**	**-7.6%**

Table 5: Detailed Traffic Count Data from 2017 to 2022

		Daily					AM Peak Period (6-10 AM)					PM Peak Period (3-7 PM)				
Location	Direction	2017	2019	2022	2017 to 2022		2017	2019	2022	2017 to 2022		2017	2019	2022	2017 to 2022	
					Total	Percent				Total	Percent				Total	Percent
U.S. Route 101 at the Marin - Sonoma County line	Northbound	41,200	38,200	39,800	-1,400	-3%	7,000	6,700	6,800	-200	-3%	11,600	10,300	12,700	1,100	9%
	Southbound	42,400	39,900	40,500	-1,900	-4%	12,100	10,700	12,400	300	2%	8,900	8,600	8,600	-300	-3%
U.S. Route 101 north of Petaluma	Northbound	56,800	46,200	51,900	-4,900	-9%	10,700	9,500	10,700	0	0%	16,700	13,600	15,400	-1,300	-8%
	Southbound	56,200	47,400	50,700	-5,500	-10%	14,200	12,000	14,300	100	1%	13,200	11,000	11,300	-1,900	-14%
U.S. Route 101 north of Golf Course Dr, Rohnert Park	Northbound	66,200	61,600	64,500	-1,700	-3%	14,100	13,500	14,200	100	1%	15,300	15,800	17,500	2,200	14%
	Southbound	66,200	61,300	63,400	-2,800	-4%	15,300	13,900	15,600	300	2%	16,700	15,000	16,000	-700	-4%
U.S. Route 101 at Guerneville Rd, Santa Rosa	Northbound	60,000	49,800	58,000	-2,000	-3%	14,500	13,400	15,400	900	6%	16,200	12,600	15,100	-1,100	-7%
	Southbound	60,600	46,500	55,300	-5,300	-9%	14,400	11,100	13,200	-1,200	-8%	16,800	12,300	15,100	-1,700	-10%
U.S. Route 101 at River Rd, Larkfield-Wikiup	Northbound	45,000	39,400	42,700	-2,300	-5%	10,600	9,500	11,100	500	5%	12,800	10,900	11,500	-1,300	-10%
	Southbound	44,700	38,800	42,600	-2,100	-5%	10,500	10,000	10,100	-400	-4%	12,000	9,800	11,800	-200	-2%
U.S. Route 101 at Shiloh Rd, Windsor	Northbound	35,100	33,300	33,600	-1,500	-4%	7,500	7,000	8,200	700	9%	11,000	10,400	10,000	-1,000	-9%
	Southbound	33,800	31,100	32,300	-1,500	-4%	8,700	8,500	8,000	-700	-8%	9,500	8,100	9,200	-300	-3%
State Route 37 at the Marin - Sonoma County line	Northbound	17,900	17,100	16,700	-1,200	-7%	2,900	2,800	3,100	200	7%	6,400	5,400	4,800	-1,600	-25%
	Southbound	18,500	18,500	16,000	-2,500	-14%	6,300	6,300	5,300	-1,000	-16%	3,900	3,700	3,500	-400	-10%
State Route 37 at the Napa - Sonoma County line	Northbound	20,000	17,200	16,000	-4,000	-20%	3,900	3,300	3,000	-900	-23%	5,000	4,300	4,200	-800	-16%
	Southbound	16,100	15,500	15,200	-900	-6%	3,700	3,400	3,700	0	0%	3,600	3,400	3,200	-400	-11%
	Total	**680,700**	**601,800**	**639,200**	**-41,500**	**-6%**	**156,400**	**141,600**	**155,100**	**-1,300**	**-1%**	**179,600**	**155,200**	**169,900**	**-9,700**	**-5%**
	Gateways	**156,100**	**146,400**	**144,200**	**-11,900**	**-8%**	**35,900**	**33,200**	**34,300**	**-1,600**	**-4%**	**39,400**	**35,700**	**37,000**	**-2,400**	**-6%**

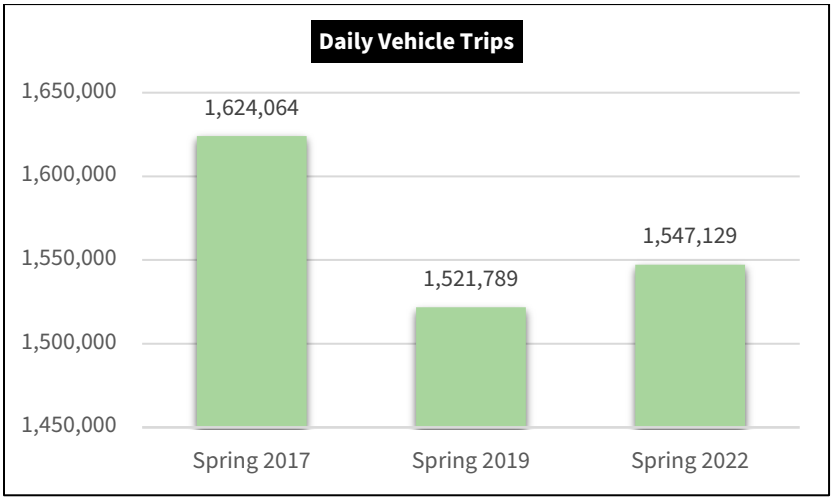
Mobile Device Data

Daily Vehicle Trips

On an average weekday (Monday to Thursday) in spring 2022, approximately 1,547,000 vehicle trips interacted with Sonoma County. The total number of daily trips in 2022 was 4.7% lower than the number of countywide trips (1,624,000 vehicle trips) in 2017. (see Table *6*).

- Approximately 1,399,000 daily intra-county trips stayed within Sonoma County in 2022, with intra-county trips declining by 64,700 or 4.4% between 2017 and 2022.
- Approximately 147,800 daily inter-county trips were moving into and out of Sonoma County in 2022, with inter-county trips declining by 12,200 or 7.6% between 2017 and 2022.
- Approximately 766,486 trips stayed within the same travel behavior zone, accounting for 50% of total trips and demonstrating that approximately half of all travel in the county is relatively local.

Table 6: Sonoma County - Daily Vehicle Trips



Daily Trip-Making within Sonoma County

According to the findings that nine out of ten trips that interact with Sonoma County completely stay within the county, it is reasonable to conclude that Sonoma County is self-contained for the majority of the daily needs of residents and workers. From 2017 to 2022, intra-county trips declined by 4.4%, while the population declined by 2.5% over the same time, illustrating that travel declined at a greater rate than population over this time period.

- The greatest number of trips generated within Sonoma County start and end in the following jurisdictions: Santa Rosa with approximately 404,000 daily trips, Petaluma with approximately 115,000 trips, and Rohnert Park with approximately 66,000 daily trips.
- The total number of intra-county daily trips increased between 2017 and 2022 in Rohnert Park by 24%, Unincorporated South County by 13%, and Windsor by 8%. Trips decreased in all other areas of the county with the exception of other small decreases in Sonoma Valley and Graton Casino.

Table 7: Sonoma County's Daily Intra-County Trips

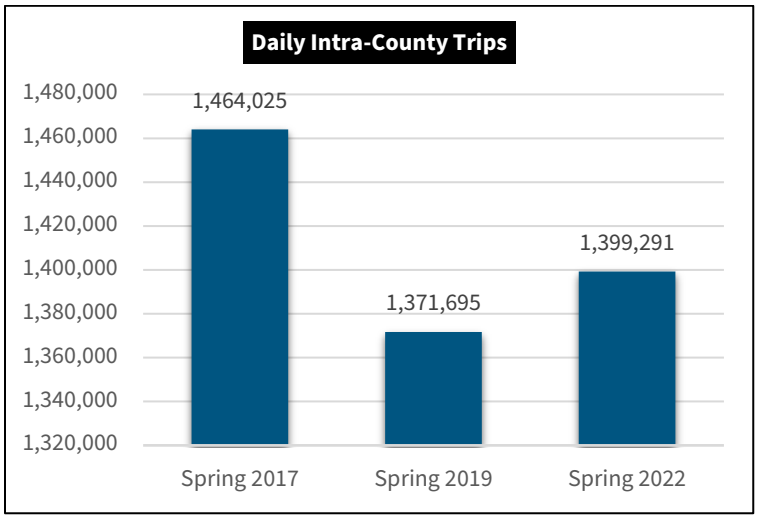


Table 8: Daily Intra-County Trips Generated by Travel Behavior Zone

Daily Intra-County Trips Generated	Total Trips			Percent of Total Intra-County Trips	Change 2017 to 2022
Travel Behavior Zone	2017	2019	2022	2022	Pct
Cloverdale	31,507	23,397	31,419	1.5%	0%
Cotati	57,618	50,842	50,102	2.5%	-13%
Graton Casino	30,617	30,447	31,945	1.6%	4%
Healdsburg	69,878	58,428	52,043	2.6%	-26%
Penngrove	24,162	22,097	17,733	0.9%	-27%
Petaluma	231,904	220,037	221,166	10.9%	-5%
Rohnert Park	165,448	191,450	205,540	10.1%	24%
Santa Rosa	721,484	695,212	702,851	34.6%	-3%
Santa Rosa Airport	41,239	40,445	34,488	1.7%	-16%
Sears Point	1,059	759	1,013	n/a	-4%
Sebastopol	52,725	44,387	47,557	2.3%	-10%
Sonoma City	66,772	56,346	65,541	3.2%	-2%
Sonoma Skypark	2,026	1,315	997	n/a	-51%
Sonoma Valley	43,331	36,268	44,906	2.2%	4%
Unincorporated Middle	137,388	129,160	130,110	6.4%	-5%
Unincorporated North	272,505	250,847	230,037	11.3%	-16%
Unincorporated South	20,196	22,409	22,889	1.1%	13%
Windsor	119,929	131,733	129,581	6.4%	8%
Alexander Valley Winery Zone	10,401	7,734	7,551	0.4%	-27%
Winery Zone Arnold Dr. S	6,411	4,306	4,626	0.2%	-28%

Daily Trip-Making Leaving and Entering Sonoma County

According to the findings, one out of ten trips that interact with Sonoma County travel outside the county, and external draws from employment and tourism are drawing people to and away from Sonoma County. From 2017 to 2022, there was a decline in intra-county trips by 7.6%.

An analysis of daily inter-county travel from 2017 to 2022 (see Table 11) indicates that Sonoma County primarily interacts with Marin County for approximately one-third of all trips entering or leaving the county (47,000), followed by Napa County with about one out of six trips that cross the county line (24,300). Each day, about one out of 12 inter-county trips are interacting with Solano (13,000), San Francisco (12,000), or Mendocino Counties (10,800). The most significant declines in intercounty trips from 2017 to 2022 were observed in trips to/from Marin County, which went down by 13,400 trips (-20%), Napa County, decreasing by 6,350 trips (-21%), and San Francisco going down 4,150 trips (-26%). The most significant increases in daily intercounty trips from 2017 to 2022 were observed in trips going to/from Lake County going up 3,600 trips (+163%), Solano County increasing by 2,900 trips (+28%), Mendocino County increasing by 2,300 trips (+27%), and Sacramento County going up 1,300 trips (+63%).

Table 9: Sonoma County's Daily Inter-County Trips

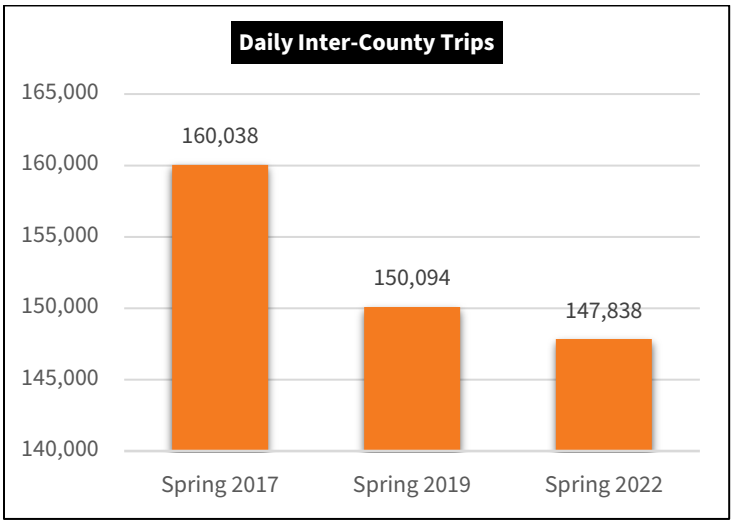


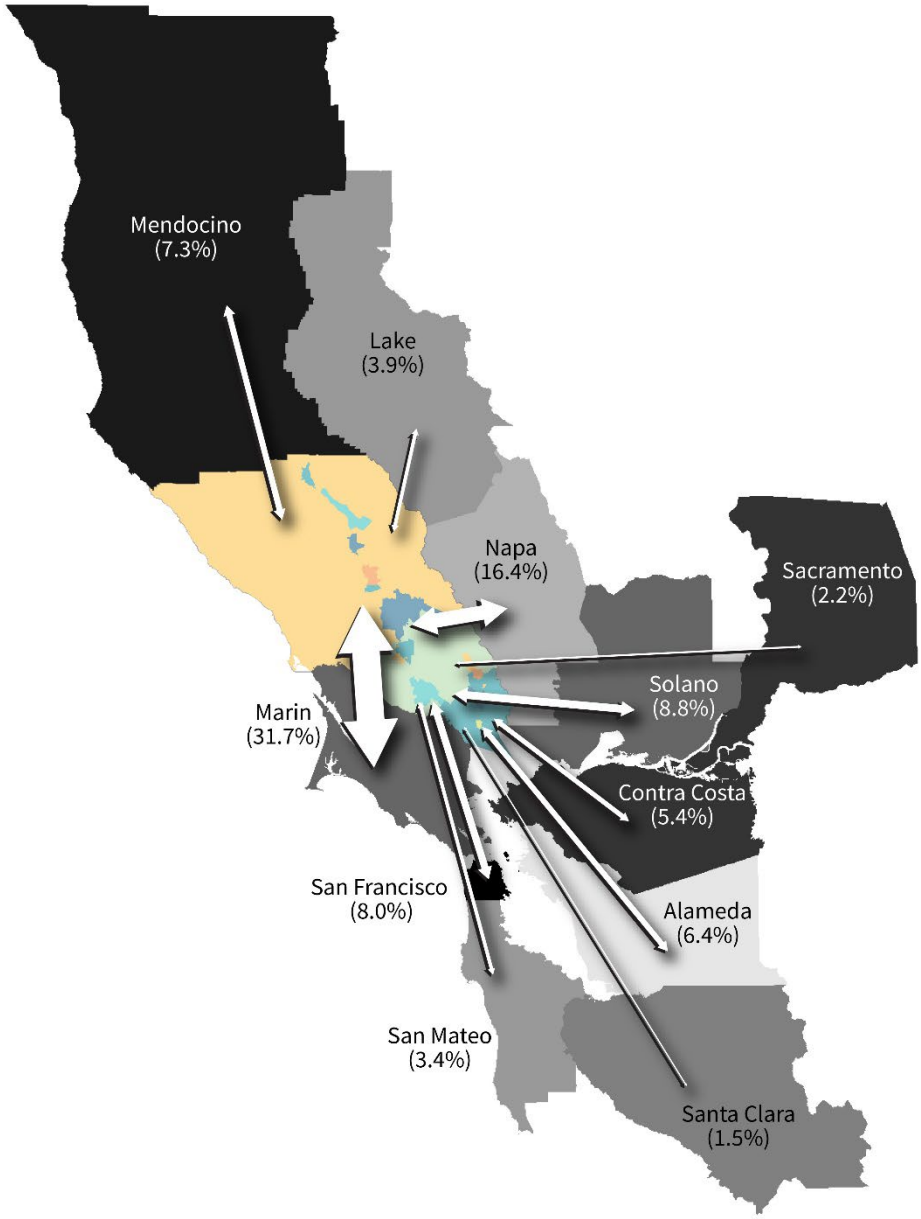
Table 10: Daily Inter-County Trips Generated by Travel Behavior Zones

Daily Inter-County Trips Generated	Total Trips			Percent of Total Intra-County Trips	Change 2017 to 2022
Travel Behavior Zone	2017	2019	2022	2022	Pct
Cloverdale	2,763	2,980	3,452	2.3%	24.9%
Cotati	2,463	2,979	2,696	1.8%	9.5%
Graton Casino	2,645	3,208	3,277	2.2%	23.9%
Healdsburg	2,285	2,670	2,756	1.9%	20.6%
Penngrove	757	515	273	0.2%	-64.0%
Petaluma	38,044	36,246	34,731	23.5%	-8.7%
Rohnert Park	14,247	15,361	16,433	11.1%	15.3%
Santa Rosa	33,100	35,233	34,889	23.6%	5.4%
Santa Rosa Airport	1,628	1,605	1,707	1.2%	4.9%
Sears Point	2,031	993	903	0.6%	-55.6%
Sebastopol	1,255	1,370	1,484	1.0%	18.2%
Sonoma City	8,841	8,793	8,454	5.7%	-4.4%
Sonoma Skypark	3,289	1,057	862	0.6%	-73.8%
Sonoma Valley	4,085	3,738	3,640	2.5%	-10.9%
Unincorporated Middle	9,460	9,060	8,690	5.9%	-8.1%
Unincorporated North	16,140	14,223	13,344	9.0%	-17.3%
Unincorporated South	8,998	3,664	3,343	2.3%	-62.8%
Windsor	3,520	4,390	4,853	3.3%	37.9%
Alexander Valley Winery Zone	753	396	391	0.3%	-48.1%
Winery Zone Arnold Dr. S	3,733	1,613	1,660	1.1%	-55.5%

Table 11: Daily Inter-County Trips Generated by Counties Outside of Sonoma County

Daily Inter-County Trips Outside Sonoma County	Total Trips			Percent of Total Intra-County Trips	Change 2017 to 2022
Travel Behavior Zone	2017	2019	2022	2022	Pct
Alameda County	10,230	9,863	9,461	6.40%	-8%
Contra Costa County	7,781	7,674	8,049	5.44%	3%
Lake County	2,221	5,900	5,839	3.95%	163%
Marin County	60,358	48,061	46,959	31.76%	-22%
Mendocino County	8,502	9,046	10,810	7.31%	27%
Napa County	30,646	25,038	24,299	16.44%	-21%
Sacramento County	2,032	3,498	3,323	2.25%	63%
San Francisco County	16,063	14,088	11,911	8.06%	-26%
San Mateo County	5,127	5,435	5,029	3.40%	-2%
Santa Clara County	2,594	2,324	2,269	1.54%	-13%
Solano County	10,202	12,854	13,095	8.86%	28%

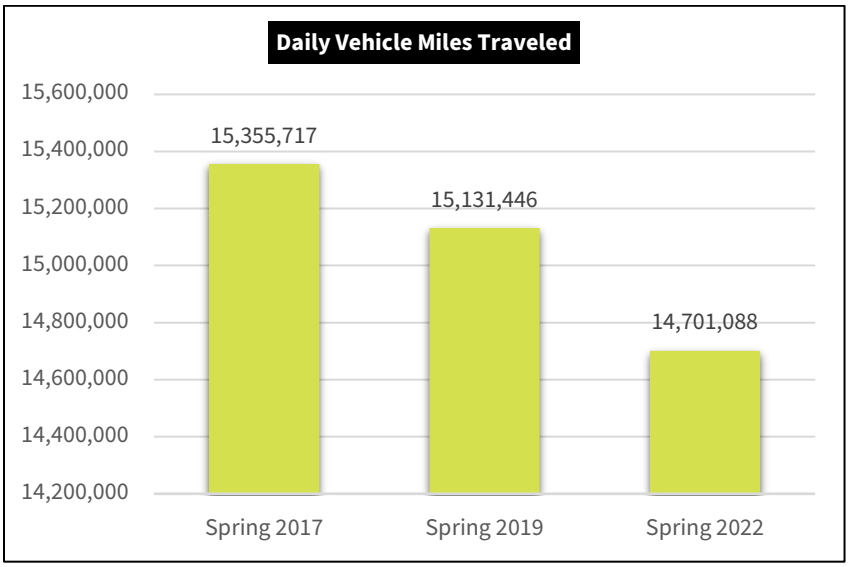
Figure 3. Percent of Daily Inter-County Trips Outside of Sonoma County in 2022



Daily Vehicle Miles Travelled

Countywide trips generated roughly 14.7 million vehicle miles traveled on a Spring weekday in 2022 in Sonoma County. Since 2017, the total VMT generated by trips in Sonoma County decreased by 4.7% through 2022. VMT per capita is measured based on population in the Travel Behavior Zones (see Figure 1) for intra-county Sonoma County trips and was calculated to be 16.0 per capita per day in 2022 and declined 1.2 percent from 2017.

Table 12: Sonoma County - Daily Vehicle Miles Travelled



- In 2022, daily intra-county trips staying within Sonoma County totaled 1.39 million trips, accounting for 90% of total Sonoma County trips and generating 53% of total VMT. From 2017 to 2022, intra-county VMT declined by 9.1% or 785,000.
- In 2022, daily inter-county trips moving in and out of Sonoma County totaled 147,800 trips, accounting for 10% of total Sonoma County trips and generating 46% of the total VMT illustrating that even through travel entering or leaving the county makes up a small proportion of daily travel, these trips are generally very long and contribute a significant amount of VMT daily. Additionally, from 2017 to 2022, inter-county VMT increased by 1.9% or 130,300 trips. VMT per capita is not measured for inter-county trips, given the challenge of measuring the population density of external counties for trips entering Sonoma County.
- Among the jurisdictions in Sonoma County, Santa Rosa has the lowest VMT per capita at 34.3/day, while Healdsburg has the highest VMT per capita at 55.3 VMT per day. However, Healdsburg demonstrated the most significant decrease in VMT per capita, with a 14% decrease since 2017. Among cities, Rohnert Park showed the greatest increase in VMT per capita, with a 12% increase in 2017 (See Table 13).
- Within unincorporated Sonoma County, Sonoma Valley has the lowest VMT per capita at 25.9, while the Santa Rosa Airport and Graton Casino have the highest VMT per capita at 177.1 and 169.1, respectively. However, Graton Casino demonstrated the most significant decrease in VMT per capita at 36% lower since 2017, while Santa Rosa Airport showed the greatest increase in VMT per capita at 36% higher than in 2017.
- Within Sonoma County's unincorporated communities, which have above 2,500 people, Sonoma Valley has the lowest VMT per capita at 25.9, while Sonoma Unincorporated South has the highest VMT per capita at 50.3. However, Penngrove demonstrated the most significant decrease in VMT per capita at 18% lower since 2017, while Sonoma Valley showed the greatest increase in VMT per capita at 13% higher than in 2017.

Table 13: Vehicle Miles Traveled by Travel Behavior Zone

Vehicle Miles Traveled	Total VMT			Change 2017 to 2022	
Travel Behavior Zone	2017	2019	2022	Total	Percent
Alexander Valley Winery Zone	161,390	111,028	107,789	-53,601	-33.2%
Cloverdale	435,068	453,786	485,240	50,172	11.5%
Cotati	469,436	461,461	433,380	-36,056	-7.7%
Graton Casino	362,042	387,922	376,522	14,480	4.0%
Healdsburg	752,522	696,401	637,278	-115,243	-15.3%
Penngrove	182,370	162,361	119,007	-63,363	-34.7%
Petaluma	2,811,943	2,699,189	2,578,137	-233,806	-8.3%
Rohnert Park	1,698,103	1,937,603	2,018,953	320,850	18.9%
Santa Rosa	6,601,920	6,275,010	6,082,686	-519,235	-7.9%
Santa Rosa Airport	434,962	419,758	368,962	-66,000	-15.2%
Sears Point	68,776	38,333	39,413	-29,363	-42.7%
Sebastopol	460,926	395,198	400,543	-60,383	-13.1%
Sonoma City	534,466	595,270	588,095	53,629	10.0%
Sonoma Skypark	94,328	42,417	36,956	-57,372	-60.8%
Sonoma Valley	330,218	341,937	352,501	22,283	6.7%
Unincorporated Middle	1,306,905	1,303,812	1,238,101	-68,804	-5.3%
Unincorporated North	2,941,309	2,872,531	2,561,407	-379,902	-12.9%
Unincorporated South	331,759	277,348	249,263	-82,496	-24.9%
Windsor	1,179,776	1,230,117	1,212,094	32,318	2.7%
Winery Zone Alexander Valley	161,390	111,028	107,789	-53,601	-33.2%
Winery Zone Arnold Dr. S	133,170	91,336	89,262	-43,909	-33.0%

Table 14: Vehicle Miles Traveled Per Capita by Travel Behavior Zone

Vehicle Miles Traveled Per Capita	Total VMT Per Capita			Change 2017 to 2022	
Travel Behavior Zone	2017	2019	2022	Total	Percent
Cloverdale	49.3	51.2	51.2	1.9	3.9%
Cotati	63.0	61.9	57.4	-5.6	-8.9%
Graton Casino	266.0	302.4	169.1	-96.9	-36.4%
Healdsburg	64.3	58.7	55.2	-9.2	-14.3%
Penngrove	52.6	47.2	43.1	-9.6	-18.2%
Petaluma	50.1	48.0	47.0	-3.1	-6.2%
Rohnert Park	43.8	47.6	50.1	6.3	14.4%
Santa Rosa	38.2	36.5	34.5	-3.7	-9.7%
Santa Rosa Airport	130.3	126.3	177.1	46.8	35.9%
Sears Point	-	-	-	-	-
Sebastopol	54.4	49.9	55.0	0.7	1.2%
Sonoma City	46.2	52.8	50.4	4.2	9.0%
Sonoma Skypark	-	-	-	-	-
Sonoma Valley	23.0	24.4	25.9	2.9	12.7%
Unincorporated Middle	26.4	26.7	28.8	2.5	9.5%
Unincorporated North	35.9	35.3	35.8	-0.2	-0.5%
Unincorporated South	99.8	75.8	50.3	-49.5	-49.6%
Windsor	46.9	48.5	45.2	-1.7	-3.6%
Winery Zone Alexander Valley	82.7	58.7	55.7	-27.0	-32.7%
Winery Zone Arnold Dr. S	150.8	125.5	166.2	15.4	10.2%

Average Trip Length

The findings of the TBS indicated that the overall daily average trip length has remained consistent at approximately 9.5 miles. Between 2017 and 2022, intra-county trips within the county decreased 4.9% from 5.9 to 5.6 miles, while inter-county average trip length increased by 10.3% from 84.2 to 92.9 miles.

- Among incorporated jurisdictions, the average trip length for travel within the jurisdiction was 2.6 miles in 2022.
- Across all travel behavior zones except Sears Point and Sonoma Skypark, the average trip length within the same zone was 3.1 miles in 2022. Given the small size and singular destination of Sears Point and Sonoma Skypark, these locations had no recorded trips that began and ended in their respective zone.
- Among jurisdictions in Sonoma County, the City of Sonoma has the lowest average trip length at 4.9 miles, while Cloverdale has the highest average trip length at 9.8 miles.

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- Among jurisdictions in Sonoma County, the City of Sonoma has the lowest average trip length at 4.9 miles, while Cloverdale has the highest average trip length at 9.8 miles.

Table 15: Daily Average Trip Length by Travel Behavior Zone

Daily Average Trip Length	Trip Length			Change 2017 to 2022
Travel Behavior Zone	2017	2019	2022	Pct
Cloverdale	12.7	17.2	13.9	10%
Cotati	7.8	8.6	8.2	5%
Graton Casino	10.9	11.5	10.7	-2%
Healdsburg	10.4	11.4	11.6	12%
Penngrove	7.3	7.2	6.6	-10%
Petaluma	10.4	10.5	10.1	-3%
Rohnert Park	9.4	9.4	9.1	-4%
Santa Rosa	8.7	8.6	8.2	-6%
Santa Rosa Airport	10.1	10.0	10.2	0%
Sears Point	22.3	21.9	20.6	-8%
Sebastopol	8.5	8.6	8.2	-4%
Sonoma City	7.1	9.1	7.9	12%
Sonoma Skypark	17.7	17.9	19.9	12%
Sonoma Valley	7.0	8.5	7.3	4%
Unincorporated Middle	8.9	9.4	8.9	0%
Unincorporated North	10.2	10.8	10.5	3%
Unincorporated South	11.4	10.6	9.5	-16%
Windsor	9.6	9.0	9.0	-6%
Winery Zone Alexander Valley	14.5	13.7	13.6	-6%
Winery Zone Arnold Dr. S	13.1	15.4	14.2	8%

Inter-County Changes in Morning and Evening Commutes from 2017 to 2022

As discussed further below in *Influences on Travel Behavior*, five years of wildfire events and the impacts of the COVID-19 Pandemic resulted in changing commute patterns between Sonoma County and neighboring counties during the morning and evening commutes (as shown in Figure 4 and Figure 5).

Peak Commuting Times

Morning: 6 AM to 10 AM

Evening: 3 PM to 7 PM

An analysis of peak period commuting times during the morning from 6 to 10 AM and the evening from 3 to 7 PM indicates the direction of travel for commuters leaving and entering the county. On a typical morning commute in 2022, Sonoma County received one out of four incoming inter-county trips from Marin County and one out of six visits each from Napa County and Solano County while exporting nearly half of county trips to Marin County and one out of five trips to Napa County. During the evening, commuters come into Sonoma County with two out of five trips from Marin County and one out of five trips from Napa County, exporting a quarter of trips to Marin County and one out of five to Napa County.

During the morning commute entering Sonoma County, the most considerable net change in inter-county morning trips from 2017 to 2022 came from Napa County (50% decrease), Marin County (30% decrease), Lake County (167% increase), and Solano County (36% increase). For the morning commuters leaving Sonoma County, the most notable change came from Marin County (24% decrease). During the evening commute entering Sonoma County, the most considerable net change in inter-county evening trips from 2017 to 2022 came from Marin County (19% increase) and Napa County (10% decrease). For evening commuters leaving Sonoma County, the most notable change was from Marin County (26% decrease), Napa County (33% decrease), and Lake County (217% increase). For more details on the other counties morning and evening commute, see Figure 4 and Figure 5.

The difference in number of trips entering and leaving Sonoma County and neighboring counties during the morning and evening commute times provide an approximate measure if Sonoma County is attracting workers or if other counties are drawing workers to their employment opportunities. The relationship of commuters leaving and entering Sonoma County is shown below in Table 16 as a ratio, where the number one is an equal balance of workers leaving and entering Sonoma County and neighboring county, a number greater than one indicates more trips entering Sonoma County, while a number less than one indicates more trips leaving Sonoma County.

Table 16: Commute Ratio between Sonoma County and Neighboring Counties

Commute Ratio between Sonoma County and Neighboring Counties	AM	PM
Alameda County	1.0	1.1
Contra Costa County	1.5	0.9
Lake County	3.2	0.4
Marin County	0.4	2.2
Mendocino County	0.9	1.0
Napa County	0.6	1.4
Sacramento County	1.3	1.0
San Francisco County	0.4	1.8
San Mateo County	0.5	1.1
Santa Clara County	0.8	0.9
Solano County	1.9	0.6
Greater than 1 = more trips entering Sonoma County		
Less than 1 = more trips leaving Sonoma County		

Figure 4: Daily AM Inter-County Trips Outside of Sonoma County in 2022
Daily AM Inbound and Outbound, Percent of Total Inbound or Outbound
Change from 2017 to 2022, Percent Change

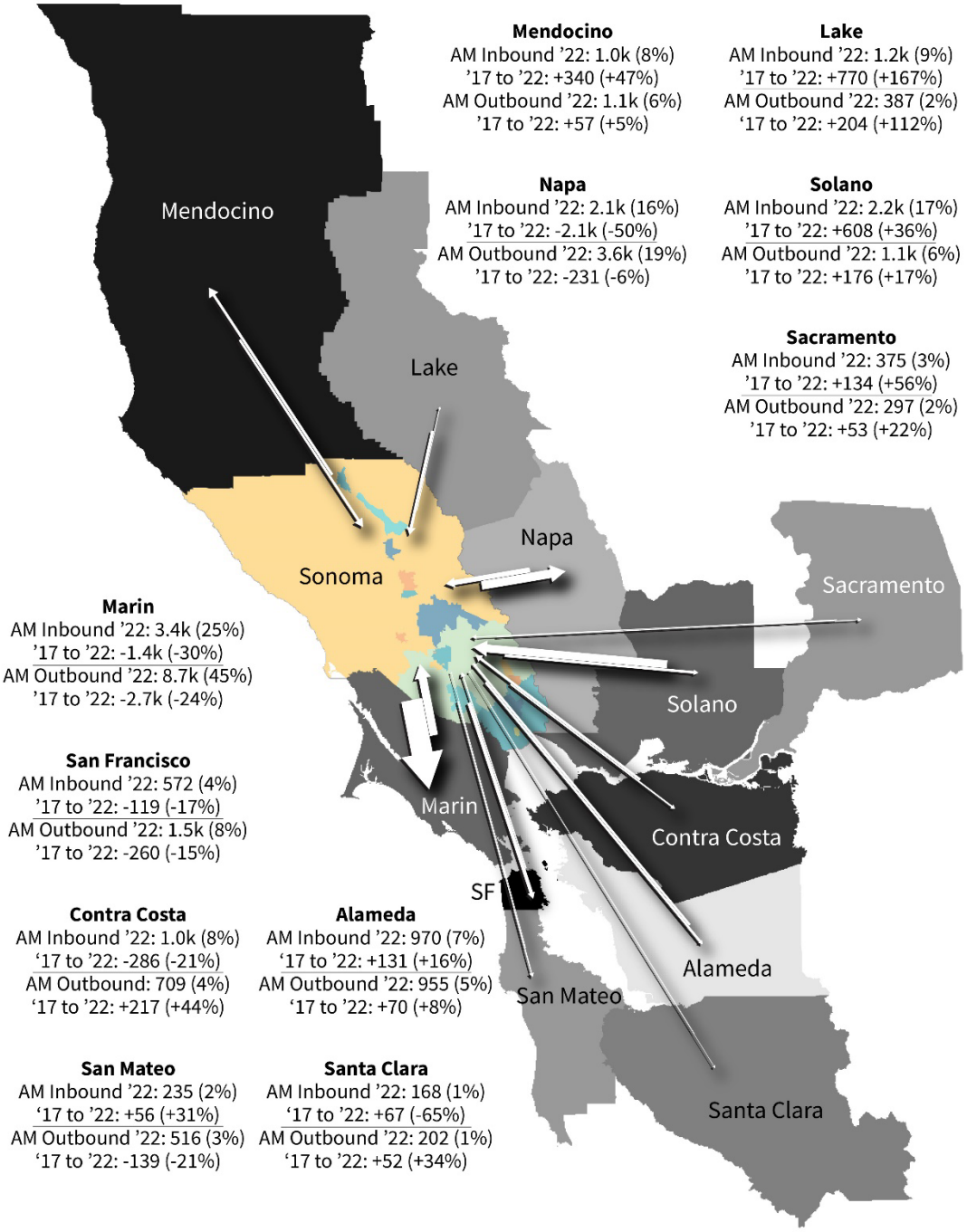
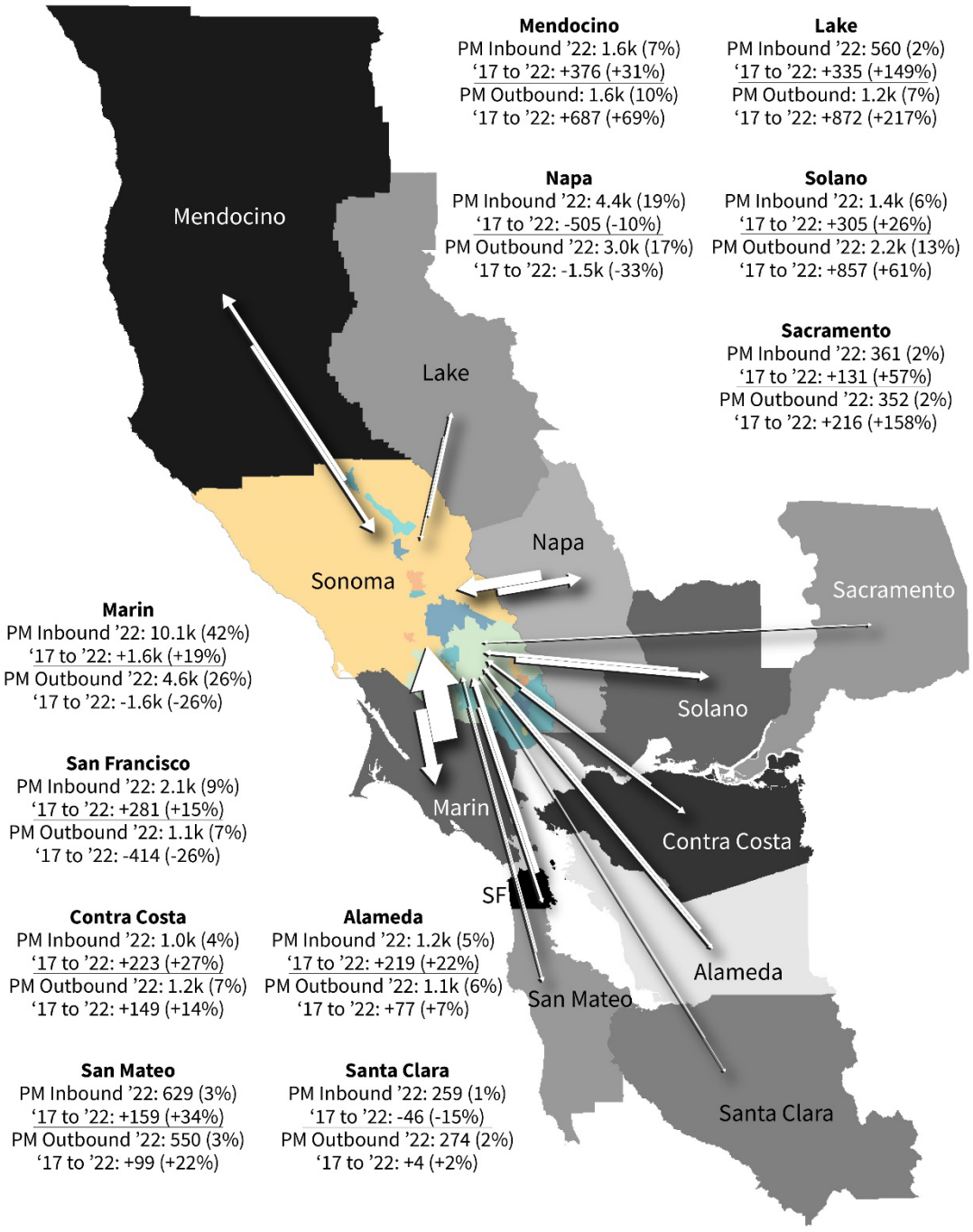


Figure 5: Daily PM Inter-County Trips Outside of Sonoma County in 2022
Daily PM Inbound and Outbound, Percent of Total Inbound or Outbound
Change from 2017 to 2022, Percent Change

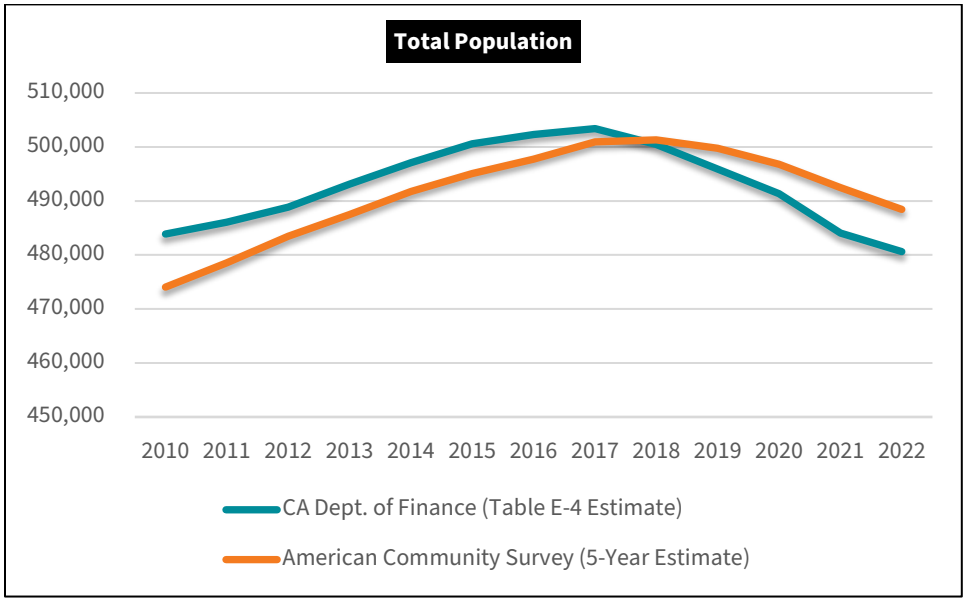


Influences on Travel Behavior

Population

Sonoma County's population began to decline in 2018 following decades of continual growth. Changes in the population across Sonoma County, as shown in Figure 4 below, can impact the transportation system, including evacuation routes, public transportation routes, active transportation plans, and other transportation infrastructure improvements.[5,6]

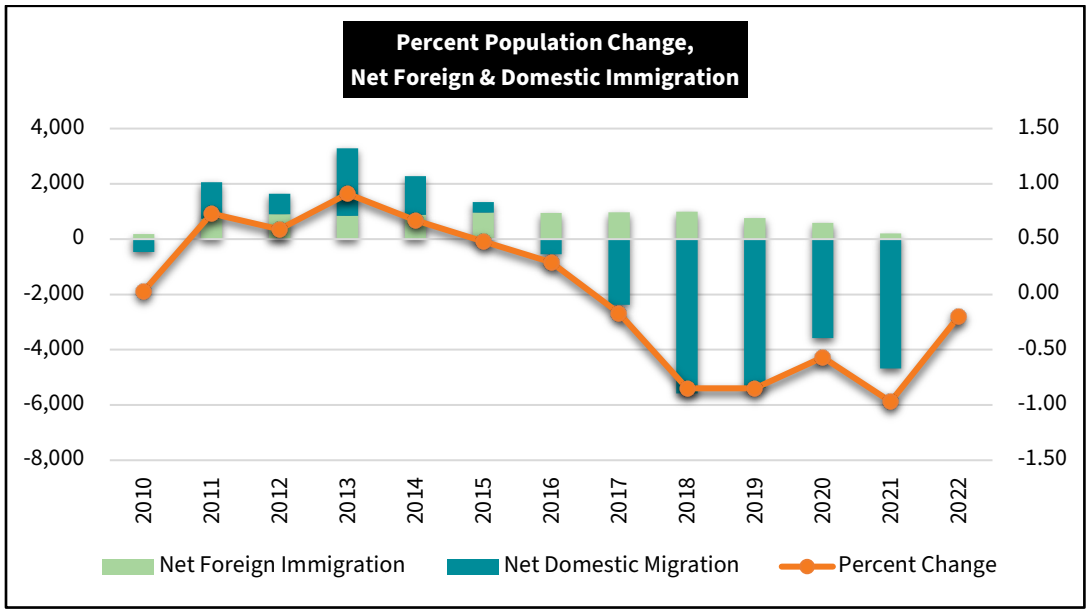
Figure 6: Sonoma County's Population per American Community Survey and CA Dept. of Finance



Population change represents a combination of two factors: migration and natural change. Migration accounts for the difference between net foreign immigration and net domestic migration, while natural change is the difference between births and deaths. According to the California Department of Finance, 2021 marked a decline in natural change as the first year in which the number of deaths exceeded the number of births in Sonoma County (see Figure 10).[7] While foreign immigration has remained positive over the last decade in Sonoma County, the county lost between 2,500 and 5,500 residents annually between 2017 and 2021 (see Figure 5).[8]

[5] "Total Population Estimate, B01001_001E", United States Census Bureau, American Community Survey 5-Year Data (2009-2022) Detailed Tables, 2024, https://www.census.gov/data/developers/data-sets/acs-5year.html.
[6] "E-4 Historical Population Estimates for Cities, Counties, and the State: 2020-2023, 2010-2020", California Department of Finance, 2024, https://dof.ca.gov/forecasting/demographics/estimates/.
[7] "E-6. Population Estimates and Components of Change by County — July 1, 2010–2021", California Department of Finance, 2024, https://dof.ca.gov/forecasting/demographics/estimates/. Supplemental for 2022 data: "Report P-CC: Projected Total Population and Components of Change, 2010-2060: Counties", California Department of Finance, 2024, https://dof.ca.gov/forecasting/demographics/projections/.
[8] Ibid.

Figure 7. Population Change



A contributing factor to the negative net domestic migration in those three years is likely due to the wildfires from 2017 to 2020, which physically displaced residents and threatened many of those remaining. The risk of facing another wildfire led to residents leaving fire-prone areas. Over the last decade, California has experienced continued negative domestic emigration and positive foreign immigration. More significant statewide issues related to the cost of living, as discussed below, and local wildfire events contributed to Sonoma County's population decline.

Cost of Living

Cost of living include housing affordability, transportation, food, and entertainment costs. While the quality of life in Sonoma County could attract many residents and businesses, the decision to seek more affordable living arrangements, including lower transportation or housing costs, is driving domestic emigration from Sonoma County.[9]

In 2022, homeownership costs in Sonoma County were comparable to the statewide average; however, at the national level housing costs were nearly half of what they were in Sonoma County.[10] California has the second-highest typical home value in the United States after Hawaii.[11] Based on selected

[9] "Economic impact of North Bay's downward trending populations," North Bay Business Journal, 2024, https://www.northbaybusinessjournal.com/article/article/economic-impact-of-north-bays-downward-trending-populations/.

[10] The median sold home price in Sonoma County at approximately $822,000 while across the state it was $826,275 - "Labor Market Information by California Geographic Areas," State of California Employment Development Department, 2024, https://labormarketinfo.edd.ca.gov/geography/lmi-by-geography.html. At the national level, the median home sales price in 2022 was approximately $428,700. - "Median Sales Price of Houses Sold for the United States", Federal Reserve Bank of St. Louis, 2024, https://fred.stlouisfed.org/categories/32426.

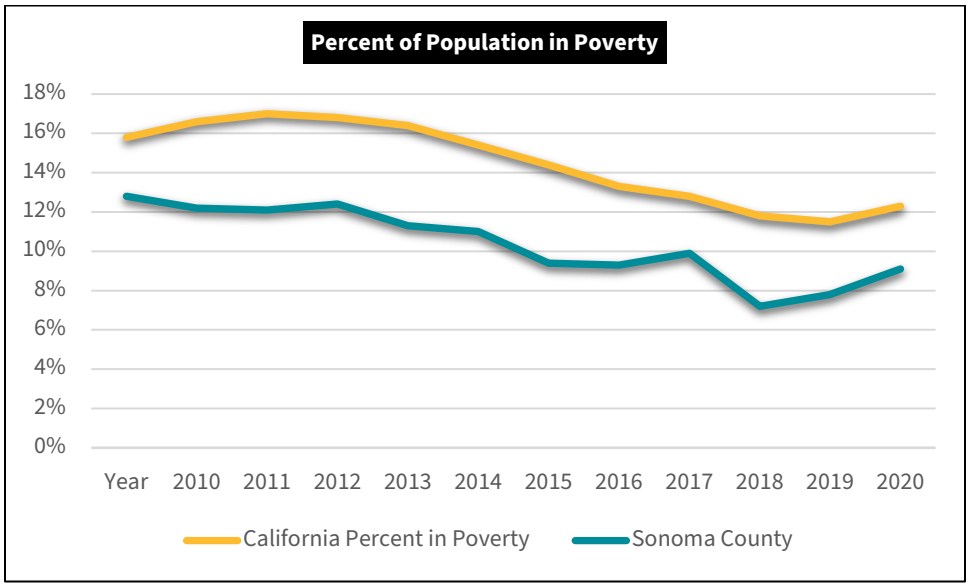
[11] "List of U.S. states by median home price", Wikipedia via https://www.zillow.com/home-values, 2024, https://en.wikipedia.org/wiki/List_of_U.S._states_by_median_home_price#cite_note-1.

homeowner costs and renter costs, Sonoma County follows similar trends with costs slightly higher than California by approximately 3% to 9% and significantly higher from 20% to 60% compared to the national average. Costs include median gross rent, monthly owner costs as a percentage of income, and median monthly housing costs.

According to the Housing and Transportation Index, which is estimated by the Center for Neighborhood Technology, the residents of Sonoma County spend approximately 32% of household income on housing and 20% on transportation costs which include automobile ownership, automobile use, and transit fares.[12]

Considering food expenses and entertainment costs, the study period from 2017 to 2022 experienced a broad increase in the cost of living, as noted by the Inflation Reduction Act of 2022. As a result and shown in Figure 6, the percentage of the population in poverty shows a slight increase, which occurred roughly upon the onset of the pandemic.[13]

Figure 8. Sonoma County and California Percent of Population in Poverty



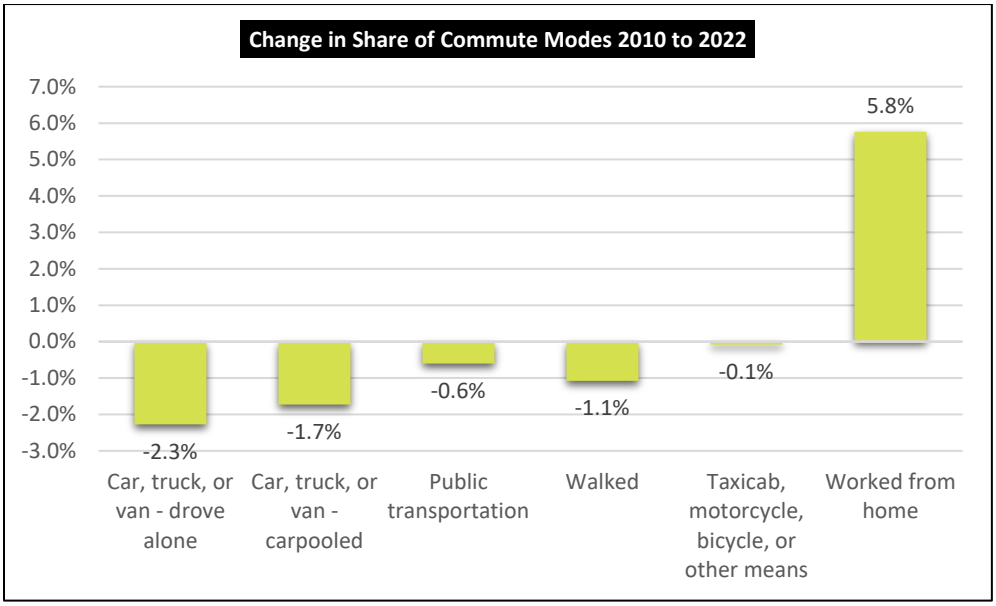
COVID-19 Pandemic

Following California's executive order in March 2020 requiring many workers to work from home to avoid the spread of COVID-19, the travel behavior of the population shifted drastically to meet the requirements. Most notable was the shift in office workers that could more easily transfer their work to a home office. The Covid-19 Pandemic forced many employers and employees to evaluate and implement work-from-home options to maintain social distancing, and subsequently adopted additional workflows to be online when appropriate. Based on the Census, the portion or share of workers working

[12] "Housing and Transportation (H+T®) Affordability Index," Center for Neighborhood Technology, 2024, https://cnt.org/tools/housing-and-transportation-affordability-index.
[13] "SAIPE State and County Estimates for 2022", Small Area Income and Poverty Estimates (SAIPE) Program by U.S. Census Bureau, 2024, https://www.census.gov/data/datasets/2022/demo/saipe/2022-state-and-county.html.

from home in Sonoma County has increased by 5.8% from 2010 to 2022 (see Figure 8). The decline in morning trips to Marin County by approximately 60% from 2017 to 2022 may be a strong indicator of the transition from in-person office location to working-from-home.

Figure 9. Change in Share of Commute Mode from 2010 to 2022



As shown in Table 18, the shift to work from home showed the most considerable change in means of travel to work across all age groups, both in terms of recent change and over the past decade. This increase in work-from-home and a declining population have resulted in fewer trips to office employment centers in Marin County and San Francisco (see Table 18).

Table 17: Sonoma County Change in Percent of Population by Means of Travel to Work by Age Group

Change in Percent of Population by Means of Travel to Work by Age Group (2010-2022, 2017-2022)						
	Car, truck, or van - drove alone		Car, truck, or van - carpooled		Public transportation (excluding taxicab)	
Age Group	'10-'22	'17-'22	'10-'22	'17-'22	'10-'22	'17-'22
Total Workers	-2.3%	-2.9%	-1.9%	-1.6%	-0.7%	-0.6%
16 to 19 years	-3.5%	-5.8%	1.1%	3.1%	-0.9%	-2.4%
20 to 24 years	6.8%	3.6%	-3.7%	-3.9%	-1.4%	-1.1%
25 to 44 years	-1.4%	-2.0%	-2.6%	-1.8%	-0.7%	-0.6%
45 to 54 years	-5.3%	-4.7%	0.4%	-0.8%	-0.6%	-0.6%
55 to 59 years	-4.7%	-4.8%	-1.7%	-1.4%	-0.2%	-0.4%
60 to 64 years	-3.5%	-4.2%	-1.2%	-2.3%	-0.8%	-0.1%
65 years and over	0.4%	-3.5%	-1.5%	-1.1%	-0.5%	-0.1%
	Walked		Taxicab, motorcycle, bicycle, or other means		Worked from home	
Age Group	'10-'22	'17-'22	'10-'22	'17-'22	'10-'22	'17-'22
Total Workers	-2.0%	-0.4%	0.0%	0.0%	5.8%	6.1%
16 to 19 years	0.1%	1.1%	-0.9%	0.3%	4.1%	3.7%
20 to 24 years	-2.4%	-1.8%	-1.5%	-0.2%	2.2%	3.4%
25 to 44 years	-1.2%	-1.2%	-0.2%	-0.5%	6.0%	6.0%
45 to 54 years	-1.1%	-1.0%	1.3%	0.9%	5.2%	6.2%
55 to 59 years	0.3%	-0.3%	-0.3%	-0.7%	6.7%	7.7%
60 to 64 years	-0.9%	-1.3%	0.1%	-0.1%	6.4%	7.9%
65 years and over	0.4%	-0.1%	0.1%	0.9%	1.1%	3.9%

Wildfire Aversion

Consecutive wildfires from 2017 to 2020, including the Nuns (2017), Tubbs (2017), Pocket (2017), Kincade (2019), Walbridge (2020), and Glass (2020) fires, devastated communities and landscapes across Sonoma County. These events left a heightened awareness for managing the potential risk of wildfire fuel load from the surrounding forested hillsides. The Nuns Fire destroyed 407 homes in Sonoma Valley, the Tubbs Fire destroyed 5,600 homes in Sonoma County, including Santa Rosa, the Pocket Fire destroyed three homes between Cloverdale and Geyserville, the Kincade Fire destroyed 57 homes northeast of Geyserville, the Walbridge Fire destroyed 156 homes in northwestern Sonoma County, and

the Glass Fire destroyed 334 homes east of Santa Rosa.[14] Roughly 6,557 homes were lost in these wildfires from 2017 to 2022, which left approximately 16,520 people displaced.[15]

The consecutive wildfires highlighted wildfire risks that prompted some residents to move away and seek safer living areas, while others decided to return and rebuild. These estimated population decreases had a real impact on travel patterns around destroyed neighborhoods and areas. These impacts were most evident in the decrease in trips generated due to the lack of homes. However, most of these areas are returning to their pre-wildfire travel behavior levels as homes are rebuilt.

Population Dynamics

The shifting demographics of California are reflected in local changes in the makeup of Sonoma County's population. Age, gender, income, household composition, and other factors play a significant role in trip planning and mode of travel.

Projected increases in the elderly population are expected to shift the demands on the transportation system, potentially shifting drivers from single-occupancy vehicles to public transit, delivery trips to serve older adults in the home, and a reduction in on-road vehicles. According to the California Department of Aging, from 2010 to 2060, Sonoma County's population aged 60 years and over is expected to grow approximately 145%, while the population aged 85 years and over is expected to grow approximately 345%.[16] A distribution of Sonoma County's people by age and sex, shown in Figure 8, shows the percentage of males and females in each group and the expected age distribution as the population grows older.[17]

Younger and older adults have been shifting their preference for marriage and parenthood, with trends showing a preference for making these significant life changes later in life. These decisions include an

[14] Nuns Fire - "Displaced by the 2017 Nuns Fire, a Sonoma Valley family looks back on what was lost", The Sonoma Index-Tribune, 2024, https://www.sonomanews.com/article/news/displaced-by-the-2017-nuns-fire-a-sonoma-valley-family-looks-back-on-what. Tubbs Fire – "I lost my home to the Tubbs Fire. Five years later, I still don't know if it's safe to rebuild", San Francisco Chronicle, 2024, https://www.sfchronicle.com/opinion/openforum/article/I-lost-my-home-to-the-Tubbs-Fire-Five-years-17015215.php. Pocket Fire – "Cal Fire: 4,658 homes destroyed in Tubbs fire", The Press Democrat, 2024, https://www.pressdemocrat.com/article/news/cal-fire-4658-homes-destroyed-in-tubbs-fire/. Kincade Fire – "Kincade Fire: CAL FIRE says Sonoma County wildfire is now more than 74,000 acres, 15 percent contained", ABC, Inc. KGO-TV, 2024, https://abc7news.com/kincade-fire-map-kincaid-update/5652992/. Walbridge Fire – "A month later, burn scar of Walbridge fire spans northwestern Sonoma County", The Press Democrat, 2024, https://www.pressdemocrat.com/article/news/a-month-later-burn-scar-of-walbridge-fire-spans-northwestern-sonoma-county/. Glass Fire – "Cal Fire declares the Glass Fire 100% contained", Napa Valley Register, 2024, https://napavalleyregister.com/news/local/cal-fire-declares-the-glass-fire-100-contained/article_afc6274d-ac32-59fc-8202-409165952e7d.html.

[15] 16,520 people is based up total homes lost (6,557) multiplied by Sonoma County's persons per household (2.52) - "Persons per household, 2018-2022", Sonoma County, California Quick Facts by U.S. Census Bureau, 2024, https://www.census.gov/quickfacts/fact/table/sonomacountycalifornia,solanocountycalifornia,santaclaracountycalifornia,sanmateocountycalifornia,CA,US/HSG860222.

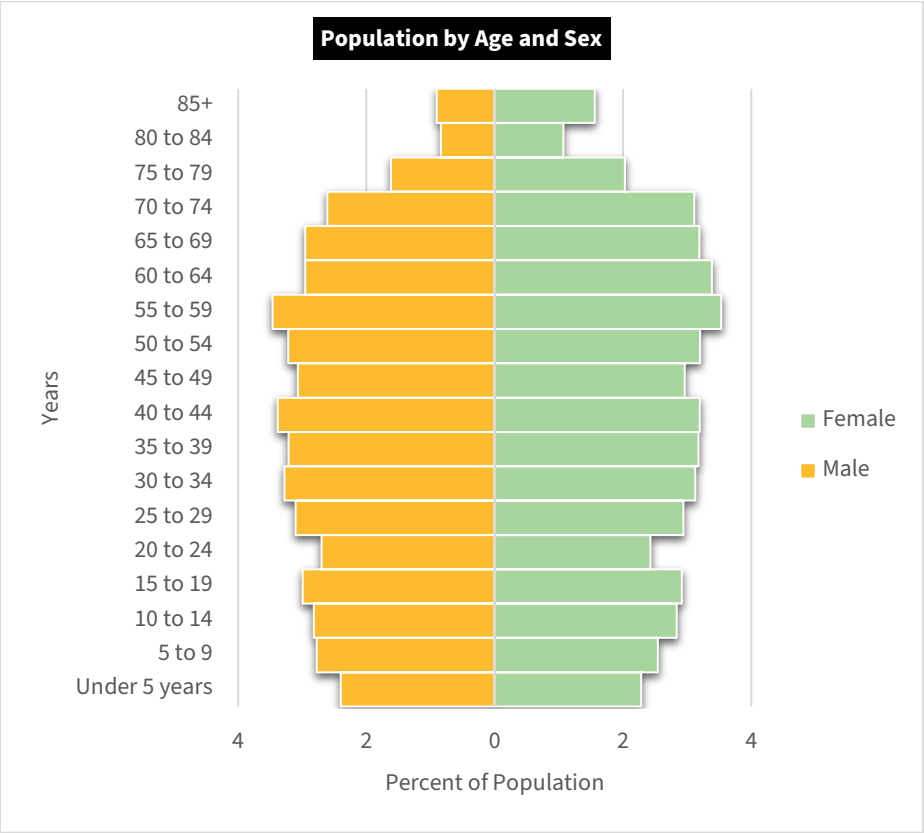
[16] "Facts About California's Elderly", California Department of Aging, 2024, https://aging.ca.gov/Data_and_Reports/Facts_About_California's_Elderly/.

[17] "Population by Age and Sex in 2022", B01001_003E through B01001_049E from American Community Survey 5-Year Data by U.S. Census Bureau, 2024, https://www.census.gov/data/developers/data-sets/acs-5year.html.

increasing median age at first marriage and a declining birth rate.[18,19] As shown in Figure 9, the aging population has contributed to a higher death rate, with 2021 as the first year in which the number of deaths in Sonoma County exceeded the number of births.[20] Historically, net migration into California has offset declining population rates; however, as shown in Figure 5, fewer immigrants are joining California's population, leading to an overall population decline.

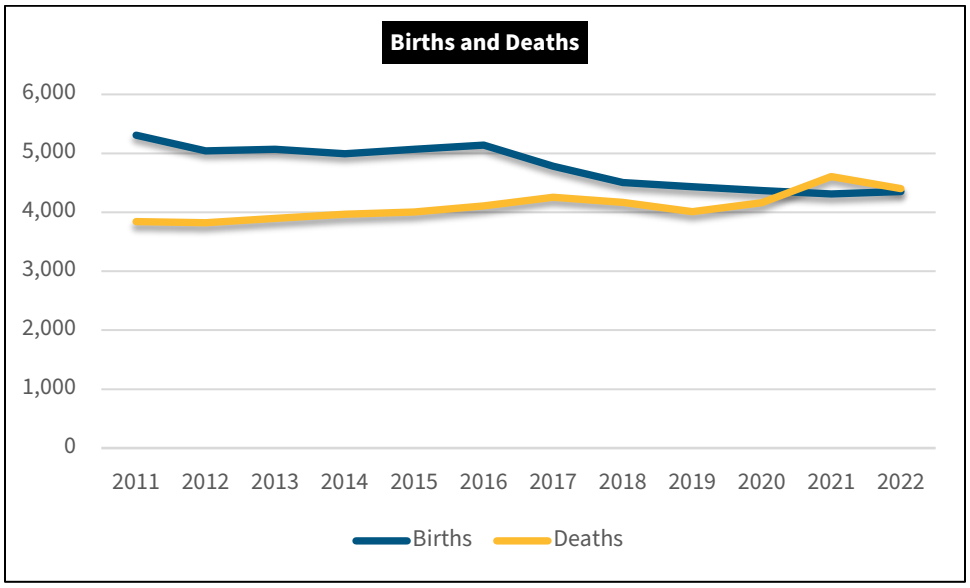
If current trends in domestic migration, birth rates, and death rates continue; the county, state, and country will experience population loss. Fewer people will lower the demand for infrastructure, including housing, transportation, and public services. Conversely, lower birth rates may provide an opportunity to increase educational support and medical care and reduce environmental impacts.

Figure 10: Sonoma County Population by Age and Sex in 2022



[18] "Median age at first marriage: 1890 to present", United State Census, 2024, https://www.census.gov/content/dam/Census/library/visualizations/time-series/demo/families-and-households/ms-2.pdf.
[19] "California's Plunging Birth Rates", Public Policy Institute of California, 2024, https://www.ppic.org/blog/californias-plunging-birth-rates/.
[20] "Births and Deaths", Table E-6 Population Estimates and Components of Change by County July 1, 2010–2021 from California Department of Finance, 2024, https://dof.ca.gov/forecasting/demographics/estimates/estimates-e6-2010-2021/.

Figure 11. Sonoma County Births and Deaths



Federal Immigration Policy / International Immigration

After accounting for the decline in birth rates and an increase in death rates over the past decade, international immigration remains one of the only sources of population increase. International immigration contributes to California's population growth, with ' foreign-born residents making up a quarter of the state's population.. However, international immigration has decreased over the decades, declining from an immigration rate of 37% in the 1990s to a 12% increase in the 2000s, and further down to a 5% increase in the 2010s.[21] As shown in Figure 5, international immigration into Sonoma County has declined over the past decade, from a high of 996 people immigrating to Sonoma County in 2018 to a low of 210 people in 2021.

As a result of the declining international immigration to the county, fewer trips may be generated for jobs traditionally held by immigrants, which are often based on physical labor, and shortages in labor may occur.

Conclusion

The Sonoma County TBS Addendum built upon the previous study to utilize traffic count data and mobile device data to quantify travel behavior in Sonoma County. Using StreetLight mobile data, we were able to estimate travel by total trips, VMT, and average trip length.

The period from 2017 to 2022 may be remembered as one of the most tumultuous periods in Sonoma County's modern history with the combined impacts from consecutive wildfire events and the COVID-19 Pandemic. The most significant change in travel behavior during this time, as with the other areas under the stay-at-home order, was the shift in regional commute patterns away from office employment centers. Most notable for Sonoma County residents and workers was a decline in commuting to Marin

[21] "Immigrants in California", Public Policy Institute of California, 2024, https://www.ppic.org/publication/immigrants-in-california/.

County, where more traditional office employment would transfer from work to home. As shown across the origin and destination charts and maps, there is significant variation in the number of trips often associated with new development, areas impacted by wildfire, or other areas requiring local knowledge to interpret the travel behavior changes.

Overall trends show a slight decline in the number of trips and VMT for intra-county and inter-county trips during the study period. This decline may reflect the overall economic downturn during the wildlife events and COVID-19 Pandemic and be influenced by significant development patterns within cities and around the county. The data analysis indicated consistent findings from the previous TBS that most Sonoma County travel is self-contained, with 90 percent of daily vehicle trips starting and ending within the county. Furthermore, most daily trips are local, with 50 percent beginning and ending within the same jurisdiction.

An analysis of inter-county travel indicated that Sonoma County primarily interacts with Marin (32%), Napa (16%), Solano (9%), San Francisco (8%), and Mendocino (7%) counties. The heaviest observed traffic count at a county line along U.S. 101 at the boundary of Marin County and Sonoma County.

Trip length illustrated that Sonoma County's vehicle trips are 2.6 miles in length within incorporated jurisdictions, highlighting trips that could shift to active modes of travel. Trip length information indicates that Sonoma County generates roughly 14.7 million vehicle miles traveled on an average weekday, with 47 percent generated by trips entering or leaving the county, despite comprising only 10 percent of daily trips.

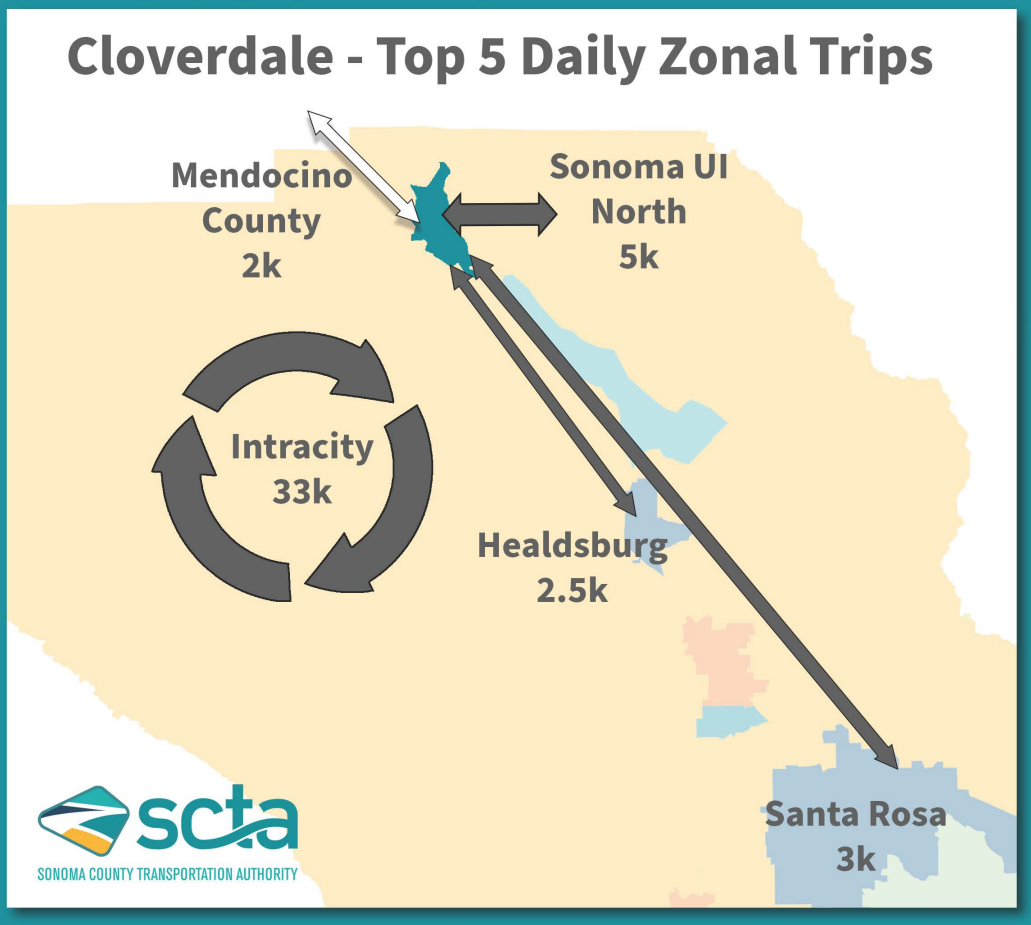
The Sonoma County TBS Addendum provides SCTA and its member jurisdictions with several data sets that can be a robust data source and analysis to support future planning and engineering activities. One shorter-term use will be the refinement and enhancement of the Sonoma County Travel Model. This data will provide a valuable source of information to support upcoming general and specific plan updates and project analysis at the countywide and jurisdiction levels.

Travel Behavior Profiles

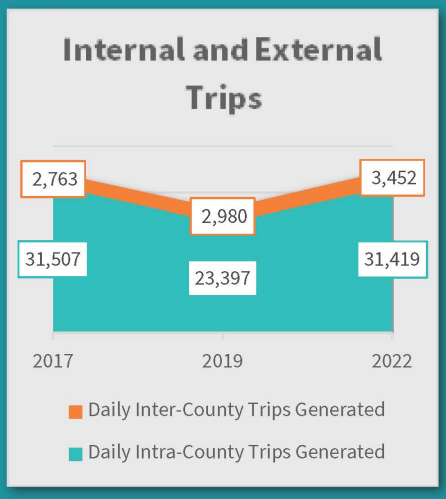
Figure 12: Travel Behavior Profile for Cloverdale



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

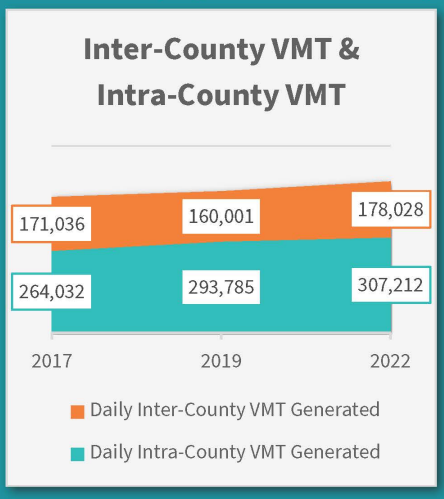
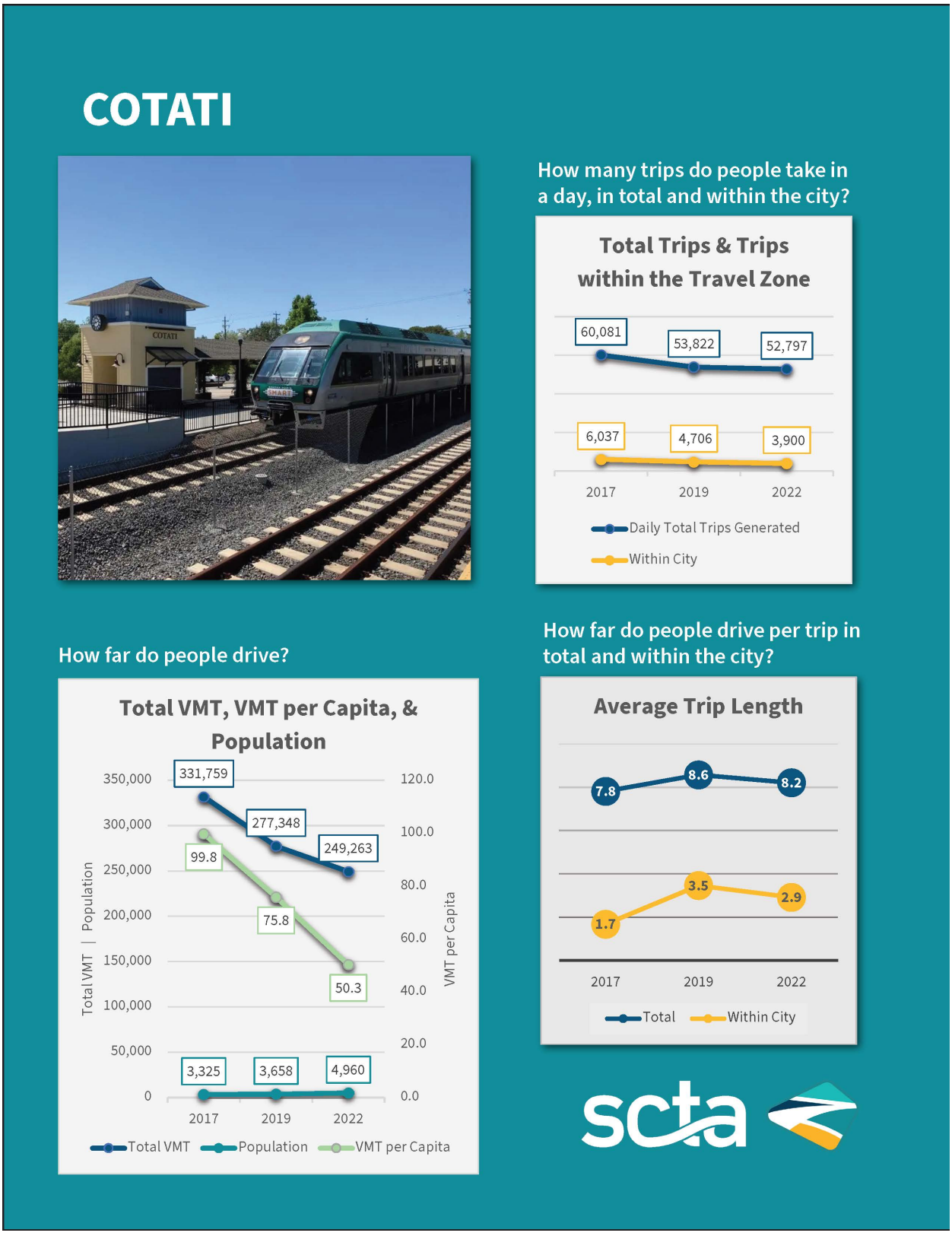
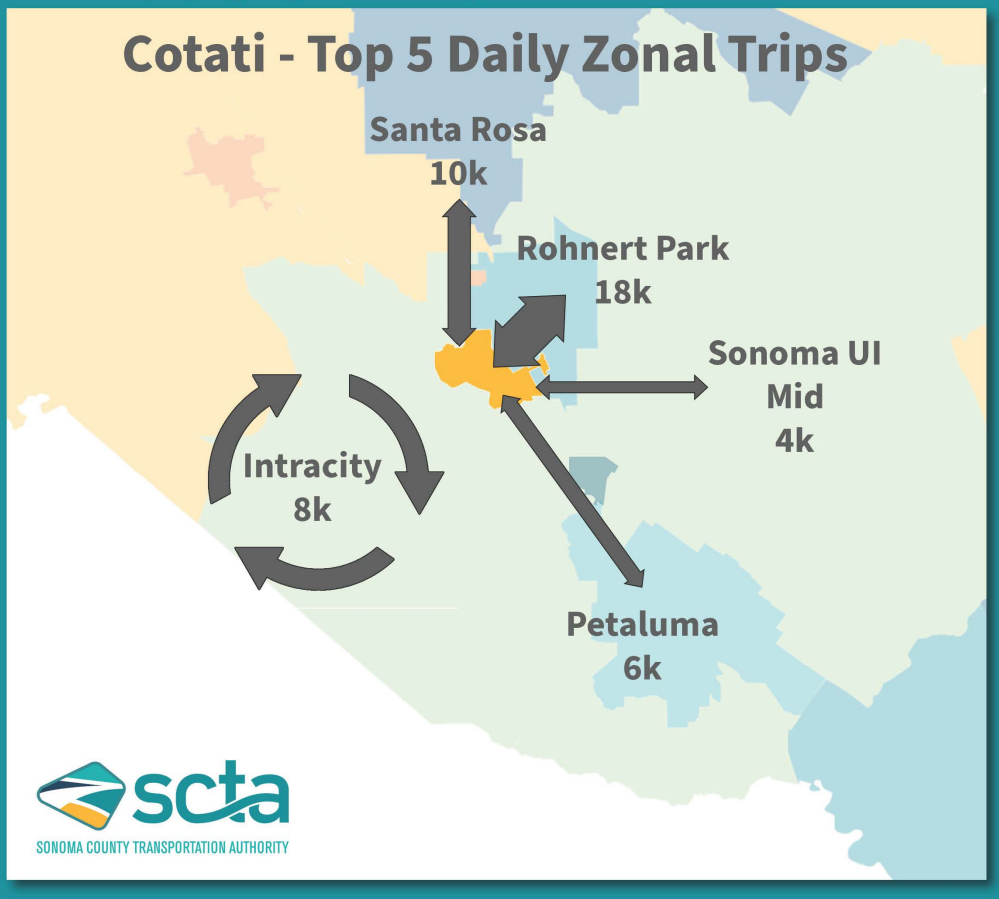


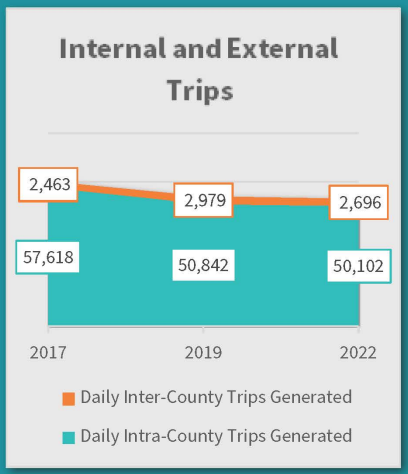
Figure 13: Travel Behavior Profile for Cotati



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

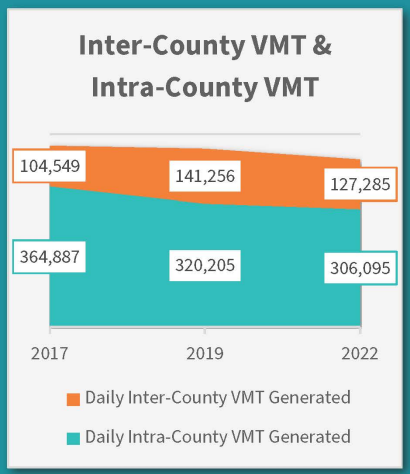
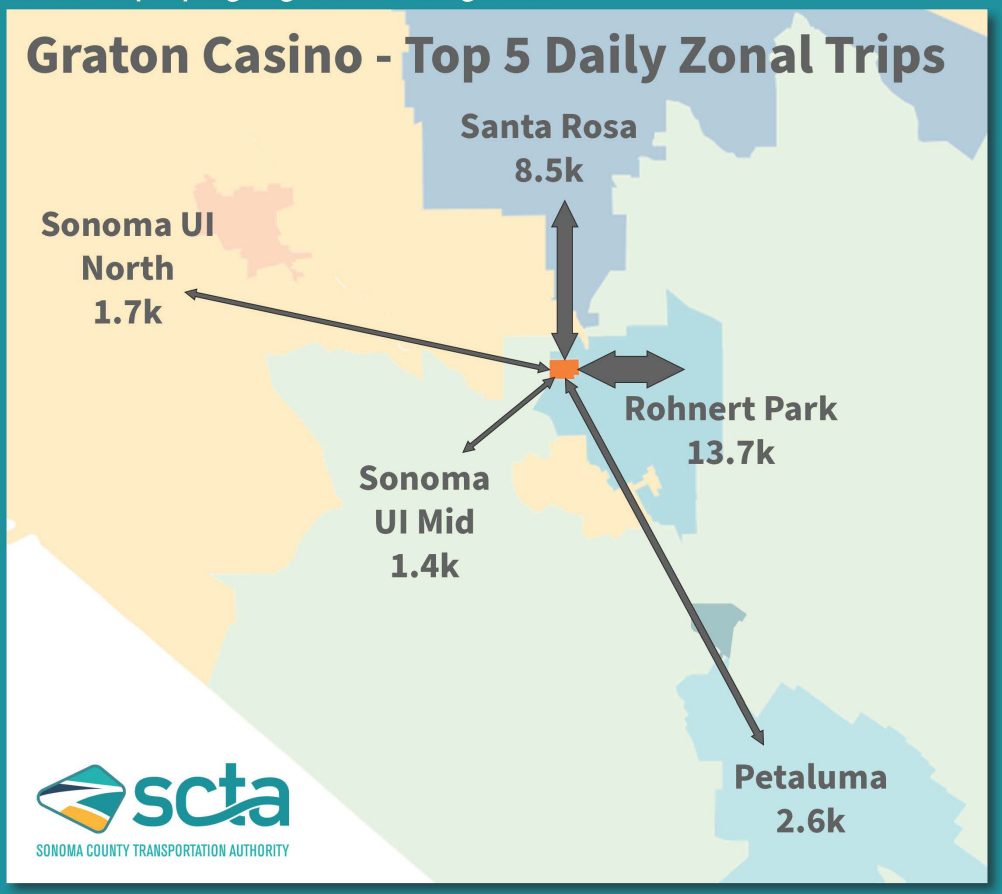


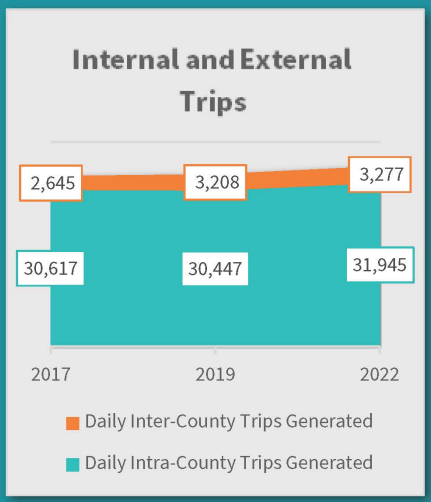
Figure 14: Travel Behavior Profile for Graton Casino



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

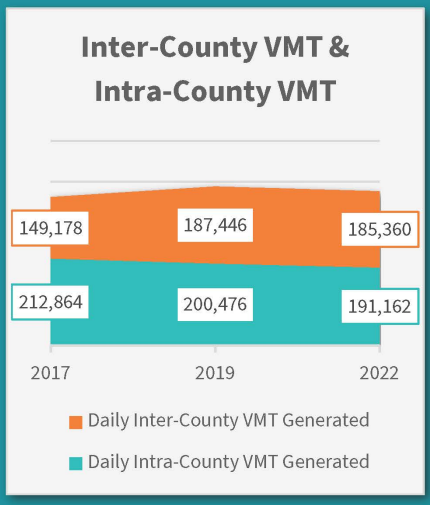
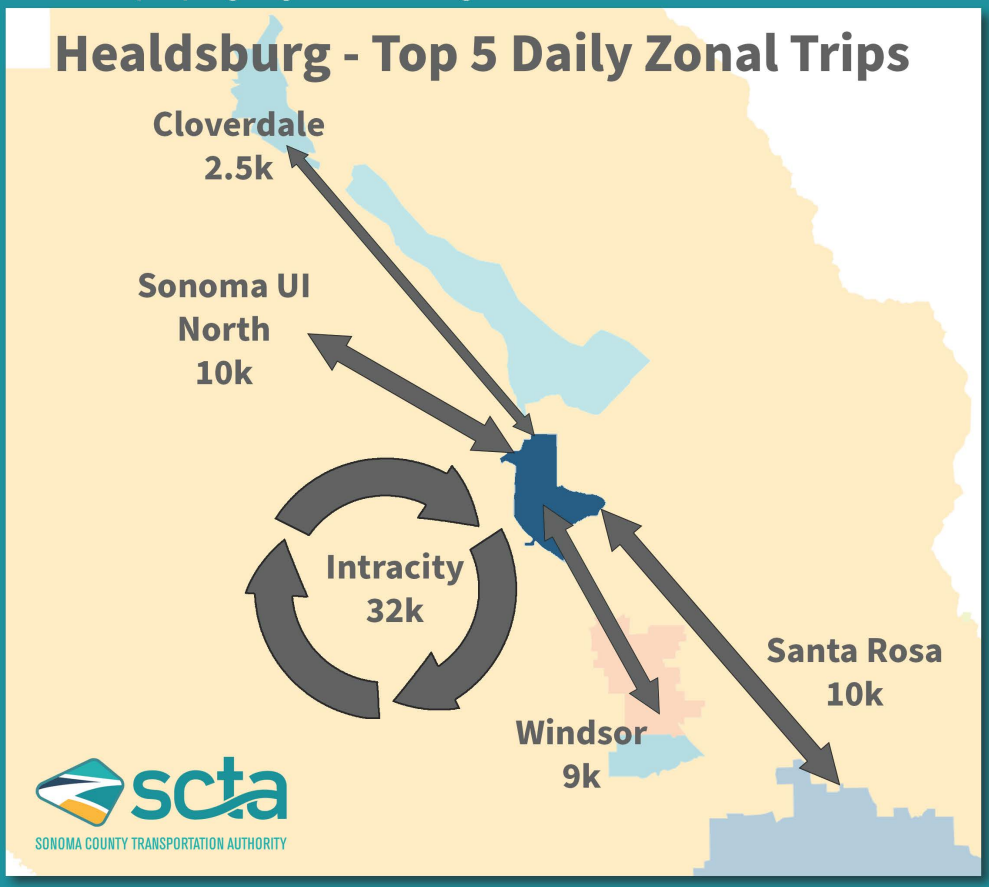


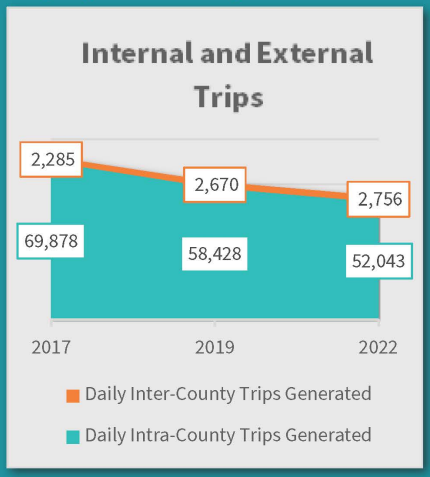
Figure 15: Travel Behavior Profile for Healdsburg



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

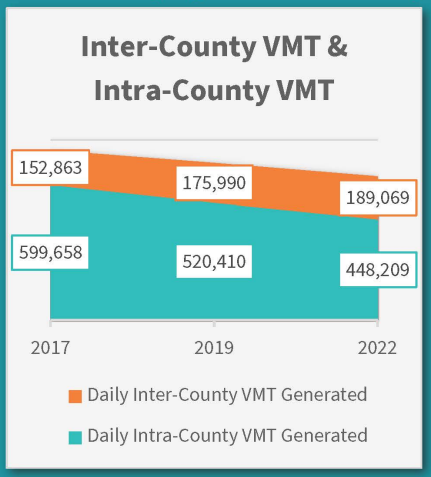
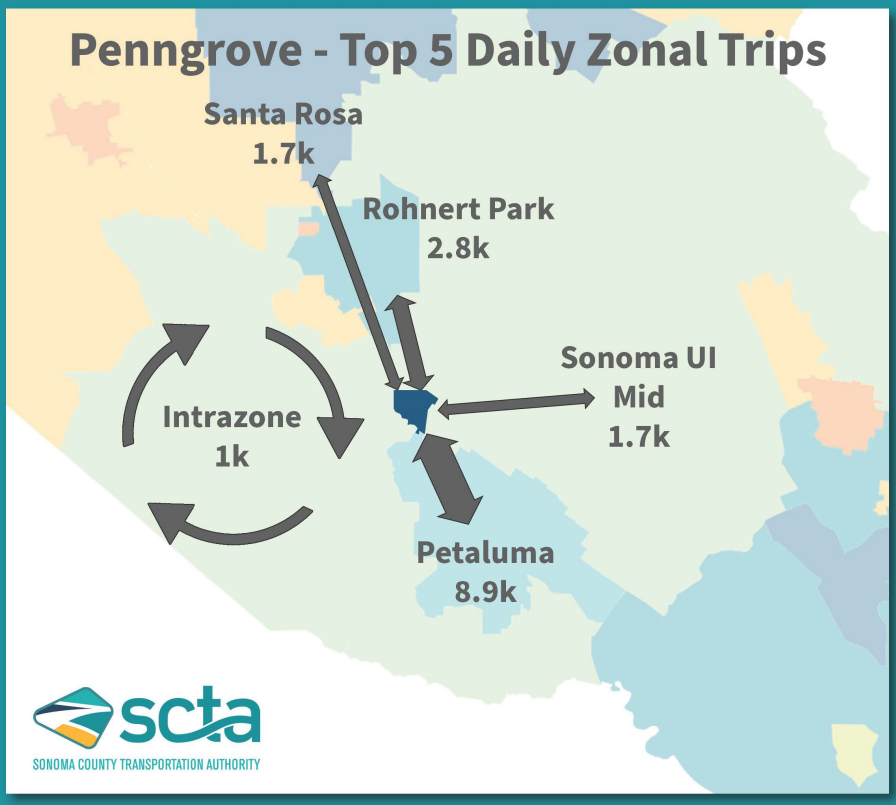


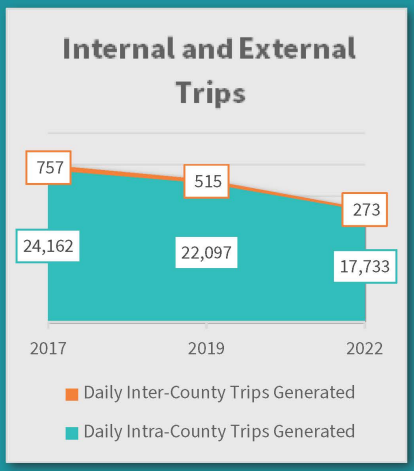
Figure 16: Travel Behavior Profile for Penngrove



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

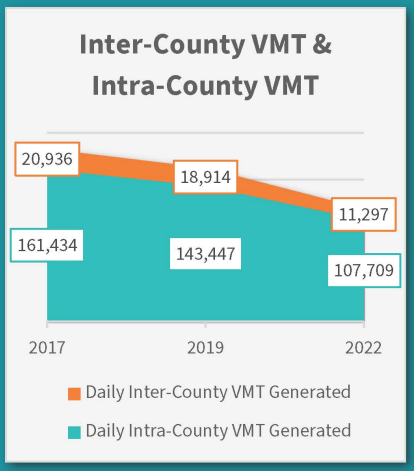
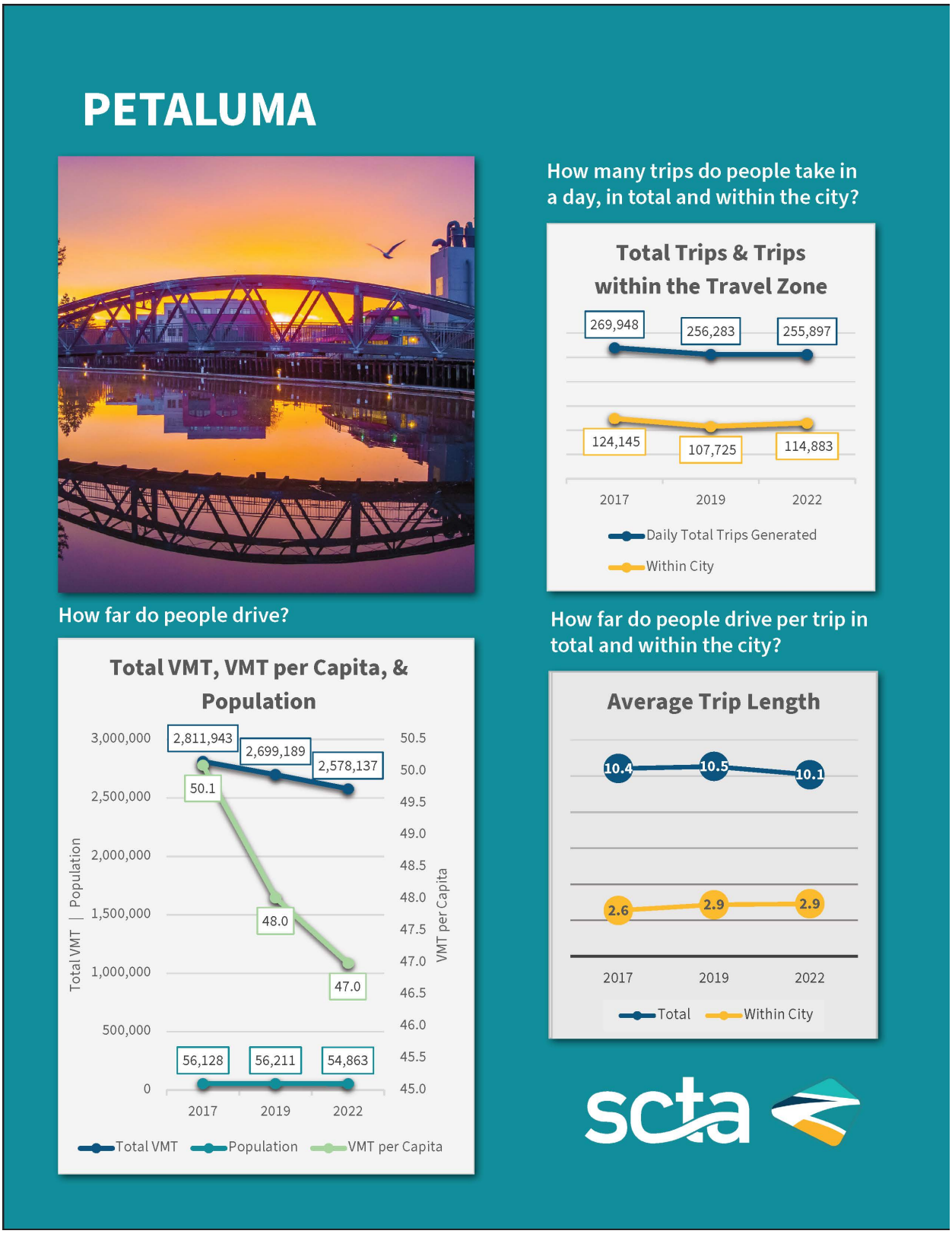
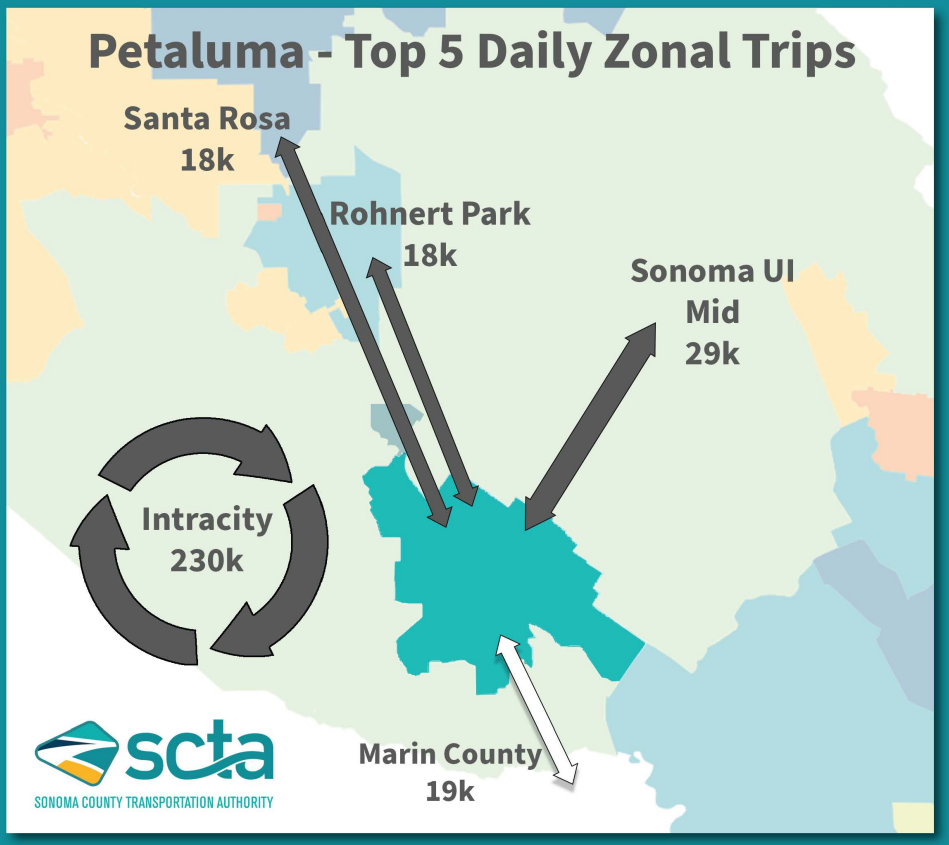


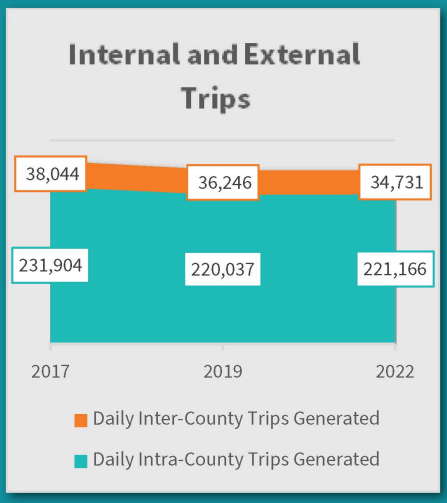
Figure 17: Travel Behavior Profile for Petaluma



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

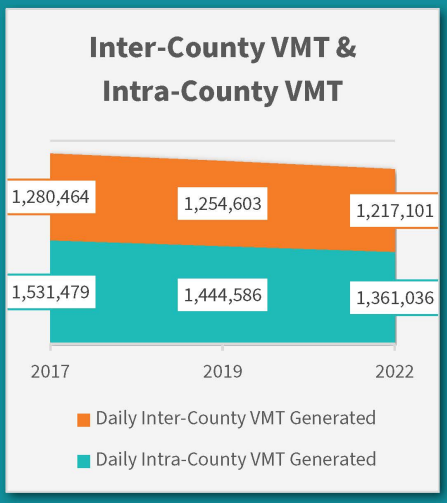
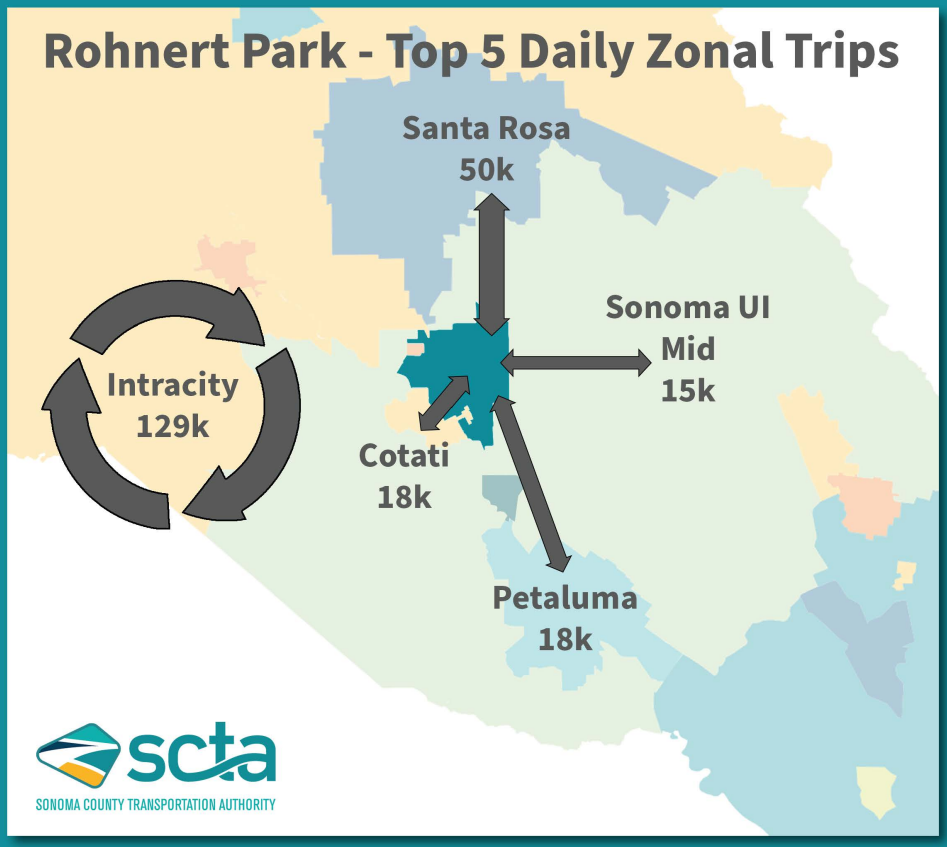


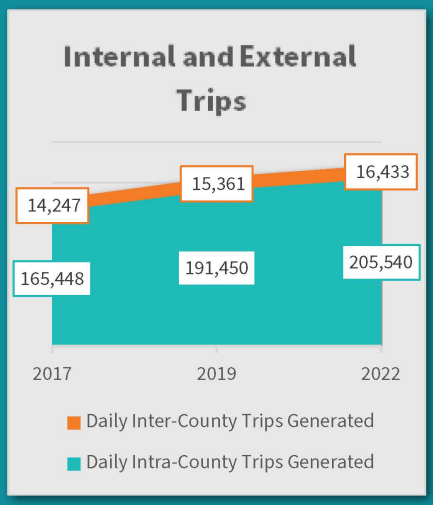
Figure 18: Travel Behavior Profile for Rohnert Park



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

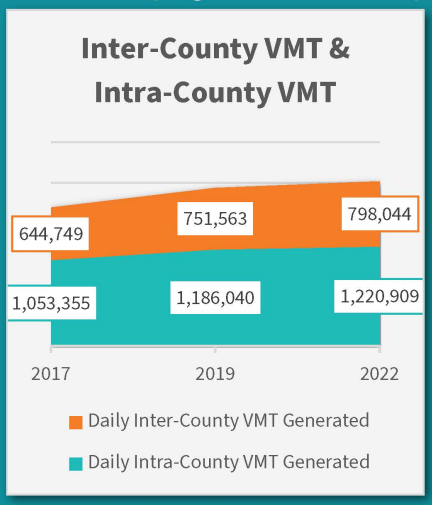
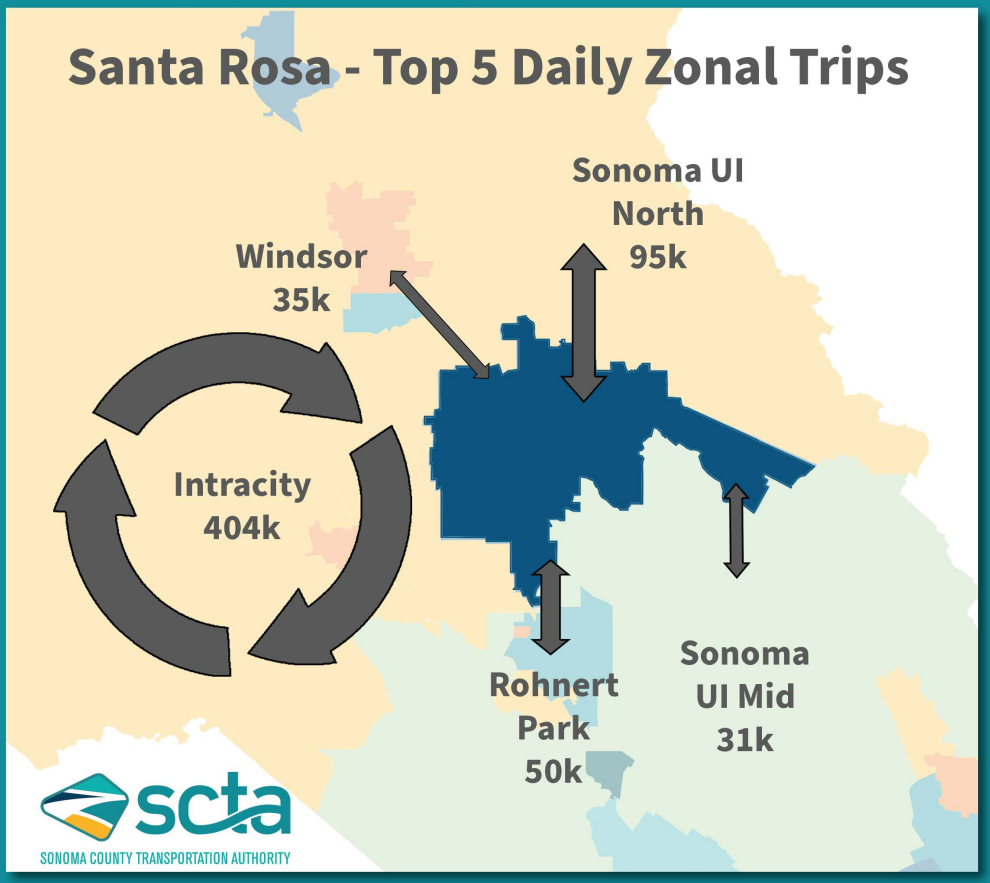


Figure 19: Travel Behavior Profile for Santa Rosa



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

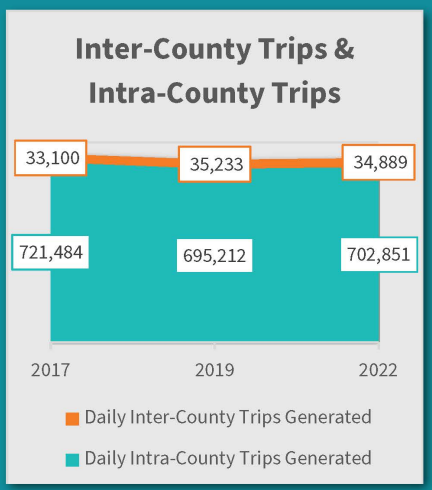
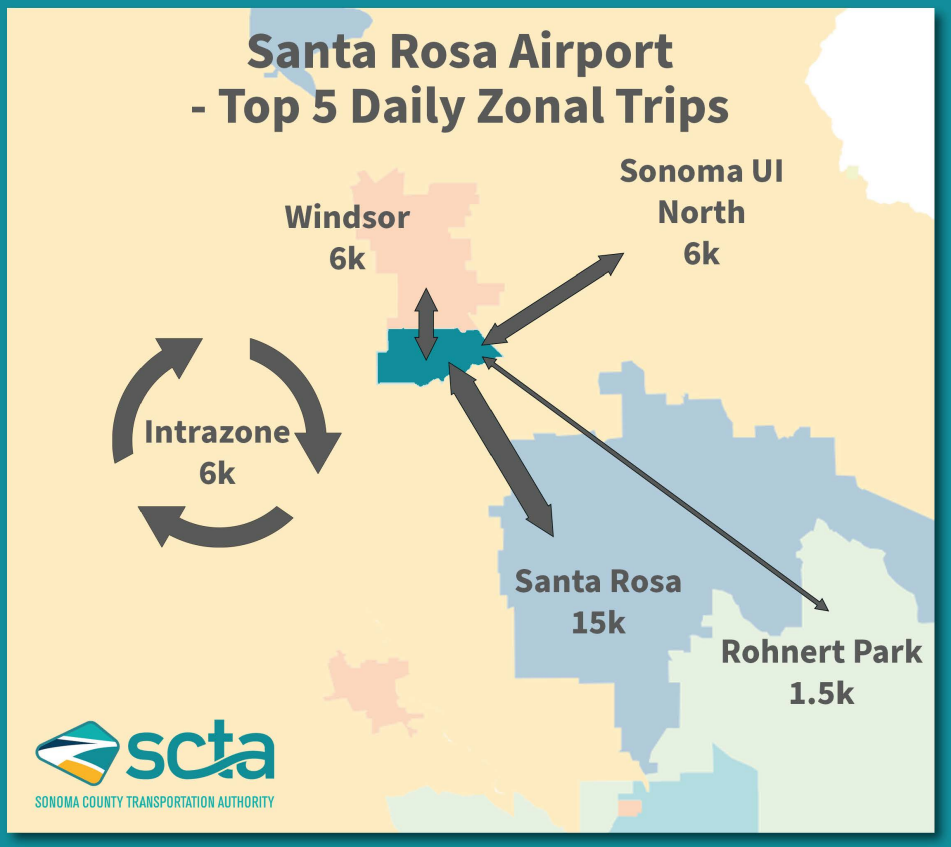


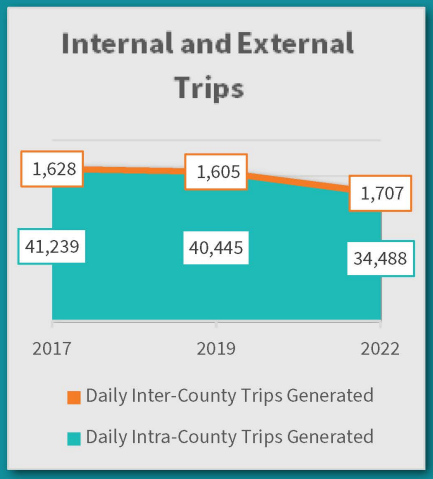
Figure 20: Travel Behavior Profile for Santa Rosa Airport



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

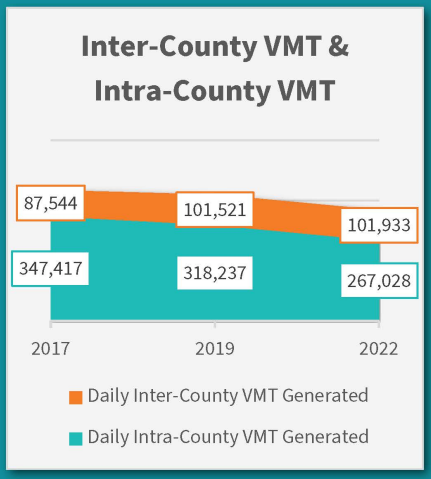
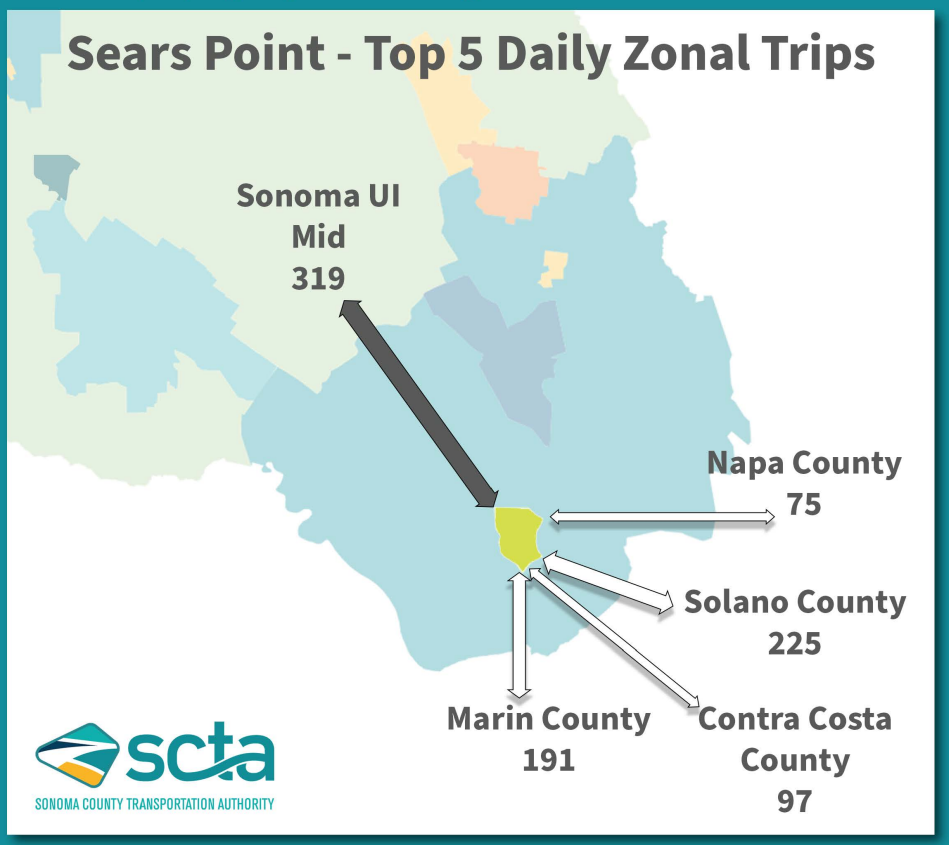


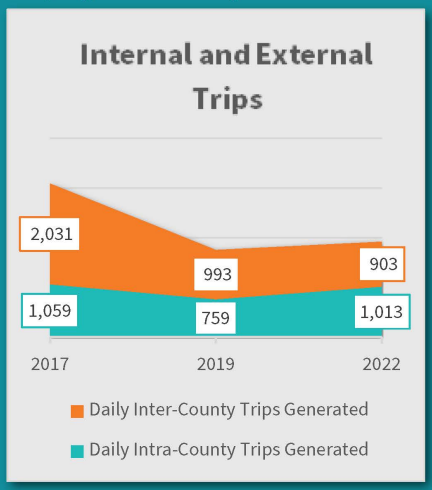
Figure 21: Travel Behavior Profile for Sears Point



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

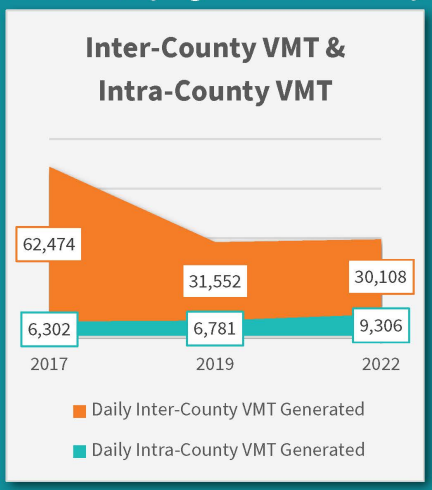
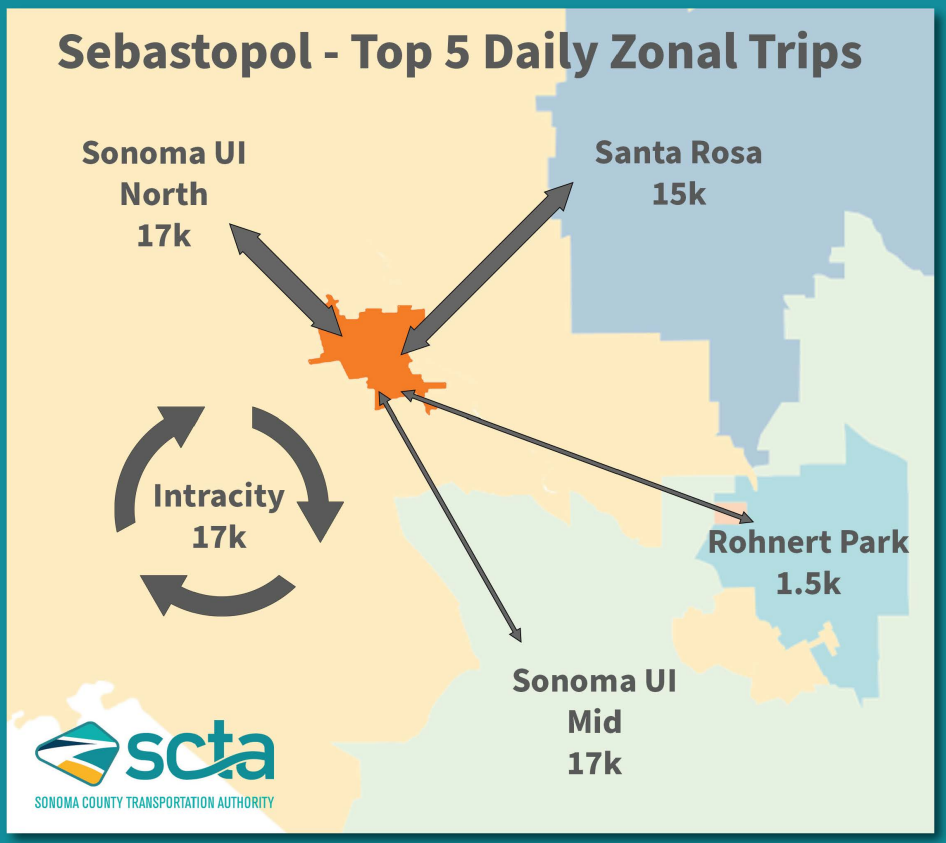


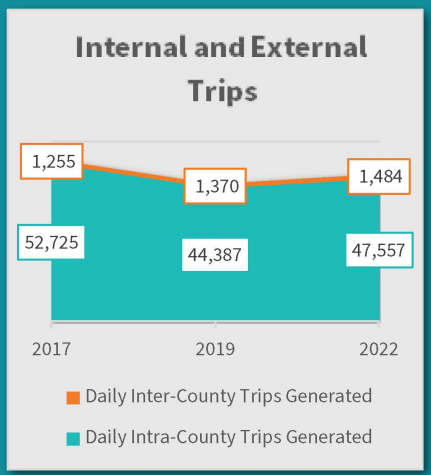
Figure 22: Travel Behavior Profile for Sebastopol



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

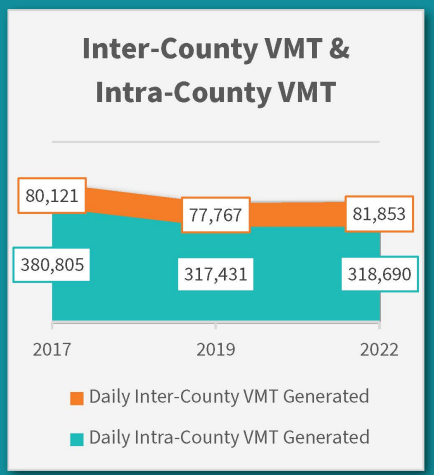
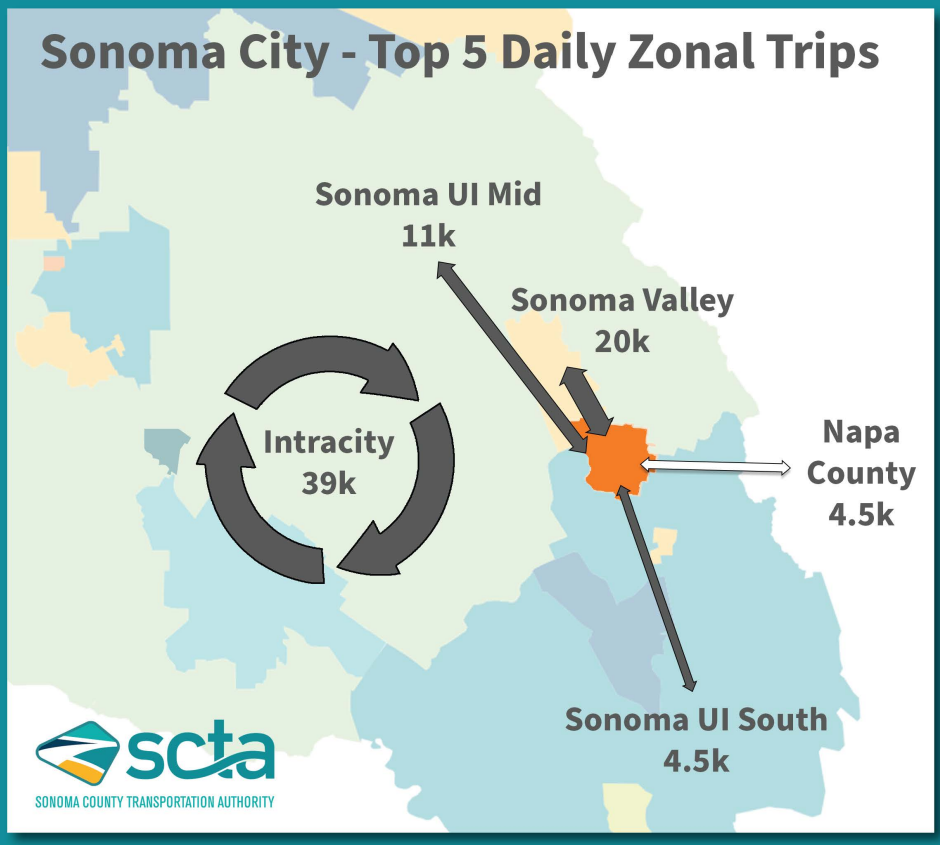


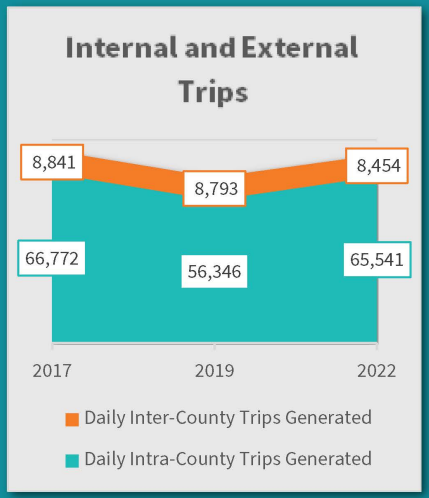
Figure 23: Travel Behavior Profile for Sonoma City



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

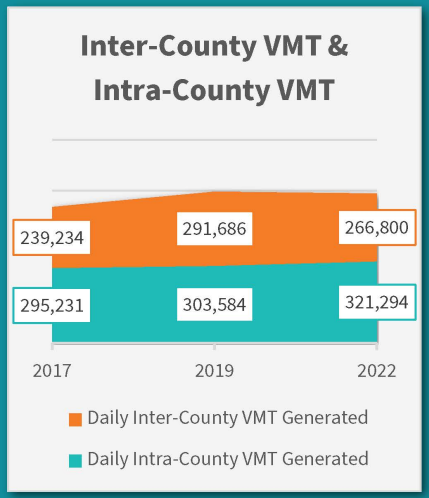
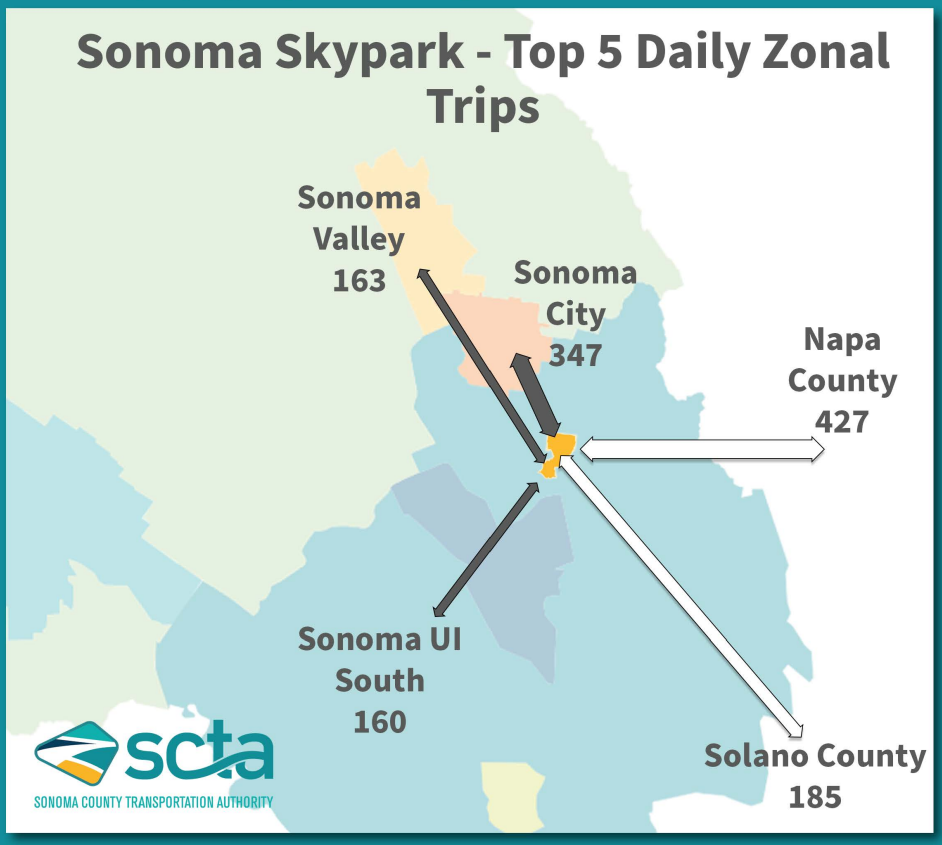


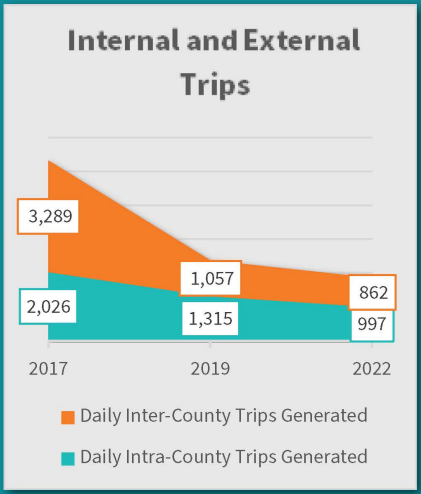
Figure 24: Travel Behavior Profile for Sonoma Skypark



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

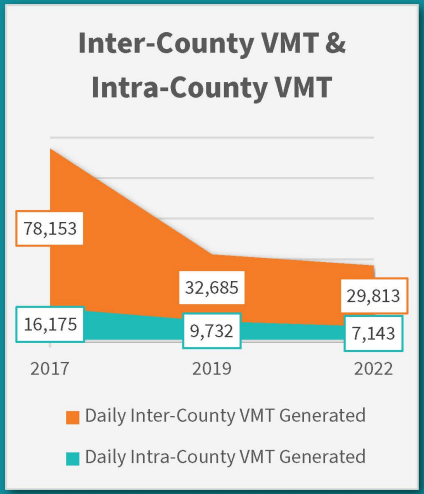
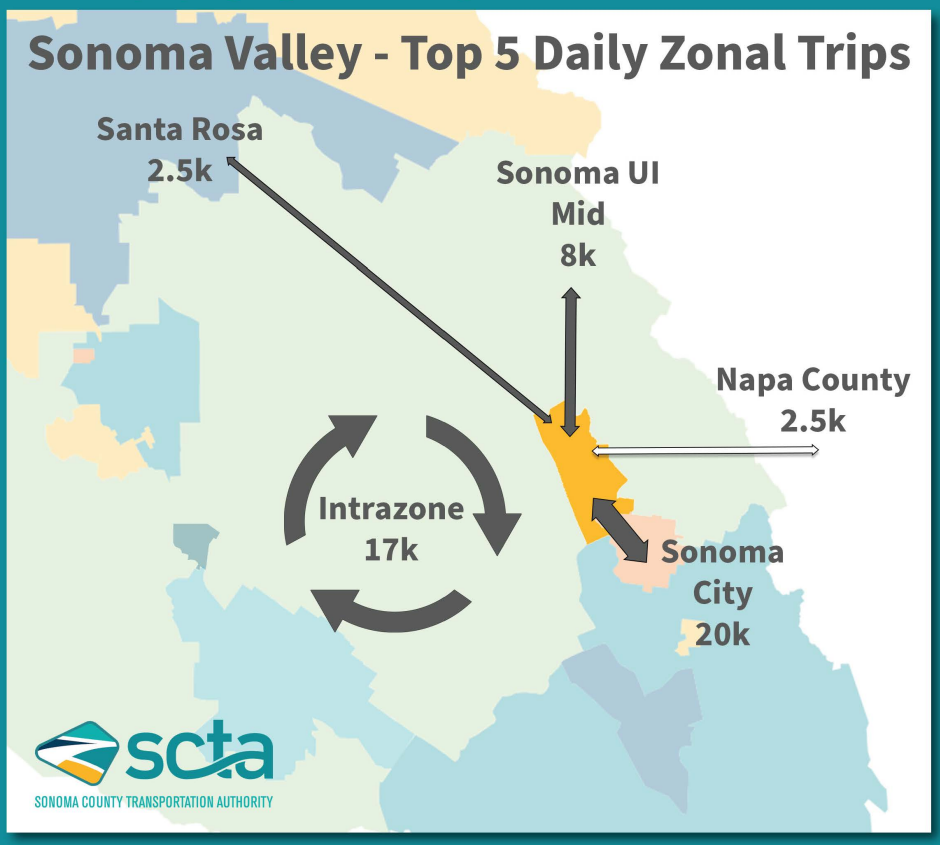


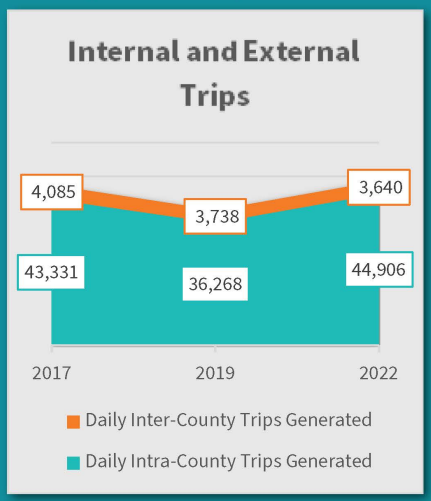
Figure 25: Travel Behavior Profile for Sonoma Valley



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

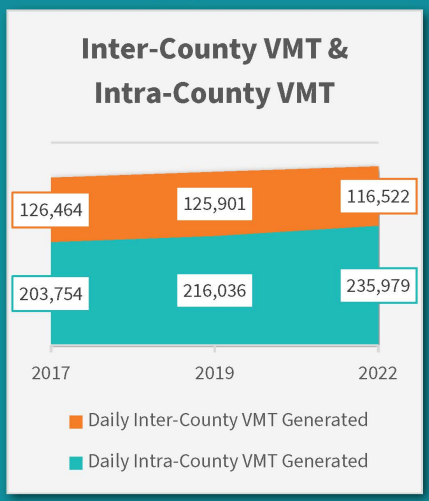
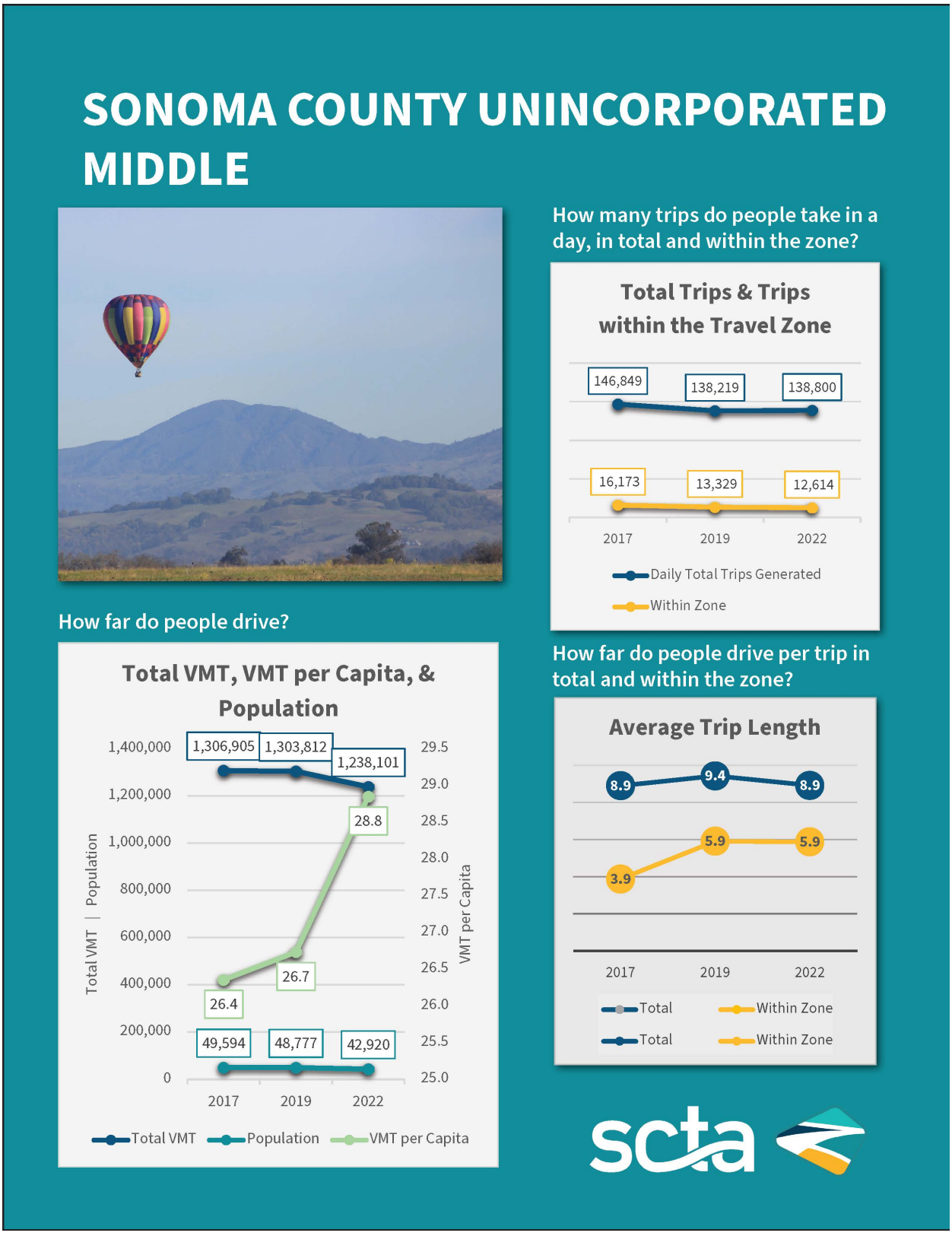
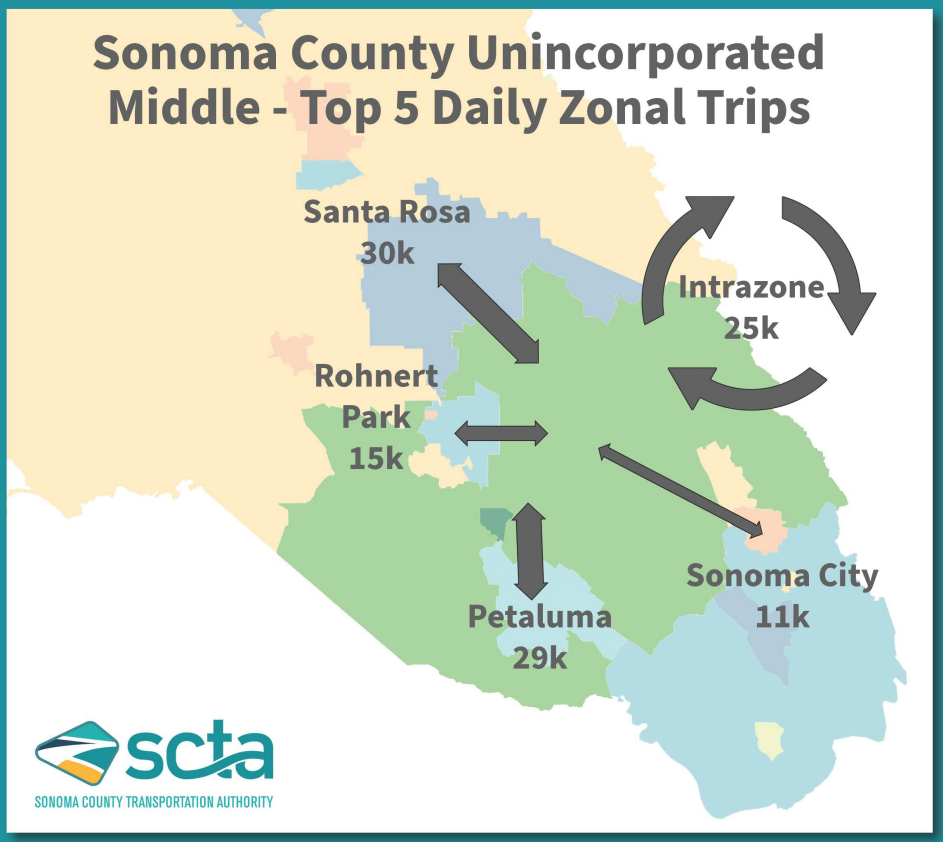


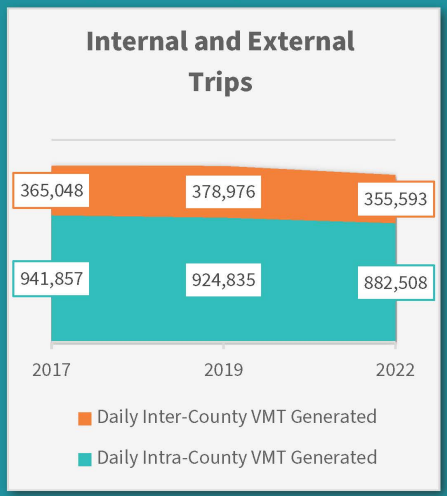
Figure 26: Travel Behavior Profile for Unincorporated Middle



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

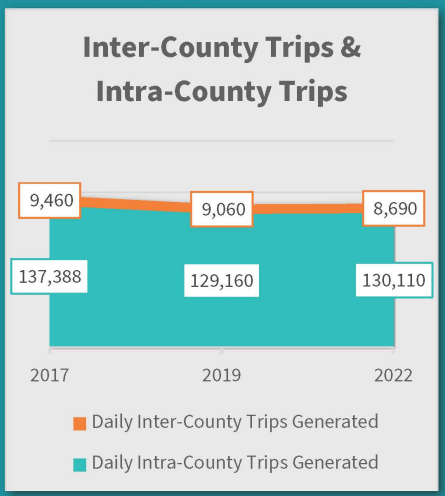
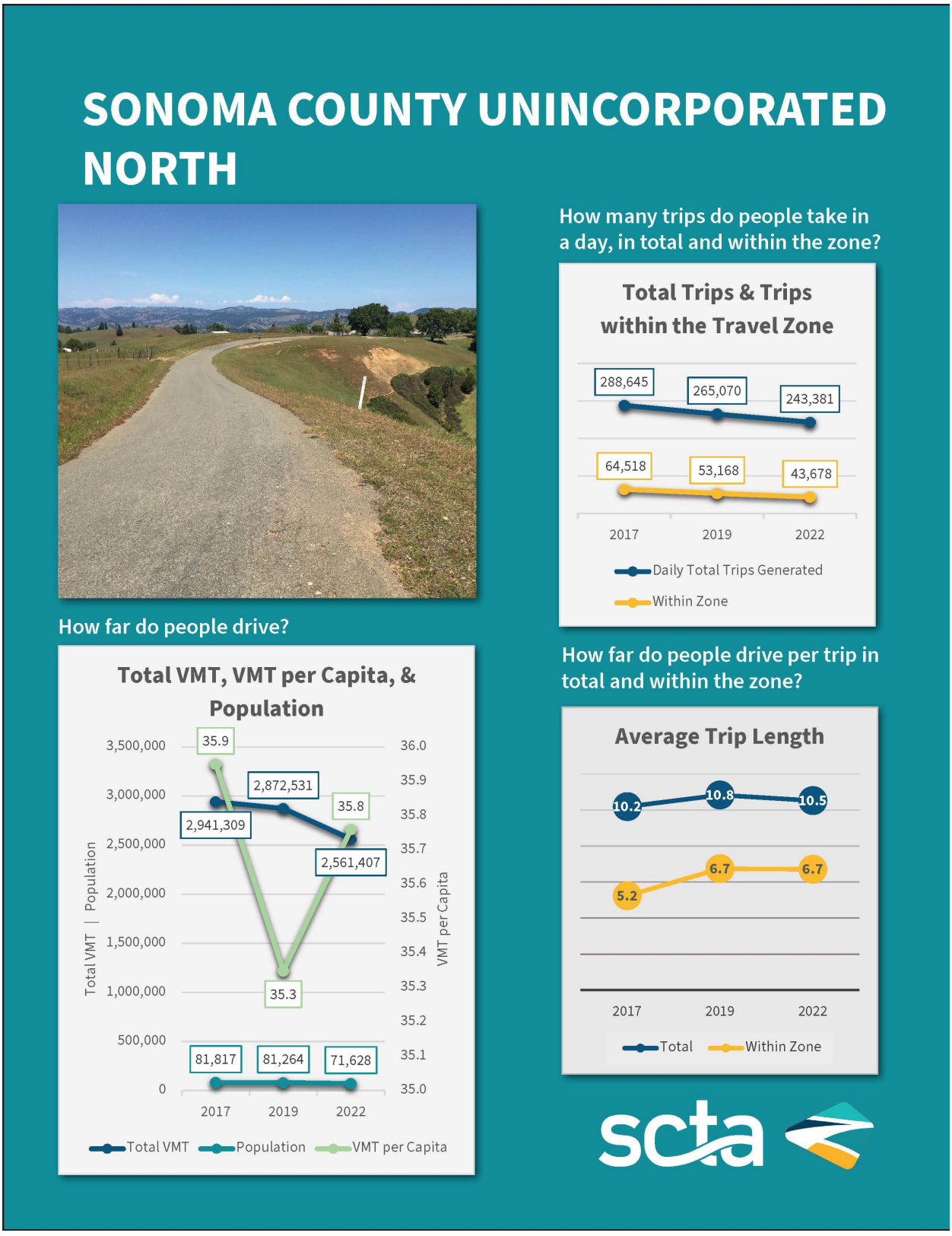
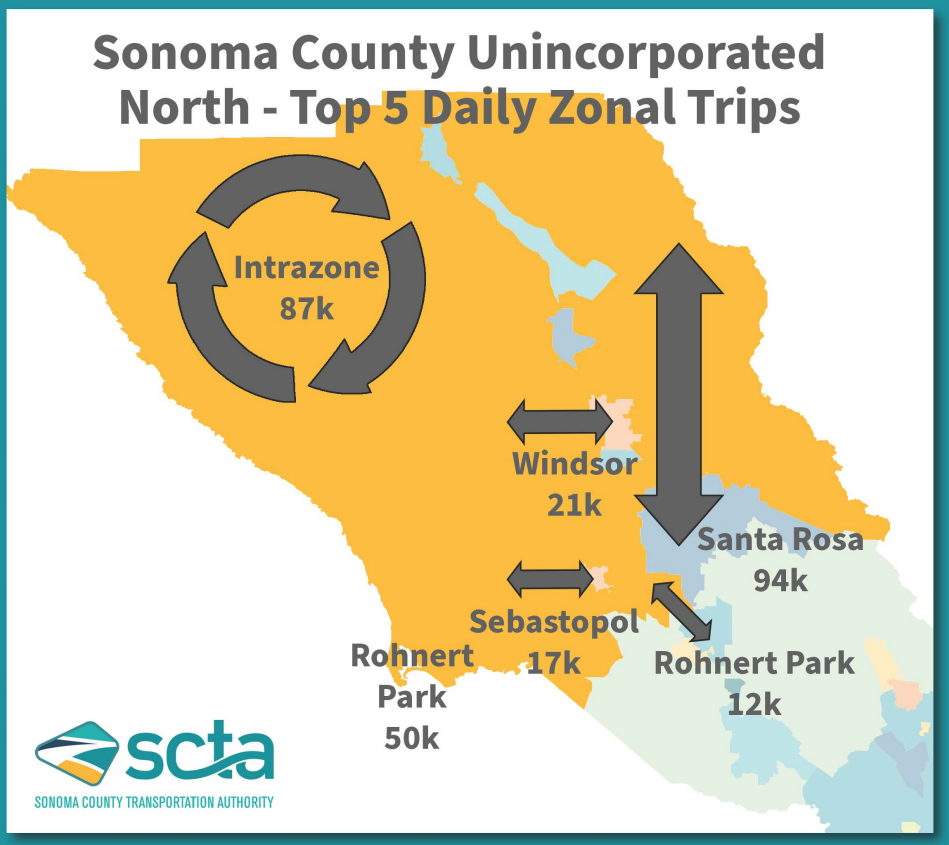


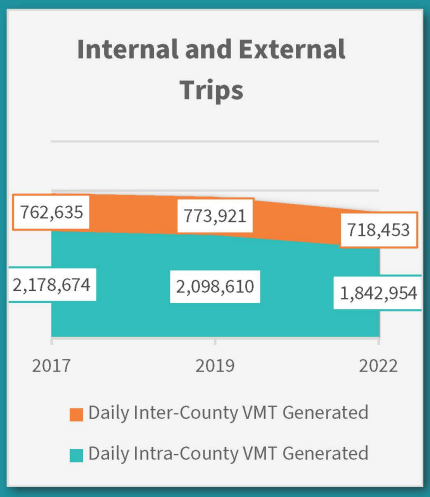
Figure 27: Travel Behavior Profile for Unincorporated North



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

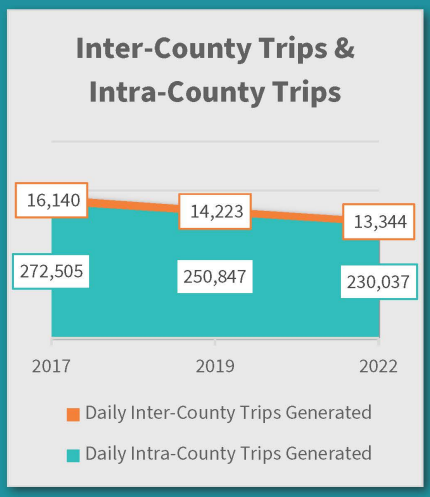
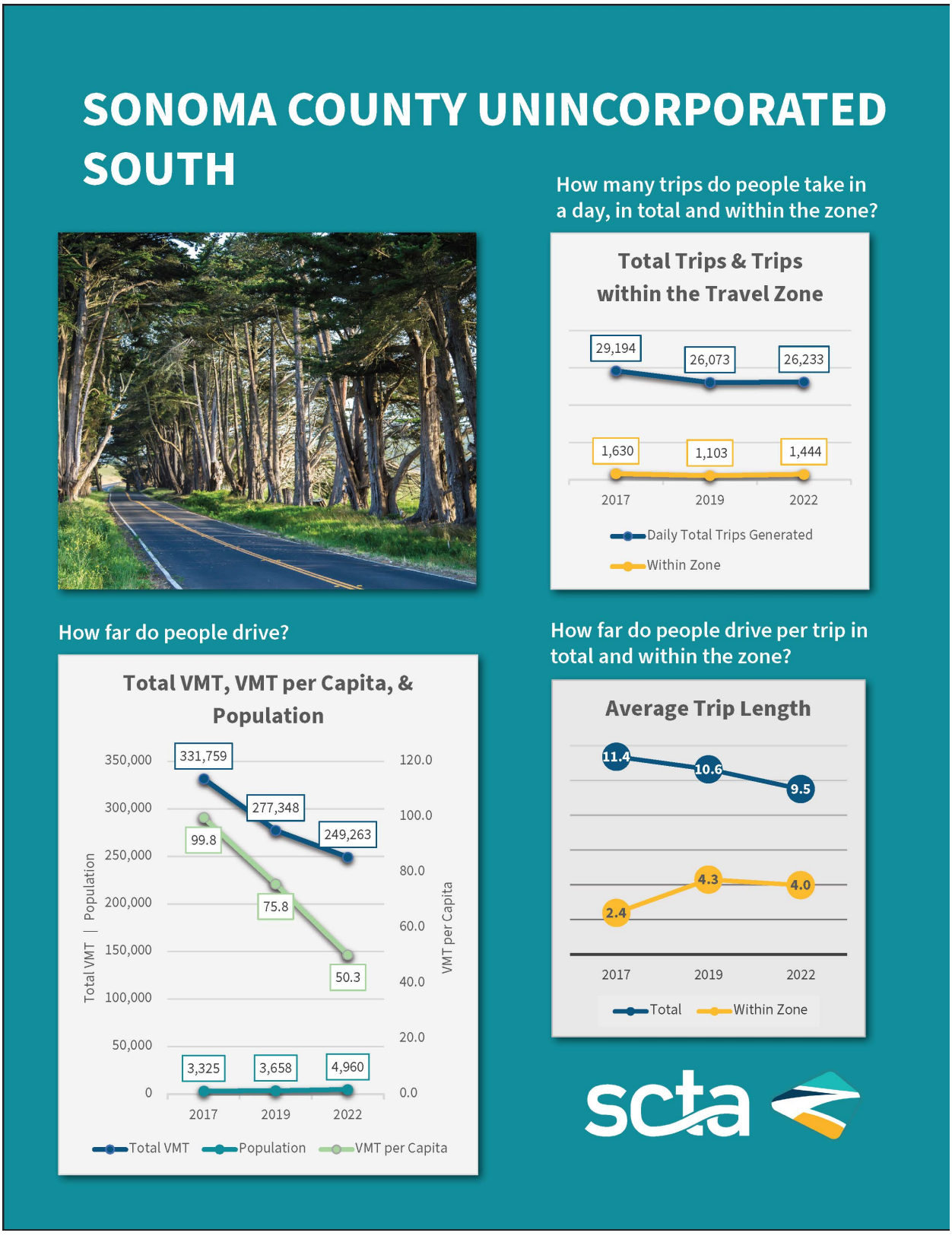
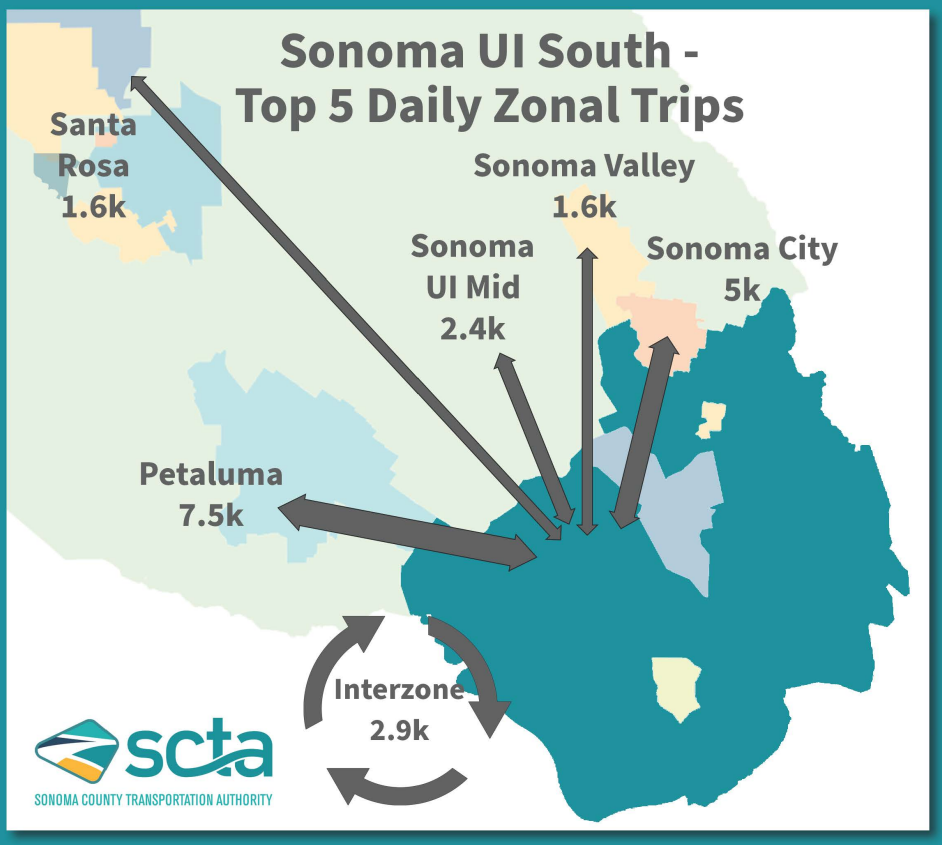


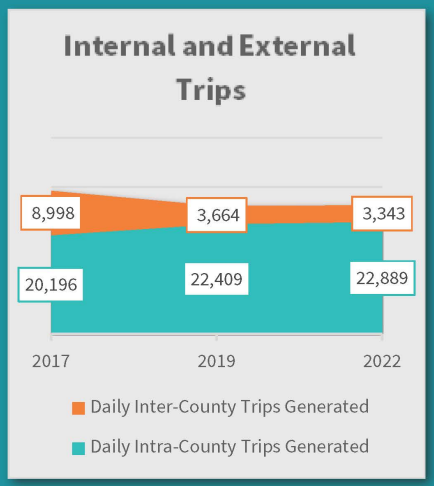
Figure 28: Travel Behavior Profile for Unincorporated South



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

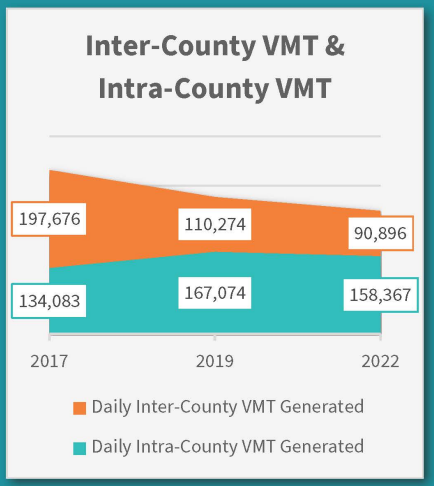
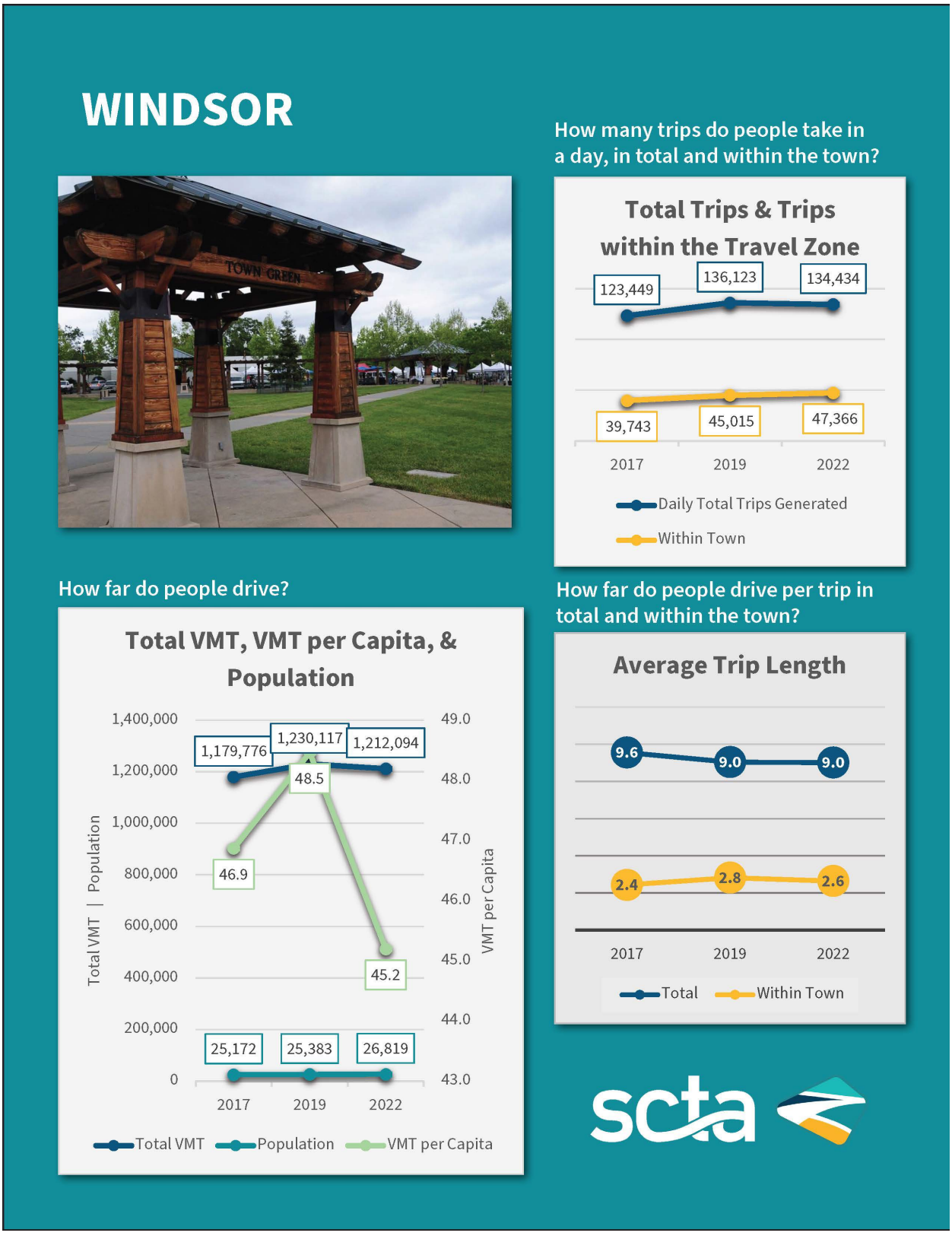
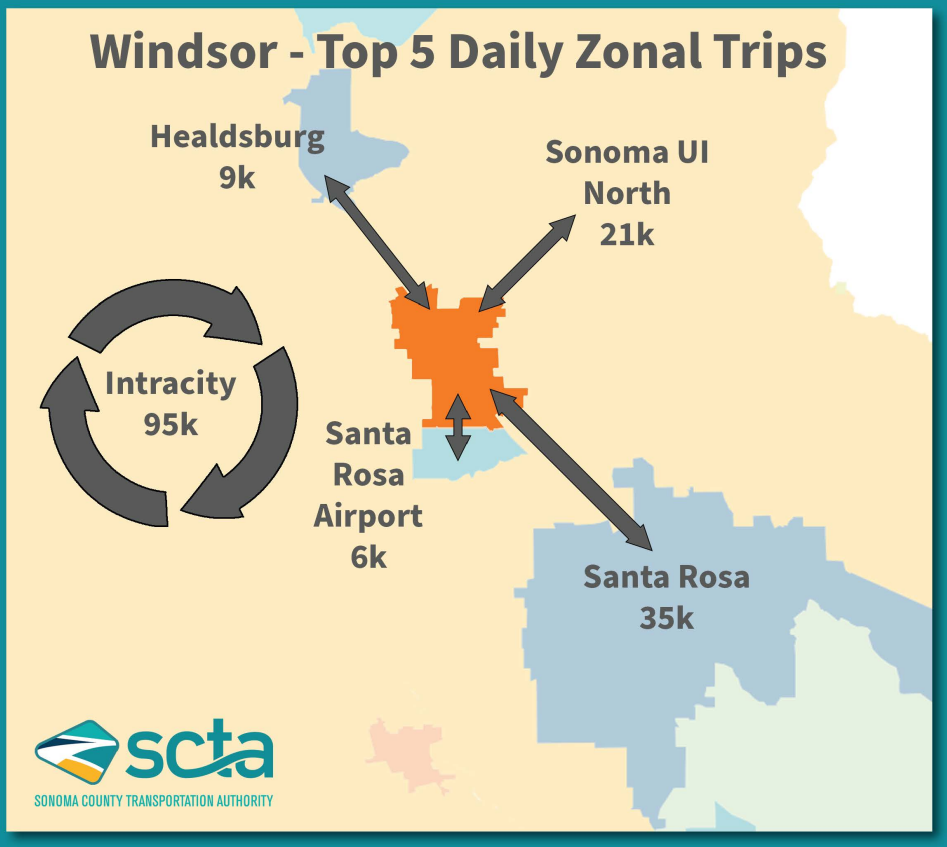


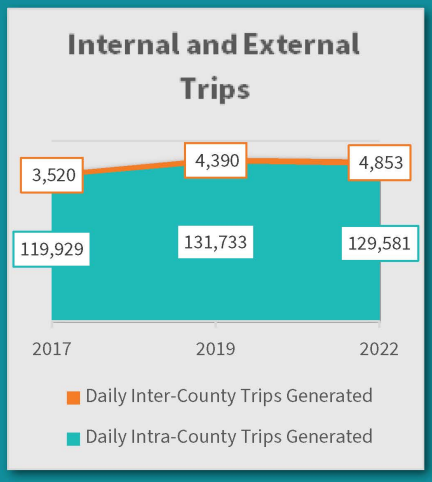
Figure 29: Travel Behavior Profile for Windsor



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?

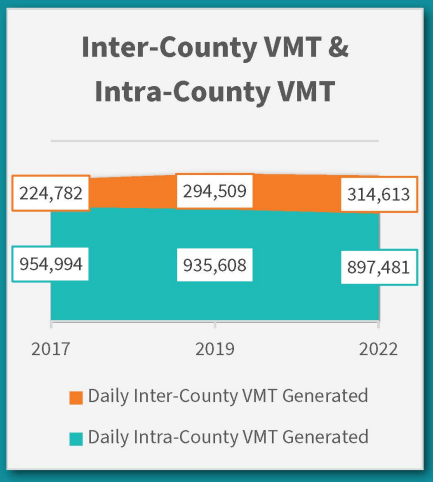
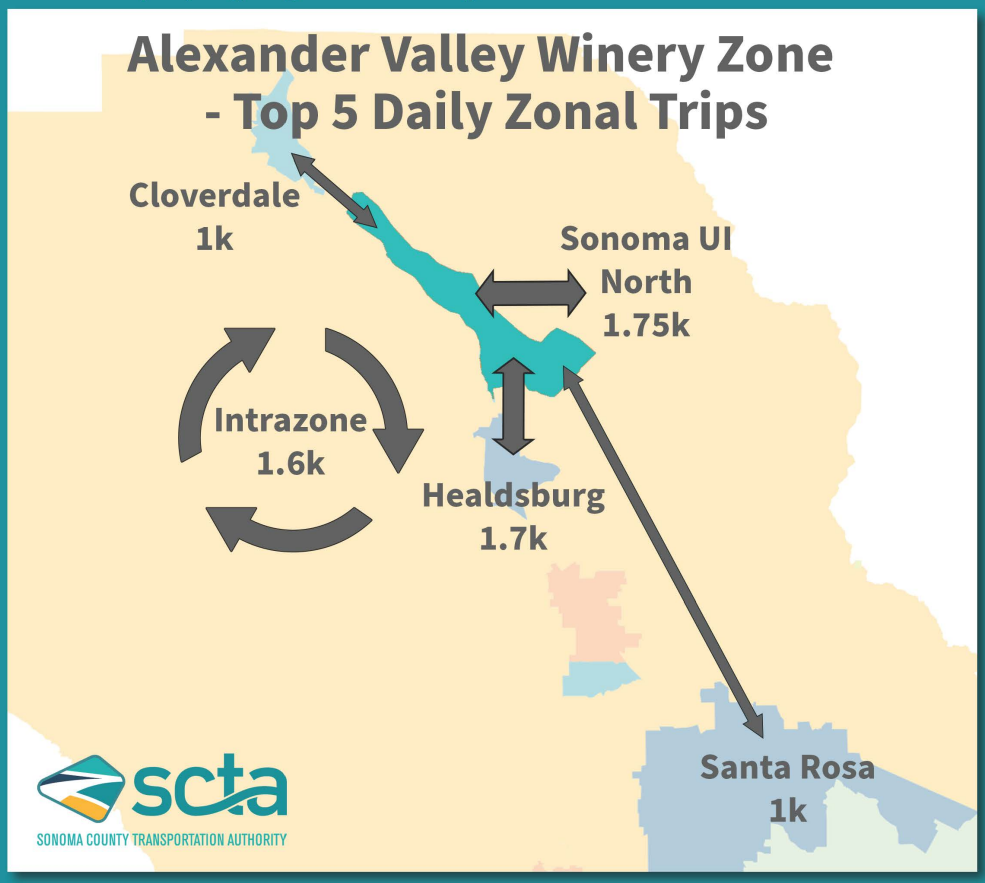


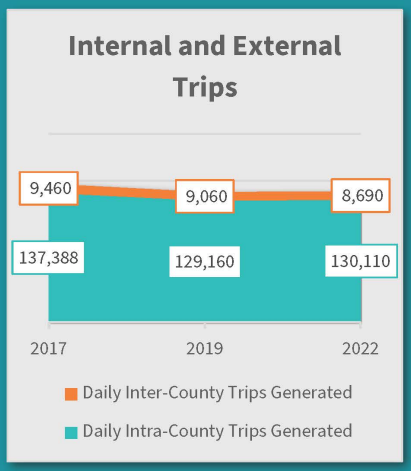
Figure 30: Travel Behavior Profile for Alexander Valley Winery Zone



Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going outside and staying within the county?

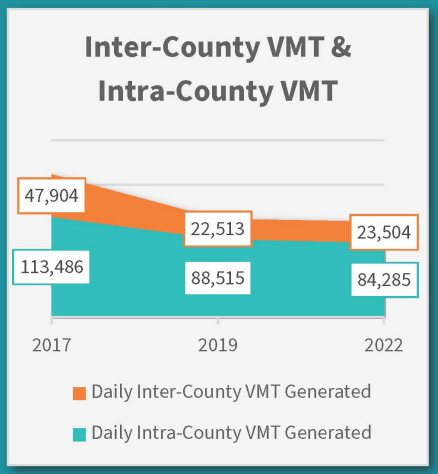
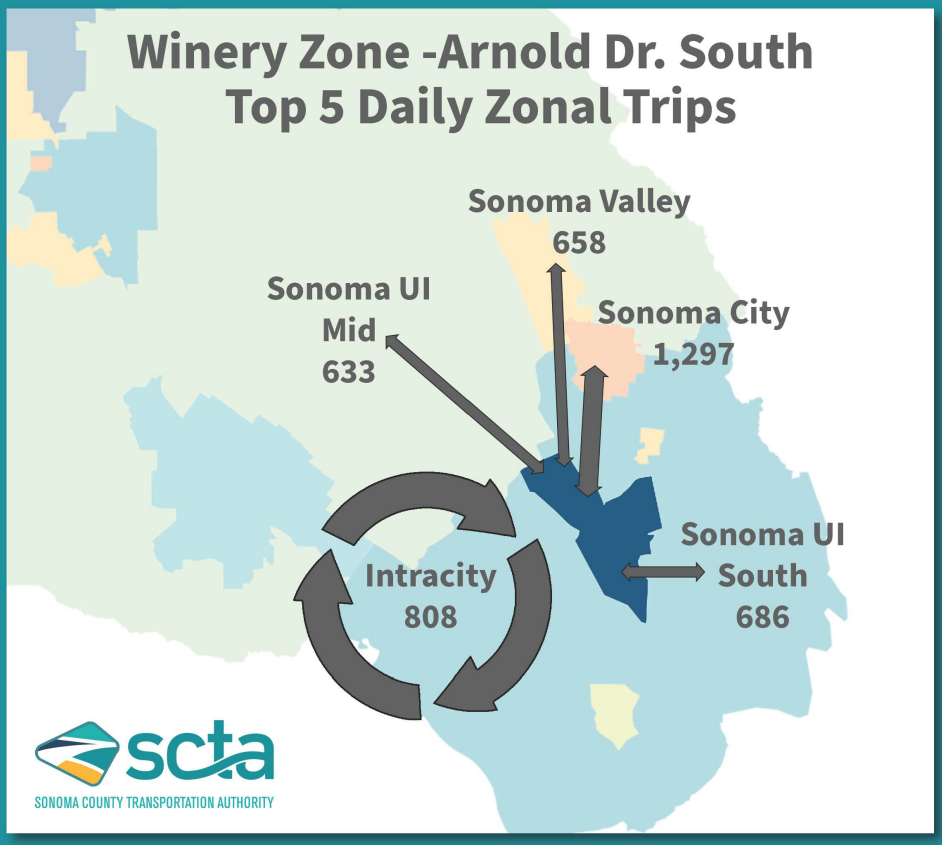


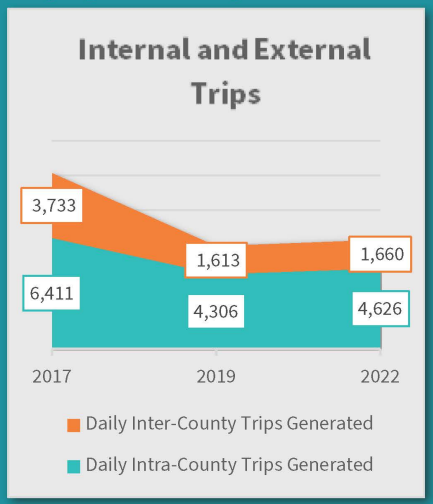
Figure 31: Travel Behavior Profile for Arnold Dr. South Winery Zone



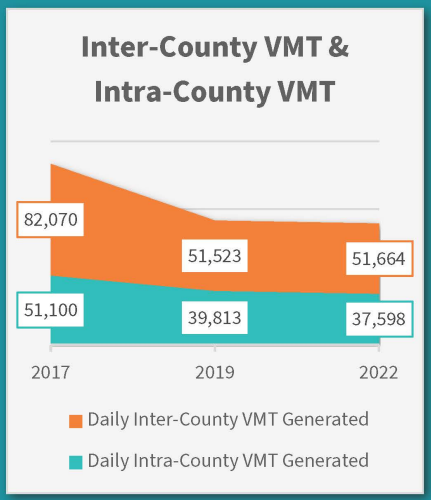
Where are people going to and coming from?



How many trips are leaving and staying within the jurisdiction?



How far do people drive going out-side and staying within the county?



Appendix – Detailed Travel Zone Findings

Figure 32: Detailed Travel Zone Findings for Cloverdale

Cloverdale

		2017	2019	2022	Change 2017-2022 Total	Change 2017-2022 Pct
Average Trip Length						
	Total	12.7	17.2	13.9	1.2	10%
	Within City	1.9	2.8	2.2	0.3	18%
Daily Trip Origins		**2017**	**2019**	**2022**		
	Daily Total Trips Generated	34,270	26,376	34,871	601	2%
	Daily Intra-County Trips Generated	31,507	23,397	31,419	-88	0%
	Share of Countywide Trips	1.5%	1.2%	1.5%		
	Daily Inter-County Trips Generated	2,763	2,980	3,452	689	25%
	Share of Countywide Trips	1.7%	2.0%	2.3%		
	Within City	19,100	10,056	16,415	-2,685	-14%
Peak AM - PM Trip Difference		**2017**	**2019**	**2022**		
Intra-County	AM Intra-County	6,620	5,556	6,581	-40	-1%
	PM Intra-County	10,122	7,725	10,479	357	4%
	AM-PM Intra-County Difference	*PM: 3,501*	*PM: 2,168*	*PM: 3,898*	*PM: 397*	
Inter-County	AM Inter-County	718	732	839	121	17%
	PM Inter-County	661	802	1,005	343	52%
	AM-PM Inter-County Difference	*AM: 56*	*PM: 70*	*PM: 165*	*PM: 222*	
Vehicle Miles Traveled		**2017**	**2019**	**2022**		
	Total VMT	435,068	453,786	485,240	50,172	12%
	Share of Countywide VMT	2.0%	2.2%	2.4%		
	VMT per Capita	49.3	51.2	51.2	2	4%
	Population	8,825	8,871	9,469	644	7%
	Daily Intra-County VMT Generated	264,032	293,785	307,212	43,180	16%
	Share of Countywide VMT	1.7%	1.9%	2.1%		
	Daily Inter-County VMT Generated	171,036	160,001	178,028	6,992	4%
	Share of Countywide VMT	1.1%	1.1%	1.2%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
	Cloverdale →	16,415	Cloverdale ←	
	Sonoma UI North	2,471	Sonoma UI North	2,366
	Santa Rosa	1,466	Santa Rosa	1,429
	Mendocino County	1,188	Healdsburg	1,272
	Healdsburg	1,152	Windsor	1,164
	Windsor	1,073	Mendocino County	981
	Alexander Val. Winery Zone	523	Alexander Val. Winery Zone	533
	Santa Rosa Airport	209	Santa Rosa Airport	243
	Lake County	182	Lake County	188
	Rohnert Park	121	Graton Casino	157

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intracity Origin and Destination	3,129		5,461
Origin in county; Destination in city	1,003		3,099
Origin outside county; Destination in city	297		556
Origin in city; Destination in county	2,449		1,918
Origin in city; Destination outside county	543		449

Figure 33: Detailed Travel Zone Findings for Cotati

Cotati

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	7.8	8.6	8.2	0.4	5%
	Within City	1.7	3.5	2.9	1.2	74%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	60,081	53,822	52,797	-7,283	-12%
	Daily Intra-County Trips Generated	57,618	50,842	50,102	-7,516	-13%
	Share of Countywide Trips	2.7%	2.5%	2.5%		
	Daily Inter-County Trips Generated	2,463	2,979	2,696	233	9%
	Share of Countywide Trips	1.5%	2.0%	1.8%		
	Within City	6,037	4,706	3,900	-2,136	-35%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	9,280	9,411	9,571	291	3%
	PM Intra-County	19,329	16,213	16,480	-2,849	-15%
	AM-PM Intra-County Difference	PM: 10,049	PM: 6,802	PM: 6,909	AM: 3,140	
Inter-County	AM Inter-County	580	646	594	14	2%
	PM Inter-County	471	895	841	370	78%
	AM-PM Inter-County Difference	AM: 108	PM: 249	PM: 247	PM: 355	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	469,436	461,461	433,380	-36,056	-8%
	Share of Countywide VMT	2.2%	2.2%	2.2%		
	VMT per Capita	42.7	44.7	39.0	-3.7	-9%
	Population	11,000	10,314	11,109	109	1%
	Daily Intra-County VMT Generated	364,887	320,205	306,095	-58,792	-16%
	Share of Countywide VMT	2.4%	2.1%	2.1%		
	Daily Inter-County VMT Generated	104,549	141,256	127,285	22,736	22%
	Share of Countywide VMT	0.7%	0.9%	0.9%		

Trip Origins & Destinations	**Top Destinations**		**2022**	**Top Origins**	
	Rohnert Park	9,055		Rohnert Park	9,124
	Santa Rosa	4,929		Santa Rosa	4,848
	Cotati	→	3,900	Cotati	←
	Petaluma	3,295		Petaluma	3,437
	Sonoma UI Mid	1,897		Sonoma UI Mid	1,893
	Sonoma UI North	1,360		Sonoma UI North	1,461
	Graton Casino	676		Graton Casino	728
	Marin County	637		Marin County	644
	Windsor	367		Windsor	439
	Penngrove	346		Sebastopol	407

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intracity Origin and Destination	830		1,158
Origin in county; Destination in city	3,500		8,375
Origin outside county; Destination in city	120		591
Origin in city; Destination in county	5,241		6,947
Origin in city; Destination outside county	474		250

Figure 34: Detailed Travel Zone Findings for Graton Casino

Graton Casino

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	10.9	11.5	10.7	-0.2	-2%
	Within Zone	1.8	5.4	1.7	0.0	-1%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	33,263	33,655	35,222	1,960	6%
	Daily Intra-County Trips Generated	30,617	30,447	31,945	1,328	4%
	Share of Countywide Trips	1.5%	1.5%	1.6%		
	Daily Inter-County Trips Generated	2,645	3,208	3,277	632	24%
	Share of Countywide Trips	1.7%	2.1%	2.2%		
	Within Zone	400	631	435	35	9%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	3,299	3,711	4,244	945	29%
	PM Intra-County	9,440	9,115	9,961	520	6%
	AM-PM Intra-County Difference	PM: 6,141	PM: 5,403	PM: 5,716	AM: 425	
Inter-County	AM Inter-County	168	238	294	126	75%
	PM Inter-County	591	741	673	82	14%
	AM-PM Inter-County Difference	PM: 423	PM: 504	PM: 379	AM: 44	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	362,042	387,922	376,522	14,480	4%
	Share of Countywide VMT	1.7%	1.9%	1.9%		
	VMT per Capita	266.0	302.4	169.1	-96.9	-36%
	Population	1,361	1,283	2,227	866	39%
	Daily Intra-County VMT Generated	212,864	200,476	191,162	-21,702	-10%
	Share of Countywide VMT	1.4%	1.3%	1.3%		
	Daily Inter-County VMT Generated	149,178	187,446	185,360	36,182	24%
	Share of Countywide VMT	1.0%	1.2%	1.3%		

Trip Origins & Destinations	Top Destinations		2022	Top Origins	
	Rohnert Park	6,906		Rohnert Park	6,824
	Santa Rosa	4,038		Santa Rosa	4,559
	Petaluma	1,377		Petaluma	1,279
	Sonoma UI North	852		Sonoma UI North	872
	Sonoma UI Mid	737		Sonoma UI Mid	688
	Cotati	728		Cotati	676
	San Francisco County	505		San Francisco County	511
	Graton Casino	→	434	Graton Casino	←
	Windsor	309		Windsor	332
	Alameda County	299		Alameda County	313

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intrazone Origin and Destination	32		124
Origin in county; Destination in zone	2,635		4,901
Origin outside county; Destination in zone	266		368
Origin in zone; Destination in county	1,577		4,936
Origin in zone; Destination outside county	28		305

Figure 35: Detailed Travel Zone Findings for Healdsburg

Healdsburg

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	10.4	11.4	11.6	1.2	12%
	Within City	1.8	2.4	2.4	0.7	38%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	72,162	61,099	54,799	-17,364	-24%
	Daily Intra-County Trips Generated	69,878	58,428	52,043	-17,835	-26%
	Share of Countywide Trips	3.3%	2.9%	2.6%		
	Daily Inter-County Trips Generated	2,285	2,670	2,756	471	21%
	Share of Countywide Trips	1.4%	1.8%	1.9%		
	Within City	29,392	18,164	16,154	-13,238	-45%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	13,731	12,719	11,415	-2,316	-17%
	PM Intra-County	22,625	18,763	16,932	-5,693	-25%
	AM-PM Intra-County Difference	PM: 8,893	PM: 6,043	PM: 5,516	AM: 3,376	
Inter-County	AM Inter-County	592	548	531	-61	-10%
	PM Inter-County	342	823	824	482	141%
	AM-PM Inter-County Difference	AM: 249	PM: 274	PM: 293	PM: 543	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	752,522	696,401	637,278	-115,243	-15%
	Share of Countywide VMT	3.5%	3.3%	3.2%		
	VMT per Capita	64.3	58.7	55.2	-9	-14%
	Population	11,696	11,856	11,552	-144	-1%
	Daily Intra-County VMT Generated	599,658	520,410	448,209	-151,449	-25%
	Share of Countywide VMT	3.9%	3.4%	3.0%		
	Daily Inter-County VMT Generated	152,863	175,990	189,069	36,206	24%
	Share of Countywide VMT	1.0%	1.2%	1.3%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
	Healdsburg →	16,154	Healdsburg ←	
	Santa Rosa	4,889	onoma Ul North	4,855
	Sonoma Ul North	4,791	Santa Rosa	4,829
	Windsor	4,216	Windsor	4,479
	Cloverdale	1,272	Cloverdale	1,152
	Alexander Val. Winery Zone	764	Alexander Val. Winery Zone	931
	Santa Rosa Airport	454	Santa Rosa Airport	479
	Rohnert Park	439	Rohnert Park	396
	Mendocino County	352	Sonoma Ul Mid	331
	Sonoma Ul Mid	300	Mendocino County	281

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intracity Origin and Destination	3,314		5,006
Origin in county; Destination in city	4,699		5,651
Origin outside county; Destination in city	243		420
Origin in city; Destination in county	3,402		6,274
Origin in city; Destination outside county	287		404

Figure 36: Detailed Travel Zone Findings for Penngrove

Penngrove

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	7.3	7.2	6.6	-0.7	-10%
	Within Zone	2.1	5.1	4.5	2.5	120%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	24,920	22,612	18,005	-6,914	-28%
	Daily Intra-County Trips Generated	24,162	22,097	17,733	-6,430	-27%
	Share of Countywide Trips	1.1%	1.1%	0.9%		
	Daily Inter-County Trips Generated	757	515	273	-484	-64%
	Share of Countywide Trips	0.5%	0.3%	0.2%		
	Within Zone	979	669	504	-475	-49%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	5,197	4,683	3,376	-1,821	-35%
	PM Intra-County	7,570	6,914	5,826	-1,744	-23%
	AM-PM Intra-County Difference	PM: 2,374	PM: 2,231	PM: 2,450	PM: 76	
Inter-County	AM Inter-County	262	109	48	-214	-82%
	PM Inter-County	260	176	93	-167	-64%
	AM-PM Inter-County Difference	AM: 3	PM: 67	PM: 45	PM: 48	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	182,370	162,361	119,007	-63,363	-35%
	Share of Countywide VMT	0.9%	0.8%	0.6%		
	VMT per Capita	52.6	47.2	43.1	-9.6	-18%
	Population	3,466	3,440	2,764	-702	-25%
	Daily Intra-County VMT Generated	161,434	143,447	107,709	-53,724	-33%
	Share of Countywide VMT	1.1%	0.9%	0.7%		
	Daily Inter-County VMT Generated	20,936	18,914	11,297	-9,639	-46%
	Share of Countywide VMT	0.1%	0.1%	0.1%		

Trip Origins & Destinations	Top Destinations		2022	Top Origins	
	Petaluma	4,440		Petaluma	4,496
	Rohnert Park	1,440		Rohnert Park	1,406
	Sonoma UI Mid	868		Santa Rosa	843
	Santa Rosa	822		Sonoma UI Mid	794
	Penngrove	→	503	Penngrove	←
	Cotati	365		Cotati	346
	Sonoma UI North	289		Sonoma UI North	286
	Sebastopol	111		Sebastopol	83
	Marin County	66		Sonoma City	63
	Graton Casino	63		Windsor	60

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intrazone Origin and Destination	137		134
Origin in county; Destination in zone	2,033		2,563
Origin outside county; Destination in zone	14		67
Origin in zone; Destination in county	1,207		3,129
Origin in zone; Destination outside county	34		25

Figure 37: Detailed Travel Zone Findings for Petaluma

Petaluma

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	10.4	10.5	10.1	-0.3	-3%
	Within City	2.6	2.9	2.9	0.4	14%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	269,948	256,283	255,897	-14,051	-5%
	Daily Intra-County Trips Generated	231,904	220,037	221,166	-10,738	-5%
	Share of Countywide Trips	11.0%	10.9%	10.9%		
	Daily Inter-County Trips Generated	38,044	36,246	34,731	-3,313	-9%
	Share of Countywide Trips	23.8%	24.1%	23.5%		
	Within City	124,145	107,725	114,883	-9,262	-7%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	43,458	44,533	42,483	-975	-2%
	PM Intra-County	77,169	70,290	71,518	-5,651	-7%
	AM-PM Intra-County Difference	PM: 33,712	PM: 25,757	PM: 29,035	AM: 4,676	
Inter-County	AM Inter-County	10,145	8,764	8,445	-1,701	-17%
	PM Inter-County	9,208	10,386	10,235	1,027	11%
	AM-PM Inter-County Difference	AM: 937	PM: 1,622	PM: 1,790	PM: 2,727	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	2,811,943	2,699,189	2,578,137	-233,806	-8%
	Share of Countywide VMT	13.2%	13.0%	12.9%		
	VMT per Capita	50.1	48.0	47.0	-3.1	-6%
	Population	56,128	56,211	54,863	-1,265	-2%
	Daily Intra-County VMT Generated	1,531,479	1,444,586	1,361,036	-170,443	-11%
	Share of Countywide VMT	10.0%	9.5%	9.3%		
	Daily Inter-County VMT Generated	1,280,464	1,254,603	1,217,101	-63,363	-5%
	Share of Countywide VMT	8.3%	8.3%	8.3%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
Petaluma	→	114,883	Petaluma	←
Sonoma UI Mid	14,555		Sonoma UI Mid	14,776
Marin County	9,384		Marin County	9,198
Santa Rosa	9,229		Rohnert Park	8,940
Rohnert Park	8,896		Santa Rosa	8,844
Penngrove	4,496		Penngrove	4,440
Sonoma UI South	3,798		Sonoma UI South	3,767
Cotati	3,437		Cotati	3,295
Sonoma UI North	2,980		Sonoma UI North	2,779
Sonoma City	1,718		Sonoma City	1,796

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intracity Origin and Destination	20,885		36,597
Origin in county; Destination in city	11,916		16,541
Origin outside county; Destination in city	3,291		6,082
Origin in city; Destination in county	9,683		18,381
Origin in city; Destination outside county	5,154		4,153

Figure 38: Detailed Travel Zone Findings for Rohnert Park

Rohnert Park

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	9.4	9.4	9.1	-0.4	-4%
	Within City	2.3	2.8	2.8	0.5	19%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	179,695	206,811	221,973	42,277	24%
	Daily Intra-County Trips Generated	165,448	191,450	205,540	40,092	24%
	Share of Countywide Trips	7.9%	9.5%	10.1%		
	Daily Inter-County Trips Generated	14,247	15,361	16,433	2,186	15%
	Share of Countywide Trips	8.9%	10.2%	11.1%		
	Within City	47,497	57,842	64,653	17,156	36%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	29,497	36,275	37,346	7,849	27%
	PM Intra-County	54,895	61,571	66,500	11,605	21%
	AM-PM Intra-County Difference	PM: 25,398	PM: 25,295	PM: 29,154	PM: 3,756	
Inter-County	AM Inter-County	3,016	3,285	3,612	596	20%
	PM Inter-County	3,288	4,371	4,556	1,268	39%
	AM-PM Inter-County Difference	PM: 271	PM: 1,086	PM: 944	PM: 672	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	1,698,103	1,937,603	2,018,953	320,850	19%
	Share of Countywide VMT	8.0%	9.3%	10.1%		
	VMT per Capita	43.8	47.6	50.1	6.3	14%
	Population	38,728	40,699	40,266	1,538	4%
	Daily Intra-County VMT Generated	1,053,355	1,186,040	1,220,909	167,554	16%
	Share of Countywide VMT	6.9%	7.8%	8.3%		
	Daily Inter-County VMT Generated	644,749	751,563	798,044	153,296	24%
	Share of Countywide VMT	4.2%	5.0%	5.4%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
Rohnert Park	→	64,652	Rohnert Park	←
Santa Rosa	25,058		Santa Rosa	25,305
Cotati	9,124		Cotati	9,055
Petaluma	8,940		Petaluma	8,896
Sonoma UI Mid	7,829		Sonoma UI Mid	7,661
Graton Casino	6,824		Graton Casino	6,906
Sonoma UI North	6,110		Sonoma UI North	6,115
Marin County	3,484		Marin County	3,548
Windsor	1,491		Penngrove	1,440
Penngrove	1,406		Windsor	1,401

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intracity Origin and Destination	10,956		19,585
Origin in county; Destination in city	11,688		24,771
Origin outside county; Destination in city	1,294		2,945
Origin in city; Destination in county	14,702		22,144
Origin in city; Destination outside county	2,319		1,612

Figure 39: Detailed Travel Zone Findings for Santa Rosa

Santa Rosa

Average Trip Length		2017	2019	2022	Change 2017-2022 Total	Change 2017-2022 Pct
	Total	8.7	8.6	8.2	-0.5	-6%
	Within City	3.7	3.6	3.4	-0.3	-9%

Daily Trip Origins	2017	2019	2022		
Daily Total Trips Generated	754,584	730,445	737,740	-16,844	-2%
Daily Intra-County Trips Generated	721,484	695,212	702,851	-18,633	-3%
Share of Countywide Trips	34.2%	34.5%	34.6%		
Daily Inter-County Trips Generated	33,100	35,233	34,889	1,789	5%
Share of Countywide Trips	20.7%	23.5%	23.6%		
Within City	424,757	379,404	404,518	-20,238	-5%

Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	136,893	144,513	142,625	5,732	4%
	PM Intra-County	235,593	220,747	230,657	-4,936	-2%
	AM-PM Intra-County Difference	PM: 98,700	PM: 76,234	PM: 88,032	AM: 10,668	
Inter-County	AM Inter-County	6,967	8,078	8,140	1,174	17%
	PM Inter-County	7,590	10,197	9,999	2,409	32%
	AM-PM Inter-County Difference	PM: 623	PM: 2,119	PM: 1,858	PM: 1,235	

Vehicle Miles Traveled	2017	2019	2022		
Total VMT	6,601,920	6,275,010	6,082,686	-519,235	-8%
Share of Countywide VMT	31.0%	30.2%	30.5%		
VMT per Capita	38.2	36.5	34.5	-3.7	-10%
Population	172,796	171,731	176,298	3,502	2%
Daily Intra-County VMT Generated	4,742,884	4,360,383	4,103,323	-639,561	-13%
Share of Countywide VMT	30.9%	28.8%	27.9%		
Daily Inter-County VMT Generated	1,859,037	1,914,627	1,979,363	120,326	6%
Share of Countywide VMT	12.1%	12.7%	13.5%		

Trip Origins & Destinations	Top Destinations	2022	Top Origins	
Santa Rosa	→	404,518	Santa Rosa	←
Sonoma UI North	47,269		Sonoma UI North	47,726
Rohnert Park	25,305		Rohnert Park	25,058
Windsor	17,595		Windsor	16,915
Sonoma UI Mid	15,264		Sonoma UI Mid	15,428
Petaluma	8,844		Petaluma	9,229
Santa Rosa Airport	7,413		Santa Rosa Airport	7,352
Sebastopol	6,782		Sebastopol	6,633
Cotati	4,848		Cotati	4,929
Healdsburg	4,829		Healdsburg	4,889

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intracity Origin and Destination	79,480		133,494
Origin in county; Destination in city	30,393		49,234
Origin outside county; Destination in city	3,382		5,838
Origin in city; Destination in county	32,752		47,929
Origin in city; Destination outside county	4,758		4,162

Figure 40: Detailed Travel Zone Findings for Santa Rosa Airport

Santa Rosa Airport

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	10.1	10.0	10.2	0.0	0%
	Within Zone	1.7	3.4	2.8	1.1	64%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	42,867	42,050	36,195	-6,672	-16%
	Daily Intra-County Trips Generated	41,239	40,445	34,488	-6,751	-16%
	Share of Countywide Trips	2.0%	2.0%	1.7%		
	Daily Inter-County Trips Generated	1,628	1,605	1,707	79	5%
	Share of Countywide Trips	1.0%	1.1%	1.2%		
	Within Zone	3,550	3,022	2,398	-1,152	-32%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	10,263	9,970	7,584	-2,679	-26%
	PM Intra-County	13,103	11,857	10,483	-2,619	-20%
	AM-PM Intra-County Difference	PM: 2,840	PM: 1,886	PM: 2,899	PM: 60	
Inter-County	AM Inter-County	648	466	425	-223	-34%
	PM Inter-County	445	397	410	-35	-8%
	AM-PM Inter-County Difference	AM: 203	AM: 69	AM: 15	PM: 188	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	434,962	419,758	368,962	-66,000	-15%
	Share of Countywide VMT	2.0%	2.0%	1.8%		
	VMT per Capita	130.3	126.3	177.1	46.8	36%
	Population	3,338	3,324	2,083	-1,255	-60%
	Daily Intra-County VMT Generated	347,417	318,237	267,028	-80,389	-23%
	Share of Countywide VMT	2.3%	2.1%	1.8%		
	Daily Inter-County VMT Generated	87,544	101,521	101,933	14,389	16%
	Share of Countywide VMT	0.6%	0.7%	0.7%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
	Santa Rosa	7,352	Santa Rosa	7,413
	Windsor	3,082	Windsor	3,064
	Sonoma UI North	2,919	Sonoma UI North	2,847
	Santa Rosa Airport →	2,397	S.R. Airport ←	
	Rohnert Park	747	Rohnert Park	840
	Healdsburg	479	Healdsburg	454
	Petaluma	329	Sonoma UI Mid	357
	Sonoma UI Mid	323	Petaluma	278
	Cloverdale	243	Cloverdale	209
	Marin County	180	Sebastopol	196

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intrazone Origin and Destination	436		465
Origin in county; Destination in zone	4,940		3,976
Origin outside county; Destination in zone	241		195
Origin in zone; Destination in county	2,208		6,043
Origin in zone; Destination outside county	184		215

Figure 41: Detailed Travel Zone Findings for Sears Point

Sears Point

					Change 2017-2022	
Average Trip Length		**2017**	**2019**	**2022**	**Total**	**Pct**
	Total	22.3	21.9	20.6	-1.7	-8%
	Within Zone	0	0	0		
Daily Trip Origins		**2017**	**2019**	**2022**		
	Daily Total Trips Generated	3,090	1,753	1,916	-1,174	-38%
	Daily Intra-County Trips Generated	1,059	759	1,013	-46	-4%
	Share of Countywide Trips	0.1%	0.0%	0.0%		
	Daily Inter-County Trips Generated	2,031	993	903	-1,129	-56%
	Share of Countywide Trips	1.3%	0.7%	0.6%		
	Within Zone	0	0	0		
Peak AM - PM Trip Difference		**2017**	**2019**	**2022**		
Intra-County	AM Intra-County	181	112	163	-18	-10%
	PM Intra-County	214	285	386	172	81%
	AM-PM Intra-County Difference	PM: 33	PM: 173	PM: 223	PM: 190	
Inter-County	AM Inter-County	481	155	111	-369	-77%
	PM Inter-County	740	394	403	-337	-46%
	AM-PM Inter-County Difference	PM: 260	PM: 240	PM: 292	PM: 32	
Vehicle Miles Traveled		**2017**	**2019**	**2022**		
	Total VMT	68,776	38,333	39,413	-29,363	-43%
	Share of Countywide VMT	0.3%	0.2%	0.2%		
	VMT per Capita	0	0	0	0	0
	Population	0	0	0	0	0
	Daily Intra-County VMT Generated	6,302	6,781	9,306	3,003	48%
	Share of Countywide VMT	0.0%	0.0%	0.1%		
	Daily Inter-County VMT Generated	62,474	31,552	30,108	-32,366	-52%
	Share of Countywide VMT	0.4%	0.2%	0.2%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
	Sonoma UI Mid	319	Sonoma UI Mid	339
	Solano County	225	Solano County	117
	Marin County	97	Marin County	94
	Napa County	45	Contra Costa County	57
	Contra Costa County	40	Santa Rosa	40
	Sacramento County	30	Napa County	30
	Petaluma	30	Sonoma City	26
	Alameda County	23	Petaluma	26
	Santa Rosa	23	Winery Zone Arnold Dr S	23
	Windsor	21	Alameda County	22

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intrazone Origin and Destination	0		0
Origin in county; Destination in zone	109		227
Origin outside county; Destination in zone	102		128
Origin in zone; Destination in county	55		159
Origin in zone; Destination outside county	9		275

Figure 42: Detailed Travel Zone Findings for Sebastopol

Sebastopol

		2017	2019	2022	Change 2017-2022 Total	Change 2017-2022 Pct
Average Trip Length						
	Total	8.5	8.6	8.2	-0.4	-4%
	Within City	1.5	2.2	2.0	0.7	38%
Daily Trip Origins		**2017**	**2019**	**2022**		
	Daily Total Trips Generated	53,980	45,756	49,041	-4,939	-9%
	Daily Intra-County Trips Generated	52,725	44,387	47,557	-5,168	-10%
	Share of Countywide Trips	2.5%	2.2%	2.3%		
	Daily Inter-County Trips Generated	1,255	1,370	1,484	228	18%
	Share of Countywide Trips	0.8%	0.9%	1.0%		
	Within City	10,635	6,939	8,347	-2,288	-22%
Peak AM - PM Trip Difference		**2017**	**2019**	**2022**		
Intra-County	AM Intra-County	9,552	9,049	9,984	432	5%
	PM Intra-County	18,040	14,522	15,649	-2,391	-13%
	AM-PM Intra-County Difference	PM: 8,488	PM: 5,472	PM: 5,665	AM: 2,822	
Inter-County	AM Inter-County	184	303	304	120	65%
	PM Inter-County	281	384	400	119	43%
	AM-PM Inter-County Difference	PM: 96	PM: 80	PM: 96	AM: 0.3	
Vehicle Miles Traveled		**2017**	**2019**	**2022**		
	Total VMT	460,926	395,198	400,543	-60,383	-13%
	Share of Countywide VMT	2.2%	1.9%	2.0%		
	VMT per Capita	54.4	49.9	55.0	0.7	1%
	Population	8,476	7,917	7,278	-1,198	-16%
	Daily Intra-County VMT Generated	380,805	317,431	318,690	-62,115	-16%
	Share of Countywide VMT	2.5%	2.1%	2.2%		
	Daily Inter-County VMT Generated	80,121	77,767	81,853	1,732	2%
	Share of Countywide VMT	0.5%	0.5%	0.6%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
	Sonoma UI North	8,500	Sonoma UI North	8,432
	Sebastopol	→ 8,346	Sebastopol	←
	Santa Rosa	6,633	Santa Rosa	6,782
	Rohnert Park	1,192	Rohnert Park	1,156
	Sonoma UI Mid	969	Sonoma UI Mid	1,051
	Petaluma	532	Petaluma	627
	Windsor	439	Windsor	442
	Cotati	407	Cotati	332
	Marin County	259	Marin County	226
	Graton Casino	203	Healdsburg	209

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intracity Origin and Destination	1,588		2,373
Origin in county; Destination in city	5,668		5,900
Origin outside county; Destination in city	83		257
Origin in city; Destination in county	2,728		7,376
Origin in city; Destination outside county	221		143

Figure 43: Detailed Travel Zone Findings for Sonoma City

Sonoma City

		2017	2019	2022	Change 2017-2022 Total	Change 2017-2022 Pct
Average Trip Length						
	Total	7.1	9.1	7.9	0.9	12%
	Within City	1.6	2.0	1.9	0.2	15%
Daily Trip Origins		**2017**	**2019**	**2022**		
	Daily Total Trips Generated	75,613	65,139	73,995	-1,617	-2%
	Daily Intra-County Trips Generated	66,772	56,346	65,541	-1,230	-2%
	Share of Countywide Trips	3.2%	2.8%	3.2%		
	Daily Inter-County Trips Generated	8,841	8,793	8,454	-387	-4%
	Share of Countywide Trips	5.5%	5.9%	5.7%		
	Within City	21,520	16,571	19,440	-2,080	-10%
Peak AM - PM Trip Difference		**2017**	**2019**	**2022**		
Intra-County	AM Intra-County	12,707	11,600	13,466	758	6%
	PM Intra-County	21,040	18,227	20,761	-279	-1%
	AM-PM Intra-County Difference	PM: 8,333	PM: 6,628	PM: 7,295	AM: 1,038	
Inter-County	AM Inter-County	2,278	2,015	1,841	-438	-19%
	PM Inter-County	2,737	2,546	2,711	-25	-1%
	AM-PM Inter-County Difference	PM: 458	PM: 531	PM: 870	PM: 412	
Vehicle Miles Traveled		**2017**	**2019**	**2022**		
	Total VMT	534,466	595,270	588,095	53,629	10%
	Share of Countywide VMT	2.5%	2.9%	2.9%		
	VMT per Capita	46.2	52.8	50.4	4.2	9%
	Population	11,562	11,273	11,674	112	1%
	Daily Intra-County VMT Generated	295,231	303,584	321,294	26,063	9%
	Share of Countywide VMT	1.9%	2.0%	2.2%		
	Daily Inter-County VMT Generated	239,234	291,686	266,800	27,566	12%
	Share of Countywide VMT	1.6%	1.9%	1.8%		

Trip Origins & Destinations	Top Destinations	2022	Top Origins	
Sonoma City	→	19,440	Sonoma City	←
Sonoma Valley	9,852		Sonoma Valley	10,158
Sonoma Ul Mid	5,578		Sonoma Ul Mid	5,277
Sonoma Ul South	2,435		Sonoma Ul South	2,581
Napa County	2,010		Napa County	2,045
Petaluma	1,796		Petaluma	1,718
Santa Rosa	1,426		Santa Rosa	1,451
SC Winery Zone Arnold Dr S	712		Marin County	800
Marin County	705		SC Winery Zone Arnold Dr S	585
Solano County	479		Solano County	516

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intracity Origin and Destination	3,485		5,935
Origin in county; Destination in city	6,342		6,723
Origin outside county; Destination in city	906		1,411
Origin in city; Destination in county	3,639		8,103
Origin in city; Destination outside county	934		1,300

Figure 44: Detailed Travel Zone Findings for Sonoma Skypark

Sonoma Skypark

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	17.7	17.9	19.9	2.1	12%
	Within Zone	0	0	0		
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	5,315	2,371	1,859	-3,456	-65%
	Daily Intra-County Trips Generated	2,026	1,315	997	-1,029	-51%
	Share of Countywide Trips	0.1%	0.1%	0.0%		
	Daily Inter-County Trips Generated	3,289	1,057	862	-2,427	-74%
	Share of Countywide Trips	2.1%	0.7%	0.6%		
	Within Zone	0	0	0		
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	478	326	306	-172	-36%
	PM Intra-County	542	318	229	-313	-58%
	AM-PM Intra-County Difference	PM: 63	AM: 9	AM: 77	AM: 141	
Inter-County	AM Inter-County	816	350	222	-594	-73%
	PM Inter-County	855	284	126	-729	-85%
	AM-PM Inter-County Difference	PM: 39	AM: 66	AM: 96	AM: 135	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	94,328	42,417	36,956	-57,372	-61%
	Share of Countywide VMT	0.4%	0.2%	0.2%		
	VMT per Capita	0	0	0	0	0
	Population	0	0	0	0	0
	Daily Intra-County VMT Generated	16,175	9,732	7,143	-9,032	-56%
	Share of Countywide VMT	0.1%	0.1%	0.0%		
	Daily Inter-County VMT Generated	78,153	32,685	29,813	-48,340	-62%
	Share of Countywide VMT	0.5%	0.2%	0.2%		

Trip Origins & Destinations	Top Destinations	2022	Top Origins	
	Napa County	221	Napa County	207
	Sonoma City	180	Sonoma City	167
	Solano County	95	Solano County	90
	Sonoma UI South	93	Sonoma UI South	87
	Sonoma Valley	77	Sonoma Valley	68
	Sonoma UI Mid	50	Sonoma UI Mid	63
	Petaluma	36	Petaluma	47
	Mendocino County	28	Mendocino County	26
	Winery Zone Arnold Dr S	19	Alameda County	25
	San Joaquin County	19	Marin County	18

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intrazone Origin and Destination	0		0
Origin in county; Destination in zone	215		54
Origin outside county; Destination in zone	165		31
Origin in zone; Destination in county	92		174
Origin in zone; Destination outside county	57		95

Figure 45: Detailed Travel Zone Findings for Sonoma UI Mid

Sonoma County Unincorporated Middle

		2017	2019	2022	Change 2017-2022 Total	Change 2017-2022 Pct
Average Trip Length						
	Total	8.9	9.4	8.9	0.0	0%
	Within Zone	3.9	5.9	5.9	2.0	52%
Daily Trip Origins		**2017**	**2019**	**2022**		
	Daily Total Trips Generated	146,849	138,219	138,800	-8,049	-5%
	Daily Intra-County Trips Generated	137,388	129,160	130,110	-7,278	-5%
	Share of Countywide Trips	6.5%	6.4%	6.4%		
	Daily Inter-County Trips Generated	9,460	9,060	8,690	-771	-8%
	Share of Countywide Trips	6%	6%	6%		
	Within Zone	16,173	13,329	12,614	-3,559	-22%
Peak AM - PM Trip Difference		**2017**	**2019**	**2022**		
Intra-County	AM Intra-County	27,257	28,640	28,733	1,477	5%
	PM Intra-County	45,274	40,069	40,672	-4,602	-10%
	AM-PM Intra-County Difference	PM: 18,018	PM: 11,429	PM: 11,939	AM: 6,079	
Inter-County	AM Inter-County	2,397	2,364	2,343	-54	-2%
	PM Inter-County	2,496	2,540	2,723	227	9%
	AM-PM Inter-County Difference	PM: 99	PM: 175	PM: 379	PM: 281	
Vehicle Miles Traveled		**2017**	**2019**	**2022**		
	Total VMT	1,306,905	1,303,812	1,238,101	-68,804	-5%
	Share of Countywide VMT	6.1%	6.3%	6.2%		
	VMT per Capita	28.4	28.4	31.5	3.1	11%
	Population	46,042	45,917	39,356	-6,686	-17%
	Daily Intra-County VMT Generated	941,857	924,835	882,508	-59,348	-6%
	Share of Countywide VMT	6.1%	6.1%	6.0%		
	Daily Inter-County VMT Generated	365,048	378,976	355,593	-9,456	-3%
	Share of Countywide VMT	2.4%	2.5%	2.4%		

Trip Origins & Destinations	Top Destinations	2022	Top Origins	
	Santa Rosa	15,428	Santa Rosa	15,264
	Petaluma	14,776	Petaluma	14,555
	Sonoma UI Mid	→	12,614	Sonoma UI M.	←
	Rohnert Park	7,661	Rohnert Park	7,829
	Sonoma City	5,277	Sonoma City	5,578
	Sonoma Valley	4,027	Sonoma Valley	3,997
	Sonoma UI North	3,557	Sonoma UI North	3,422
	Cotati	1,893	Cotati	1,897
	Marin County	1,661	Marin County	1,731
	Sonoma UI South	1,241	Sonoma UI South	1,200

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intrazone Origin and Destination	2,969		3,435
Origin in county; Destination in zone	12,064		18,654
Origin outside county; Destination in zone	925		1,417
Origin in zone; Destination in county	13,700		18,584
Origin in zone; Destination outside county	1,418		1,305

Figure 46: Detailed Travel Zone Findings for Sonoma UI North

Sonoma County Unincorporated North

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	10.2	10.8	10.5	0.3	3%
	Within Zone	5.2	6.7	6.7	1.5	28%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	288,645	265,070	243,381	-45,264	-16%
	Daily Intra-County Trips Generated	272,505	250,847	230,037	-42,468	-16%
	Share of Countywide Trips	12.9%	12.4%	11.3%		
	Daily Inter-County Trips Generated	16,140	14,223	13,344	-2,796	-17%
	Share of Countywide Trips	10.1%	9.5%	9.0%		
	Within Zone	64,518	53,168	43,678	-20,840	-32%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	55,208	55,880	50,717	-4,490	-8%
	PM Intra-County	87,374	79,068	73,439	-13,935	-16%
	AM-PM Intra-County Difference	*PM: 32,166*	*PM: 23,187*	*PM: 22,721*	*AM: 9,444*	
Inter-County	AM Inter-County	3,505	3,129	3,228	-277	-8%
	PM Inter-County	3,577	4,010	3,770	193	5%
	AM-PM Inter-County Difference	*PM: 72*	*PM: 880*	*PM: 541*	*PM: 469*	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	2,941,309	2,872,531	2,561,407	-379,902	-13%
	Share of Countywide VMT	13.8%	13.8%	12.8%		
	VMT per Capita	35.9	35.3	35.8	-0.2	-1%
	Population	81,817	81,264	71,628	-10,189	-14%
	Daily Intra-County VMT Generated	2,178,674	2,098,610	1,842,954	-335,719	-15%
	Share of Countywide VMT	14.2%	13.9%	12.5%		
	Daily Inter-County VMT Generated	762,635	773,921	718,453	-44,183	-6%
	Share of Countywide VMT	5.0%	5.1%	4.9%		

Trip Origins & Destinations	**Top Destinations**		**2022**	**Top Origins**	
	Santa Rosa	47,726		Santa Rosa	47,269
	Sonoma UI North	→	43,678	Sonoma UI No.	←
	Windsor	10,094		Windsor	10,653
	Sebastopol	8,432		Sebastopol	8,500
	Rohnert Park	6,115		Rohnert Park	6,110
	Healdsburg	4,855		Healdsburg	4,791
	Sonoma UI Mid	3,422		Sonoma UI Mid	3,557
	Santa Rosa Airport	2,847		Petaluma	2,980
	Petaluma	2,779		Santa Rosa Airport	2,919
	Cloverdale	2,366		Cloverdale	2,471

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intrazone Origin and Destination	9,791		12,922
Origin in county; Destination in zone	21,238		29,531
Origin outside county; Destination in zone	1,590		2,072
Origin in zone; Destination in county	19,688		30,986
Origin in zone; Destination outside county	1,638		1,698

Figure 47: Detailed Travel Zone Findings for Sonoma UI South

Sonoma County Unincorporated South

					Change 2017-2022	
Average Trip Length		**2017**	**2019**	**2022**	**Total**	**Pct**
	Total	11.4	10.6	9.5	-1.9	-16%
	Within Zone	2.4	4.3	4.0	1.6	67%
Daily Trip Origins		**2017**	**2019**	**2022**		
	Daily Total Trips Generated	29,194	26,073	26,233	-2,961	-10%
	Daily Intra-County Trips Generated	20,196	22,409	22,889	2,693	13%
	Share of Countywide Trips	1.0%	1.1%	1.1%		
	Daily Inter-County Trips Generated	8,998	3,664	3,343	-5,654	-63%
	Share of Countywide Trips	5.6%	2.4%	2.3%		
	Within Zone	1,630	1,103	1,444	-186	-11%
Peak AM - PM Trip Difference		**2017**	**2019**	**2022**		
Intra-County	AM Intra-County	4,239	5,323	5,182	943	22%
	PM Intra-County	5,828	6,715	6,749	921	16%
	AM-PM Intra-County Difference	PM: 1590	PM: 1,392	PM: 1,567	AM: 22	
Inter-County	AM Inter-County	2,403	957	881	-1,522	-63%
	PM Inter-County	3,031	1,146	1,017	-2,014	-66%
	AM-PM Inter-County Difference	PM: 628	PM: 189	PM: 136	AM: 492	
Vehicle Miles Traveled		**2017**	**2019**	**2022**		
	Total VMT	331,759	277,348	249,263	-82,496	-25%
	Share of Countywide VMT	1.6%	1.3%	1.2%		
	VMT per Capita	99.8	75.8	50.3	-49.5	-50%
	Population	3,325	3,658	4,960	1,635	33%
	Daily Intra-County VMT Generated	134,083	167,074	158,367	24,284	18%
	Share of Countywide VMT	0.9%	1.1%	1.1%		
	Daily Inter-County VMT Generated	197,676	110,274	90,896	-106,780	-54%
	Share of Countywide VMT	1.3%	0.7%	0.6%		

Trip Origins & Destinations	**Top Destinations**		**2022**	**Top Origins**	
	Petaluma	3,767		Petaluma	3,798
	Sonoma City	2,581		Sonoma City	2,435
	Sonoma UI South	→	1,444	Sonoma UI S.	←
	Sonoma UI Mid	1,200		Sonoma UI Mid	1,241
	Napa County	811		Santa Rosa	830
	Sonoma Valley	793		Sonoma Valley	813
	Santa Rosa	777		Napa County	656
	Rohnert Park	477		Rohnert Park	445
	Winery Zone Arnold Dr S	367		Marin County	383
	Solano County	362		Winery Zone Arnold Dr S	319

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intrazone Origin and Destination	412		290
Origin in county; Destination in zone	3,063		2,574
Origin outside county; Destination in zone	421		426
Origin in zone; Destination in county	1,707		3,886
Origin in zone; Destination outside county	460		592

Figure 48: Detailed Travel Zone Findings for Sonoma Valley

Sonoma Valley

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	7.0	8.5	7.3	0.3	4%
	Within Zone	1.9	3.4	2.8	0.9	47%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	47,416	40,005	48,547	1,130	2%
	Daily Intra-County Trips Generated	43,331	36,268	44,906	1,575	4%
	Share of Countywide Trips	2.1%	1.8%	2.2%		
	Daily Inter-County Trips Generated	4,085	3,738	3,640	-445	-11%
	Share of Countywide Trips	2.6%	2.5%	2.5%		
	Within Zone	8,427	6,306	8,525	98	1%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	8,334	7,778	10,116	1,782	21%
	PM Intra-County	14,485	11,678	14,577	92	1%
	AM-PM Intra-County Difference	PM: 6,151	PM: 3,900	PM: 4,461	AM: 1,690	
Inter-County	AM Inter-County	1,125	915	855	-270	-24%
	PM Inter-County	1,215	1,031	1,093	-122	-10%
	AM-PM Inter-County Difference	PM: 90	PM: 115	PM: 238	PM: 148	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	330,218	341,937	352,501	22,283	7%
	Share of Countywide VMT	1.6%	1.6%	1.8%		
	VMT per Capita	23.0	24.4	25.9	2.9	13%
	Population	14,377	14,012	13,617	-760	-6%
	Daily Intra-County VMT Generated	203,754	216,036	235,979	32,225	16%
	Share of Countywide VMT	1.3%	1.4%	1.6%		
	Daily Inter-County VMT Generated	126,464	125,901	116,522	-9,942	-8%
	Share of Countywide VMT	0.8%	0.8%	0.8%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**	
	Sonoma City	10,158	Sonoma City	9,852
	Sonoma Valley	→ 8,525	Sonoma Val.	←
	Sonoma Ul Mid	3,997	Sonoma Ul Mid	4,027
	Santa Rosa	1,534	Santa Rosa	1,488
	Napa County	994	Napa County	947
	Sonoma Ul South	813	Sonoma Ul South	793
	Petaluma	749	Petaluma	772
	Winery Zone Arnold Dr S	342	Marin County	354
	Marin County	285	Winery Zone Arnold Dr S	316
	Sonoma Ul North	217	Sonoma Ul North	249

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intrazone Origin and Destination	1,950		2,639
Origin in county; Destination in zone	2,416		6,750
Origin outside county; Destination in zone	141		765
Origin in zone; Destination in county	5,750		5,187
Origin in zone; Destination outside county	714		328

Figure 49: Detailed Travel Zone Findings for Windsor

Windsor

Average Trip Length		2017	2019	2022	Change 2017-2022 Total	Change 2017-2022 Pct
	Total	9.6	9.0	9.0	-0.5	-6%
	Within Town	2.4	2.8	2.6	0.2	8%

Daily Trip Origins	2017	2019	2022		
Daily Total Trips Generated	123,449	136,123	134,434	10,985	9%
Daily Intra-County Trips Generated	119,929	131,733	129,581	9,652	8%
Share of Countywide Trips	5.7%	6.5%	6.4%		
Daily Inter-County Trips Generated	3,520	4,390	4,853	1,333	38%
Share of Countywide Trips	2.2%	2.9%	3.3%		
Within Town	39,743	45,015	47,366	7,623	19%

Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	22,492	27,215	26,010	3,518	16%
	PM Intra-County	39,927	45,347	42,621	2,694	7%
	AM-PM Intra-County Difference	PM: 17,435	PM: 18,131	PM: 16,610	AM: 824	
Inter-County	AM Inter-County	846	919	1,017	171	20%
	PM Inter-County	818	1,171	1,384	566	69%
	AM-PM Inter-County Difference	AM: 28	PM: 252	PM: 366	PM: 395	

Vehicle Miles Traveled	2017	2019	2022		
Total VMT	1,179,776	1,230,117	1,212,094	32,318	3%
Share of Countywide VMT	5.5%	5.9%	6.1%		
VMT per Capita	46.9	48.5	45.2	-1.7	-4%
Population	25,172	25,383	26,819	1,647	6%
Daily Intra-County VMT Generated	954,994	935,608	897,481	-57,513	-6%
Share of Countywide VMT	6.2%	6.2%	6.1%		
Daily Inter-County VMT Generated	224,782	294,509	314,613	89,831	40%
Share of Countywide VMT	1.5%	1.9%	2.1%		

Trip Origins & Destinations	Top Destinations	2022	Top Origins	
	Windsor →	47,366	Windsor ←	
	Santa Rosa	16,915	Santa Rosa	17,595
	Sonoma UI North	10,653	Sonoma UI North	10,094
	Healdsburg	4,479	Healdsburg	4,216
	Santa Rosa Airport	3,064	Santa Rosa Airport	3,082
	Rohnert Park	1,401	Rohnert Park	1,491
	Cloverdale	1,164	Cloverdale	1,073
	Sonoma UI Mid	931	Sonoma UI Mid	890
	Petaluma	736	Petaluma	718
	Marin County	467	Marin County	525

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intracity Origin and Destination	8,994		15,315
Origin in county; Destination in town	6,620		15,138
Origin outside county; Destination in town	402		855
Origin in town; Destination in county	10,396		12,168
Origin in town; Destination outside county	615		529

Figure 50: Detailed Travel Zone Findings for Alexander Valley Winery Zone

Alexander Valley Winery Zone

		2017	2019	2022	Change 2017-2022 Total	Pct
Average Trip Length						
	Total	14.5	13.7	13.6	-0.9	-6%
	Within Zone	2.5	4.9	4.4	1.9	76%
Daily Trip Origins		**2017**	**2019**	**2022**		
	Daily Total Trips Generated	11,154	8,130	7,941	-3,213	-29%
	Daily Intra-County Trips Generated	10,401	7,734	7,551	-2,851	-27%
	Share of Countywide Trips	0.5%	0.4%	0.4%		
	Daily Inter-County Trips Generated	753	396	391	-362	-48%
	Share of Countywide Trips	0.5%	0.3%	0.3%		
	Within Zone	2,021	759	807	-1,214	-60%
Peak AM - PM Trip Difference		**2017**	**2019**	**2022**		
Intra-County	AM Intra-County	2,090	1,715	1,947	-143	-7%
	PM Intra-County	2,914	2,236	2,209	-705	-24%
	AM-PM Intra-County Difference	PM: 823	PM: 520	PM: 262	AM: 561	
Inter-County	AM Inter-County	208	89	140	-67	-32%
	PM Inter-County	143	110	113	-30	-21%
	AM-PM Inter-County Difference	AM: 64	PM: 20	AM: 27	PM: 37	
Vehicle Miles Traveled		**2017**	**2019**	**2022**		
	Total VMT	161,390	111,028	107,789	-53,601	-33%
	Share of Countywide VMT	0.8%	0.5%	0.5%		
	VMT per Capita	82.7	58.7	55.7	-27	-33%
	Population	1,951	1,891	1,936	-15	-1%
	Daily Intra-County VMT Generated	113,486	88,515	84,285	-29,201	-26%
	Share of Countywide VMT	0.7%	0.6%	0.6%		
	Daily Inter-County VMT Generated	47,904	22,513	23,504	-24,400	-51%
	Share of Countywide VMT	0.3%	0.1%	0.2%		

Trip Origins & Destinations	Top Destinations		2022	Top Origins	
	Healdsburg	931		Sonoma UI North	898
	Sonoma UI North	852	807	Alexander V.	←
	Alexander Val. Winery Zone	→		Healdsburg	764
	Cloverdale	533		Santa Rosa	569
	Santa Rosa	516		Cloverdale	523
	Windsor	396		Windsor	350
	Rohnert Park	68		Mendocino County	55
	Mendocino County	64		Rohnert Park	49
	Petaluma	49		Petaluma	49
	Napa County	45		Napa County	47

Peak AM - PM Trip Origins and Destinations	AM	2022	PM
Intrazone Origin and Destination	179		227
Origin inside county; Destination in zone	1,051		797
Origin outside county; Destination in zone	99		47
Destination inside county; Origin in zone	716		1,185
Destination outside county; Origin in zone	41		67

Figure 51: Detailed Travel Zone Findings for Arnold Dr South Winery Zone

Winery Zone Arnold Dr. South

					Change 2017-2022	
		2017	2019	2022	Total	Pct
Average Trip Length						
	Total	13.1	15.4	14.2	1.1	8%
	Within Zone	2.0	3.3	3.6	1.6	76%
Daily Trip Origins		2017	2019	2022		
	Daily Total Trips Generated	10,143	5,919	6,286	-3,858	-38%
	Daily Intra-County Trips Generated	6,411	4,306	4,626	-1,785	-28%
	Share of Countywide Trips	0.3%	0.2%	0.2%		
	Daily Inter-County Trips Generated	3,733	1,613	1,660	-2,073	-56%
	Share of Countywide Trips	2.3%	1.1%	1.1%		
	Within Zone	926	361	404	-522	-56%
Peak AM - PM Trip Difference		2017	2019	2022		
Intra-County	AM Intra-County	1,289	968	1,201	-88	-7%
	PM Intra-County	1,987	1,251	1,412	-575	-29%
	AM-PM Intra-County Difference	PM: 698	PM: 282	PM: 211	AM: 487	
Inter-County	AM Inter-County	836	319	366	-469	-56%
	PM Inter-County	1,348	563	508	-840	-62%
	AM-PM Inter-County Difference	PM: 512	PM: 244	PM: 141	AM: 371	
Vehicle Miles Traveled		2017	2019	2022		
	Total VMT	133,170	91,336	89,262	-43,909	-33%
	Share of Countywide VMT	0.6%	0.4%	0.4%		
	VMT per Capita	150.8	125.5	166.2	15.4	10%
	Population	883	728	537	-346	-64%
	Daily Intra-County VMT Generated	51,100	39,813	37,598	-13,502	-26%
	Share of Countywide VMT	0.3%	0.3%	0.3%		
	Daily Inter-County VMT Generated	82,070	51,523	51,664	-30,407	-37%
	Share of Countywide VMT	0.5%	0.3%	0.4%		

Trip Origins & Destinations	**Top Destinations**	**2022**	**Top Origins**
Sonoma City	585		Sonoma City 712
Winery Zone Arnold Dr S	→	403	Arnold Dr S ←
Sonoma UI Mid	348		Sonoma UI South 367
Sonoma UI South	319		Sonoma Valley 342
Sonoma Valley	316		Napa County 303
Napa County	275		Sonoma UI Mid 285
Solano County	208		Petaluma 190
Marin County	162		Solano County 160
Petaluma	104		Santa Rosa 120
San Francisco County	99		Marin County 109

Peak AM - PM Trip Origins and Destinations	**AM**	**2022**	**PM**
Intrazone Origin and Destination	99		76
Origin in county; Destination in zone	599		692
Origin outside county; Destination in zone	205		140
Origin in zone; Destination in county	503		644
Origin in zone; Destination outside county	162		367