



Pulling Out All the Stops

CTA Fall Conference

November 13, 2019

Rachel Ede

Santa Rosa CityBus

Santa Rosa
CityBus

Santa Rosa, California

- 55 miles north of San Francisco
- 175,000 residents
- County seat for Sonoma Co. and regional hub for services, employment, and education
- CityBus is Santa Rosa's municipal transit system
 - 25 bus peak pull-out
 - 2M annual passenger trips



Harvestfair.org



Getty Images



Davestravelcorner.com

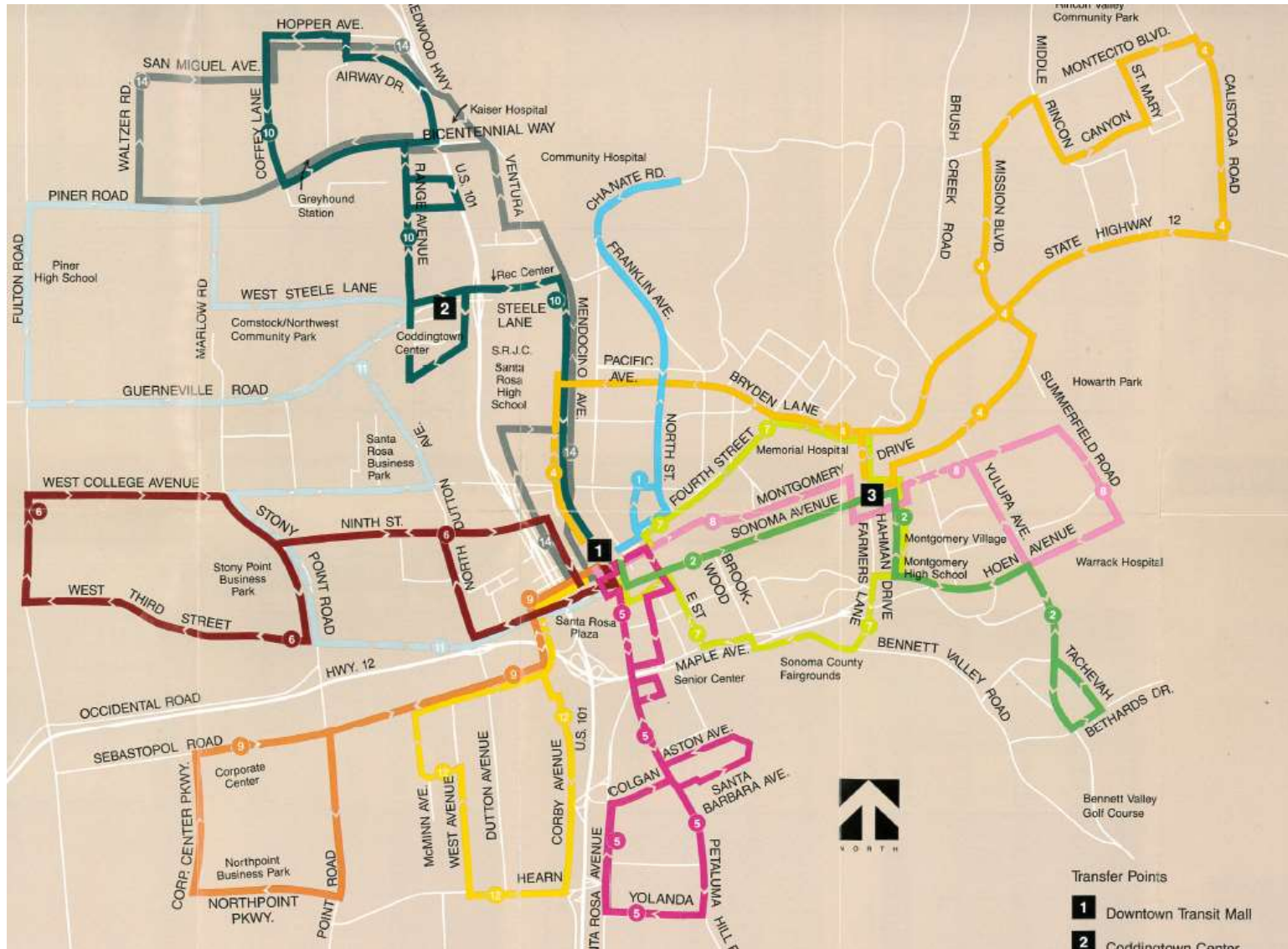


Beersinparadise.com

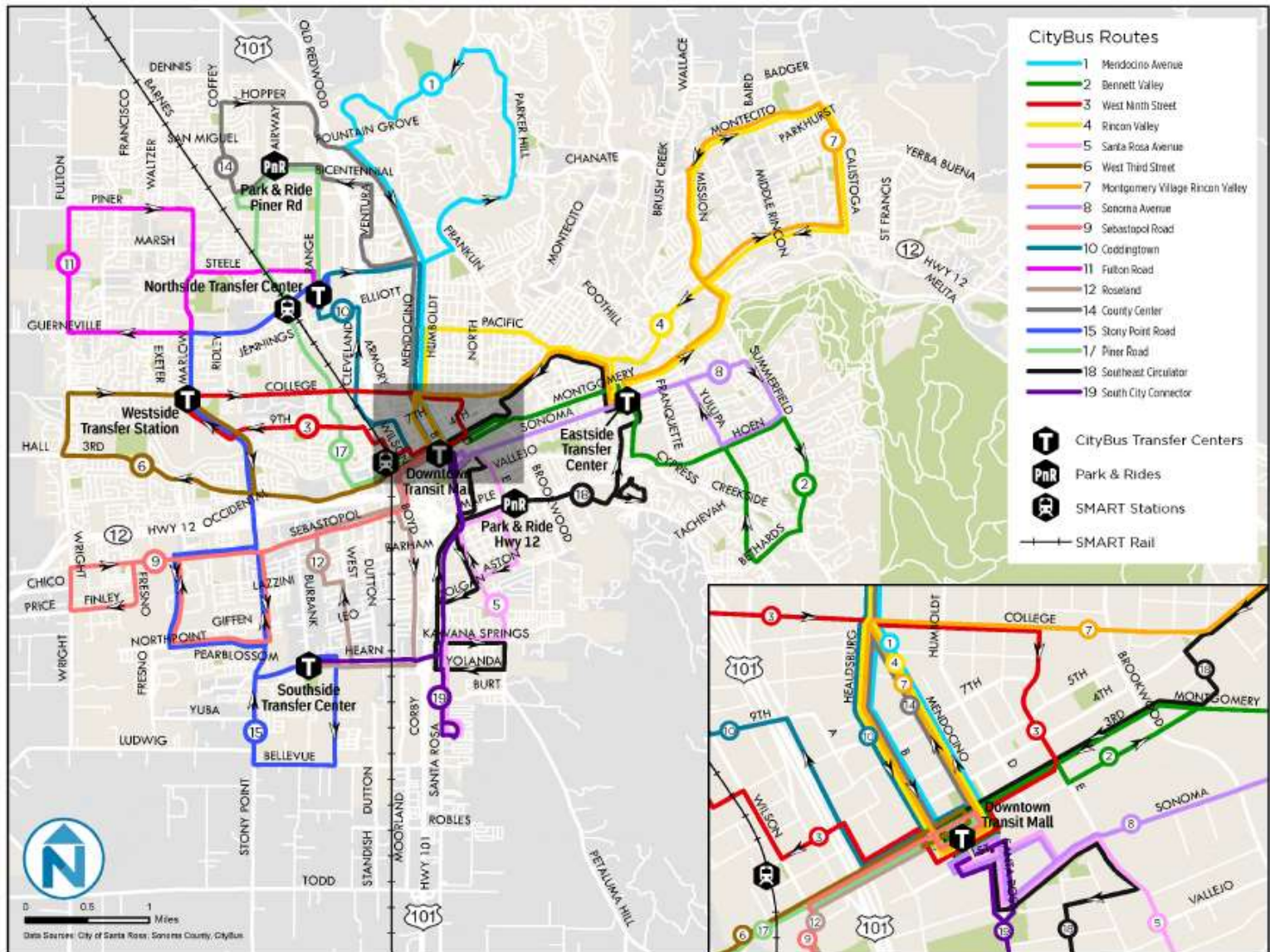
What's up in Santa Rosa

- First system restructuring in over 25 years
 - Implemented in 2017 following 18 month planning process
- Several related improvements, including “organic” rebranding
- Working towards multi-operator integration/seamlessness
- Staying relevant through resiliency

Santa Rosa CityBus, c. 1990



Santa Rosa CityBus, 2016



Key Actions Along the Way

- Built internal consensus around the scope of work
- Assembled a data set that people could trust
- Engaged staff from throughout the organization
- Established Service Design Guidelines based on rider input and industry best practices
 - Adopted by City Council to guide service planning
 - Established route typology to differentiate services
- Conscious effort to re-align transit and land use planning
- TONS of outreach over three phases of public engagement

“I want you to talk to *everyone*.”



Service Planning Outcomes

- Direct, frequent, two-way service in areas with high ridership, balanced with maintaining neighborhood coverage
- New frequent routes (all-day 15 minute service)
- Systemwide improvements:
 - More bi-directional service throughout system
 - More direct routes
 - System that is easier to understand and navigate
 - Better connections to major destinations
- Improved coordination with regional transit services
- Nearly all riders still within $\frac{1}{4}$ mi. of new bus routes

Mendocino Corridor: Before and After



Updating System Map

- 1 Mendocino Avenue
- 2 Bennett Valley
- 3 West Ninth Street
- 4 Russian Valley
- 5 Santa Rosa Avenue
- 6 West Third Street
- 7 Monticemy Village-Ransom Valley
- 8 Sonoma Avenue
- 9 Sebastopol Road
- 10 Coddingtontown
- 11 Fulton Road
- 12 Roseland
- 14 County Center
- 15 Stony Point Road
- 17 Green Road
- 18 Southeast Circulator
- 19 South City Connector

Transit Partners serving Coddingtontown:
Sonoma County Transit
Routes: 44, 46

For complete information on all Bay Area Transit providers call

511

or visit

www.511.org

Santa Rosa City/Bus

Tariffs	Price Del Día
Adult	\$1.50 \$4.00
Young	\$1.25 \$3.00 (over 18 with ID)
Child	\$1.00 \$2.50 (under 18)
Children	FREE (3 years and younger with an adult)
Children	FREE (over 3 with an adult)

CityBus Ticket Book (available at City Bus - No. 8)

Tariffs	Price Del Día
Adult	\$14.50 - 6 viajes
Young	\$7.00 - 6 viajes
Children	\$5.00 - 6 viajes
Children	\$3.00 - 6 viajes

31-City City/Bus

Tariffs	Price Del Día
Adult	\$5.00
Young	\$3.00
Children	\$2.00
Children	\$1.00

Big City/Bus

Tariffs	Price Del Día
Adult	\$5.00
Young	\$3.00
Children	\$2.00
Children	\$1.00

Transit Partners serving the Downtown Transit Mall:

- Golden Gate Transit Routes: 72, 101, 101a
- Sonoma County Transit Routes: 20, 22, 30, 42, 44, 46, 48, 50, 62
- Mendocino Transit Authority: 66, 99

Transit Partners serving the Downtown Transit Mall:

- Golden Gate Transit
- Sonoma County Transit
- Mendocino Transit
- Bay Area Transit/Comcast
- Transit Mall
- Windsong Transit
- San Jose Transit

Golden Gate Transit Routes: 72, 101, 101a

Sonoma County Transit Routes: 20, 22, 30, 42, 44, 46, 48, 50, 62

Mendocino Transit Authority: 66, 99

Legend

- Transit Mall
- Shopping Centers
- Hospitals
- Business Parks
- County / City Administration
- Maritime State Junior College
- High Schools
- Middle Schools
- Elementary Schools
- Community Parks
- Recreation Centers
- Libraries
- Day Care
- City/Bus Stops Locations
- Park & Ride Locations
- Other

Direction of One-Way Routes

Weekday Only Service

Time Points

Bus Stop Locations

- Bus Stop
- Bus Stop with Shelter
- Bus Stop with Shelter

How to use this System Route Map

- On this system route map, the City/Bus route is shown in the color you want to board. Be sure the bus is heading in the direction you want to board.
- Place the City/Bus route number to your bus destination.
- Find your bus stop on the map where you will board the bus and if your destination is a bus stop, you will get on the bus at that stop. The bus will stop at the stop you want to board. The bus will stop at the stop you want to board. The bus will stop at the stop you want to board.
- To catch a bus at a stop between two points, check the bus stop location and other stop locations where the bus will stop at before your stop. Also, check the bus stop location.
- Read across the route from your boarding time to see what you will see at your destination or the Transit Mall if you are going boarding.

Information

Get more information on available by phone: 541.543.3333 for hearing and speech impaired: 541.543.3333

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Santa Rosa CityBus



Featuring improved timetables!
¡Con nuevos horarios mejorados!

Text us your bus stop number to 321-1223 and we'll send you real-time bus arrival information.
¡Envíanos un text al 321-1223 con el número de tu parada y te enviaremos la llegada próxima del autobús en tiempo real!



Legend / Leyenda



- ### TRANSIT FACILITIES / SERVICIOS DE TRANSITO
- Transit Station / Estación de Transito
 - Bus Stop / Parada de Autobús
 - Bus Stop with Time Point / Parada de Autobús con Punto de Tiempo
 - City Bus Rapid / Línea de Autobús Rápido
 - 15 Minute Frequency / Frecuencia de 15 Minutos
 - Passenger Service Area / Área de Servicio al Pasajero
 - Park and Ride / Estacionamiento para Pasajeros de Transito
 - San Jose County Transit / Transito - Condado de San Jose
 - San Mateo County Transit / Transito - Condado de San Mateo
 - San Francisco Bay Area Rapid Transit / Transito - Área de la Bahía de San Francisco
 - West Valley Rapid Transit Authority / Autoridad de Transito Rápido de West Valley
 - SMART Station / Estación de Transito SMART
 - Half Line / Línea de Medio Camino
 - East and Redwood Parks / Parques del Este y del Rojo

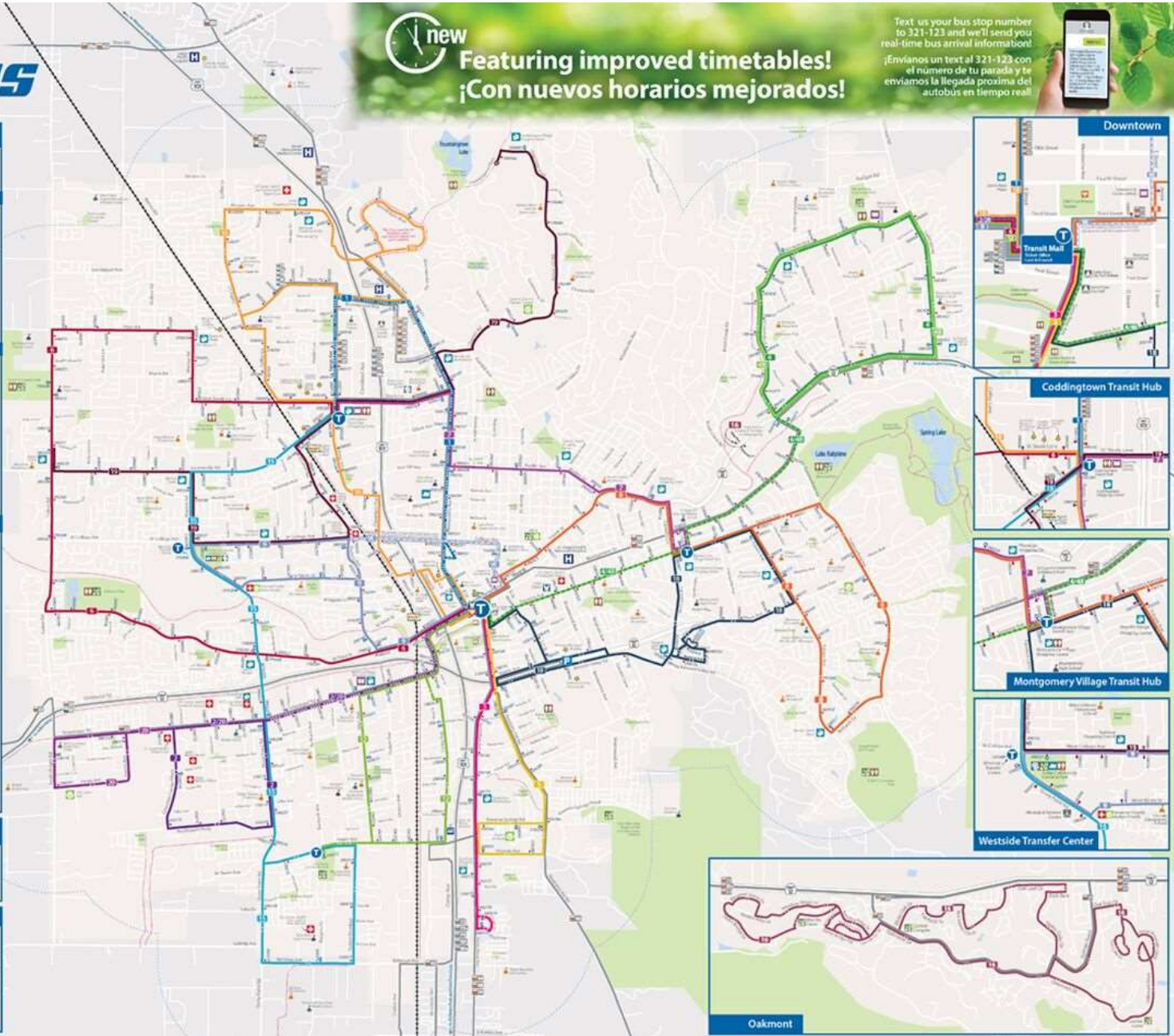
- ### FACILITIES AND LANDMARKS / SERVICIOS Y CENTROS
- Assembly / Asamblea
 - Health Care / Atención Médica
 - Shopping Center / Centro Comercial
 - Customer Service Center / Centro de Servicio al Cliente
 - Public Recreation / Recreación Pública
 - Public Library / Biblioteca Pública
 - Community Center / Centro Comunitario
 - Senior Center / Centro para la Vejez
 - Government Office / Oficina de Gobierno
 - Police Station / Estación de Policía
 - Department of Social Services / Departamento de Servicios Sociales
 - Fire Station / Estación de Bomberos
 - Emergency School / Escuela de Emergencia
 - Medical School / Escuela Médica
 - High School / Escuela Secundaria
 - College / Universidad

ROUTES / RUTAS

- 1 Mendocino Avenue / Coddington Mall
- 2223 Mendocino Road
- 3 Mendocino Road / Montgomery Village
- 4 Mendocino Road / West Valley / Wilson Blvd / Callaghan Road
- 5 Mendocino Hill Road
- 6 Pullen Road
- 7 Montgomery Village / Coddington Mall
- 8 Inwood Valley
- 9 West North Street / Frisco Community Center
- 10 Coddington Mall / Galley Lane
- 11 Rockland
- 12 Holly Hill Road
- 13 Oakmont Circle
- 14 East Oakmont
- 15 North Oakmont / Guerneville Road

- ### BUSES THAT CONNECT TO THE SMART TRAIN / AUTOBUSES QUE CONECTAN CON EL TRAIN SMART
- San Jose to Downtown Area Station / San Jose al Área de Estación de Centro
 - San Jose to North Santa Rosa Area Station / San Jose al Área de Estación del Norte de Santa Rosa

Downtown Transit Mall Layout



Signage at bus stops and Downtown Transit Mall



New signage



Santa Rosa
CityBus

BUS STOP

 Routes /Rutas

3, 5

Next bus?
Próximo autobús?

Text us at **321-123**
Texto a

Bus stop # **SR80256**
Parada #

srcity.org/CityBus 707-543-3333



Redesigned fare media, marketing collateral, buses

Got a scary carbon footprint?
...we can help

Santa Rosa CityBus

<p>elementary</p> <ul style="list-style-type: none"> Meadow View 12 15 Monroe 6 15 9 Proctor Terrace 7 8 Rincon Valley Christian 4/4B Robert L. Stevens 2 15 Roseland 2/2B 12 Roseland Creek 2 15 S.R. Accelerated Charter 4/4B S.R. Charter for the Arts 1 Schaefer Charter 10 Sequoia 4/4B Sheppard Accelerated 12 Spring Creek 8 St. Eugene 4/4B 7 8 19 Steele Lane 1 7 19 Strawberry 8 Taylor Mountain 3 Village Charter 8 13 Whited 4/4B Woodside West 6 19 Wright Charter 2B Yulupa 8 	<p>middle</p> <ul style="list-style-type: none"> Comstock 6 15 Cook 2/2B 13 Herbert Slater 8 Rincon Valley 4/4B Rincon Vly Chrt - Matanzas 8 Rincon Vly Chrt - Sequoia 4/4B Rincon Valley Christian 4/4B Roseland Accelerated 12 Roseland Collegiate Prep 2/2B 12 Saint Eugene 4/4B 7 8 13 Santa Rosa 8 9E
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BACK TO SCHOOL

707-543-3333 srcity.org/CityBus

SRJC students ride free on **Santa Rosa CityBus**



Selected Outcomes

- Strong ridership on high-frequency corridors
- Ridership down following Tubbs Fire in 2017, but has rebounded to near pre-fire levels
- On-time performance up: near 90%*
- Land use-transit coordination; CEQA streamlining opportunities
- Basis for negotiating new partnerships:
 - SRJC unlimited pass program
 - Residential unlimited pass programs

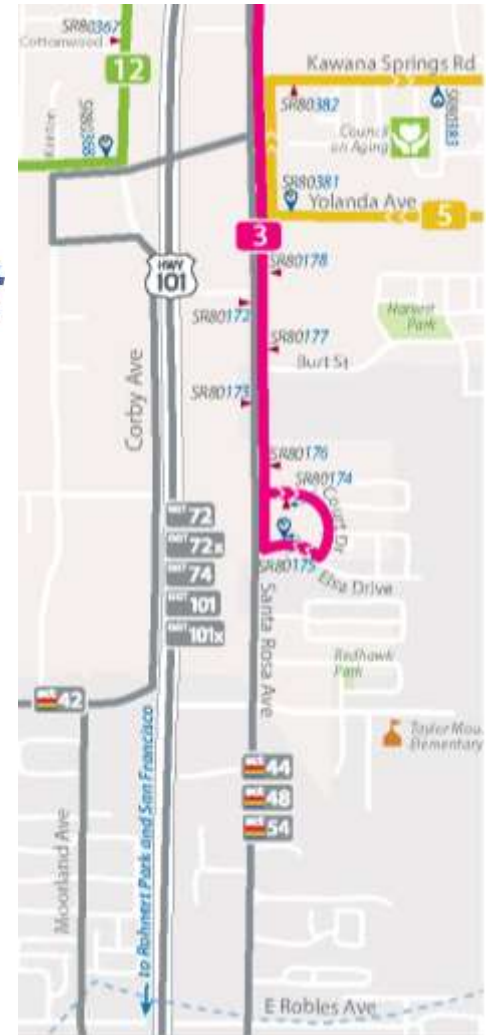


Sonoma County Transit Integration and Efficiency Study



Potential areas of integration:

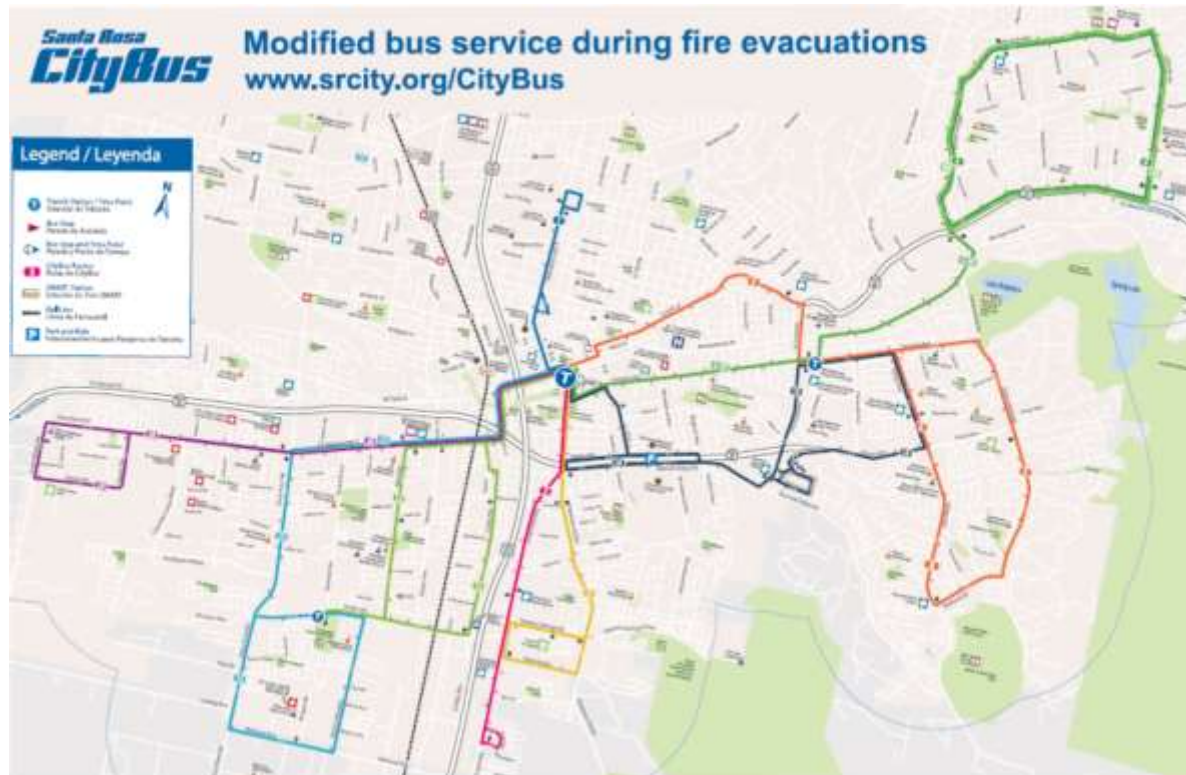
- Fare policy
- Marketing
- Customer service
- Service planning
- Paratransit service delivery
- More unified brand?



Relevance through resiliency

“Pulling out all the stops” includes making sure we are there for our community, no matter what:

- Evacuations, shelter transportation, personnel deployment
- Continuity of operations
- Multi-operator/regional coordination



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