

*Santa Rosa*  
**CityBus**



 **Petaluma  
Transit**

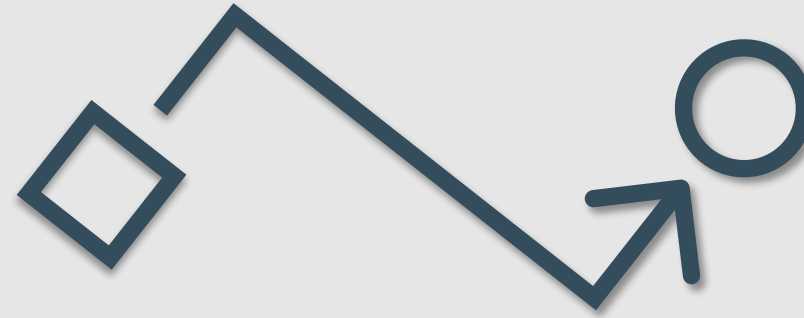


# Petaluma – Transit Advisory Committee

June 13, 2024

# Background

## How we got here



### 2012 - MTC Transit Sustainability Project

- Recommendation for Sonoma operators to pursue functional and institutional consolidation where it is supported by local planning and input.

### 2019 - Transit Integration Efficiency Study

- Improve the rider experience in Sonoma County.
- Increase the efficiency of delivering high quality public transit services.
- Reduce operating and capital costs to enable improved service.

### 2020 - 2021 - MTC Blue Ribbon Transit Task Force

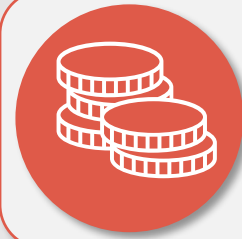
- Recognize critical recovery challenges facing public transit agencies.
- Advance equity.
- Identify actions to implement network Management & Governance reforms
- Advance current transit initiatives and integrate with reforms

# Background

## MTC Bay Area Transit Transformation Action Plan

### Problem Statement

- 27 agencies in Bay Area, each with its own unique policies.
  - Procedures and operating practices best suited for their immediate service areas and local priorities
  - Not organized to support customer-friendly, interagency travel



#### Fares and Payment

Simpler, consistent, and equitable fare and payment options attract more riders.



#### Customer Information

Integrated mapping, signage and real-time schedule information makes transit easier to navigate and more convenient for both new and existing riders.



#### Transit Network

Bay Area transit services are equitably planned and integrally managed as a unified, efficient, and reliable network.



#### Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.



#### Funding

The Bay Area's transit system uses its existing resources more efficiently and secures new, dedicated revenue to meet its capital and operating needs.

# Background

MTC Bay Area Transit  
Regional Network Management (RNM)

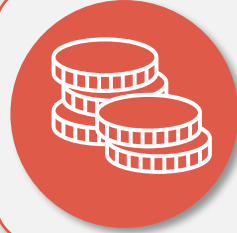
## Advisory Bodies

- RNM Committee
- RNM Customer Advisory Group
- RNM Council

## Transit Operator Coordination

- Dozens of recurring regional transit coordination meetings attended by transit staff
- Coordination on staffing meetings among Sonoma and Marin operators

## RNM Efforts Underway



### Fare Integration Policy

- Clipper 2.0
- Clipper Bay Pass Pilot Programs
- Transfer Policy Pilot



### Mapping and Wayfinding

- Regional design standards and compliance requirements, centralized procurement
- Prototypes, including Santa Rosa - Fall 2024
- Pilots, including Sonoma County - 2026



### Bus Transit Priority

- Identify BTP Policy
- Define BTP corridors and needs
- Centralized coordination



### Accessibility

- Standardize paratransit eligibility practices
- One-seat ride pilots



# Background

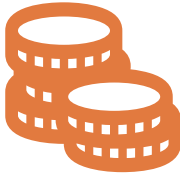
Work completed and underway



- Paratransit “One Seat Ride”
- Synchronized schedule change dates
- **Integrated Transit Service Plan**
- Marin Sonoma Coordinated Transit Service Analysis



- New customer service number connects to all three transit agencies.
- Cross training on system information for all agencies.



- Common fare free days.
- Joint funding award for Fare Free Youth program starting summer 2023.
- Clipper START participation.



- Phase I of website integration with new CityBus site
- Transit App Royal subscription
- Joint marketing of fare programs

# Background

## Marin-Sonoma Coordinated Transit Service Analysis “MASCOTS”

### Impetus

- Changed regional travel demand and service levels
- Identified need to comprehensively study regional service along Hwy 101 corridor

### Structure

- Agencies agreed on principles of coordination
- Monthly GM meetings
- Subcommittees:
  - Planning
  - Marketing
  - Finance

### Plan Goals

- Inform future service planning activities at the respective operators
- Maximize rider benefit with the combined resources of all services
- Final plan by December 2024

