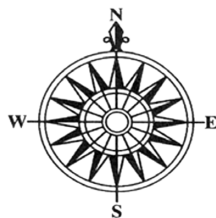


# ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN



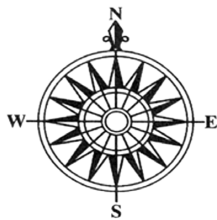
Approved May 14, 2007



**SCTA** Sonoma  
County  
Transportation  
Authority

*Keeping Sonoma County Moving*

ROSELAND COMMUNITY-BASED  
TRANSPORTATION PLAN



**SCTA** Sonoma  
County  
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DESIGN, COMMUNITY & ENVIRONMENT

in association with

**Nelson | Nygaard**  
consulting associates

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## I INTRODUCTION

The Metropolitan Transportation Commission (MTC) and Sonoma County Transportation Authority (SCTA) sponsored this Roseland Community-Based Transportation Plan (CBTP), which is the outcome of a local collaborative planning process that identified transportation gaps, and their potential solutions, for the Roseland area.

### *A. Project Background*

Santa Rosa's southwestern Roseland neighborhood was identified for a community-based transportation plan (CBTP) by MTC in its 2001 Lifeline Transportation Network Report. This report identified gaps in services affecting low-income communities in the Bay Area. As a follow-up to the Lifeline analysis, MTC's Environmental Justice Report recommended community-based planning as a method for setting local priorities for addressing transportation gaps. This CBTP is intended to provide an overview of existing conditions, future prospects identified and prioritized by the community, and current projects and initiatives relevant to the mobility of Roseland residents. MTC is funding multiple CBTP projects, including the Roseland CBTP project, which SCTA, as the local Congestion Management Agency (CMA), has administered and managed.

### *B. The Roseland Area*

Roseland is a primarily residential neighborhood located in the southwestern quadrant of the City of Santa Rosa. Santa Rosa is a city of 157,145 residents,<sup>1</sup> located 50 miles north of San Francisco, and is both the largest city in Sonoma County and the County seat.

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<sup>1</sup> 2006 population estimate from State of California Department of Finance, E-5 Population and Housing Estimates for Cities, Counties and the State, 2001-2006, with 2000 Benchmark (May 2006).

## 1. Project Area

The Roseland project area is bounded by Highway 12 to the north, Highway 101 to the east, Hearn Avenue to the south, and Stony Point Road to the west, as shown in Figure 1, at the end of this chapter. This boundary includes areas that fall under the jurisdiction of both the City of Santa Rosa and Sonoma County. City jurisdiction predominates in the northeastern part of the project area and along the length of Stony Point Road, while County jurisdiction applies for much of the length of the Sebastopol Road corridor and the central portion of the project area north of Hearn Avenue. The project area comprises two census tracts, which are identified in Figure 2.<sup>2</sup> Figure 3 looks more closely at the project area and identifies bus stops, bicycle routes and other local amenities.

There are several important development proposals and local planning efforts that will affect Roseland in the short- and long-term. These projects are discussed in this report as all have the promise or possibility of impacting the mobility of Roseland residents, either within their neighborhood or between it and local or regional destinations. Together, these projects constitute a dense background of public process, data collection, infrastructure development, and planning with which the issues and strategies identified in the Roseland Community-Based Transportation Plan process will interact.

## 2. Area History

Roseland history predates that of Santa Rosa, according to local historian Gaye LeBaron. The earliest settlers arrived in the Roseland area in 1852, into what became a successful farming area of hop fields and orchards. It is reported that horticulturist Luther Burbank had a farm in this area, and suggested the name of Roseland. The area has a long tradition of being a place of diverse peoples, languages and cultures---where immigrants have come to live. This pattern continues today.

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<sup>2</sup> 2000 Census tracts 1531.01 and 1531.02 correspond to this area, and were used as the basis for demographic analysis. In 1990, the project area was encompassed by tract 1531.

Before the 1960s, Sebastopol Road was the main highway between the Santa Rosa environs and Sebastopol and thus became the area's commercial backbone. Railroad lines also provided access to Roseland. Over the years, residential growth spread over the farm land, and a Navy airfield, which is now abandoned, was sited nearby. After Highway 12 was built, Sebastopol Road became a route for mostly local traffic. While Highway 101 and Highway 12 offer the area greater through-mobility, these two facilities create barriers between Roseland and the rest of Santa Rosa.

In recent decades, the relatively affordable older housing stock in Roseland has attracted newer immigrants and people looking for lower cost housing. Today Roseland has a significantly higher percentage of people with Hispanic/Latino roots, about 50%, than Santa Rosa or Sonoma County as a whole, which each have about 20%.

The Roseland area also has a higher concentration of people with relatively limited economic means. Real and perceived problems associated with urbanization, such as crime and gang activity, has stigmatized Roseland, resulting in the folding of a number of businesses. Albertson's, which was the anchor store in the Roseland Village Shopping Center just west of Dutton Road on Sebastopol Road, closed in 2003.

Redevelopment of the Sebastopol Road core area is central to the concept of Roseland's revival, although much additional land in Roseland lends itself to development or redevelopment. In traveling along Sebastopol Road one can see a wide range of existing and former uses---from modern retail establishments to vacant lots, new housing, schools, industrial and vehicle yards, parking areas for "taco trucks," abandoned businesses, older retail outlets, restaurants, taverns and ethnic food retailers. A new retail complex is to open soon on the east side of Stony Point Road. On the west side, there is an existing Food Maxx, and a Wal-Mart is planned for the shopping center. Much of the rest of Roseland is residential in nature with a range of housing types from new market-rate single-family housing to multi-family rental and older single-family units.

Of late there has been a resurgence of civic activism and agreement about the great potential for Roseland development and redevelopment. Peaceful, family-oriented Cinco de Mayo celebrations in recent years have heralded a turning point. The Press Democrat newspaper coverage of the area in a special Roseland series, and renewed discussions of Santa Rosa's ultimate annexation of the remainder of Roseland, have also brought current focus to the area.

### **3. Transportation Planning**

In Roseland, as in many Bay Area communities, parts of the population have limited transportation access to a range of resources needed for daily or weekly use located outside of their neighborhood. Public transit may be the only transportation option for many such individuals to get to jobs, essential health and human services, shopping and recreational resources. For a variety of reasons, transit may not always be a viable option. There may be infrequent bus service and some key destinations may not be served by transit at all.

Identifying transit service and other mobility-related gaps and solutions at the local level, through a collaborative community-based transportation planning, engages residents of low income and minority communities in addressing the transportation gaps most important to the community.

#### *C. CBTP Contents*

This document contains the following eight chapters:

- ◆ **Chapter 1** is this introduction.
- ◆ **Chapter 2** maps and describes the Roseland area and the characteristics of its residents.
- ◆ **Chapter 3** evaluates the transportation conditions in Roseland.

- ◆ **Chapter 4** lists the people who participated in the stakeholder committee meetings, were interviewed or were part of a focus group. Organizations with interest in this project and issue are also listed.
- ◆ **Chapter 5** summarizes the results of the information received from the community.
- ◆ **Chapter 6** offers transportation solutions, including rankings and cost estimates.
- ◆ **Chapter 7** presents a range of funding sources and matches them with the proposed transportation solutions.

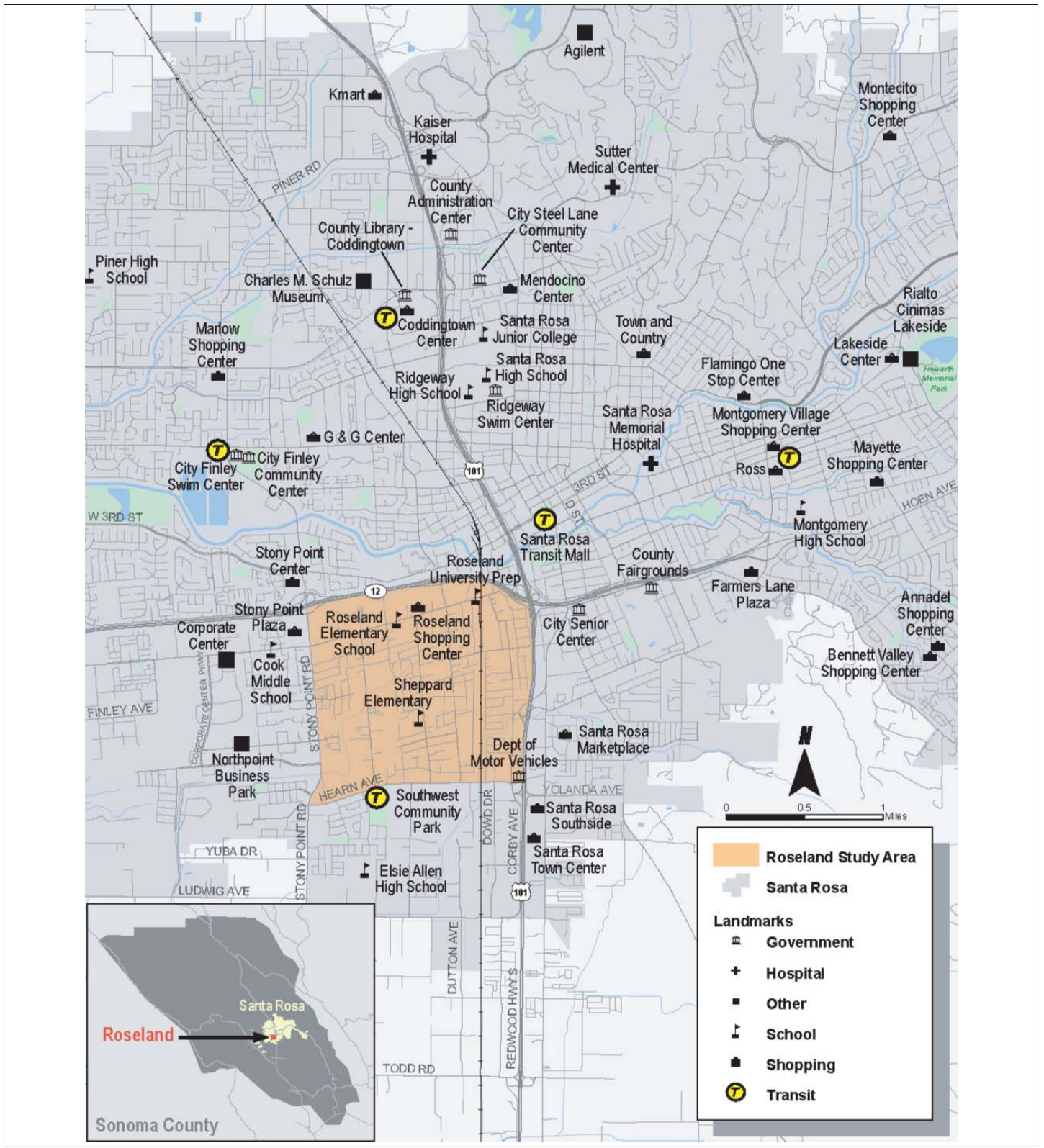


FIGURE 1  
 ROSELAND IN RELATION TO SANTA ROSA



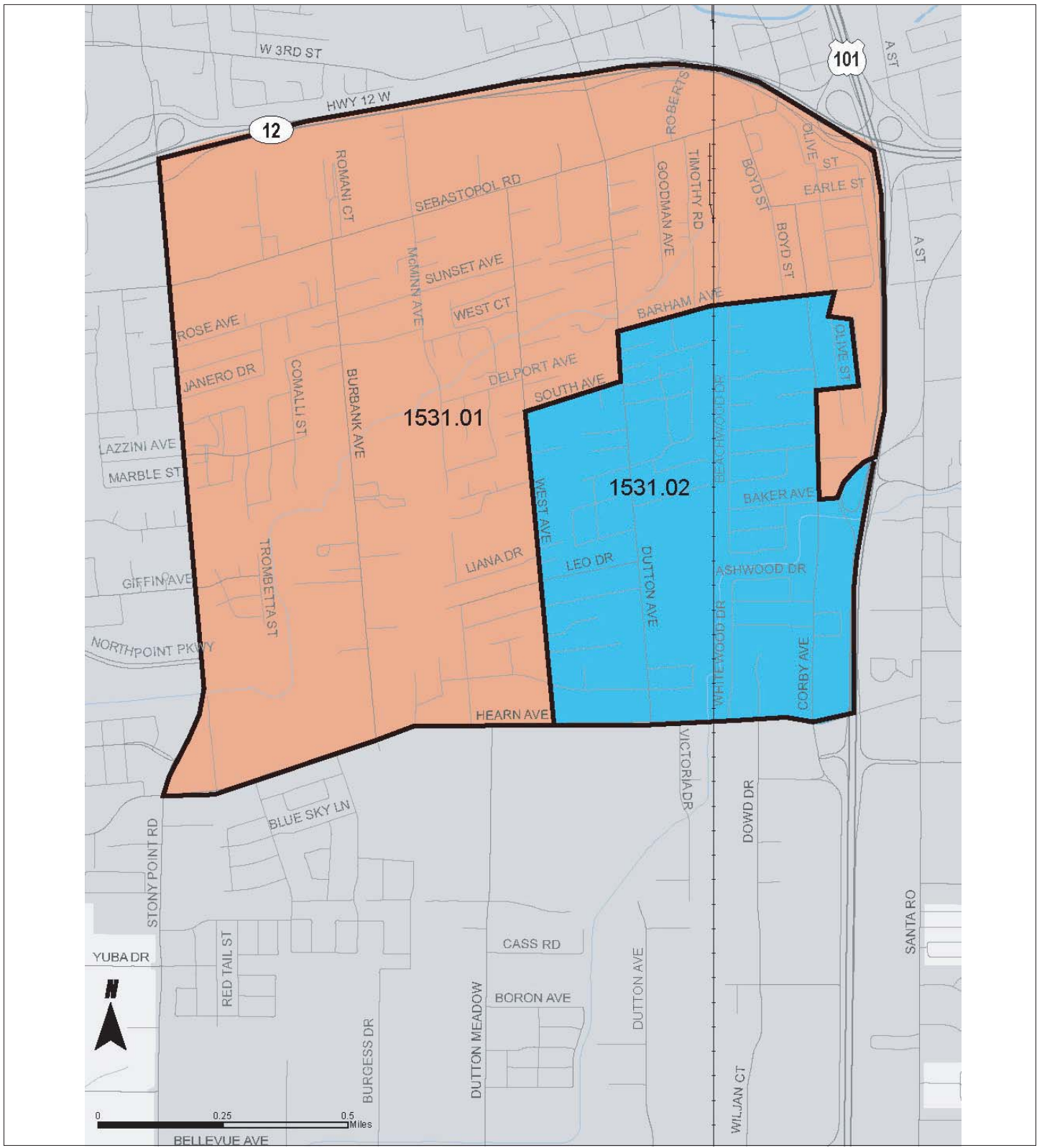


FIGURE 2  
ROSELAND CENSUS TRACTS

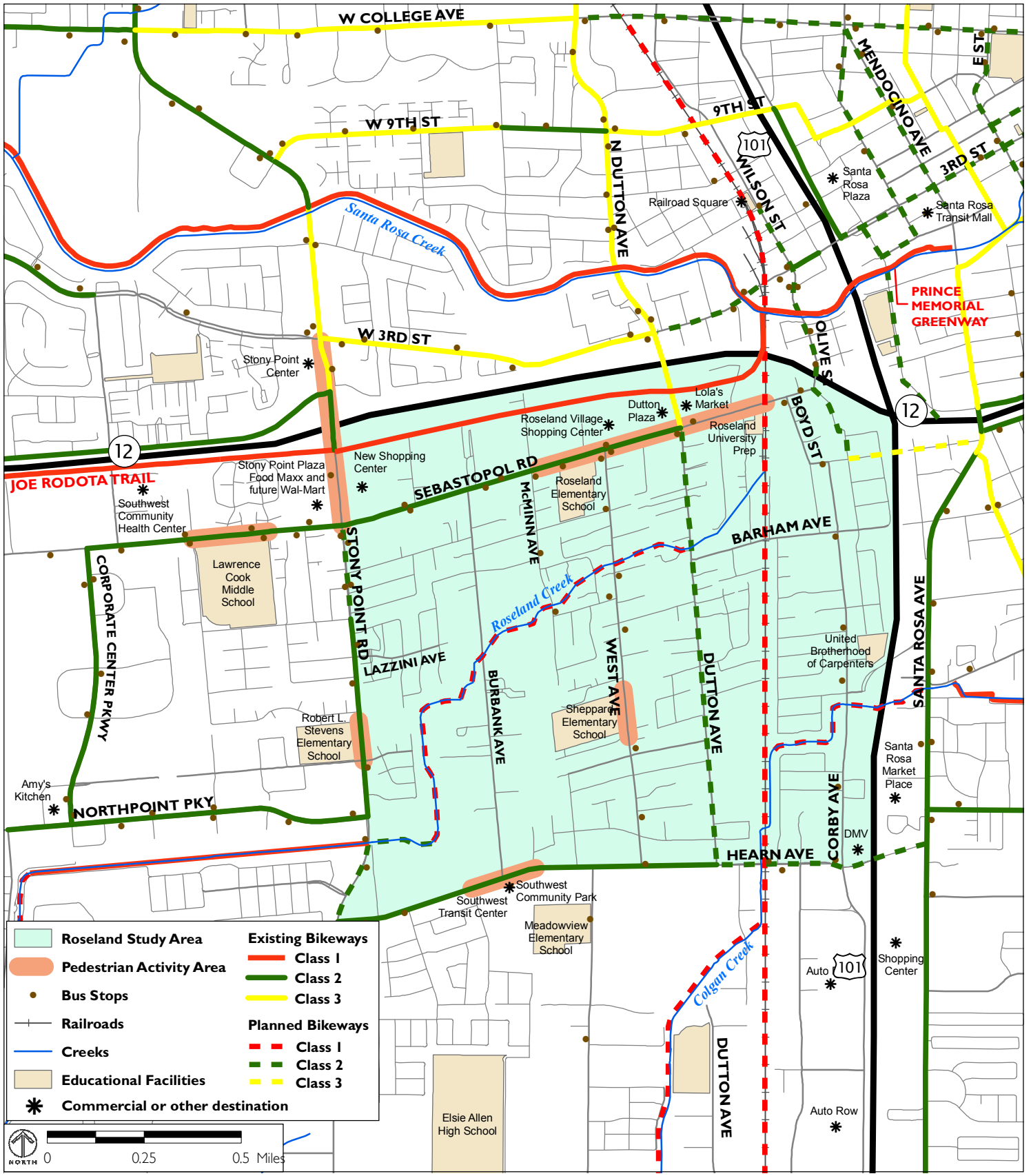


FIGURE 3

BUS, BICYCLE AND PEDESTRIAN FACILITIES AND DESTINATIONS

## 2 ROSELAND OVERVIEW

The chapter presents an overview of the general characteristics and context of the Roseland neighborhood, including demographic and travel-related characteristics of Roseland residents, which are drawn primarily from Census 2000. A description of the travel environment in Roseland is also presented, which includes a brief description of existing transit and paratransit providers and services. Discussion of planned and proposed development, and a brief review of major public planning or redevelopment activities relevant to the project area, are also included in this chapter.

### *A. Study Area Context*

The Roseland project area is predominately residential, with a range of neighborhood types that includes older established areas of detached single-family homes, recent single-family attached housing developments, and land that is essentially rural in character. For the most part, the area is zoned for low- to medium-density residential land use,<sup>1</sup> with the major exceptions of the retail and commercial corridor along Sebastopol Road, and the industrial area bordering Highway 12 in the northeastern section of the project area.

The nature of the transportation networks, facilities and connections available to Roseland residents is diverse. Within its two census tracts, Roseland is host to key highway access points, several regional arterials, a rail corridor, and a major regional bicycle and pedestrian pathway. However, connections between Roseland and areas of Santa Rosa to the north and east—as well as internal circulation—are also inhibited by highway and rail corridors that compromise connectivity. Meanwhile, the density of the street network and connectivity or availability of sidewalks varies markedly throughout the project area.

The Roseland project area had a total of 13,548 residents in 2000, an increase of 38 percent from its 1990 population of 9,841. Roseland residents com-

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<sup>1</sup> Densities between 2 and 18 units per acre.

prised 3,709 households in 2000 (an increase of 544 households from 1990), with an average household size of 3.7 people. There were 3,776 housing units in Roseland in 2000, with 3,709 occupied at the time of the Census. Of these occupied units, 1,485 units (40 percent) were owner-occupied, and 2,224 (60 percent) were renter-occupied. Roseland's housing stock is primarily single-family: 70 percent of housing units were single-family residences (both attached and detached) in 2000. An additional 22 percent of Roseland housing units were located in multi-family structures with between 2 and 19 units, while 7.5 percent were located in larger structures of over 20 units.

As will be discussed in more detail later in this chapter, new residential development has been proceeding in Roseland and the surrounding area of southwest Santa Rosa. The Association of Bay Area Governments (ABAG) projects that future development in Sonoma County will be concentrated in city spheres of influence, with Santa Rosa accommodating nearly half of the 41,400 households to be added in Sonoma County between 2000 and 2030. In the nearer term, ABAG states that:

*Between 2000 and 2015, the City of Santa Rosa [is projected to add] about 12,500 households, by far the most of any city in Sonoma County. In fact, Santa Rosa's population will surpass 200,000 about 2020, reflecting its continued role as a regional economic center for the county and the coastal area to the north.<sup>2</sup>*

These new households are projected by ABAG to contribute to a 17 percent increase in Santa Rosa's population between 2000 and 2015, which is an increase of 28,800 residents.

Sonoma County Transportation Authority (SCTA) projections by Traffic Analysis Zone (TAZ) illustrate the potential impacts of this growth on Roseland. Between 2005 and 2020, SCTA projects that the total number of households in southwest Santa Rosa will grow by a net figure of 7,826 (from

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<sup>2</sup> ABAG, Projections 2005: Forecasts for the San Francisco Bay Area to the Year 2030 (p. 267).

9,807 households to 17,633). The six TAZs that make up the Roseland project area are projected to collectively add 2,588 households during this period, from 3,880 households in 2005 to 6,468 in 2020—comprising one-third of the southwest Santa Rosa area’s overall growth in households. The area of Roseland projected by SCTA to make the largest contribution to this net change (accounting for 1,139 of the 2,588 households added, or 44 percent) is the northeastern corner of the project area bounded by Dutton Avenue, Highways 12 and 101, and Barham Avenue. SCTA projects that 1,139 households will be added in this TAZ, the majority of which are projected to be households occupying single-family housing.

As discussed above, Roseland’s new housing development coexists with older established neighborhoods, as well as with areas that have yet to be developed, leading to a variation in the quality and connectivity of infrastructure (such as sidewalks) throughout the project area. New market-rate development is likely to have an effect on the overall demographic profile of Roseland. A demographic overview of Roseland residents is presented below, with data drawn primarily from the 2000 US Census. While these data are the best available at the census tract level for many demographic factors, it is important to recognize that ongoing development in the project area has likely affected the overall demographic profile of the neighborhood.

### *B. Demographic Characteristics of Roseland Residents Race and Ethnicity*

In 2000, 48 percent of Roseland’s residents were Hispanic or Latino (of any race), as shown in Table 1. Of residents not identifying themselves as Hispanic or Latino in 2000, 75 percent were White, 10 percent were Asian, 5 percent were Black or African American, and the remaining 10 percent were Native American, Pacific Islander or members of two or more races. By contrast, just 19 percent of residents of the City of Santa Rosa as a whole were Hispanic or Latino in 2000. Of the Santa Rosa residents who were not Hispanic or Latino, 88 percent were White, 5 percent were Asian, 3 percent were

Black or African American, and 4 percent were Native American, Pacific Islander or members two or more races.

A comparison between the racial and ethnic composition of the study area in 1990 versus 2000 reveals that growth in the neighborhood population has been largely a result of the addition of nearly 4,000 Hispanic or Latino residents during that period. Meanwhile, the non-Hispanic White population decreased by over 900 residents.

### **1. Age Distribution**

In 2000, the median age of residents of the two census tracts comprising Roseland was 28.4 and 26.9 years, respectively. These median ages are significantly younger than those of both the City of Santa Rosa (36.2 years) and Sonoma County as a whole (37.5 years). A total of 4,525 Roseland residents (33 percent of the total population) were under the age of 18. Seniors age 65 and over made up 6.2 percent of the population, or about half the national average.

As shown in Figure 4, youth under 18 make up over 20 percent of the population in the census block groups bordering the southeast corner of the project area (Hearn Avenue and Highway 101) and the western and northern edges of the project area bordering Stony Point Road and Highway 12. Youth concentrations in other areas are substantially lower than the 33 percent figure for youth composition of the population as a whole.

Residents age 65 and over are more uniformly distributed throughout the project area, with several block groups with between 6 percent and 8 percent of residents age 65 or over; this is shown in Figure 5. The senior population exceeded 8 percent only in the block group roughly bounded by Barham Avenue, Beachwood Drive, Cherrywood Drive and Corby Avenue.

TABLE I **POPULATION CHANGE AND RACE/ETHNICITY, 1990–2000**

Race and Ethnicity	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Hispanic or Latino	2,581	26%	6,558	48%
Not Hispanic or Latino	7,260	74%	6,990	52%
White	6,163	63%	5,224	39%
Black or African American	349	4%	368	3%
American Indian or Alaska Native	246	2%	238	2%
Asian or Pacific Islander	472	5%	717	5%
Other race	30	0%	20	0%
Two or more races*	N/A	N/A	423	3%
<b>Total Population</b>	<b>9,841</b>	<b>100%</b>	<b>13,548</b>	<b>100%</b>

\* The option to identify oneself as a member of “two or more races” did not exist prior to the 2000 Census.

Source: US Census 1990 and 2000, Summary Tape File 1 (100% data).

## 2. Language and Linguistic Isolation

According to Census 2000, English was the household language spoken in 58 percent of Roseland’s households, while Spanish was the household language<sup>3</sup> in 34 percent of households, as can be seen in Table 2.

<sup>3</sup> Household language is assigned by the Census Bureau according to a specific methodology. This does not mean that all household members speak the household language exclusively.

TABLE 2 **HOUSEHOLD LANGUAGE, 2000**

Language of Household	Number	Percent
English	2,158	58%
Spanish	1,263	34%
Other Indo-European	148	4%
Asian and Pacific Island	145	4%
Other Languages	11	0%
<b>Total Households</b>	<b>3,725</b>	<b>100%</b>

Source: US Census 2000, Summary File 3 (sample data). Note: Other Indo-European languages include French, Italian, Portuguese, German, Scandinavian and Slavic languages (including Russian, Greek and Polish), and Indic languages such as Persian, Hindi and Urdu. Asian and Pacific Island languages include Chinese, Japanese, Korean, Mon-Khmer, Cambodian, Miao, Hmong, Thai, Laotian, Vietnamese and other Asian languages such as Tamil, as well as Pacific Island languages such as Tagalog and Indonesian. Languages classified as “other” by the US Census include Hebrew, Native North American languages, Hungarian, Arabic and African languages.

In terms of individual residents’ language use, of the 12,265 Roseland residents over 5 years of age, just over half spoke only English at home, while 42 percent spoke Spanish “sometimes or always.”<sup>4</sup> Close to 200 individuals spoke Mon-Khmer or Cambodian, and 116 spoke Laotian at home. Other languages spoken at home by 50 or more Roseland residents included Italian, Miao or Hmong, and French.

A total of 676 Roseland households were classified as “linguistically isolated” in 2000, as seen in Table 3. This term means that all household members age 14 and older speak a language other than English, and that no member 14 or

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<sup>4</sup> The Census Bureau’s computation of “Language spoken at home” refers to individuals in the Census 2000 sample who spoke a language other than English at home “sometimes or always.”



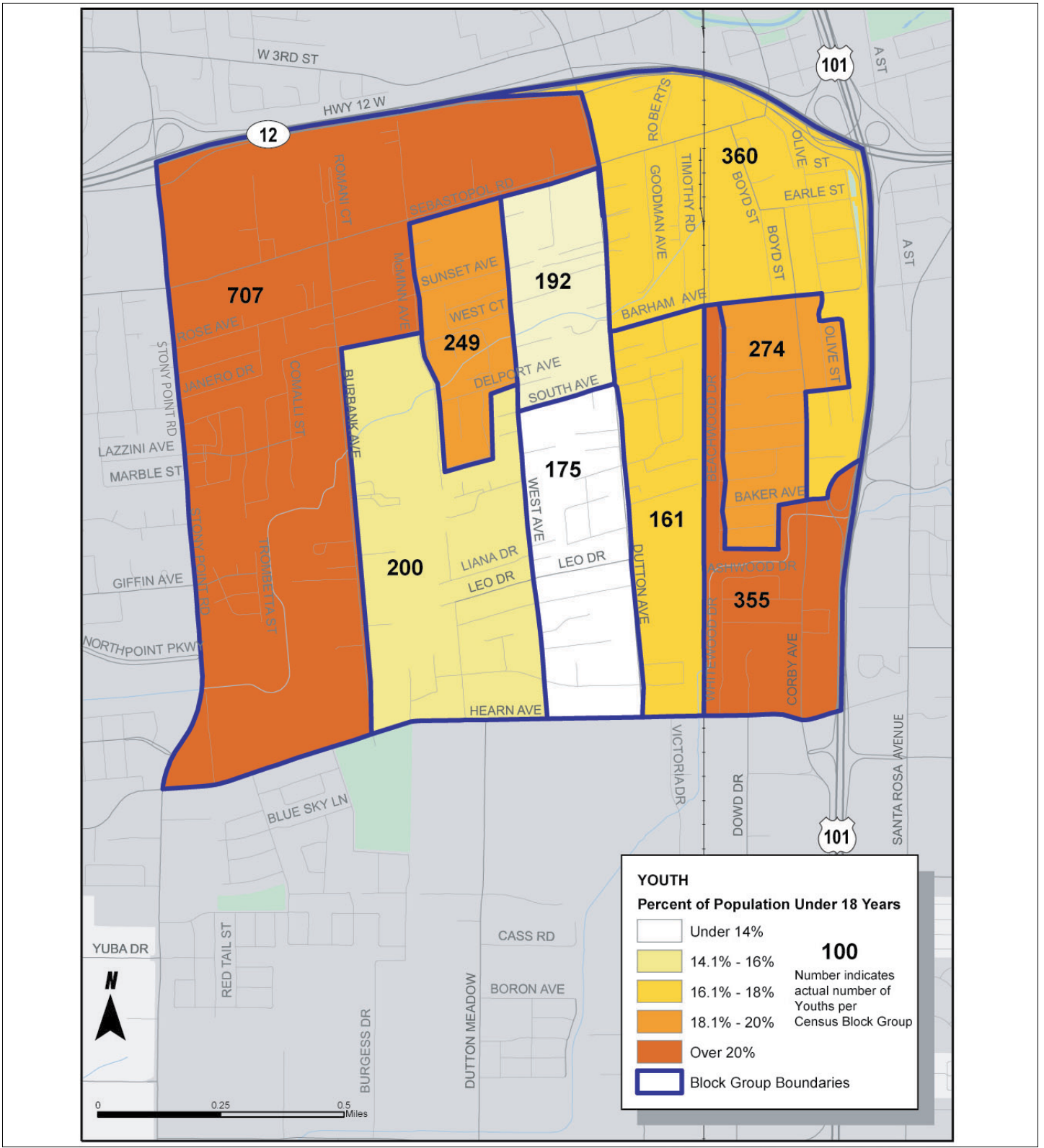


FIGURE 4  
POPULATION UNDER 18 YEARS

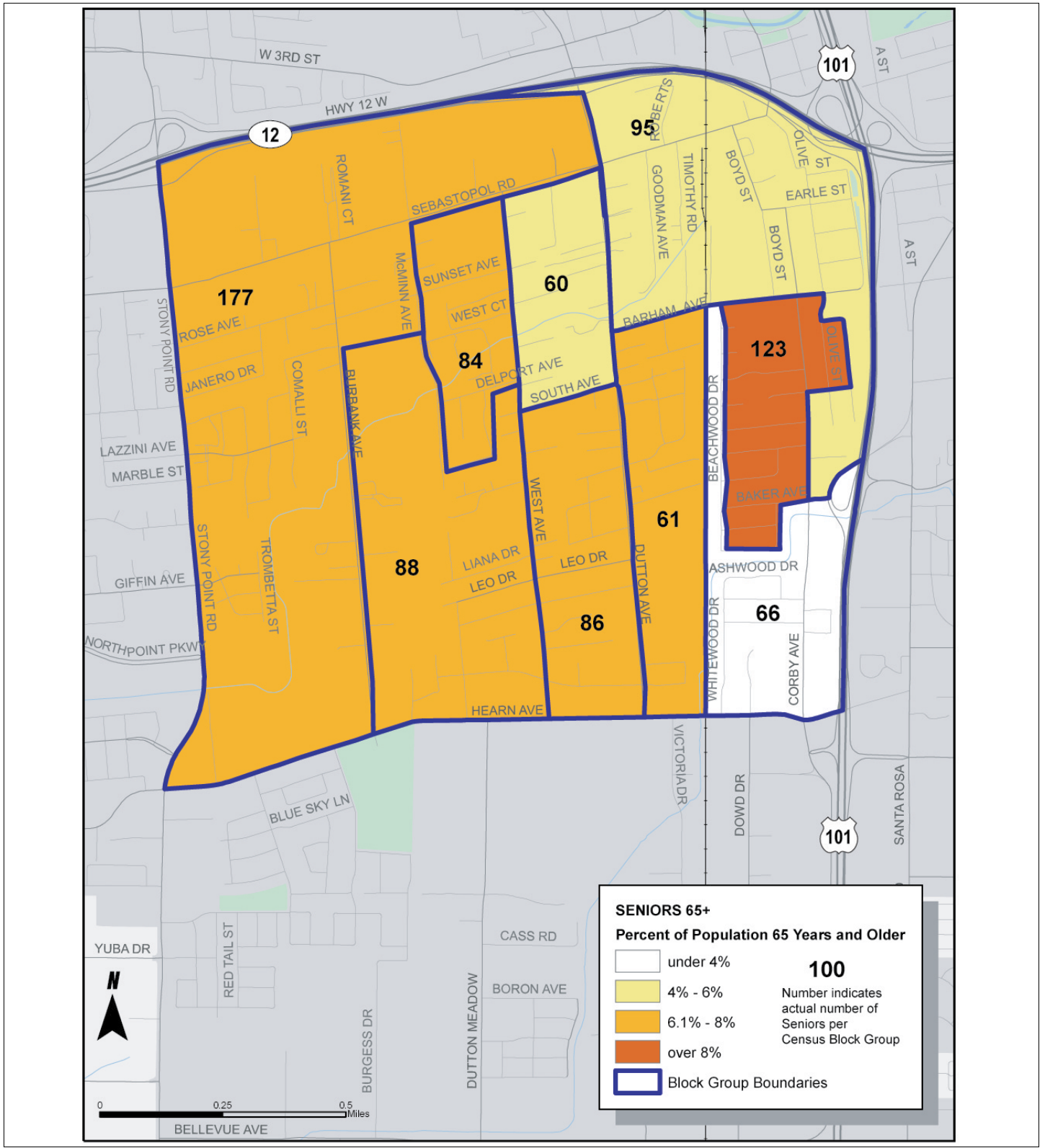


FIGURE 5  
POPULATION 65 YEARS AND OVER

TABLE 3 **LINGUISTIC ISOLATION, 2000**

Language Spoken	Number of Linguistically Isolated Households	Percent of Total Households Linguistically Isolated
Spanish	589	47%
Indo-European languages	51	34%
Asian and Pacific Island languages	36	25%
Other languages	0	0%
<b>Total</b>	<b>676</b>	<b>*</b>

\* This column does not add to 100% because it represents the percentage of households *within each language group* that are considered linguistically isolated.

older speaks English “very well.” The majority of linguistically-isolated households (589 of 676, or 87 percent) were Spanish-speaking households. However, linguistic isolation in Roseland is not limited to one language group. While nearly half of Spanish-speaking households were found to be linguistically-isolated in 2000, so were 34 percent of households speaking other Indo-European languages, and 25 percent of households speaking Asian or Pacific Island languages.

### 3. Income and Poverty Status

Median household income for Roseland was significantly less than that of both the City of Santa Rosa and Sonoma County as a whole in 1999.<sup>5</sup> As shown in Table 4, the median income for residents of the census tract comprising the western and northern areas of the project area (number

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<sup>5</sup> Although income data were collected as part of Census 2000, the reference year is 1999 for Figure 5 and Tables 3-5, given the need to collect income data for a full-year period, which in this case was the year preceding the Census.

TABLE 4 **MEDIAN HOUSEHOLD INCOME, 1999**

<b>Area</b>	<b>Median Household Income in 1999</b>
Sonoma County	\$53,076
City of Santa Rosa	\$50,931
Roseland 1531.01	\$40,568
Roseland 1531.02	\$46,642

Source: US Census 2000, Summary File 3 (sample data).

1531.01) was much lower than that of the southeastern census tract. However, as illustrated by Figure 6, the overall median income for tract 1531.01 reflects the skewing effects of the very low median income figures in the area roughly bordered by Sebastopol Road and McMinn, South, and Dutton avenues.

As shown in Table 5, nearly 30 percent of Roseland households had incomes under \$25,000 in 1999, while nearly 60 percent had household incomes under \$50,000. In 1999, 16 percent of all Roseland residents lived below the federal poverty line, with 18.5 percent of residents under 18, and 13 percent of residents 65 or over, living in poverty. As shown in Table 6, Roseland’s poverty rate was double that of Sonoma County as a whole, and nearly double the percentage of Santa Rosa residents living in poverty.<sup>6</sup> It is important to note that the real picture of poverty in Roseland, as in other parts of the Bay Area, is not fully reflected by federal thresholds due to the very high cost of living in the region. The City of Santa Rosa’s Department of Economic Development and Housing classifies as “very low income” those whose incomes are less than 50 percent of the area median income. By this measure, the 30

<sup>6</sup> Federal poverty thresholds for 1999 ranged from approximately \$10,900 for a two-person family, to \$17,000 for a four-person family.

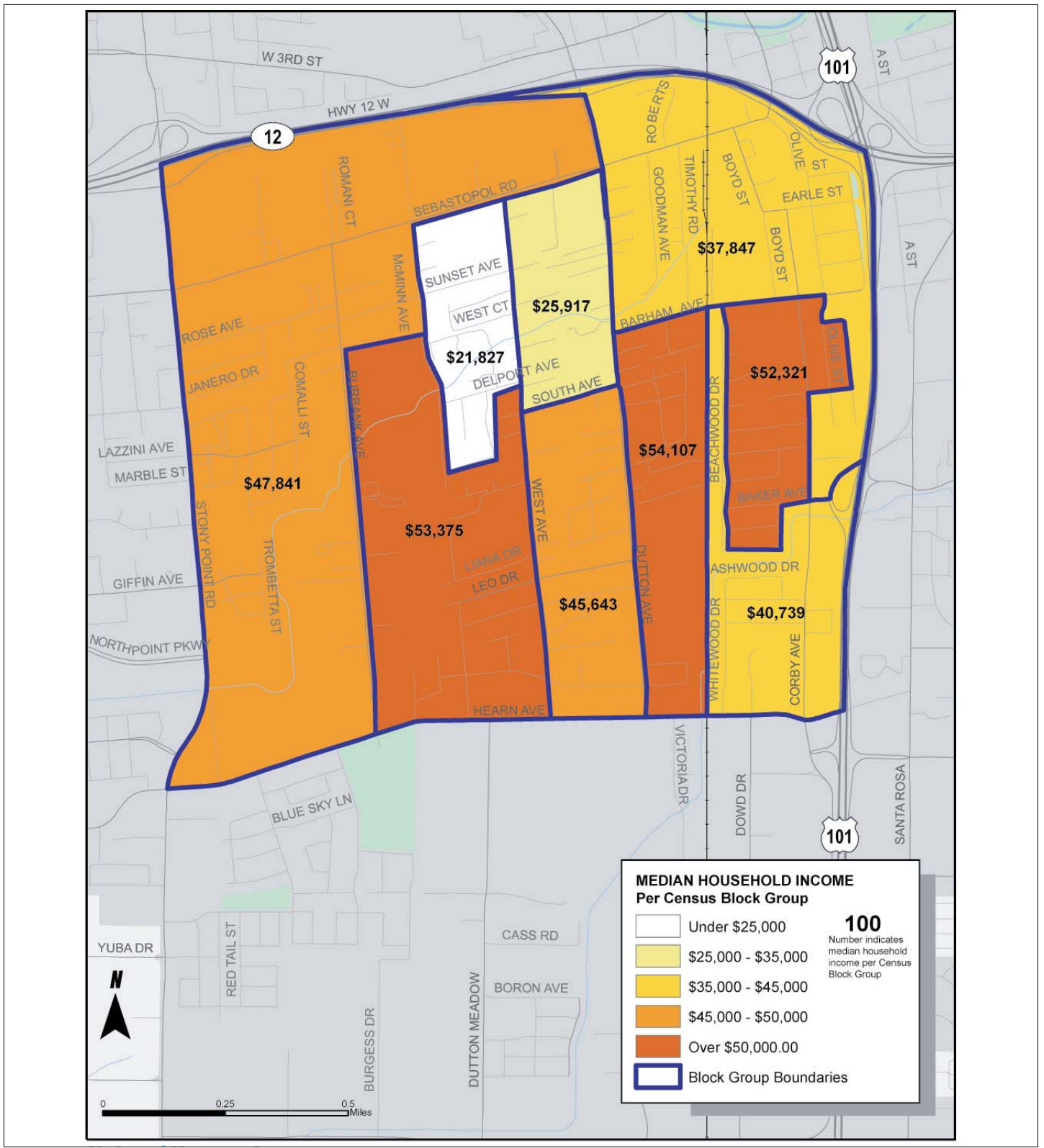


FIGURE 6  
MEDIAN HOUSEHOLD INCOME

TABLE 5 **INCOME RANGES FOR ROSELAND HOUSEHOLDS, 1999**

Income Range	Number	Percent of Total
Less than \$10,000	306	8%
\$10,000 - \$14,999	244	7%
\$15,000 - \$24,999	517	14%
\$25,000 - \$34,999	419	11%
\$35,000 - \$49,999	713	19%
\$50,000 - \$74,999	834	22%
\$75,000 - \$99,999	446	12%
\$100,000 - \$149,999	195	5%
\$150,000 - \$199,999	24	1%
\$200,000 or more	27	1%
<b>Total Households</b>	<b>3,725</b>	<b>100%</b>

Source: US Census 2000, Summary File 3 (sample data).

TABLE 6 **POPULATION IN POVERTY, 1999**

	Roseland	Santa Rosa	Sonoma County
Total Population	13,379	145,061	451,145
Population in Poverty	2,169	12,391	36,349
<b>Percent of Population in Poverty</b>	<b>16.2%</b>	<b>8.5%</b>	<b>8.1%</b>

Source: US Census 2000, Summary File 3 (sample data).

percent of Roseland households with incomes under \$25,000 would be classified as very low income.

As shown in Figure 7, residents living in poverty were spread throughout the project area in 1999, with a concentration of residents in poverty (as a percent of total population) in the area bounded by Sebastopol Road and West, South and Dutton avenues. In this area, 22 percent of residents were living in poverty.

#### **4. Vehicle Availability**

Table 7 shows that in 2000, 383 Roseland households (over 10 percent of all households) were without a private vehicle, according to the US Census. In Santa Rosa, 7.3 percent of households did not have a vehicle available, while in Sonoma County as a whole, only 5.8 percent of households were without a vehicle. An additional 34 percent of Roseland households had one vehicle available.

Vehicle availability varied greatly between renter-occupant and owner occupant households. Over 14 percent of renter households did not have access to a private vehicle, compared with less than 5 percent of owner-occupant households. Of the remaining renter households, 41 percent had access to just one vehicle, while the remaining 45 percent had access to two or more. By comparison, 72 percent of owner-occupant households had access to two or more vehicles.

As shown in Figure 8, the average percentage of Roseland households without vehicles (10 percent) was exceeded in the block group bounded by Sebastopol Road, McMinn Avenue, Odell Lane and West Avenue (where over 15 percent of households did not have a vehicle) as well as the block groups bordering the intersection of Highways 12 and 101, and Highway 101 and Hearn Avenue. Although 2005 MTC vehicle availability forecasts for Sonoma County and the Santa Rosa/Sebastopol superdistrict show a declining trend in zero



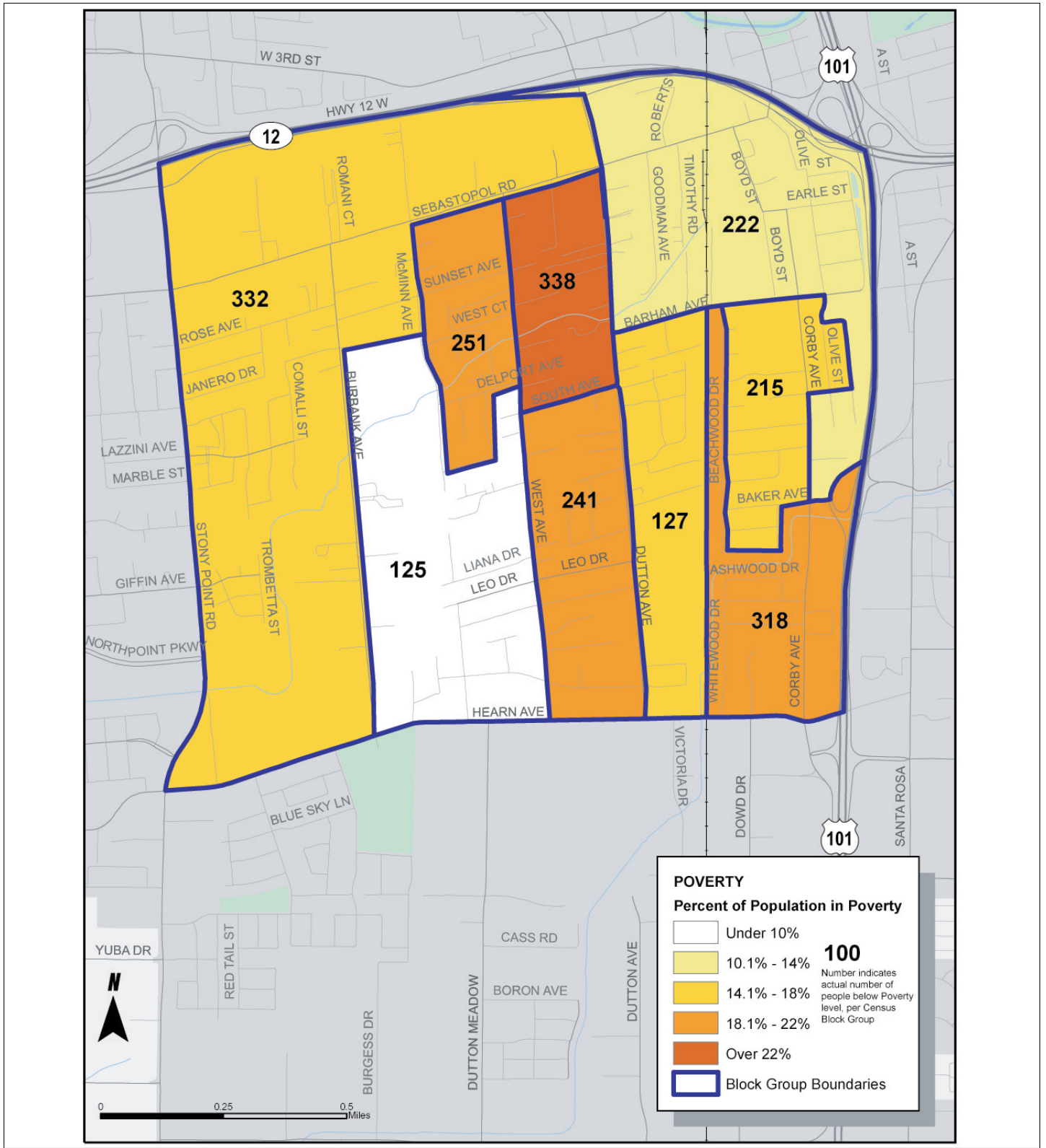


FIGURE 7  
POPULATION IN POVERTY



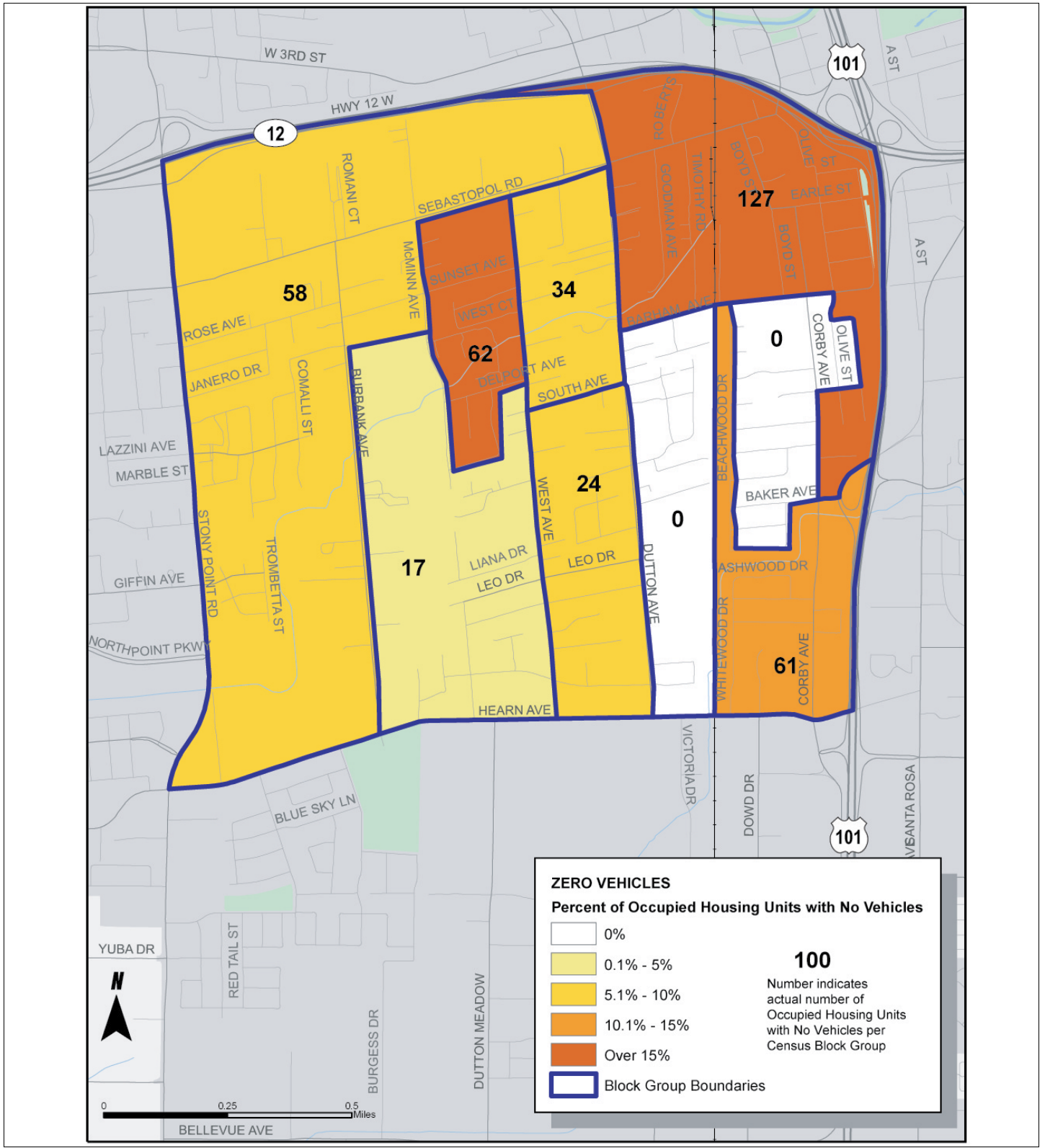


FIGURE 8  
HOUSEHOLDS WITHOUT VEHICLES

TABLE 7 **VEHICLE AVAILABILITY, ROSELAND RESIDENTS, 2000**

<b>Vehicle Availability</b>	<b>Percent of Households</b>
<i>No Vehicles Available</i>	10.3%
Owners	4.7%
Renters	14.2%
<i>One Vehicle Available</i>	33.8%
Owners	23.0%
Renters	41.2%
<i>Two Vehicles Available</i>	55.8%
Owners	72.3%
Renters	44.7%

Source: US Census 2000, Summary File 3 (sample data).

vehicle households (with just 4.5 percent of Sonoma County households and 5.2 percent of Santa Rosa/Sebastopol households without having no vehicles by 2010) it is not clear whether this trend holds for Roseland.<sup>7</sup>

### 5. Journey to Work

According to Census 2000, of Roseland’s 5,372 workers, 89 percent traveled to work by car, truck, or van—64 percent of all workers drove alone, while 25 percent carpooled. Compared to Sonoma County workers as a whole, Roseland workers had higher rates of carpool utilization. While one-quarter of Roseland workers carpooled in 2000, just 13 percent of total Sonoma County workers carpooled. Within this category, of the 4,756 workers trav-

<sup>7</sup> MTC, Vehicle Ownership Forecasts for the San Francisco Bay Area 1990-2030 (2005).

eling by car, truck or van, 72 percent drove alone and 28 percent carpooled. Just 5 percent of Roseland workers used public transportation (primarily bus) to get to work in 2000, while 2 percent walked to work, and 1 percent bicycled. This breakdown is shown in Table 8.

### *C. The Travel Environment*

This section describes the circulation network, traffic volumes, and the facilities for pedestrian and bicyclists.

#### **1. The Street and Highway Network**

The Roseland project area is defined by major transportation corridors: Highways 12 and 101 run to the north and east of Roseland, respectively; Stony Point Road, a major north-south corridor, forms the western boundary of the area; and Hearn Avenue, a key east-west route, forms the southern boundary. Sebastopol Road runs east-west through the northern part of the project area and serves as the primary commercial corridor for Roseland. Sebastopol Road, Stony Point Road and Dutton Avenue are all classified as “Regional/Arterial” streets by the City of Santa Rosa, as are segments of Hearn and Corby avenues.<sup>8</sup>

Traffic volumes vary widely throughout the project area. Weekday 24 hour traffic volumes for streets for which data are available range from 2,100 on Olive Street between Earle Street and Sebastopol Road to between 6,000 to 9,000 vehicles on West and Corby avenues, to over 40,000 near highway access points. Not surprisingly, traffic volumes spike on street segments adjoining highway on- and off-ramps (such as the segments of Stony Point Road and Dutton Avenue adjoining Highway 12 access), as shown in Table 9.

Despite the benefits of local access to highways and arterial corridors, proximity to major local and regional travel corridors also presents barriers to

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<sup>8</sup> City of Santa Rosa, Santa Rosa 2020: General Plan (2002).

TABLE 8 **MODE OF TRAVEL TO WORK, 2000**

Mode of Travel to Work	Number	Percent of Total
Car, Truck or Van	4,756	89%
Drove Alone	3,433	64%
Carpooled	1,323	25%
Public Transportation	266	5%
Bus or Trolleybus	249	5%
Streetcar or Trolleycar*	17	0%
Subway or Elevated	0	0%
Railroad	0	0%
Ferryboat	0	0%
Taxi	0	0%
Motorcycle	10	0%
Bicycle	51	1%
Walked	90	2%
Other	69	1%
Worked at Home	130	2%
<b>Total Workers 16 and Over</b>	<b>5,372</b>	<b>100%</b>

\* While 17 Roseland residents reported “streetcar or trolleycar” as their mode of travel to work, these modes do not exist in the project area. This is an artifact of either the Census’ use of a “reference week” in which some respondents may have been working in a different location, or the fact that respondents are asked to state their “principal” mode of transportation, which may include modes not available in Roseland.

Source: US Census 2000, Summary File 3 (sample data).

TABLE 9 **TRAFFIC COUNTS FOR ROSELAND AREA STREETS  
 (24-HOUR PERIOD)**

Street	From	To	Total 24-Hour Weekday Volume
<i>Corby Avenue</i>	Hearn	Baker	7,782
	Baker	Barham	8,824
<i>Dutton Avenue</i>	Hearn	Barham	11,234
	Barham	Sebastopol	13,028
	Sebastopol	Highway 12 East	27,038
	Highway 12 East	Highway 12 West	23,654
<i>Hearn Avenue</i>	Corby	Dowd	19,124
	Dowd	Dutton	21,244
	Dutton	Stony Point	13,895
<i>Olive Street</i>	Earle	Sebastopol	2,128
	Olive	Dutton	5,902
<i>Sebastopol Road</i>	Dutton	West	23,183
	West	Burbank	16,731
	Burbank	Stony Point	16,560
	Hearn	Northpoint	24,141
<i>Stony Point Road</i>	Northpoint	Giffen	22,201
	Giffen	Lazzini Avenue	21,830
	Lazzini Avenue	Sebastopol	31,143
	Sebastopol	Hollywood Video	40,681
	Hollywood Video	Highway 12 East	40,467
<i>West Avenue</i>	Sebastopol	South	6,686

Source: City of Santa Rosa Department of Public Works, 2005.

travel to and from Roseland. The connectivity of the project area to the bordering urban fabric of Santa Rosa is interrupted by Highways 12 and 101, as crossings to the north and east of these corridors from Roseland are few. In addition to the Olive Street underpass at the interchange of Highways 12 and 101, key crossings include those at Baker Avenue and Hearn Avenue across Highway 101, and Dutton Avenue and Stony Point Road across Highway 12. An additional barrier to the connectivity of the street network within Roseland is the Northwestern Pacific Railroad corridor, which runs north-south through the project area just west of Beachwood Drive, with grade crossings at Sebastopol Road and Barham Avenue.

The layout of the street network in the interior of the project area shapes local travel by pedestrians, bicyclists and vehicles alike. While there are several major north-south routes through Roseland (including Stony Point Road and Burbank, West, Dutton and Corby avenues), the east-west street network is fragmented and incomplete in many areas, with Sebastopol Road—in the northern part of the neighborhood—serving as the only continuous east-west corridor through the interior of the project area. New development in the Roseland area has not always resulted in a more continuous street network, as some developments are self-contained subdivisions.

## **2. Pedestrian and Bicycle Facilities**

An important feature of the travel environment in Roseland is the variation in the extent and quality of the sidewalk network in different parts of the neighborhood. For pedestrians in the Roseland area (particularly for individuals with disabilities using mobility aids), the lack of a continuous sidewalk network is a concern. While new developments in Roseland are contributing to the sidewalk network, there are many areas (such as Burbank Avenue) that lack this infrastructure or have discontinuous sidewalks. Figure 9 gives a sense of the range of sidewalk facilities that are available to pedestrians in different parts of Roseland.



Sidewalks in a new development off Stony Point Road



Lack of sidewalks on Burbank Avenue



Discontinuous sidewalk network



Discontinuous sidewalk network, Corby Avenue



Joe Rodota Trail, Roseland (looking west)

FIGURE 9  
PEDESTRIAN AND BICYCLE FACILITIES

The existing bicycle facilities serving Roseland include bicycle lanes on the arterials bounding the project area as well as the Joe Rodota Trail, which serves as a major pedestrian and bicycling amenity for the Roseland area. The Joe Rodota Trail is a Class I path<sup>9</sup> that runs between Sebastopol and downtown Santa Rosa along a former rail right-of-way adjacent to Highway 12 in the northern part of the project area. Roseland pedestrians and bicyclists can also access the nearby Prince Memorial Greenway, the urban greenway along Santa Rosa Creek connecting Santa Rosa's Railroad Square to the downtown core area.

At present, Class I bicycle facilities within the project area are limited to the Joe Rodota Trail. However, according to the Santa Rosa Bicycle and Pedestrian Master Plan, two additional Class I facilities are proposed in Roseland:

- ◆ Proposed path traveling roughly from southwest to northeast through the project area between Stony Point Road and McMinn Avenue along Roseland Creek.
- ◆ Proposed path along the Northwestern Pacific Railroad corridor (to be discussed in more detail below in conjunction with the SMART passenger rail project).

Both of these proposed Class I paths is discussed in more detail in Chapter 6: Transportation Solutions of this Plan.

Class II (bicycle lane) facilities are currently in place along Sebastopol Road from Dutton Avenue west through the project area to Corporate Center Parkway, as well as on Hearn Avenue between Stony Point Road and Dutton Avenue (with a proposed extension east of Highway 101). A segment of Class II bikeway exists along Stony Point Road, with proposed extensions north beyond Highway 12, and south to Hearn Avenue. New Class II facili-

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<sup>9</sup> A Class I bikeway is one that provides a completely separated right-of-way for the exclusive use of bicycles and pedestrians with cross-flow of motorized traffic minimized. A Class II bikeway provides a striped lane for one-way bike travel on a street or highway (without a separated right-of-way for bicycles).



ties are proposed on Dutton Avenue between Hearn Avenue and Sebastopol Road, and on Olive Street, connecting with the proposed network north of the Highway 12/Highway 101 interchange. Plans and priorities relating to the bicycle network will be addressed in more detail as part of the discussion of potential transportation strategies emerging from outreach conducted as part of the Roseland Community-Based Transportation Plan.

#### *D. Existing Transit and Paratransit Services Transit Services*

The four bus companies that serve the Santa Rosa area and connect to San Francisco, Marin County and Mendocino County are CityBus, Sonoma County Transit, Golden Gate Transit and the Mendocino Transit. The City of Santa Rosa and Sonoma County offer paratransit services.

##### **1. Bus Services**

Santa Rosa CityBus, a division of the City of Santa Rosa's Department of Transit and Parking, operates fixed route services throughout Santa Rosa on 17 routes. The majority of CityBus service is focused on connecting neighborhoods with downtown Santa Rosa. The system is designed around timed transfers at between routes that "pulse" at transfer facilities. A transit mall serves as the major hub for CityBus, and is additionally used by Sonoma County Transit, Golden Gate Transit and Mendocino Transit to provide transfers between local and regional routes. The Santa Rosa Transit Mall is located in downtown Santa Rosa in the block bounded by First Street, Third Street, B Street, Mendocino Avenue and Santa Rosa Avenue. The CityBus Southside Transfer Center is located just south of the Roseland project area on Hearn Avenue, at Southwest Community Park. CityBus Routes 12 and 15 serve the Southside Transfer Center.

CityBus operates between 6:05 a.m. and 8:40 p.m. Monday through Friday, 6:50 a.m. to 8:25 p.m. on Saturdays, and 9:50 a.m. to 5:25 p.m. on Sundays. The fare for CityBus services is \$1.00 for adults, \$0.75 for youth, and \$0.50 for seniors and persons with disabilities. Monthly passes are available for

\$32.00 for adults, \$16.00 for seniors and persons with disabilities, and \$15.00 for youth. Youth passes are available in summer months for \$10.00.

Sonoma County Transit provides both local and intercity services within Sonoma County, with many routes serving Santa Rosa. Sonoma County Transit fares are structured on a five zone system, and adult fares range from \$1.30 to \$2.90 for intercity and Santa Rosa service. Fares for seniors and people with disabilities range from \$0.65 and \$1.45, while youth fares range from \$1.10 to \$2.50. Golden Gate Transit provides commuter service between Santa Rosa and San Francisco, stopping in Marin County, while Mendocino Transit Authority serves two routes between Santa Rosa and Mendocino County, each with one roundtrip daily.

Three CityBus (Routes 9, 12, and 15) and two Sonoma County Transit routes (Routes 22 and 42) directly serve the Roseland project area. All three CityBus routes were identified as “Lifeline” routes by MTC’s 2001 Lifeline Network Transportation Report. More information on transit services in the Roseland area, including maps of the bus route network, is provided in the following chapter as part of the discussion of existing transit services and Lifeline transit gaps.

## **2. Paratransit Services**

Roseland residents who are unable to use fixed-route buses due to a disability can access paratransit services through both the City of Santa Rosa and Sonoma County Transit. The City of Santa Rosa, through a contract with MV Transportation, provides a curb-to-curb dial-a-ride paratransit service within Santa Rosa city boundaries and the unincorporated areas of Roseland. Passengers must be certified as Americans with Disabilities Act (ADA) eligible to use this service. Service hours for this service mirror those of CityBus fixed-route services. The CityBus paratransit fare is \$2.00 for any one-way trip within Santa Rosa.

Sonoma County Transit contracts with Volunteer Wheels for the operation of an inter-city ADA paratransit service within  $\frac{3}{4}$  mile corridors of its fixed

routes. Trips must begin and end within these corridors, though passengers may transfer to other paratransit services to travel beyond them. Designated transfer points have been established to enable passengers to transfer to and from other regional paratransit services, such as Marin County's Whistlestop Wheels, or to local paratransit services in communities served by Sonoma County Transit, such as Santa Rosa and Petaluma. Sonoma County Paratransit operates Monday through Friday between 5:00 a.m. and 11:00 p.m. and Saturday and Sunday from 7:00 a.m. to 9:00 p.m. Paratransit fares are also zone-based, with a base fare of \$2.60 and an additional \$0.55 charged for each additional zone.

#### *E. Planning Projects and Proposed Development*

Although most proposed developments in the Roseland area must receive approval both from Sonoma County and the City of Santa Rosa, development proposals in Roseland are tracked separately by each applicable jurisdiction.

##### **1. Pending and Proposed Development in Roseland**

There is no readily-available geographically-focused listing of planned developments in the portion of Roseland under County jurisdiction. However, the City of Santa Rosa's Pending Development Report<sup>10</sup> provides an overview of the type and scale of development currently proposed or underway in Roseland.

In the portion of the project area under City of Santa Rosa jurisdiction, proposed new development is concentrated along Sebastopol Road and Stony Point Road. According to the City's Pending Development Report for April 2006,<sup>11</sup> current proposed or approved development projects within the Roseland project area total 572 housing units and 72,600 square feet of retail and

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<sup>10</sup> Available at: <http://ci.santa-rosa.ca.us/default.aspx?PageId=713>.

<sup>11</sup> The December 2006 Pending Development Report was also reviewed and no major changes to planned development were noted.

office development. A large proposed annexation of 132 acres along Burbank Avenue is listed in the Development Report; this development has the potential to significantly increase future housing and retail development figures for the area. A new elementary school has also been proposed for Burbank Avenue and a Draft Environmental Impact Report (DEIR) issued.

Of the 572 proposed or approved housing development projects under City of Santa Rosa jurisdiction, nearly half are planned as single-family attached units. Single-family detached units comprise an additional 21 percent of this potential development, followed by condominium conversions at 16 percent of total units and multi-family units at 14 percent. Major housing projects include a proposed project north of Sebastopol Road near Stony Point Road (198 single-family attached units and retail development on 14.5 acres), an approved project at Sebastopol Road and Boyd Street (110 single-family attached and detached units on 8.4 acres), and a 94-unit condominium conversion at Stony Point Road and Lazzini Avenue.

An additional number of planned and proposed housing development projects are clustered just south of the project area on the south side of Hearn Avenue and in the vicinity of Dutton Meadow.

Just west of the project area, pending redevelopment at the existing shopping center bounded by Highway 12 and Sebastopol Road, on the west side of Stony Point Road, holds considerable interest for Roseland residents. Food Maxx, an important store for the Roseland community, is located at this shopping center. A 160,000-square foot Wal-Mart has been approved for the site by the City of Santa Rosa. The new Wal-Mart store is to occupy the site of the former Home Base/House to Home and Rite Aid stores, with vehicular and pedestrian access from the existing entry locations along Stony Point Road and Sebastopol Road. As noted in the Draft Environmental Impact Report completed for the project (December 2005), development of a Wal-Mart store at this site promises to yield vehicle trips in excess of those generated by current uses or more general shopping center development.

## 2. Local Planning and Redevelopment Projects and Initiatives

An overarching issue of planning and redevelopment in Roseland, is the potential annexation of the remainder of unincorporated Roseland by the City of Santa Rosa. The City of Santa Rosa annexed a section of Roseland in the late 1990s, but a full annexation has not proceeded due to factors ranging from some residents' opposition and City concerns related to costs involved. The question of annexation is now under consideration again, with discussion ongoing between the City and County, and the Sonoma County Local Area Formation Commission (LAFCO) calling for a concrete plan. The outcome of these discussions will be important for development and redevelopment activities in Roseland.

### a. Sonoma-Marin Area Rail Transit Project

Sonoma-Marin Area Rail Transit (SMART) is a proposed 70-mile passenger rail service connecting Sonoma and Marin counties (from Cloverdale to Larkspur) and providing a link to ferry service at Larkspur to San Francisco. This project would include a station stop at Railroad Square in Santa Rosa between Fourth and Fifth streets, which is within walking distance for many Roseland residents. This project would also utilize the Northwestern Pacific Railroad corridor that runs north-south through Roseland, with at-grade crossings proposed within Roseland at Sebastopol Road, Barham Avenue and Hearn Avenue. Draft and Final Environmental Impact Reports have been issued by the Sonoma-Marin Area Rail Transit District.

In the November 2006 election, Measure R, a quarter-cent sales tax measure intended to raise funds for SMART implementation, failed to reach the two-thirds majority needed for approval. 65.4 percent of Sonoma and Marin County voters voted to approve Measure R—just short of the 66.7 percent approval needed. Given this thin margin of defeat for the measure, the SMART Board of Directors is moving forward with plans to bring the measure back to the voters in 2008.

Beyond the new rail service, a key component of the SMART project of interest to Roseland residents is a proposed bicycle and pedestrian pathway

serving the length of the rail corridor. This predominantly Class I pathway would be developed adjacent to the Northwestern Pacific Railroad corridor in Roseland, with the exception of a Class II segment along the length of Beachwood Avenue from Barham Avenue south. The pathway would connect with the Prince Memorial Greenway and Joe Rodota Trail to the north.

This pathway may move forward ahead of implementation of the rail service. The City of Santa Rosa is currently proceeding with planning work for implementation of two segments of the Northwestern Pacific Railroad Pathway, both of which are north of Roseland.

b. Downtown Station Area Specific Plan

The City of Santa Rosa is developing a Downtown Station Area Specific Plan centering around the proposed SMART station.<sup>12</sup> The Specific Plan focuses on the area within a ½ mile of the proposed station as well as several opportunity sites bordering on this area. The study area includes downtown Santa Rosa, the Railroad Square and Courthouse Square areas, portions of four residential neighborhoods (including the area of Roseland north of Sebastopol Road and east of Dutton Avenue) and the Prince Memorial Greenway. A Draft Environmental Impact Report for the Downtown Station Area Specific Plan was issued in February 2007.

A central focus of the planning effort is encouragement of a transit-supportive environment through land use intensification at appropriate locations, improved intermodal connectivity, including promotion of walking and bicycle use). Several proposed elements of the plan directly affect Roseland. These include:

- ◆ Proposed development of three- to four-story multi-family housing in the area north of Sebastopol Road and east of Dutton Avenue.
- ◆ Extension of Roberts Road to connect Third Street and Sebastopol Road, passing under Highway 12.

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<sup>12</sup> Information is available at: <http://www.stationareaplan.net/>.

- ◆ Enhancements to the Joe Rodota Trail within Roseland.
- ◆ Incorporation of streetscape and development standards for Sebastopol Road developed through the Sebastopol Road Corridor Urban Vision Plan.

c. Sebastopol Road Urban Vision Plan

The Sebastopol Road Urban Vision Plan is a joint City-County project initiated in 2005. In keeping with the City of Santa Rosa General Plan, the Urban Vision Plan is intended to guide upgrading the Sebastopol Road right-of-way from Stony Point Road to Dutton Avenue, including both sides of the road corridor, and the area of Roseland north of Sebastopol Road. A public process was implemented to engage the local community in visioning the future development of the corridor in areas such as land use, circulation, and streetscape and site design, as well as measures to create a “community commons” in the area. A conceptual site plan applying design criteria was prepared for the Roseland Village Shopping Center area and Dutton Plaza as part of this effort.

Land use goals identified through the planning process include the following:

- ◆ Allowance for economic revitalization of the area and more varied commercial and housing opportunities (with an emphasis on mixed use development).
- ◆ Creation of more green spaces.
- ◆ Facilitation of safer and more pleasant pedestrian connectivity.
- ◆ Decongesting traffic by introducing alternative traffic routes.
- ◆ Providing public spaces for socializing and large community gatherings, including a Town Square and International Market Place.

Circulation-related design guidelines encompass additions to the road network, such as a new frontage road on the north side of the Joe Rodota Trail, connecting cross streets and counteracting the “back alley” feel of the area. Strong pedestrian connections to the Joe Rodota Trail from the proposed

public plaza and throughout the study area are also emphasized, as are enhancements to the Trail itself. Streetscape recommendations from participants in the plan's public process included creating a greener and more colorful ambiance along Sebastopol Road, providing wider sidewalks, and implementing bicycle lanes. Bulb-outs were proposed to shorten distances for pedestrians crossing Sebastopol Road, particularly at Hampton, Burbank, McMinn/Roseland and West streets.

The Urban Vision Plan was presented to the Santa Rosa City Council in June 2006. The Council directed that the City's General Plan be amended to include Plan concepts.

d. Sebastopol Road Corridor Plan

Building on the Urban Vision Plan and in keeping with the City of Santa Rosa General Plan, the City has initiated a corridor planning process for Sebastopol Road that will focus on pedestrian and streetscape amenities along an additional stretch of Sebastopol Road, from Dutton Avenue east to Olive Street.<sup>13</sup> Road corridor design alternatives were presented for review at a July 2006 public meeting. Using input received at this meeting (including participants' emphasis on a narrower street with wider sidewalks, landscaping and trees, and new crosswalks), the City developed a "preferred plan" which was presented at a community workshop in August. Street sections presented included ten-foot sidewalks, five-foot bicycle lanes, and landscaped strips on wider street segments. Input from this workshop is currently being used to develop a Sebastopol Road Corridor Plan.

e. Southwest Redevelopment Project

The Southwest Redevelopment District, adopted by the City of Santa Rosa in 2000, is made up of two areas in southwestern Santa Rosa, one of which centers on Roseland and includes both incorporated and unincorporated land. The Roseland sub-area is roughly bounded by Sunset Avenue on the north, Highway 101 on the east, Bellevue Avenue on the south, and Stony Point

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<sup>13</sup> Available at: <http://ci.santa-rosa.ca.us/default.aspx?PageId=1650>.



Road on the west. The Redevelopment District is characterized by underdeveloped infrastructure, including “roads in poor condition, missing sidewalks, lack of modern water and sewer systems, lack of amenities such as parks and other public facilities, and poor vehicular access due to narrow and/or discontinuous roads.”<sup>14</sup> Projects in the District focus on capital improvements addressing these issues. According to the current Implementation Plan for the District:

*It is the objective of the County and City to improve the existing areas that have been bypassed by new development and ensure that the Project Area is developed in a comprehensive manner that provides the infrastructure and diversity in housing stock for the growing population. Resolution of health and safety concerns caused by hazardous materials contamination, a lack of public utilities, and circulation deficiencies are a priority of the Agency.*<sup>15</sup>

f. Roseland Redevelopment Project

The Roseland Redevelopment District is administered by the Sonoma County Community Development Commission through its Redevelopment Agency, in partnership with the City of Santa Rosa. The Redevelopment Project was initiated in 1984, and encompasses the area roughly bounded by Stony Point Road, Highway 12, Highway 101, and Rose Avenue/Earle Street. This area is just to the north of the City’s Southwest Redevelopment District Roseland sub-area. In the past, the focus of the Roseland Redevelopment Project has been to upgrade the infrastructure in the redevelopment area, but has recently broadened to include support for creation of affordable housing and mixed-use developments.

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<sup>14</sup> Redevelopment Agency of the City of Santa Rosa, Five-Year Implementation Plan for the Southwest Redevelopment Project Area: July 2005 - July 2010 (May 2005).

<sup>15</sup> Five-Year Implementation Plan for the Southwest Redevelopment Project Area: July 2005 - July 2010, p. 4.

**SONOMA COUNTY TRANSPORTATION AUTHORITY**  
**ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN**  
ROSELAND OVERVIEW

### 3 TRANSIT SERVICE AND LIFELINE TRANSIT GAPS

As discussed in Chapter 2, public transit services in Santa Rosa are provided both by Santa Rosa CityBus and Sonoma County Transit (SCT). Santa Rosa CityBus provides transit service throughout Santa Rosa on 17 routes, and SCT provides intercity, as well as some local, transit services throughout Sonoma County. Multiple transit routes cover the Roseland area, including three Santa Rosa CityBus and two Sonoma County Transit bus routes, plus several others that operate nearby. These routes provide important connections for Roseland residents to a variety of destinations, including neighborhood destinations such as the Southwest Community Health Center and Southwest Community Park, and other key destinations such as Coddington Mall, several nearby business parks, the downtown Santa Rosa area, and the Santa Rosa Transit Mall. The routes serving the project area are described in Table 10. Figure 10 displays the transit routes serving Roseland in the context of overall CityBus and Sonoma County Transit services.

In addition to providing a brief overview of the transit services operating in the Roseland Community-Based Transportation Plan project area, this chapter is intended to discuss the outcomes of analysis conducted by the Metropolitan Transportation Commission, and included in the 2001 *Lifeline Transportation Network Report*, as it relates to transit services in Roseland. MTC's 2001 planning effort provided the basis for identification of areas targeted for community-based transportation planning and additionally identified key transit routes serving low-income neighborhoods. This effort also resulted in a set of service objectives intended to reflect the need (identified through MTC's welfare-to-work planning activities) for longer transit service hours or operation and greater frequency in low-income communities.

This chapter provides an overview of the Lifeline routes identified in Roseland and current transit service levels as compared to Lifeline service objectives. It should be noted that these objectives are not "standards." Resources may not be available in all communities to implement transit services that meet all Lifeline service objectives, especially given the many demands for service placed upon transit agencies. In 2001, MTC found that of all the tran-

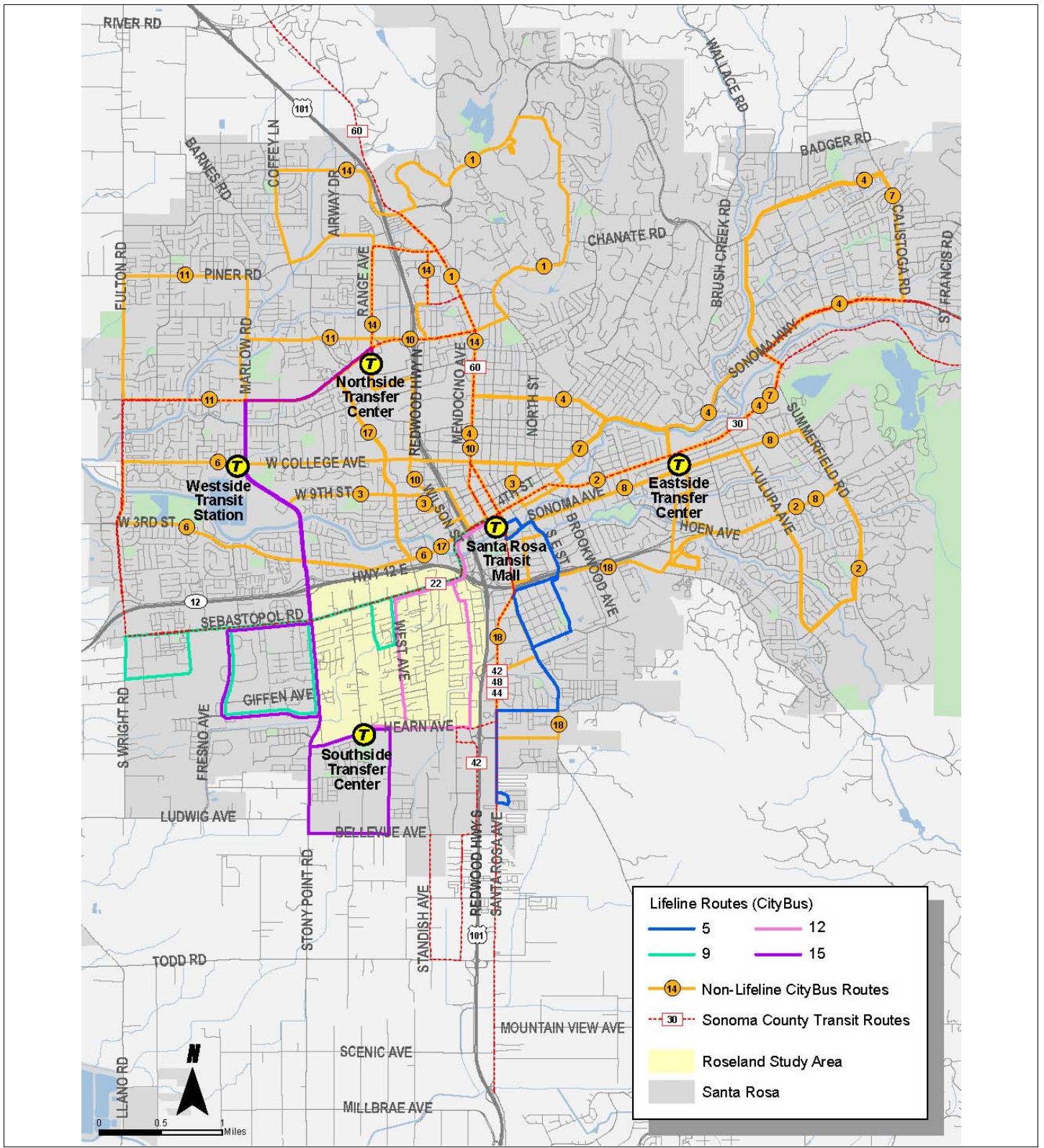


FIGURE 10  
 SANTA ROSA AREA TRANSIT

**SONOMA COUNTY TRANSPORTATION AUTHORITY**  
**ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN**  
 TRANSIT SERVICE AND LIFELINE TRANSIT GAPS

TABLE 10 **OVERVIEW OF TRANSIT ROUTES SERVING ROSELAND**

Route	Description
CityBus 9/9W (7 days)	Serves the Santa Rosa Transit Mall and Old Railroad Square before traveling west on Sebastopol Road through the project area, serving the Roseland Shopping Center and West, Delport and McMinn avenues; continues south on Stony Point Road and travels to Northpoint and Corporate Center business parks, then west to serve the Fresno Avenue/Finley Avenue/Wright Road loop and Courtside Village. Travels inbound on Sebastopol Road past Stony Point Plaza. On weekends, an abbreviated service (9W) omits service to the business parks as well as West/Delport/McMinn avenues, instead traveling east-west on Sebastopol Road.
CityBus 12 (7 days)	Serves the Santa Rosa Transit Mall and Old Railroad Square before traveling south through Roseland on Boyd Street and Corby Avenue, west on Hearn Avenue to Southwest Community Park, north on West Avenue, and east on Sebastopol Road.
CityBus 15 (Mon. - Sat.)	North-south route serves Coddington shopping center and serves Stony Point Road and Hearn Avenue in Roseland, traveling to Southwest Community Park, Elsie Allen High School, Northpoint and Corporate Center business parks, and Stony Point Plaza on Sebastopol Road. Serves the Westside Transfer Center.
SCT 22 (Mon. - Fri.)	Travels express from Santa Rosa Transit Mall to Sebastopol along Sebastopol Road in Roseland. Stops at the Corporate Center business park, near Roseland.
SCT 42 (Mon. - Fri.)	Serves the Santa Rosa Transit Mall and Santa Rosa Avenue, then travels through the project area on Hearn Avenue, then south on Dowd Street and Corby Avenue to Industry West business park. This route deviates once each morning and evening to Bellevue and Dutton avenues.

Source: Santa Rosa CityBus, Sonoma County Transit.

sit routes designated as Lifeline routes throughout the Bay Area, only 51 percent met frequency of service objectives, and less than 30 percent met or exceeded overall Lifeline service objectives for Saturday and Sunday service. However, the service objectives do provide a means for identifying temporal gaps in transit services that may be of particular concern to low-income individuals.

### A. *Lifeline Routes*

The *Lifeline Transportation Network Report* (2001) evaluated all transit routes in the Bay Area against a set of criteria intended to identify “Lifeline Network” routes. To be included in the Lifeline Network, a transit route had to meet one of the following four criteria:

- ◆ Serves low-income neighborhoods as defined by high concentrations of CalWORKs<sup>1</sup> households (10 or more per ¼-mile area).
- ◆ Provides service to areas with high concentrations of essential destinations.
- ◆ Is part of a transit operator’s core/trunkline service as defined by the operator.
- ◆ Provides a key regional link.

Four CityBus routes, including the three CityBus routes currently serving the Roseland project area, were identified as Lifeline routes in the Lifeline Transportation Network Report. While other CityBus, Sonoma County Transit, and Golden Gate Transit routes were designated as Lifeline routes, none of these routes serve the Roseland project area directly. The Lifeline criteria that were satisfied for the four CityBus routes are summarized in Table 11.

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<sup>1</sup> CalWORKs is the California Work Opportunity and Responsibility to Kids program, which provides cash assistance, employment services, and other benefits to needy families. CalWORKs is funded by the federal Temporary Assistance for Needy Families (TANF) program.

SONOMA COUNTY TRANSPORTATION AUTHORITY  
 ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN  
 TRANSIT SERVICE AND LIFELINE TRANSIT GAPS

TABLE II **ROSELAND LIFELINE TRANSIT ROUTES – 2001**

Route	Description	Serves Cal- WORKs Cluster	Serves Essential Destinations	Operator Trunkline Route	Regional Link*	Connection to Other Lifeline Services
5**	South Park		X	X	--	Golden Gate Transit, SCT
9	Sebastopol Road		X	X	--	Golden Gate Transit, SCT
12	Roseland	X	X	X	--	Golden Gate Transit, SCT
15	Stony Point Road	X	X	X	--	Golden Gate Transit, SCT

\* MTC did not classify any of Roseland transit routes as “regional links.”

\*\* As of April 2006, CityBus Route 5 no longer serves the project area.

Source: Lifeline Transportation Network Report (MTC, 2001).

### B. Transit Gaps

The *Lifeline Transportation Network Report* also identified both spatial and temporal gaps in transit service provision in the Bay Area. Spatial gaps were defined as areas with low-income neighborhoods or key destinations that were unserved by transit. These gaps were identified by mapping a ¼-mile corridor (the equivalent of a five-minute walk) on either side of Lifeline routes, and identifying low-income areas or key destinations falling outside Lifeline corridors.

In its Lifeline analysis, MTC did not identify any spatial gaps in service provision in Sonoma County. While there are certainly low-income individuals living in rural areas of Sonoma County without transit service, whether “Lifeline” service or otherwise, these areas were not identified as spatial gaps. MTC’s analysis found that low-income households in rural areas were “not clustered in sufficient densities to warrant public transit service.”

Figure 11 shows the areas of Roseland currently within ¼-mile of a CityBus route. The vast majority of Roseland residents are located within ¼-mile of a CityBus transit route, though for some, walks to transit may be made longer by low levels of street connectivity. The estimate that 5 percent of Roseland’s population resides within the gaps between ¼-mile buffers from transit routes assumes that population is spread evenly throughout the project area, and should be treated as a rough measure. The area east of Dutton Avenue with a gap in ¼-mile buffers, for example, is much more densely developed than the gap centered around Burbank Avenue.

Potential temporal gaps were identified by comparing the span of the service day and frequency of Lifeline transit services to the urban or suburban service objectives developed by MTC. Lifeline services in Santa Rosa were compared to the suburban objectives. These objectives call for 30-minute frequencies Monday through Saturday, and 60-minute frequencies on Sunday. The objectives for hours of service are 6:00 a.m. to 10:00 p.m. during the week, and 8:00 a.m. to 10:00 p.m. on weekends.

### **1. Lifeline Frequency of Service Objectives**

As discussed below, MTC’s service objectives for frequency focus on the level of service on individual routes. In an area such as Roseland, which is served by several CityBus routes and has relatively dense service coverage, the reality of transit frequency may not be fully reflected by a route-by-route frequency analysis. For example, for some trips, riders may have more than one transit route option serving the desired destination. Similarly, some corridors within Roseland are served by two transit routes, with the result that a rider may benefit from the combined frequency of two routes for making local trips within the Roseland area. While the route-by-route analysis that follows provides a means of gauging the level of service for riders requiring the use of one particular route to complete their trip, it is important to note that some riders may experience a higher level of service than is captured by a route-by-route analysis.





FIGURE 11  
SPATIAL COVERAGE OF LIFELINE ROUTES IN ROSELAND

In 2001, the three CityBus routes currently serving Roseland met the 30-minute weekday frequency of service objective Monday through Friday but did not meet MTC's 30-minute frequency objective on Saturdays. Two of the three routes Roseland routes (9W and 12) had service on Sundays. On Sundays, Route 12 met the Lifeline frequency of service objective, but service on Route 9W—operating on 75 minute headways—fell just short of the 60-minute frequency objective. As in 2001, weekday service on each of the three routes currently meets Lifeline frequency objectives. The Lifeline frequency objective is not currently met on Saturdays on Routes 9, 12, and 15, or on Route 9W on Sundays, as shown in Table 12.

As discussed above, due to the operation of more than one transit route in some areas of Roseland, such as Southwest Community Park and the Southside Transfer Center, Lifeline service objectives may be exceeded for some trips when combined service schedules and travel options are considered. For example, while the Lifeline frequency objective is not met on the individual Roseland routes on Saturdays, combined frequencies can significantly reduce wait times on Saturdays for certain trips (e.g., travel from the Santa Rosa Transit Mall to Sebastopol Road and the eastern part of the project area on Routes 9W and 12). In another example, a rider seeking to take a transit trip for the purposes of shopping and who boards at Southwest Community Park could choose to travel to the downtown Santa Rosa area on Route 12 or to Coddington Mall on Route 15. The combined schedules of these services at Southwest Community Park result in more frequent options for travel for some trips. Similarly, on Sundays, although Route 9W operates on 75-minute headways, some riders traveling to Roseland from the Santa Rosa Transit Mall have the option of taking either Route 9W or 12, depending on riders' final destination.

## **2. Lifeline Hours of Service Objectives**

The Lifeline objectives for hours of service set a goal for service to be provided between 6:00 a.m. and 10:00 p.m. during the week, and between 8:00 a.m. and 10:00 p.m. on weekends.

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TABLE 12 **LIFELINE ROUTES FREQUENCY OF SERVICE**

<u>Lifeline Frequency of Service Objectives (Minutes)</u>					
<b>Route</b>	<b>Weekday Commute 30 (Actual Frequency)</b>	<b>Weekday Midday 30 (Actual Frequency)</b>	<b>Weekday Night* 30 (Actual Frequency)</b>	<b>Saturday 30 (Actual Frequency)</b>	<b>Sunday 60 (Actual Frequency)</b>
CityBus 9/9W	Y  (30)	Y  (30)	Y  (30)	N  (60)	N  (75)
CityBus 12	Y  (30)	Y  (30)	Y  (30)	N  (60)	Y  (60)
CityBus 15	Y  (30)	Y  (30)	Y  (30)	N  (60) No Service 12:00-1:30 p.m.	--  No Service

Notes: Y = Meets Lifeline Objective

N = Does not meet Lifeline Objective

\* Service does not extend beyond 8:40 p.m. on any route.

In 2001, of the three Roseland CityBus routes, Route 12 met the 6:00 a.m. service start standard for weekdays, and Routes 9 and 12 exceeded Lifeline standards for beginning of service hours on Saturdays by going into operation earlier than 8:00 a.m. However, all Roseland routes were very close to meeting start-of-service objectives across the board, Monday through Saturday: all three routes were in service by 6:15 a.m. on weekdays, and Route 15 began service at 8:05 a.m. on Saturdays. On Sundays, however, the two routes operating did not begin service until 10:00 a.m. or later. Aside from a later start time on Route 9 on Sundays (10:30 a.m. compared with 10:00 a.m. in 2001) and other slight modifications, service start times for Roseland Lifeline routes remain largely the same today.

In the evening, CityBus services continue to fall short of meeting the Lifeline objective for service to be provided until 10:00 p.m. due to resource limitations. In 2001, the three Roseland routes went out of service between 8:00 and 8:25 p.m. on weekdays and between 6:00 and 6:55 p.m. on Saturdays, while the two routes operating on Sundays (Routes 9 and 12) completed their service day between 4:30 and 4:55 p.m. As shown in Table 13, for the most part, the current evening service hours for Roseland routes do not differ markedly from those in 2001. Service ends 35 minutes earlier on Route 9 on Sundays than in 2001, and 35 minutes earlier on Route 15 on Saturdays.

The comparatively early end to evening transit service is an issue throughout the CityBus system, and is recognized as such by CityBus staff. The *Lifeline Transportation Network Report* identified the lack of local transit service in Santa Rosa after 8:00 p.m. as the most significant temporal gap in Sonoma County, but given the high cost of extending services, CityBus has been unable to significantly expand the evening span of service. Santa Rosa's most recent Short-Range Transit Plan (SRTP) (2006-2015) identifies expanding evening service as a key objective. The Plan proposes an initial target of implementing hourly service until at least 10:00 p.m. on the majority of CityBus routes. While funding to implement this change is not available at present, CityBus staff have evaluated the costs of extending service until 11:00 p.m. systemwide, as will be discussed later in this plan.

Before any evening service extension occurs, however, more outreach will be needed to better understand nighttime travel needs and patterns. For example, CityBus staff will seek to determine the service end time that will most appropriately meet the needs of riders, and to identify the major trip origins and destinations for later evening and night trips. This analysis will help ensure that an extension of evening service hours is designed to maintain the highest level of service productivity possible. This is of critical importance given the need to prioritize transit operating resources for improvements that will make the most difference for riders, and will need to meet performance standards such as those required for recipients of Transportation Development Act (TDA) funding such as standards related to farebox recovery.

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TABLE 13 **LIFELINE ROUTES HOURS OF OPERATION**

<u>Lifeline Hours of Operation Objectives</u>			
<b>Route</b>	<b>Weekday 6 a.m.-10 p.m. (Actual Hours of Operation)</b>	<b>Saturday 8 a.m.-10 p.m. (Actual Hours of Operation)</b>	<b>Sunday 8 a.m.-10 p.m. (Actual Hours of Operation)</b>
CityBus 9/9W	N (6:20 a.m. - 8:25 p.m.)	N (7:45 a.m. - 7:10 p.m.)	N (10:30 a.m. - 3:55 p.m.)
CityBus 12	N (6:05 a.m. - 7:55 p.m.)	N (7:30 a.m. - 6:55 p.m.)	N (10:30 a.m. - 4:55 p.m.)
CityBus 15	N (6:20 a.m. - 8:40 p.m.)	N (8:10 a.m. - 5:25 p.m.)	N No Service

N = Does not meet Lifeline Objective



## 4 STAKEHOLDERS, INTERVIEWEES AND COMMUNITY ORGANIZATIONS

This chapter lists individuals who participated in the Roseland CBTP Stakeholder Committee meetings and/or were interviewed as part of the outreach effort, and organizations that would like to be informed about transportation-related issues in the community.

### A. Stakeholder Committee Meetings

Three Stakeholder Committee meetings were held as part of the Roseland CBTP process. This project component provided guidance and support for the outreach efforts, and a sounding board for the information gathered.

- ◆ **Meeting #1.** The first meeting was held June 19, 2006 to kick off the project and get initial ideas and feedback on outreach strategies and transit gaps.
- ◆ **Meeting #2.** The second meeting was held December 13, 2006 to review the outreach results, review potential solutions to the needs identified, and discuss criteria to help prioritize solutions.
- ◆ **Meeting #3.** The third meeting was held February 6, 2007 to review and confirm prioritized solutions, implementation strategies and preliminary cost estimates.

### B. Stakeholder Committee Members

The Stakeholder Committee was comprised of people with interest and experience in the Roseland area, through working and/or living in the Roseland area or with the Roseland community. Although there were additional appropriate people who could be Committee members, the existing Stakeholder Committee represents a range of interests in the Roseland community.

Members of the Stakeholder Committee were responsible for reviewing and providing comments on the questionnaire developed to gather transportation-related input and on the most effective outreach strategies. They also re-

viewed and provided comments on the potential solutions, evaluation criteria and cost estimate components of this CBTP.

The following list (alphabetical by last name) includes the people who attended one or more Stakeholder Committee meeting. Staff from MTC, SCTA and the consultant team also attended these meetings.

- ◆ Bryan Albee, Sonoma County Transit
- ◆ Gary Albright, Santa Rosa CityBus
- ◆ Mona Babauta, Santa Rosa CityBus
- ◆ Arnie Barragen, St. Joseph's Health System Sonoma County
- ◆ Dennis Battenberg, SCTA Transit-ParaTransit Coordinating Committee
- ◆ Christine Culver, Sonoma County Bicycle Coalition
- ◆ Chris Davis, Safe Routes to School
- ◆ Duane DeWitt, Resident and bus rider
- ◆ Fabian Favila, Santa Rosa CityBus
- ◆ Joy Gipson, Santa Rosa CityBus
- ◆ Wayne Goldberg, City of Santa Rosa Advance Planning and Public Policy
- ◆ Julia Gonzalez, Santa Rosa Public Works
- ◆ Steven Greenberg, Roseland Roundtable
- ◆ Ginny Helm, Sonoma County Human Services Department, Agency on Aging
- ◆ Terry Hilton, South & West Area Business Association
- ◆ Michael Ivory, Santa Rosa CityBus
- ◆ Lisa Kranz, City of Santa Rosa Advance Planning and Public Policy
- ◆ Joan Michler, Community Action Partnership
- ◆ Jason Nutt, Santa Rosa Public Works



- ◆ Jim Paschal, Southwest Area Citizens Group
- ◆ Steve Roraus, Santa Rosa CityBus
- ◆ David Rosas, Resident, Rosalinda and California Human Development Corporation
- ◆ Vicki Sacksteder, County Community Development Commission
- ◆ Jay Stagi, Community member
- ◆ Boris Sztorch, Sonoma County Community Development Commission

### *C. Interviews and Focus Groups*

The following alphabetical list names the people who were interviewed, in person or over the phone, or participated in a focus group as part of the community outreach process. Some of these people were also Stakeholder Committee members.

- ◆ Nathan Acuña, California Human Development Corporation (CHDC)  
Farm Workers Services Program
- ◆ Arnie Barragan, Community Outreach/Health Communities, St.  
Joseph's Health System Sonoma County
- ◆ Robert Garcia, United Farm Workers of Sonoma County (UFW)
- ◆ Rory Gibbens-Flores and Abigail Barajas, Southwest Community Health  
Center (SCHC)
- ◆ Steven Greenberg, Roseland Roundtable
- ◆ Jacob, Roseland Elementary School and member of the local Eritrean  
community (declined to give his last name)
- ◆ Malinalli Lopez, Olive/Corby Neighborhood Revitalization Program,  
City of Santa Rosa
- ◆ Carlos del Pozo, Southwest Family Resource Center, Community  
Action Partnership (CAP)

- ◆ David Rosas, Rosalinda Advocacy Group (also CHDC, Neighborhood Alliance, SWACG)
- ◆ Joe Raya, Sonoma County Sheriff's Department
- ◆ Owner and employees of Santa Rosa Taqueria
- ◆ Members of the South & West Area Business Association (SWABA)
- ◆ Members of the Southwest Area Citizens Group (SWACG)
- ◆ Nancy Wang, Redwood Empire Chinese Association (RECA)
- ◆ Denise Youssef, Resurrection Parrish

#### *D. Organizations*

The following community-based organizations and contact person participated and/or showed interest in this CBTP project and are available for future transportation-related outreach efforts.

- ◆ **California Human Development Corporation (CHDC).** David Rosas. 1411 West Avenue, Santa Rosa, CA 95407
- ◆ **Community Action Partnership (CAP).** Carlos del Pozo, Southwest Family Resource Center Program Manager. 950 Sebastopol Road, Santa Rosa, CA 95407. CAP is located at 1300 North Dutton Avenue, Santa Rosa, CA 95401
- ◆ **Redwood Empire Chinese Association (RECA).** Nancy Wang, President. P.O. Box 7854, Santa Rosa, CA 95407
- ◆ **Resurrection Parish.** Denise Youssef, Parish Secretary. 303 Stony Point Road, Santa Rosa, CA 95401
- ◆ **Rosalinda Advocacy Group.** David Rosas, founder. 1411 West Avenue, Santa Rosa, CA 95407
- ◆ **The Roseland Roundtable.** Steven Greenberg, Chair. Hutchins Institute for Public Policy Studies and Community Action. Sonoma State University, 1801 E. Cotati Ave. Rohnert Park, CA 94928

- ◆ **Roseland School District.** Gail Ahlas, District Superintendent and Amy Jones Kerr, Principal/Director Roseland University Prep. 950 Sebastopol Road, Santa Rosa, CA 95407
- ◆ **Sonoma County Human Services Department, Agency on Aging.** Ginny Helm. 2250 Northpoint Parkway, Santa Rosa, CA 95407
- ◆ **South & West Area Business Association (SWABA).** Terry Hilton, Founder and Coordinator. 131-A Stony Circle, Santa Rosa, CA 95401
- ◆ **Southwest Area Citizens Group (SWACG).** Jim Paschal, member. 320 College Avenue, Suite 300, Santa Rosa, CA 95401
- ◆ **Southwest Community Health Center (SCHC).** Rory Flores Gibbons, Director of Outreach and Health Education and Abigail Barajas, Community Outreach Worker Health Educator. 751 Lombardi Court, Suite B, Santa Rosa, CA 95407
- ◆ **St. Joseph Health System Sonoma County.** Arnie Barragan, Community Organizer. 2227 Capricorn Way, Suite 100A, Santa Rosa, CA 95407
- ◆ **United Farm Workers (UFW).** Robert Garcia. UFW-North Coast, 1700-D Corby Avenue, Santa Rosa, CA 95407



## 5 COMMUNITY OUTREACH RESULTS

This chapter describes the Roseland CBTP outreach strategy and summarizes the information received.

### *A. Community Outreach Strategy*

A number of methods were used to gather information from community members about their experiences and needs related to transportation provisions and accessibility. The majority of the direct outreach took place primarily in October and November 2006, with completion of the outreach process mid November. The techniques for public involvement and input used for the Roseland CBTP are described below.

#### **1. Questionnaires**

The consultant team, along with a number of stakeholders and their organizations, distributed approximately 1,400 questionnaires. A Spanish-language and English-language questionnaire are attached as Appendix A. The goal was to receive approximately 100 completed questionnaires; 170 were returned. 65 were completed in Spanish, which is similar to the 34 percent proportion of Spanish-speaking households, as stated in Chapter 2. This 12 percent response rate provides reliable insight into needs of the Roseland population.

Other than an optional question about age, the questionnaires did not ask for demographic data, and thus we cannot state with certainty that respondents are representative of Roseland's demographics. However, the survey was distributed to people of a range of ages, occupations and incomes, including the following groups:

- ◆ Parents at Roseland and Sheppard Elementary schools
- ◆ Staff of Southwest Community Health Center
- ◆ The Teen Advocacy Group (TAG) at the Southwest Community Health Center, who both responded to, as well as distributed questionnaires

Questionnaires were also available at the following local events:

- ◆ Sebastopol Road Corridor Plan Workshop, City of Santa Rosa
- ◆ City Council Candidates Night, Roseland Roundtable
- ◆ “Way to Go EXPO; Transportation Options for Today and Tomorrow,” Sonoma County Transportation Authority
- ◆ “Take Back the Street” Rally, with questionnaires provided by the Southwest Community Health Center

Additionally, a colorful poster announcing the Roseland Community-based Transportation Plan was used during some of the outreach events.

## 2. Conversations

There were 15 informal interviews, some of which were in a focus group setting, and 14 conversations with transit riders and pedestrians along five local streets and at the Santa Rosa Transit Mall. These conversations generally followed the questions in the questionnaire.

- ◆ **Informal Interviews.** Interviews were conducted by telephone and in person, with people who have an overview of local transportation issues and/or are particularly knowledgeable about specific transportation-related issues in Roseland.
- ◆ **Focus Groups.** Existing community groups discussed transportation-related issues facing Roseland residents at a regularly-scheduled meetings.
- ◆ **On-Street Sessions.** People at bus stops and shopping locations talked in English and/or Spanish about their transportation needs. These sessions took place along Sebastopol Road, Stony Point Road, Dutton Avenue, Burbank Avenue, West Avenue and at the Santa Rosa Transit Mall.

### *B. Community-Identified Transportation Gaps*

This section includes a summary of the responses from the questionnaires, followed by a summary of input from other outreach methods. While the

nature of the comments were relatively general, rather than specific, it was possible to accurately summarize the primary gaps mentioned by participants. The responses have been organized so that issues that were mentioned most frequently, are listed first and considered to have top priority.

### 1. Questionnaire Responses

Table 14 lists the challenges residents face, according to the number of responses received by topic.

#### a. Top Gaps

The five transportation-related concerns mentioned the most often in the questionnaires are:

- ◆ The condition of the sidewalks are bad and/or there are no sidewalks
- ◆ Bus trips take too long
- ◆ Walking feels unsafe
- ◆ Crossing the road feels unsafe
- ◆ The cost of gas is too high

A noteworthy number of respondents, although fewer people than above, indicated the following challenges when making trips:

- ◆ Buses don't run on time
- ◆ Shopping is too far away
- ◆ Driving feels unsafe
- ◆ Bicycling feels unsafe
- ◆ There are no crosswalks or pedestrian signals at intersections
- ◆ Bus stops are too far away
- ◆ Buses don't come often enough
- ◆ The bus schedules don't work

TABLE 14 **CONCERNS BY PERCENT**

Concern	Percent of Respondents
Sidewalks in poor condition/No sidewalks/No sidewalks or pedestrian signals at intersections	87%
Cost of gas	56%
Walking unsafe	32%
Bus trips too long	32%
Crossing road unsafe	30%
Long transfer time	29%
Buses not on time	29%
Bus schedules don't work	27%
Biking unsafe	24%
Shopping too far away	23%
Health care too far away	23%
Bus stops too far away	20%

Note: There were 133 respondents to this set of questions.

b. Issues By Age

The transportation issues considered the most relevant vary by the age of the respondent. Some issues are closely related with needs of the young and the old, while others are most significant for those in-between. The issues are listed by age group below, in order of the frequency the issue was mentioned.

- ◆ Under 19 years old
  - Walking feels unsafe
  - Don't have a car and don't drive
  - There are no sidewalks or they are in poor condition
  - Buses don't run on time



- ◆ Between 19 and 64 years old
  - Cost of gas is too much
  - Sidewalks are in poor conditions
  - Bus trips take too long
  - Crossing the road feels unsafe
  - Driving feels unsafe
  - Buses don't run on time
  - Bicycling feels unsafe
  - Shopping is too far away
  - Bus schedules don't work
  - Buses don't come often enough
  - No sidewalks
  - Bus stops are too far away
  
- ◆ Over 64 years old
  - Walking feels unsafe, including crossing the road
  - Shopping is too far away

c. Destination Challenges

The majority of questionnaire respondents indicated that getting to jobs and shopping destinations outside of Roseland, pose the greatest access challenges.

The questionnaire also asks respondents to rate how hard it is to get to specific locations. The responses indicate that the most challenging destinations are for jobs and shopping, both of which, for the majority of respondents, are located outside of Roseland. The top five challenging destinations are:

- ◆ Jobs
- ◆ Shopping
- ◆ Child's school
- ◆ Health services
- ◆ Eating establishments

d. Destination Accessibility via Transit

At least one questionnaire respondent or interviewee named the following as a destination or location difficult to reach efficiently via public transit from Roseland:

- ◆ Southwest Community Health Center
- ◆ Other major healthcare centers in Santa Rosa
- ◆ FoodMaxx, Wal-Mart and other major shopping centers, including those on Santa Rosa Avenue
- ◆ Moorland Avenue
- ◆ Southwest Park
- ◆ Stony Point Road
- ◆ Amy's Kitchen (for employment)
- ◆ Wineries in Sonoma and Healdsburg (for employment)
- ◆ Rohnert Park
- ◆ Healdsburg and Cloverdale

2. Interview and Focus Group Responses

Information from the interviews, focus groups and on-street sessions echo responses from the questionnaires as well as provide additional information.

a. Top Gaps

From the interviews and focus groups, the top gaps identified are:

- ◆ **Sidewalks, Crosswalks and Lighting.** There is a lack of sidewalks, crosswalks and lights throughout the Roseland area. Additionally, it is hard to cross the railroad tracks in a wheelchair or with a stroller.
- ◆ **Bus Routes.** Bus trips take too long to get to destinations, especially when transferring at the Santa Rosa Transit Mall. Destinations mentioned include the Southwest Community Health Center and FoodMaxx, as well as to shopping and jobs on Santa Rosa Avenue and at Coddington Mall.
- ◆ **Bicycling and Walking Safety.** Bike riding feels unsafe for bicyclists as well as for car drivers. Walking feels unsafe, especially when crossing the

street and where there are no sidewalks. There is also concern about safety on the Joe Rodota Trail.

- ◆ **Bus Security.** Some parents feel their children are unsafe on buses, especially when transferring at the Santa Rosa Transit Mall.
- ◆ **Language/Education.** It is difficult for some transit riders to obtain accessible information about the transit system. The language barrier between bus drivers and residents contributes to this challenge.
- ◆ **Bus Schedule and Frequency.** The bus schedules do not fit the needs of school children and other residents. The buses do not run early enough in the morning, late enough in the evening, and not frequently enough, especially for people getting to and from work outside of Roseland.
- ◆ **School-Related.** The bus schedule is not coordinated well for children getting to and leaving school on time. There is a need for more school buses, especially at no cost to parents. Additionally, traffic associated with dropping children off at school is a problem.
- ◆ **Bus Shelters.** Lack of bus shelters, especially during wet winters and hot summers.
- ◆ **Paratransit Availability.** Lack of reliability and availability of paratransit service. Vehicles may not arrive on time or to the correct location, and people with this need have a hard time getting around. There is one cab company in the area that has one wheelchair-accessible vehicle, and this van can only accommodate one wheelchair at a time.
- ◆ **Road Conditions.** Roads being too narrow (Stony Point Road), being too wide (local streets), there not being enough turn lanes on the busy streets and the current uncoordinated timing of stoplights, were identified.
- ◆ **Other.** Respondents also commented on the lack of parking and the high cost of gas.

b. Destination Challenges

Specific locations where interviewees noted that improvements or access are needed include:

- ◆ Higher visibility crosswalks around Roseland Elementary School and Roseland University Prep.
- ◆ Crosswalks and sidewalks on Stony Point and Sebastopol roads.
- ◆ Sidewalks on Barham, McMinn and Burbank avenues.
- ◆ Bike lanes on both sides of Hearn Avenue, Stony Point Road, Burbank Avenue and Dutton Avenue (note that some of these streets have some sort of existing bike facility).
- ◆ Bus shelters and bus stops on West Avenue, particularly around Delport Avenue.
- ◆ A wider Stony Point Road to accommodate additional vehicle traffic.
- ◆ Timely access to work at Amy's Kitchen, a major local employer for Roseland residents.
- ◆ Access to work at wineries in Sonoma and Healdsburg.

c. General Transportation Issues

Respondents provided additional comments about the general transportation issues facing Roseland, including:

- ◆ Change the pattern of development in order to accommodate growth because streets cannot always be widened. The comment was made that the City of Santa Rosa should think about growth in the long-term and encourage pedestrian- and transit-oriented types of development (such as "Smart Growth").
- ◆ Expand transit options, such as with shuttles and light rail, to provide increased service.
- ◆ Pay attention to the timing and location of connections between transit modes, so that Santa Rosa CityBus links with Golden Gate Transit and Sonoma County Transit, for example.

- ◆ Link the Joe Rodota Trail with the Prince Memorial Greenway and Railroad Square in a more convenient manner.
- ◆ Synchronize traffic on major streets to help the flow of traffic.

### **3. Summary of Community-Identified Needs**

In order to identify the highest priority transportation gaps according to public input, responses for each survey question were tallied, then the write-in responses were summarized by issue. The interview and focus group comments were also summarized by issue. It was then possible to group all like comments and responses, and rank them based on occurrence.

The following top transportation-related needs identified through the outreach process are for:

- ◆ Improved and/or installed sidewalks throughout Roseland
- ◆ Improved safety for pedestrians and bicyclists
- ◆ More frequent bus headways
- ◆ More direct bus routes
- ◆ Reduced price of gas

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## 6 TRANSPORTATION SOLUTIONS

This chapter presents the proposed solutions to the community-identified transportation gaps in conjunction with other proposed projects identified through agency consultations and outreach, including:

- ◆ City/County Sebastopol Road Urban Vision Plan
- ◆ City of Santa Rosa's Sebastopol Road Corridor Plan
- ◆ City of Santa Rosa FY 2006-2015 Short-Range Transit Plan (SRTP)
- ◆ Santa Rosa's Citywide Creek Master Plan
- ◆ City of Santa Rosa Bicycle and Pedestrian Master Plan (2001)
- ◆ Informal study (2004) of project consistency (of the Bicycle and Pedestrian Master Plan), by the Santa Rosa and Sonoma County Bicycle and Pedestrian Advisory Committees
- ◆ Two pedestrian needs assessments (2004) conducted by the City of Santa Rosa: one focused on school areas and another listing overall pedestrian facility needs.
- ◆ Santa Rosa FY 2006-07 capital improvement program (re: Northwestern Pacific Railroad Pathway)

### *A. Evaluation and Ranking*

Based on available information, the consultant team evaluated transportation strategies according to four criteria, including:

- ◆ Community
- ◆ Transportation Benefits
- ◆ Financial
- ◆ Implementation

These categories are explained in more detail in Table 15 and were used for evaluation and ranking of strategies. The overall ranking for each project is based on the four criteria.

Evaluation of each solution for addressing transportation gaps in Roseland has taken into account the potential funding sources available to implement projects and programs. In some cases, potential funding sources—such as Life-line Transportation Program funding from MTC—are identified as part of the evaluation discussion. However, it is important to note that even where strategies are well-suited to particular funding sources, projects will by and large be subject to competitive funding processes.

In addition, in the case of operating projects such as transit frequency and span improvements or shuttle services, funding for service start-up will be more easily secured than long-term operating support. Therefore, even when promising sources of funding for the initial implementation exist, concerns related to long-term sustainability may act as constraints to project feasibility.

Project ranking is an inherently subjective process that can only reflect the best knowledge at this time regarding project feasibility, potential benefits, and community support (as determined from outreach results). Table 16 lists the ranking of the transportation strategies for Roseland that result from evaluation based on the criteria above.



TABLE 15 **EVALUATION CRITERIA FOR TRANSPORTATION STRATEGIES**

<b>Evaluation Category</b>		<b>Definition</b>
<b>COMMUNITY:</b>		
Level of community support, serves greatest need, serves needs of diverse community		
High ranking	High community support and serves greatest need	
Medium ranking	Moderate community support and serves greatest need	
Low ranking	Low community support	
<b>TRANSPORTATION BENEFITS:</b>		
Number of beneficiaries, number of problems solved, measurable solutions		
High ranking	Large number of residents benefit, solves multiple problems	
Medium ranking	Moderate number of residents benefit, solves multiple problems	
Low ranking	Small number of residents benefit, solves one problem	
<b>FINANCIAL:</b>		
Overall cost, cost per beneficiary, funding availability and sustainability		
High ranking	Low cost to implement (under \$50,000), cost effective and financially feasible	
Medium ranking	Medium cost to implement (\$50,000-\$150,000), moderately cost effective and feasible	
Low ranking	High cost to implement (\$150,000+), high cost per beneficiary	
<b>IMPLEMENTATION:</b>		
Implementation time-frame and staging		
High ranking	Short term (1-2 years), or capable of being implemented in stages	
Medium ranking	Medium term (3-4 years)	
Low ranking	Long term (5+ years), may require large upfront fixed costs	

TABLE 16 **ROSELAND TRANSPORTATION STRATEGIES RANKING**

<b>Strategy</b>	<b>Ranking</b>	<b>Assumed Im- plementation Timeframe*</b>
Transit Orientation and Travel Training	High	Short term
Safe Routes to Schools	High	Short term
Restructured Transit Service	Medium-High	Medium term
Pedestrian Improvements	Medium-High	Short-medium term
CityBus Evening Service Extension	Medium-High	Short term
Roseland Neighborhood Shuttle	Medium-High	Short term
Enhanced Transit Information	Medium-High	Short term
Bicycle Lane Improvements	Medium	Medium term
Bus Stop Improvement Program	Medium	Short term
Street Smarts	Medium	Short term
CityBus Frequency Improvements	Medium	Short-medium term
Northwestern Pacific Railroad Multi- Use Path	Medium	Medium-long term
Roseland Creek Multi-Use Path	Low-Medium	Long term

\* This indicates the assumptions that were made regarding how quickly projects can move forward (given funding availability). It takes into account operational or institutional constraints and planning/engineering needs that will have to be addressed prior to implementation. “Short term” is defined as 1 to 2 years, “Medium term” as 3 to 4 years, and “Long term” as 5 years or more.

## *B. Transportation Services*

Outreach efforts undertaken as part of the community-based transportation plan identified a number of issues related to the transportation services available in the Roseland area. Comments overwhelmingly reflected the experience of using CityBus services, and therefore the recommended strategies primarily relate to CityBus. However, a community shuttle is also proposed as a complement to transit for meeting mobility needs in Roseland.

Key needs identified by survey respondents and interviewees related to transportation services included:

- ◆ More frequent bus service
- ◆ Less time consuming bus trips—buses take too long to get to destinations
- ◆ Extended span of service (into evening hours in particular)
- ◆ More bus shelters and improved bus stops (e.g., with better lighting)
- ◆ Improved on-time performance
- ◆ Greater security (or sense of security) on buses and at the Santa Rosa Transit Mall

In reviewing the strategies discussed below, it is important to note that the level of specificity in responses related to transportation services was low overall. For example, several respondents cited the need for bus service to be extended into evening hours, but for the most part did not specify how late service would need to operate to meet their needs. Due to this reality, the strategies reflect consultation with CityBus staff regarding previously documented needs, such as those identified in the Santa Rosa SRTP. The strategy discussions also note if additional public outreach is advisable as part of the projects proposed to gain a more refined understanding of needs.

The strategies relating to CityBus services entail substantial service improvements to the routes serving the Roseland community. While these strategies have been reviewed and refined in conjunction with CityBus staff, such improvements will be subject to standard practices associated with service planning, including demand estimation, prioritization of transit operating and

capital investments, and evaluating compliance with federal regulations such as Title VI (Civil Rights Act) requirements for ensuring equity in service changes. The Santa Rosa SRTP is updated annually, providing the opportunity to evaluate service improvements in Roseland in the context of a larger planning effort. As discussed above, in some cases more information will be needed prior to implementation (such as a more refined understanding of evening travel needs to support the efficacy of an evening service extension), and additional passenger survey work may be warranted. Finally, current constraints on operating funding and vehicle availability will need to be addressed prior to implementation.

#### **1. CityBus Hours of Operation Improvements**

The need for longer service on CityBus routes serving Roseland was a top issue identified during outreach. Respondents more frequently cited the need for extended service in the evening (on weekends in addition to weekdays), but a few also identified the need for service to begin earlier in the morning. Specific comments received during outreach called for an extension of service until 11:00 p.m., or late enough to get people home from work outside of Roseland, from the Southwest Community Health Center after closing at 9:00 p.m., and from meetings or other evening activities. Presumably, service until 11:00 p.m. would also provide a new transportation option for trips home from some second shift employment, though the outreach results do not contain detailed information on work-related evening transportation needs.

Currently, service on Roseland transit routes ends at around 8:30 p.m. or earlier on weekdays, and much earlier on weekends, as shown in Table 17.

The objectives for suburban transit service forwarded by MTC in the 2001 Lifeline Transportation Network Report call for service to operate until at least 10:00 p.m. on weekdays and weekends alike. CityBus staff are aware that extension of evening hours is of interest to passengers throughout Santa Rosa and have begun to investigate the financial and operational impacts of

TABLE 17 **HOURS OF OPERATION FOR CITYBUS ROUTES SERVING ROSELAND**

Route	Hours of Operation		
	Weekday	Saturday	Sunday
CityBus 9/9W	6:20 a.m. - 8:25 p.m.	7:45 a.m. - 7:10 p.m.	10:30 a.m. - 3:55 p.m.
CityBus 12	6:05 a.m. - 7:55 p.m.	7:30 a.m. - 6:55 p.m.	10:30 a.m. - 4:55 p.m.
CityBus 15	6:20 a.m. - 8:40 p.m.	8:10 a.m. - 5:25 p.m.	No Service

extending service until 11:00 p.m. system-wide. While a system-wide expansion is not feasible at this time, the high levels of transit use in Roseland—and the needs identified through the CBTP outreach—could justify an initial smaller-scale expansion of service hours on the routes serving Roseland.

a. Evening Service Extension

An extension of CityBus service on Roseland routes until 11:00 p.m. would allow for later return trips from destinations in or near Roseland, such as those along Sebastopol Road (e.g., the Southwest Community Health Center). It would also provide a means of returning to Roseland from the Santa Rosa Transit Mall after transferring from regional services in the later evening, as well from Coddington Mall—a key destination and potential source of second shift employment for Roseland residents. A weekday service extension would require an additional investment of \$460,500 taking into account the cost of routes interlined with Roseland routes, as seen in Table 18.

Currently, funding is not available to implement this service extension and vehicle availability is limited. A more refined understanding of evening travel needs and demand in the Roseland area is needed.

The evaluation of expanding CityBus service in the evening is shown in Table 19.

TABLE 18 **ANNUAL COST FOR EVENING SERVICE EXTENSION**

<b>Cost Factors: Routes 9, 12, and 15</b>	
Cost/Hour/Bus	\$98
Daily Operation Hours (3 routes)	18.5
Total Cost/Day (3 routes)	\$1,813
Weekdays/Year	254
Total Annual Cost (3 routes)	\$460,502

Note: Based on hourly costs for FY 06-07.

TABLE 19 **EVALUATION: CITYBUS EVENING SERVICE EXTENSION**

<b>Factor</b>	<b>Ranking</b>
<b>COMMUNITY</b>	<b>Medium-High</b>
Has strong community support, addresses an important need and serves the needs of a diverse community.	
<b>TRANSPORTATION BENEFITS</b>	<b>High</b>
Solves multiple problems, has a large number of beneficiaries, and results are measurable.	
<b>FINANCIAL</b>	<b>Medium</b>
Has a relatively high cost, but also a large number of beneficiaries. Funding is not available at present for this improvement, but potential funding sources for service initiation do exist (e.g., MTC Lifeline funding).	
<b>IMPLEMENTATION</b>	<b>Medium-High</b>
Can be implemented relatively quickly (subject to CityBus service change requirements) if funding becomes available.	
<b>Overall ranking: Medium-High</b>	

b. Morning Service Extension

CityBus service in Roseland currently exceeds the 8:00 a.m. Lifeline service objective for morning hours of operation Monday through Saturday. On weekday mornings, all three Roseland routes are in service by 6:30 a.m., and on Saturdays service begins before or very near 8:00 a.m. On Sundays the standard is not achieved, as Routes 9 and 12 begin service at 10:30 a.m., and there is no Sunday service on Route 15. Difficulty getting to church on Sundays, outside the project area, was mentioned by a few outreach respondents.

Although the need for earlier transit service was not mentioned very frequently during outreach, further exploration of rider needs and the impacts of beginning service earlier on Sunday mornings on Roseland routes (as early as 8:00 a.m. to meet the Lifeline objective) is warranted. Because the level of demand for earlier service is not well understood, however, early morning service may best be originated in the short-term using a different service model than fixed-route transit, such as the community shuttle discussed below.

**2. CityBus Frequency Improvements**

The need for more frequent bus service was also a strong theme in the outreach results. This strategy would increase frequencies on Roseland routes to meet the Lifeline service objectives forwarded by MTC in the 2001 *Lifeline Transportation Network Report*.

Weekday headways throughout the CityBus system are no less than 30 minutes on any route, and nearly all weekend service operates on 60-minute headways. While service on all Roseland routes meets the 30-minute Lifeline frequency objective on weekdays, Saturday service does not meet the 30-minute frequency objective, as can be seen in Table 20. On Sundays, the Lifeline objective is hourly service, which is not met on Roseland's Route 9W. Route 15 does not operate on Sundays.

TABLE 20 **HEADWAYS FOR CITYBUS ROUTES SERVING ROSELAND**

Route	Headways				
	Weekday Commute	Weekday Midday	Weekday Night	Saturday	Sunday
CityBus 9/9W	30	30	30	60	75
CityBus 12	30	30	30	60	60
CityBus 15	30	30	30	60	No Service

More frequent bus service would not only directly address the many comments received during outreach that buses do not come frequently enough, but would also likely improve overall trip time for many riders by providing the opportunity to reduce waiting times for those transferring between routes. This strategy involves increasing frequency on Roseland routes on Saturday and Sunday to meet Lifeline objectives. Specifically, this strategy would result in reduction of Saturday headways on all three Roseland routes from 60 minutes to 30 minutes, and reduction of the Route 9W Sunday headway from 75 to 60 minutes.

The proposed frequency improvements on Saturdays are estimated to cost \$40,000 to \$50,000 annually per route (based on FY 06-07 hourly costs), including costs to supplement interlined routes. The estimated total cost to implement frequency improvements on all three Roseland routes is \$137,592 annually, as shown in Table 21.



TABLE 21 **ANNUAL COST FOR FREQUENCY IMPROVEMENTS:  
 SATURDAYS**

Cost Factors: Routes 9W, 12, and 15	
Cost/Hour/Bus	\$98
Daily Operation Hours (3 routes)	27
Total Cost/Day (3 routes)	\$2,646
Saturdays/Year	52
Total Annual Cost (3 routes)	\$137,592

Note: Based on hourly costs for FY 05-06.

On Sundays, the estimated cost to increase frequency to meet Lifeline service objectives is far less. Only the frequency of Route 9W would be increased, with headways reduced from 75 minutes to 60 minutes. This change is estimated to require only one additional hour of service each Sunday, for an annual cost of \$5,096.<sup>1</sup>

It is important to note that a few Roseland respondents explicitly called for bus headways to be decreased to 15 minutes—certainly a frequency of service that is much more convenient for passengers, particularly when on-time performance issues can result in longer waits for buses to arrive, as well as missed transfers. As discussed above, the CityBus system is built on 30-minute weekday headways on all routes. The current Santa Rosa SRTP prioritizes shifting to 15-minute headways on Route 1 (Mendocino Avenue) when operating funds and equipment allow.

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<sup>1</sup> If Sunday headways on Routes 9W and 12 (the two Roseland routes operating on Sundays) were reduced to 30 minutes, the cost would be approximately \$66,000 annually (assuming the current span of service).

In the future, such a reduction could be implemented on Roseland routes (particularly Routes 9 and 12) if productivity merits a shift to a more frequent level of service, and funding and equipment are available. In the meantime, improving schedule adherence and investigating other ways of providing more convenient service, such as the proposed community shuttle, are two strategies for reducing wait times for service. Evaluation of this strategy is shown in Table 22.

TABLE 22 **EVALUATION: CITYBUS FREQUENCY IMPROVEMENTS**

<b>Factor</b>	<b>Ranking</b>
<b>COMMUNITY</b>	<b>Medium</b>
While support for frequency improvements is strong in the Roseland community, these more limited improvements would not be likely to have the same levels of support and impact in terms of serving the greatest need as evening service extension.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium</b>
While this strategy would have measurable outcomes, it does not rank as highly in terms of solving multiple problems or benefiting a large number of Roseland residents.	
<b>FINANCIAL</b>	<b>Low-Medium</b>
This strategy will have a high cost, but given limited frequency improvements overall (improvements primarily on Saturdays), likely a lower number of beneficiaries than evening service extension. Funding is not available at present.	
<b>IMPLEMENTATION</b>	<b>Medium-High</b>
Subject to funding availability, this strategy could be implemented in the short-term.	
<b>Overall ranking: Medium</b>	

### 3. New and Restructured CityBus Service to Southwest Santa Rosa

This strategy involves adding new transit service to the Roseland area while restructuring existing routes to provide more direct routing and a significantly higher level of bi-directional service.

The Santa Rosa CityBus system has been designed to emphasize service coverage over productivity and directness of routing, resulting in significant use of one-way loops. These loops are intended to connect the largest number of residents with bus service, but may also cause riders to make more circuitous and lengthy trips than would be the norm in a more productivity-oriented system. The Santa Rosa SRTP recommends replacing loops with bi-directional services where possible.

The three CityBus routes serving Roseland (Routes 9, 12 and 15) are largely made up of one-way loops. The outreach for the Roseland CBTP revealed the level of circuitousness and time-consuming quality of transit trips to be a major issue for respondents, and also identified residents' desire for more transit service overall. While a variety of service improvements responding to these issues are possible in Roseland (funding permitting), this strategy focuses on a service concept identified in the "growth scenario" of the current Santa Rosa SRTP: the proposed Route 20.

Given the high demand for transit service exhibited by Routes 9 and 12 in particular, the Santa Rosa SRTP identifies an option for service improvements in Southwest Santa Rosa that would both provide additional service and replace several one-way loops with bi-directional service. The proposed improvement would result in minimal to no reduction in service coverage to the area. The Santa Rosa SRTP identifies this improvement as Route 20, and details two options for the level-of-service restructuring that could be undertaken with its implementation. These options have different cost implications. It is important to note that operational issues related to vehicle turning movements would need to be addressed in order to implement either option, as discussed below.

a. Route 20 - Option A

A bus on this route would depart the Santa Rosa Transit Mall and travel west through Roseland on Sebastopol Road, turning left on West Avenue and traveling south to Hearn Avenue, and then continuing west to the Southside Transfer Center at Southwest Community Park. This route would return inbound along the same route. The existing Route 12 would no longer need to serve West Avenue, which would now have bi-directional service from Route 20, and could therefore become bi-directional as well, running two-way on Hearn Avenue between the Southside Transfer Center and Corby Avenue, and on Corby Avenue between Hearn Avenue and Sebastopol Road. Bi-directional service on West Avenue could also enable CityBus to eliminate the Delport-McMinn avenues deviation on Route 9 (serving Sebastopol Road), subject to public input. Implementing this route on 30-minute headways would require one additional bus to be allocated to Roseland service.

As of this writing, there are operational constraints to implementing this route. CityBus does not currently have an additional vehicle to commit to this service. Also, the right turn from West Avenue to Hearn Avenue is too tight for a large transit vehicle operating in heavy traffic. Intersection improvements would likely be needed prior to implementation. CityBus operations on Hearn Avenue have been compromised in the past by frequent traffic back-ups, impacting on-time performance and schedule adherence on routes traveling on Hearn Avenue. As the City moves forward with reconstruction of Hearn Avenue, CityBus and Public Works staff have an opportunity to collaborate on measures supporting efficient transit operations in the corridor, such as incorporating changes to the Hearn/West avenues intersection needed to support this strategy.

b. Route 20 - Option B

Under this option, a new Route 20 would continue west on Hearn Avenue from Southwest Community Park, turn right on Stony Point Road, left on Northpoint Parkway, right on Corporate Center Parkway, right on Sebastopol Road, and right again on Stony Point Road, completing the loop and returning inbound via Hearn and West Avenues. Given Route 20's bi-

directional routing on West Avenue and coverage of the loop serving the Northpoint Business Park, Route 9 would be able to operate in both directions along the entire length of Sebastopol Road from Fresno Avenue east by eliminating the West-Delport-McMinn avenues and Northpoint Business Park deviations. This change would connect the Roseland neighborhood more directly with local shopping and employment (destinations such as FoodMaxx, Amy's Kitchen and the Southwest Community Health Center) and provide good transfer opportunities with Route 15 to Coddington Mall.

Route 12 would also operate in two directions in this scenario, as under Option A above. This option would require 1.5 buses to maintain a 30 minute headway. To maintain bi-directional service along the entire length of Sebastopol Road through the project area, Route 9 service on Delport and McMinn avenues would be eliminated, although this is not a requirement of the service concept.

The same equipment constraints apply in Option B as in Option A. This option would also require the difficult turn from West Avenue to Hearn Avenue to be addressed, and would additionally include a left turn out of the Southside Transfer Center (onto Hearn Avenue) that can be difficult at peak travel times. The estimates in Table 23 and Table 24 do not include the cost of any changes or improvements to the intersection of West Avenue and Hearn Avenue to provide for safe turning movements for transit vehicles. Table 25 summarizes the evaluation for implementing Route 20.

Annual Cost for New Route 20 - Option A:

TABLE 23 **ANNUAL COST FOR NEW ROUTE 20 – OPTION A**

Cost Factor	Weekday Cost Scenarios			Total Cost: 7 Days, Service Until 11:00 p.m.
	Service Until 8:00p.m.	Service Until 11:00p.m.	Weekend Costs (Sat. & Sun.)	
Cost/Hr/Bus*	\$98.00	\$98.00	\$98.00	\$98.00
Hours/Day	14	17	9.5	varies
Total Cost/Day	\$1,372	\$1,666	\$931	varies
Days/Year	254	254	104	358
<b>Total Cost</b>	<b>\$348,488</b>	<b>\$423,164</b>	<b>\$96,824</b>	<b>\$519,988</b>

\* Based on hourly costs for FY 06-07.

Annual Cost for New Route 20 - Option B:

The costs to implement Option B for Route 20 discussed above are approximately 25% higher than those for Option A.

TABLE 24 **ANNUAL COST FOR NEW ROUTE 20 – OPTION B**

Cost Factor	Weekday Cost Scenarios			Total Cost: 7 Days, Service Un- til 11:00p.m.
	Service Un- til 8:00p.m.	Service Un- til 11:00p.m.	Weekend Costs (Sat. & Sun.)	
Total Cost*	\$435,610	\$528,955	\$121,030	\$649,985

\* Based on hourly costs for FY 06-07.

**TABLE 25 EVALUATION: NEW AND RESTRUCTURED CITYBUS SERVICE TO SOUTHWEST SANTA ROSA**

Factor	Ranking
<b>COMMUNITY</b>	<b>High</b>
The outcomes of this strategy in terms of directness of routing and shorter transit trips have a high level of community support. This strategy serves those with the greatest need and the needs of a diverse community.	
<b>TRANSPORTATION BENEFITS</b>	<b>High</b>
This strategy would solve multiple problems, have a large number of beneficiaries, and measurable outcomes.	
<b>FINANCIAL</b>	<b>Medium</b>
Both Option A and Option B have high costs, but also a large number of beneficiaries. Funding and equipment are not currently available to implement this strategy.	
<b>IMPLEMENTATION</b>	<b>Medium</b>
While still capable of being implemented in a short-term time-frame, these more extensive service changes would require a longer lead time in terms of planning, public comment, and outreach to passengers. Operational issues such as the difficult turn from West Avenue onto Hearn Avenue would also need to be addressed.	

<b>Overall ranking: Medium-High</b>
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**4. Bus Stop Improvement**

This project entails identification and prioritization of Roseland bus stops for shelter and/or bench installation, as well as improvement of lighting in the vicinity of bus stops.

Two major themes regarding bus stops and shelters emerged from the Roseland CBTP outreach. Respondents identified a need for additional bus shelters and/or benches at Roseland bus stops, and also identified the need for better lighting at bus stops for security reasons. However, specific bus stops in need of bus shelters or lighting improvements were not identified by respondents.

There are currently five CityBus shelters in the Roseland project area, and an additional three shelters just outside the project area at the Southside Transfer Center at Southwest Community Park. In addition, thirteen CityBus bus stops in Roseland have benches installed. The City of Santa Rosa prioritizes bus stops for shelter and bench installation based on the total number of expected boardings per day at each stop. Stops with over 50 daily boardings receive priority for bus shelters, while those with over 30 boardings qualify for benches at a minimum. CityBus also prioritizes shelter installation at bus stops serving senior housing or other facilities that serve passengers for whom shelters and benches may be of particular benefit. Regarding Sonoma County Transit bus stops, based on data provided for this CBTP, no SCT shelters were identified in the project area.

At present, the City has prioritized shelter installation in two locations in the Roseland project area: the bus stops at Hearn Avenue at Corby Avenue, and at Stony Point Road at Old Stony Point Road. In addition, the stop on Bellevue Avenue serving Elsie Allen High School has been prioritized for shelter installation. CityBus has slated seven additional bus stops in Roseland for installation of benches. Finally, CityBus has identified shelter, lighting and wayfinding/public information amenities for Sebastopol Road bus stops in conjunction with the City of Santa Rosa's Sebastopol Road Corridor Plan.

This proposed strategy provides for additional consultation between CityBus and Roseland residents regarding priority stops for shelter and/or bench installation, and installation of shelters, benches or semi-seats, bicycle racks, and accessibility and/or lighting improvements (such as solar-powered LED "i-STOP" lighting) at up to 10 additional Roseland bus stops. A natural tie-in to this project is provision of bilingual transit information at each of these priority bus stops, and installation of transit information as needed at existing bus shelters. Enhanced transit information is discussed in more detail below.

It is important to note that making bus stop improvements in Roseland is complicated by the variation in pedestrian infrastructure. In many areas, limited right-of-way availability makes shelter installation impossible, and lack of



continuity in the sidewalk network can inhibit accessibility. As infrastructure improvements in Roseland proceed, there is an opportunity for City Public Works and CityBus staff to work together to plan for incorporation of transit amenities. Developers should also continue to be conditioned by the City of Santa Rosa and Sonoma County to incorporate transit amenities, as appropriate, into privately-developed infrastructure. Evaluation of this strategy is shown in Table 26.

Cost for Bus Stop Improvement Program:

Depending on the level of investment needed at each bus stop, improvements could average between \$5,000 to \$10,000 (or more) per bus stop, for an estimated program total of \$50,000 to \$100,000.

TABLE 26 **EVALUATION: BUS STOP IMPROVEMENT PROGRAM**

<b>Factor</b>	<b>Ranking</b>
<b>COMMUNITY</b>	<b>Medium</b>
While this strategy serves the needs of a diverse community, it does not address the greatest needs, and does not appear to have as high a level of community support as some other strategies.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium</b>
The number of potential beneficiaries is lower than for other strategies, and a small number of problems are addressed. Outcomes are not measurable.	
<b>FINANCIAL</b>	<b>Medium-High</b>
This strategy would have a moderate cost, though a lower number of beneficiaries than several of the other strategies. However, funding may be available to begin to implement this strategy.	
<b>IMPLEMENTATION</b>	<b>High</b>
This strategy can be implemented in the short-term or in stages.	

<b>Overall ranking: Medium</b>
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## 5. Roseland Neighborhood Shuttle

This strategy is proposed as a means to address several gaps in available transportation services in the Roseland area by supplementing fixed-route transit with a more flexible and responsive service model. Although more information is needed to understand some of the gaps that have been identified in general terms by Roseland CBTP respondents (e.g., the need for earlier morning service), there are several gaps that may occur on a smaller scale than is cost-effective for fixed-route transit to address.

With the benefit of some additional outreach to inform service design and planning, a neighborhood shuttle could meet some or all of the following needs:

- ◆ More frequent transportation service
- ◆ Service at times when CityBus routes are not operating, or operating infrequently (nights, early mornings, weekends)
- ◆ Service to destinations not directly served by CityBus
- ◆ More direct service to and from key destinations (FoodMaxx, Santa Rosa Avenue shopping, Southwest Community Health Center)
- ◆ Better (e.g., more direct and flexible) transportation to healthcare (Southwest Community Health Center, and possibly farther afield to the Kaiser Permanente Medical Center)
- ◆ Service complementing existing ADA paratransit for those unable to use fixed-route transit or travel to bus stops without difficulty

Several service models are possible, but a point-deviation model, wherein the shuttle makes stops at fixed times and locations but may be flexibly routed in between them, may provide an ideal balance of flexibility and structure for riders.

In response to needs identified through the Community-Based Transportation Plan process in Concord (Contra Costa County), a point-deviation community shuttle has been funded and planned for implementation Spring 2007 in Concord's Monument Corridor. This model reflects the need to penetrate into neighborhood streets in order to reduce walking distances, but

also allow for more rapid access to the most popular destinations. in this instance the County Medical Center, by traveling on a major arterial with very limited stops. The shuttle is required to stop at a small number of anchor stops in the neighborhood that were carefully identified with community input, but on an on-call basis will deviate to other stops for seniors and people with disabilities. Transportation gaps in the Monument Corridor were similar in many respects to those that have been identified in Roseland. A shuttle service of this type could also be an important new transportation option for Roseland residents.

The shuttle could be operated by a public agency or community-based organization serving Roseland residents, such as a community health provider or community action agency (actual transportation operations could be contracted out). It could also be operated by a private employer. CityBus has offered to provide technical assistance in support of the service design and start-up of a shuttle, to coordinate shuttle service with CityBus services, and to share bus stops. Evaluation of implementing a neighborhood shuttle in Roseland is outlined in Table 27.

Cost of Roseland Neighborhood Shuttle:

A shuttle with a high level of service, similar to the Monument Corridor community shuttle,<sup>2</sup> would have an estimated annual cost to operate of \$250,000 to \$300,000, depending on the mode of service delivery (i.e., operated in house by an agency, contracted out, etc.). Fares could partially reimburse operating costs, depending on the level of fare subsidy determined to be appropriate. While the cost of transit was not identified as a major transportation issue by Roseland residents, the shuttle could incorporate a reduced fare as appropriate.

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<sup>2</sup> The Monument Corridor community shuttle will operate on 30-minute headways over an 11-hour span Monday through Saturday and make six stops.

TABLE 27 **EVALUATION: ROSELAND NEIGHBORHOOD SHUTTLE**

Factor	Ranking
<b>COMMUNITY</b>	<b>High</b>
This strategy is likely to have a high level of community support, serves the greatest need, and serves the needs of a diverse community.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium-High</b>
This strategy would solve multiple problems, have a moderate to large number of beneficiaries, and have measurable outcomes.	
<b>FINANCIAL</b>	<b>Medium-High</b>
Annual costs to implement may not be as high as some of the other transit strategies, and there are potentially a large number of beneficiaries. Funding may not be readily available, but could come from MTC's Lifeline grant program or other sources.	
<b>IMPLEMENTATION</b>	<b>High</b>
Subject to funding availability and the need for more detailed planning, this strategy could be implemented in the short-term.	
<b>Overall ranking: Medium-High</b>	

*C. Pedestrian and Bicycle Infrastructure and Facilities*

This section addresses gaps for pedestrian, bicycles and other non-motorized forms of transportation.

**1. Sidewalk In-fill and Repair, Crosswalks, Signals and Lighting**

Roseland's incomplete sidewalk network and need for improvement in the quality of sidewalks in the project area emerged as a top transportation gap during outreach. Related issues included the need for more crosswalks, pedestrian signals at intersections, and improved lighting.

Outreach respondents reported that walking and crossing roads feels unsafe in Roseland, and that higher visibility crosswalks and other pedestrian safety

improvements are needed, especially near Roseland's schools. The variation in the quality of the pedestrian network is a key feature of the travel environment in Roseland, reflecting the effects of piecemeal annexation and the juxtaposition of infrastructure-poor unincorporated areas with well-developed urban infrastructure. Although the eventual annexation of the remainder of unincorporated Roseland will likely be the most important action driving improvement of pedestrian facilities in the area, priority improvements in areas under City and County jurisdiction have been highlighted below.

Feedback from Roseland CBTP outreach regarding specific locations needing improved pedestrian infrastructure was limited, but included the following:

- ◆ Crosswalks
  - Near Roseland Elementary School and Roseland University Prep
  - Stony Point Road
  - Sebastopol Road (at Avalon Avenue)
- ◆ Sidewalk In-fill or Improvement
  - Barham Avenue
  - McMinn Avenue
  - Burbank Avenue
  - Hearn Avenue
  - Route back to Roseland from Elsie Allen High School (better sidewalks and lighting)
- ◆ Traffic Signal
  - Sebastopol Road near Roseland University Prep

Improved pedestrian facilities have already been included in several upcoming street reconstruction or widening projects in Roseland, including the Hearn Avenue/Highway 101 Interchange project, the Stony Point Road widening project, and Sebastopol Road reconstruction programmed in the City's FY 06-07 Capital Improvement Program. Other high priority improvement projects identified by City of Santa Rosa staff and City-generated needs assessments are discussed below.

a. Sebastopol Road Urban Vision Plan/Corridor Plan improvements

The Urban Vision Plan and Corridor Plan call for substantial streetscape and pedestrian/bicycle improvements along the length of Sebastopol Road in Roseland, including wider sidewalks, bicycle lanes and bulb-outs to shorten crossing distances across Sebastopol Road. The Corridor Plan's preferred alternative, as identified in public workshops, calls for ten-foot wide sidewalks and five-foot wide bicycle lanes, along with a landscaped strip. This Plan is moving towards adoption, but currently no funding has been assembled for implementation and cost estimates and construction drawings still need to be produced.

b. Stony Point Road Reconstruction

The first phase of this project, the reconstruction of Stony Point Road between Highway 12 and Sebastopol Road, is scheduled for FY 07-08 and will include bicycle and pedestrian improvements. There is currently a funding shortfall for the second phase of the Stony Point Road widening project, which includes pedestrian and bicycle improvements from Sebastopol Road to Hearn Avenue. Bicycle and pedestrian improvements are also planned for the project's third phase, between Hearn Avenue and Bellevue Avenue, which is just south of the Roseland project area. As part of this phase, traffic signals are planned for Bellevue Ranch and the realigned Bellevue/Ludwig avenues intersection.

c. Improvements to Planned School Area

Work will need to be done to ensure safety of children traveling to the planned school on Burbank Avenue. At present there are no sidewalks, and according to City Public Works staff, at a minimum, pavement widening and installation of an asphalt separator will be required. Contingent upon drainage needs, an estimated \$200,000 will be required to complete these improvements.

d. Projects Identified in Pedestrian Needs Assessments

The current City of Santa Rosa Bicycle and Pedestrian Master Plan does not include priorities for pedestrian projects beyond Class I paths. However, in

2004, the City conducted two pedestrian needs assessments—one focused on school areas and another listing overall pedestrian facility needs. The needs identified in these 2004 assessments in the Roseland area include:

- ◆ Sidewalk In-fill
  - Barham Avenue between Dutton Avenue and Corby Avenue
  - Corby Avenue from Greenwood Drive to Sandlewood Court
  - Stony Point Road sections from Hearn Avenue to southern city limits (in the vicinity of Roseland project area)
- ◆ Street Reconstruction
  - Bellevue Avenue in vicinity of Elsie Allen High School (includes bike lanes and sidewalks, and opening Burgess Avenue to the north as a circulation improvement)
- ◆ Traffic Signal
  - Barham Avenue at North Dutton Avenue
  - Hearn Avenue at Dutton Meadow
  - Bellevue Avenue at Burgess Avenue (Elsie Allen High School area)

The upcoming update of the 2001 Santa Rosa Bicycle and Pedestrian Master Plan will incorporate a stronger focus on pedestrian travel, thereby providing an opportunity to refine the listing of potential projects above as part of that process. Also, current and future engineering studies will provide a more detailed technical assessment of the issues and costs associated with making improvements in Roseland, where drainage issues in particular can complicate pedestrian infrastructure projects.

Because detailed costs are not available at present for many of the improvements discussed above, and because little detail on needs for pedestrian improvements were identified through Roseland CBTP outreach, we have grouped the range of pedestrian improvements together under one umbrella strategy. It is important to note, however, that some discrete elements of this overall strategy may have funding identified and could move forward more quickly than others. Table 28 evaluates general pedestrian improvements.

TABLE 28 **EVALUATION: PEDESTRIAN IMPROVEMENTS: SIDEWALKS, CROSSWALKS, SIGNALS AND LIGHTING**

Factor	Ranking
<b>COMMUNITY</b>	<b>High</b>
Community support for pedestrian network improvements is high, benefits those with the greatest need and a diverse community.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium-High</b>
Solves a moderate number of problems, has a large number of beneficiaries, and has some measurable outcomes.	
<b>FINANCIAL</b>	<b>Medium</b>
These improvements are high cost, but have a large number of beneficiaries. Funding is available for some improvements.	
<b>IMPLEMENTATION</b>	<b>Medium-High</b>
These improvements lend themselves well to staged implementation, and many improvements could be made within the short- or medium-term.	
<b>Overall ranking: Medium-High</b>	

## 2. Bicycle Lanes

The need for additional and wider bicycle lanes emerged from Roseland CBTP outreach, with respondents suggesting that bicycle lanes be implemented on “all major streets,” including (but not necessarily limited to) Hearn Avenue, Stony Point Road, Dutton Avenue and Burbank Avenue.

There are existing bicycle lanes on Hearn Avenue, Stony Point Road and Sebastopol Road, although at present, lanes do not extend along the entire length of these streets in the Roseland area, and lanes may be narrower than bicyclists prefer. However, the three major street reconstruction or widening projects discussed above (which are not necessarily fully-funded)—Hearn Avenue reconstruction, Stony Point Road widening, and Sebastopol Road widening—all provide for completion of the bicycle lane network on those streets. Bicycle lanes are also a component of the preferred streetscape alter-



natives for Sebastopol Road, as determined through the Urban Vision Plan and Corridor Plan public outreach processes. In the vicinity of the project area, two additional projects—Northpoint Parkway construction and Bellevue Avenue widening—provide for bicycle lanes. These improvements are consistent with the existing Bicycle and Pedestrian Master Plan. The City’s General Plan supports development of bicycle lanes along all regional and arterial streets, high volume transitional and collector streets, and on major access routes to schools and parks.

The current Bicycle and Pedestrian Master Plan also lists implementation of bicycle lanes along the length of Dutton Avenue from Hearn Avenue north through Roseland to its terminus at Guerneville Road as “high priority.” This route would then continue with lanes striped on Coffey Lane between Guerneville Road and Hopper Avenue near the northern city limits. The entire Dutton Avenue/Coffey Lane project would encompass 4.5 miles of bicycle lanes from Hearn Avenue to Hopper Avenue. Full implementation is estimated in the Master Plan at a cost of \$610,000. This project would provide bicycle lanes along a 1.1-mile north-south corridor through the heart of the Roseland project area. According to the Master Plan, implementation of the Roseland segment of this project would involve removing one parking lane between Hearn Avenue and Barham Avenue (0.8 miles), and widening the roadway between Barham Avenue and Highway 12 (0.3 miles).

An informal 2004 study of project consistency, undertaken by the Santa Rosa Bicycle and Pedestrian Advisory Committee and the Sonoma County Bicycle and Pedestrian Advisory Committee, recommended the following bicycle routes:

- ◆ **North-South Corridors:** Dutton Avenue, Burbank Avenue, Stony Point Road, and the Northwestern Pacific rail corridor
- ◆ **East-West Corridors:** Hearn Avenue, Sebastopol Road, Boyd Street, Earle Street (connecting to bicycle and pedestrian crossing over Highway 101), and the existing Joe Rodota Trail

The Sonoma County Bicycle and Pedestrian Advisory Committee also identified West Avenue between South Avenue and Hearn Avenue as a potential bicycle route.

The City of Santa Rosa is currently out to bid for an update of the Santa Rosa Bicycle and Pedestrian Master Plan, and as part of this effort, special attention could be paid to evaluating Roseland neighborhood streets such as Burbank Avenue, and identifying where implementation of bicycle lanes is appropriate and most beneficial to the community. The findings of the Santa Rosa updates will serve as a complement to Community-Based Transportation Plan recommendations by providing more detailed study and analysis of the needs and opportunities in the Roseland area.

Cost for Bicycle Lanes:

The City of Santa Rosa estimates unit construction costs for bicycle lanes ranging from \$60,000 per mile for striping, signage and pavement legends only, to \$100,000 per mile for restriping travel lanes, and up to \$250,000 per mile for more complex projects, such as those requiring median and traffic signal modification or reconstruction.

Evaluation of Bicycle Lanes:

Evaluation of the bicycle lanes strategy is inhibited in some respects by the lack of existing bicycle counts in the Roseland area, which are needed for the purpose of estimating the number of potential beneficiaries of additional bicycle lanes. As shown in Table 29, it is assumed that the number of beneficiaries would be lower than for some other strategies proposed, such as transit strategies, given high rates of transit use among Roseland residents. However, if bicycle counts in Roseland can be incorporated into data collection for the Santa Rosa Bicycle and Pedestrian Master Plan update, a more precise evaluation of this strategy may be possible in the future.

TABLE 29 **EVALUATION: BICYCLE LANES**

Factor	Ranking
<b>COMMUNITY</b>	<b>Medium-High</b>
Community support for additional bicycle lanes is fairly strong, and this strategy serves those with the greatest need and a diverse community.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium</b>
Strategy addresses fewer problems than some other strategies, has a more moderate amount of beneficiaries (given current assumptions), and lends itself to measurable outcomes.	
<b>FINANCIAL</b>	<b>Low-Medium</b>
Improvements have a moderate cost compared with other strategies, but potentially fewer beneficiaries than several of the other strategies.	
<b>IMPLEMENTATION</b>	<b>Medium-High</b>
Subject to funding availability, improvements can be implemented relatively quickly.	
<b>Overall ranking: Medium</b>	

### 3. Multi-Use Paths

Both the bicycle and pedestrian networks in Roseland can be enhanced by development of additional Class I paths, which provide a separated right-of-way for exclusive use of pedestrians and bicyclists. The Roseland CBTP outreach results revealed interest in having facilities separated from roadways for safer bicycling and walking. Two multi-use paths, described below, have been proposed in Roseland; implementation of these paths is a key strategy for meeting the need for additional bicycle and pedestrian facilities. The paths also support easier circulation within Roseland for bicyclists and pedestrians given the area’s disjointed street network, and in the case of the Northwestern Pacific Railroad Corridor Pathway in particular, provide needed links to areas outside of Roseland.

a. Northwestern Pacific Railroad Corridor Multi-Use Pathway

While the sales tax initiative supporting development of the Sonoma-Marín Area Rail Transit (SMART) project did not pass in the November 2006 election, the City of Santa Rosa has been working with SMART planners on the future design and development of the proposed bicycle and pedestrian pathway along the Northwestern Pacific Railroad corridor that is included as a key element of the overall SMART project. The City's FY 06-07 capital improvement program includes partial funding for development of segments of the pathway between 7th Street and College Avenue, and College Avenue and Jennings Avenue, which are segments outside of Roseland. This project is also identified as a "high priority" route within the City of Santa Rosa's current Bicycle and Pedestrian Master Plan. Table 30 evaluates this pathway based on the CBTP criteria.

As part of the Northwestern Pacific Railroad corridor project, a pathway would be developed along the east side of the rail track between Highway 12 and Barham Avenue. The pathway would exit the rail right-of-way and follow Beachwood Drive to its end before entering a public easement adjacent to the rail line and continue south. The pathway would connect with the Prince Memorial Greenway and Joe Rodota Trail to the north. According to the City's Redevelopment Agency, redevelopment funds will be available for partial development within the Southwest Redevelopment District.

Cost for Northwestern Pacific Railroad Pathway:

The total cost for the 6.6-mile Northwestern Pacific Railroad Pathway from the northern Santa Rosa city limits south to Bellevue Avenue is estimated in the current (2001) Santa Rosa Bicycle and Pedestrian Master Plan at \$2.2 million (including design and construction). Based on more current estimates, the cost to construct the trail has substantially increased since 2001, resulting in an updated estimate of over \$10 million. The segment under development between 7th Street and College Avenue is roughly ½-mile in length and has an estimated cost of \$1.2 million. The length of the Roseland segment is approximately 1.3 miles, which, assuming similar costs, would be approximately \$3.2 million.

TABLE 30 **EVALUATION: NORTHWESTERN PACIFIC RAILROAD PATHWAY**

Factor	Ranking
<b>COMMUNITY</b>	<b>Medium-High</b>
Community support is likely to be fairly high, some important needs are addressed, and a diverse community is served.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium</b>
Solves multiple problems, has a moderate number of beneficiaries, and some measurable outcomes.	
<b>FINANCIAL</b>	<b>Medium</b>
This project has a high cost and a moderate cost per beneficiary (given benefits for bicyclists as well as pedestrians), but is well suited for grant and redevelopment area funding.	
<b>IMPLEMENTATION</b>	<b>Low-Medium</b>
This project would likely require a longer time-frame to implement, and does not lend itself well to staging.	
<b>Overall ranking: Medium</b>	

b. Roseland Creek Pathway

Santa Rosa’s Citywide Creek Master Plan details plans for the restoration of Roseland Creek and the development of recreation and transportation facilities along its length. Roseland Creek runs through the Roseland project area from its southwest corner (near the intersection of Stony Point Road and Hearn Avenue) through its northeast corner. A Class I pathway is planned for the segment of Roseland Creek from Stony Point Road to McMinn Avenue at Delport Avenue. This pathway would be of particular benefit in that it would provide an additional east-west route through the project area, and such east-west connections are very limited in Roseland. The project cost for the segment of the Roseland Creek Pathway within the Roseland project area is summarized in Table 31, while the evaluation is summarized in Table 32.

Cost for Roseland Creek Public Access Improvements:

TABLE 31 **COST FOR ROSELAND CREEK PUBLIC ACCESS IMPROVEMENTS  
 (SEGMENT IN PROJECT AREA)**

<b>Activity</b>	<b>Projected Cost</b>
Construction	\$ 733,273
Construction Overhead (21%)	\$ 153,988
Planning, Design and Mgmt (35%)	\$ 256,645
<b>Total</b>	<b>\$ 1,143,907</b>

Source: Santa Rosa Draft Citywide Creek Master Plan.

Public access improvements include trail construction and paving, trail/street crossing improvements, signage and related amenities. The natural resource components of the project, such as creek restoration and fish passage, for the portion of the creek within the Roseland project area have a projected additional cost of over \$7.5 million. There would also be on-going costs of management and maintenance. As development in the Roseland Creek area proceeds, some developers may be conditioned to build portions of the pathway, thereby off-setting the public cost for development of the pathway.

TABLE 32 **EVALUATION: ROSELAND CREEK PATHWAY**

Factor	Ranking
<b>COMMUNITY</b>	<b>Medium-High</b>
Community support would likely be strong, the project would provide another link to improve connectivity within Roseland, and a diverse community would be served.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium</b>
This strategy does address multiple problems (including the need for east-west links), and has a moderate number of potential beneficiaries.	
<b>FINANCIAL</b>	<b>Low-Medium</b>
The cost is very high, there are a moderate number of beneficiaries, and funding has not been assembled at this time. However, there are several potential funding sources, and developers may play a role in building the pathway.	
<b>IMPLEMENTATION</b>	<b>Low</b>
This project would likely be implemented over the longer term.	
<b>Overall ranking: Low-Medium</b>	

*D. Education and Public Awareness*

The strategies discussed below reflect feedback from outreach that supports increased education, public awareness, and enforcement, and addresses the following needs:

- ◆ Increased driver awareness of, and safety for, pedestrians (children in particular)
- ◆ Enforcement of speed limits and traffic laws
- ◆ Improved safety for bicyclists using bike lanes (safe use of lanes and raising awareness among drivers to respect bicyclists in lanes)
- ◆ Easier access to bus schedules
- ◆ Better access to a range of transit information in Spanish
- ◆ Rider education regarding navigation of bus system, trip planning, and transferring
- ◆ Promotion of transit use

The strategies in this category involve building upon programs that are currently in place or under development in Santa Rosa to provide a focused effort tailored to the needs of the Roseland neighborhood and its residents.

### **1. Safe Routes to School**

This strategy involves adoption of the Safe Routes to School program in Roseland schools. Safe Routes to School is a well-established national initiative that implements comprehensive school-based activities leading to safer trips to and from schools, decreased traffic and pollution, and increased bicycling and walking. Funding for Safe Routes to School programs is available both from State and federal sources, and funding for related infrastructure projects is also available. Safe Routes to School programs incorporate the following activities:

- ◆ Education: importance of walking/biking safely, promoting safe behaviors among pedestrians, bicyclists and motorists
- ◆ Encouragement: incentives to change behavior
- ◆ Enforcement: law/community enforcement
- ◆ Engineering: making projects around schools a priority
- ◆ Evaluation: documenting efforts to remain effective

In addition to implementing educational programming, Safe Routes to School programs have led to a wide variety of other outcomes, from improvements to infrastructure, to organization of innovative transportation models such as “walking bus” walkpooling for students living in school neighborhoods.

A Safe Routes to School program incorporating the range of activities discussed above would be of benefit in addressing a range of issues identified by Roseland CBTP outreach respondents. Respondents cited traffic back-ups in school areas due to the large number of parents dropping off children in cars, raised concerns about the safety of children walking and bicycling in the project area, and identified needs for improved pedestrian safety infrastructure in the vicinity of schools. In addition, a new school is planned for Burbank



Avenue, which currently lacks pedestrian infrastructure and would benefit from early activities to address traffic, safety and travel behavior.

It is a particularly good time to pursue this strategy, as the Sonoma County Bicycle Coalition is in the process of building a county-wide Safe Routes to School program, with the City of Santa Rosa (including the Public Works and Police departments) as a major partner. Other partners include Sonoma County Safe Kids and the Department of Health Services, as well as participating school districts and schools. If local interest in the program is sufficient and additional funding can be assembled, the Sonoma County Bicycle Coalition program can incorporate a focused effort in Roseland into its program in the short-term. Given the nature of the Safe Routes to School program, such as its tendency to become self-sustaining through adoption by school communities and its identification of simple and inexpensive solutions, a significant impact from this strategy could be achieved with relatively modest investment.

A first step towards the implementation of a Safe Routes to School program involves a half- to full-day community workshop intended to bring stakeholders together to introduce the program and explain stakeholder roles (e.g., parents and teachers) and the resources that are available. The community workshop serves as a feasibility analysis and an opportunity to inventory the resources needed for a successful program. This initial groundwork also paves the way for eligibility for Safe Routes to School funds. A typical workshop would involve the following elements:

- ◆ Observation of the morning drop-off and traffic counts (baseline data collection)
- ◆ Walkability/bikability audit conveying the principles of evaluating engineering
- ◆ Understanding local needs and any obstacles to implementing Safe Routes to School
- ◆ Explanation of the program and its components
- ◆ Visioning
- ◆ Identification of next steps

The community workshop and feasibility analysis could lead to adoption of Safe Routes to School, in which case additional resources would be required to begin implementation of the program components. Evaluation of this program according to the CBTP criteria is shown in Table 33.

Cost of Safe Routes to School:

Costs for initial implementation of Safe Routes to School would vary depending on whether the program was adopted at one or several Roseland schools, and the nature of program activities. A joint City of Santa Rosa – Sonoma County Bicycle Coalition pending grant application to implement an educational program in schools in the Santa Rosa School District (which is larger than the Roseland School District) totals \$250,000. Community workshops could likely be provided for under \$5,000, including the consultant’s time to prepare for and facilitate workshops, as well as document outcomes.

TABLE 33 **EVALUATION: SAFE ROUTES TO SCHOOL**

<b>Factor</b>	<b>Ranking</b>
<b>COMMUNITY</b>	<b>Medium-High</b>
Strategy is likely to have strong community support, would reach those with greatest need, and would serve a diverse community.	
<b>TRANSPORTATION BENEFITS</b>	<b>High</b>
This strategy would address multiple problems, have a moderate to large number of beneficiaries, and would have measurable outcomes.	
<b>FINANCIAL</b>	<b>Medium-High</b>
Program can have significant outcomes with moderate investment, has a moderate to low cost per beneficiary, and funding is available from several sources.	
<b>IMPLEMENTATION</b>	<b>High</b>
Given existing efforts and momentum in Santa Rosa and Sonoma County, this strategy could likely be implemented in the short term.	
<b>Overall ranking: High</b>	

## 2. Street Smarts

Street Smarts is a public education program housed in the City of Santa Rosa's Department of Public Works. The program is designed to raise awareness of traffic laws and the impacts of traffic violations on the safety of drivers, bicyclists and pedestrians. The program is primarily concerned with driving behaviors such as speeding (especially school zone speeding), red light running, stop sign non-compliance, as well as with promoting safety for bicyclists. Safety-related materials are also made available for use in schools, though there is currently no in-school instruction component to the program. At present, most promotional materials are available only in English, although Department of Public Works staff note that the intent is to have the full complement of materials available in Spanish and to make targeted efforts to reach Santa Rosa's Spanish-speaking community. A full-time bilingual Marketing and Outreach Coordinator has recently been hired.

The Street Smarts program could provide an excellent complement to the Safe Routes to School program in terms of promoting a safer travel environment in school areas as well as throughout Roseland. Table 34 evaluates this program based on the CBTP criteria. At present, funding for the program component related to driver awareness and behavior is limited, but with additional funding, a larger and/or more targeted effort in Roseland is possible. This specialized campaign would involve more focused outreach and media participation as well as developing partnerships in the Roseland neighborhood.

### Cost of Street Smarts Programming:

Street Smarts staff estimate that the cost to implement the envisioned media and outreach campaign targeted in Roseland would range between \$30,000 and \$50,000.

TABLE 34 **EVALUATION: STREET SMARTS PROGRAMMING**

Factor	Ranking
<b>COMMUNITY</b>	<b>Medium</b>
The strategy does address a need identified in outreach, but community support may not be as strong as for other projects. A bilingual program would benefit a diverse community.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium</b>
Improvement in overall safety could have an impact on a large number of residents, but outcomes are less easily measured and this strategy addresses fewer problems than others.	
<b>FINANCIAL</b>	<b>Medium-High</b>
This strategy has a relatively low cost, and low-to moderate cost per potential beneficiary.	
<b>IMPLEMENTATION</b>	<b>Medium-High</b>
This strategy could be implemented in the short term, subject to funding availability.	
<b>Overall ranking: Medium</b>	

**3. Transit Orientation, Travel Training and Enhanced Transit Information**

This strategy involves expanding and tailoring two existing and successful CityBus programs to meet the need for transit orientation and travel training in the Roseland community. Enhanced availability and accessibility of bilingual schedules, maps and public information in the Roseland community is also an emphasis.

a. “Learn to Ride Santa Rosa CityBus” Program

“Learn to Ride Santa Rosa CityBus” is a relatively new transit orientation and travel training program that has been implemented by CityBus with a focus on introducing seniors to CityBus services. The program involves customized, on-site trainings for groups of five to ten people, usually over a one- to

two-hour period. Topics covered include bus fares and how to pay them, how to read the CityBus system map and time schedules, and how to plan trips and transfers. Participants are introduced to the accessibility features of vehicles, such as wheelchair lifts and ramps and the kneeling function of the buses. CityBus is able to bring a vehicle to the training site if needed, but staff prefer to integrate an actual complimentary bus ride into the training. In addition to the group training, individualized attention is provided to participants to assist them in planning trips to destinations they would like to access.

In response to needs for transit orientation and travel training in Roseland, this project would involve holding a series of CityBus trainings in Roseland at sites to be determined, although potentially at schools and the Southwest Community Health Center. Trainings can be presented in English and/or Spanish, and CityBus can partner with local organizations to market and publicize trainings. Staff will bring information materials in English and Spanish, including materials that provide descriptions of how to reach key destinations, such as the Kaiser Permanente Medical Center in Santa Rosa. The budget for this project can also include funding to provide incentives to training participants, such as a few complimentary CityBus tickets, and/or a monthly CityBus CityPass as a raffle prize at each training. CityBus is able to offer some trainings in the short-term within its existing marketing budget and could offer up to monthly trainings if demand warrants and funding allows.

b. Buses to Books Program

Buses to Books is another successful CityBus program that provides transit orientation and travel training to participants at no cost. Buses to Books is a group transit orientation program that involves taking parents and children on a bus ride to a public library in Santa Rosa, where children are signed up for library cards. This program could be offered periodically through Roseland schools, and may appeal more directly to Roseland parents. The program can be offered in English and/or Spanish. Implementation of this strategy in Roseland is underway as of this writing.

The Buses to Books Program could be offered periodically in Roseland in addition to the “Learn to Santa Rosa CityBus Ride” program, as this program targets families with young school age children (and potentially older children as well). This program could be offered three to four times each year as demand and budget provide.

Though CityBus provides substantially more direct service to Roseland than Sonoma County Transit, SCT provides important regional transit links for Santa Rosa residents, and therefore can serve as a key partner in implementing travel training and transit orientation in Roseland. The existing transit orientation programs described above could in the future involve collaboration between CityBus and SCT to provide a comprehensive orientation to the public transit services available to Roseland residents, and improve understanding of how to plan trips involving transfers between the CityBus and SCT systems.

As discussed in the Enhanced Transit Information strategy below, CityBus and Sonoma County Transit staff have discussed partnering in developing a riders’ guide that would include relevant information for both transit systems. Such a guide could be developed with a focus on Roseland services and incorporated into travel training and transit orientation programs.

Evaluation of the program is summarized in Table 35.

Annual Cost for Transit Orientation and Travel Training:

Depending on the number of trainings offered and the level of promotion and advertising needed, this strategy would cost \$2,500 to \$5,000 annually. This includes the cost of materials, promotion, and complimentary CityBus tickets and monthly CityPass raffle prize.

TABLE 35 **EVALUATION: TRANSIT ORIENTATION AND TRAVEL TRAINING**

Factor	Ranking
<b>COMMUNITY</b>	<b>Medium-High</b>
Given comments received during outreach, community support would likely be high. Those with the greatest need could be reached with this bilingual program.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium-High</b>
Better understanding of the transit system could address multiple problems, and produce measurable outcomes. With an ongoing program, a relatively large number of beneficiaries could be reached.	
<b>FINANCIAL</b>	<b>High</b>
Funding is already available to begin this low-cost program, which has a very low cost per beneficiary.	
<b>IMPLEMENTATION</b>	<b>High</b>
Implementation can begin right away.	
<b>Overall ranking: High</b>	

#### 4. Enhanced Transit Information

In response to comments from Roseland CBTP outreach respondents that transit information can be difficult to obtain in Roseland—particularly for Spanish speakers—this strategy would increase the amount of bilingual information available at key bus stops and shelters, as well as at locations throughout the community, potentially in conjunction with “Learn to Ride” and “Buses to Books” trainings. While some Roseland bus stops have schedule boxes installed, more detailed transit information that can support trip planning, such as the system map, is not currently available at Roseland bus shelters.

The bus stop component of this strategy would involve installing display cases with the existing bilingual CityBus system map and/or Guide-a-Ride type signage, and possibly additional schedule boxes, in up to ten existing or new bus shelters or at key bus stops. Guide-a-Ride style public information

has recently been developed for a key bus stop on the Mendocino Avenue route, and could potentially be implemented at key bus stops in Roseland. Guide-a-Ride signage would at a minimum list the first and last trips for each route serving a bus stop, as well as each route's weekday and weekend frequency, or possibly each departure from that stop for each route serving it. If a system map is not available at a particular stop, Guide-a-Ride signage can also provide a simple map for each route serving that location, identifying transfer opportunities and major destinations. General evaluation of enhancing transit information at bus stops is show in Table 36.

Cost of Enhanced Transit Information at Bus Stops:

The cost of this strategy is variable, depending on the type of information installed, installation costs, repair and replacement needs, and whether design costs for new public information need to be factored in. For project evaluation purposes, a working estimate of \$3,000 to \$5,000 for each bus stop has been used, for a total initial program cost of \$30,000 to \$50,000.

Although the strategy for enhanced transit information focuses on information available at bus stops, another potential project that has been discussed by Santa Rosa CityBus and Sonoma County Transit staff is a "Roseland Riders' Guide." This printed guide would provide transit information for both agencies, tailored to the Roseland neighborhood. Such a guide would be another useful tool for supporting residents' efficient use of the transit services available to them, and could easily be incorporated into transit orientation, travel training and other outreach efforts.



TABLE 36 **EVALUATION: ENHANCED TRANSIT INFORMATION**

<b>Factor</b>	<b>Ranking</b>
<b>COMMUNITY</b>	<b>Medium</b>
This strategy would likely have strong community support and would serve both English and Spanish speakers, though would not directly address the greatest transportation needs.	
<b>TRANSPORTATION BENEFITS</b>	<b>Medium</b>
While outcomes do not lend themselves well to measurement, better availability of bilingual transit information could address several problems and be of benefit to a moderately large number of Roseland residents.	
<b>FINANCIAL</b>	<b>High</b>
This is a relatively low-cost program with a low cost per beneficiary. Some funding may be available for bus stop improvements.	
<b>IMPLEMENTATION</b>	<b>High</b>
This project could be implemented in the short term and in stages.	
<b>Overall ranking: Medium-High</b>	

*E. Land Use and Location of Services*

While the strategies discussed above have focused on measures to enhance the mobility of Roseland residents as a means of promoting easier access to jobs, shopping, services and other destinations that may be outside of the neighborhood, decisions regarding land use and location of services in the Roseland neighborhood are also an important element of addressing transportation gaps. This issue was identified by Roseland stakeholders, who acknowledged that bringing shopping and services to Roseland may in some instances be more appropriate or cost-effective than creating new transportation links to facilitate access to more distant retail centers and services. Sev-

eral projects that are under discussion or in process in Roseland have the potential to reduce the need for residents to travel outside the neighborhood for some trips.

One such example is the decision to site Wal-Mart in Roseland, just outside the project boundary on the west side of Stony Point Road, just south of Highway 12. When the project was under review, it was the opinion of some that having a Wal-Mart in Roseland would relieve residents of the burden of finding transportation to more distant Wal-Mart locations, such as the one in Rohnert Park.

Current discussion regarding redevelopment of the Roseland Village Shopping Center focuses on an “international village” concept, offering a public gathering space, retail, offices and residential uses. Services, such as a library branch, have been mentioned to be incorporated into the project, which would also serve to make the Buses to Books program less necessary for Roseland children. Additionally, both Sonoma State University and the Santa Rosa Junior College have stated their interest in having facilities, including classrooms, located at a redeveloped Roseland Village Shopping Center.

Future efforts by governmental agencies, non-governmental organizations, religious facilities, retailers or health providers to locate satellite service centers in Roseland would bring services closer to Roseland residents, thus aiding access and reducing vehicle miles traveled (VMT). This would provide an important complement to the strategies included in this community-based transportation plan.

#### *F. Other Community-Identified Needs*

During outreach, respondents identified several issues that do not lend themselves as easily to project-level strategies as part of the CBTP, but should be highlighted in the document as gaps or needs emerging from the outreach effort.

## **1. Transit System Security**

Concerns about security on buses and at the Santa Rosa Transit Mall were raised by several respondents. CityBus staff report that new efforts related to increasing security, and the sense of security, in the transit system are underway. These efforts include installing security cameras on buses and at the Santa Rosa Transit Mall, and developing a stronger partnership with the City Police Department for Santa Rosa Transit Mall surveillance. CityBus has also increased its budget for contracted security services by over 100 percent in the current fiscal year.

## **2. Farmworker Transportation**

While the need for transportation for farmworkers to vineyards in Sonoma County was identified during outreach, follow-up consultation revealed that there are likely very few farmworkers with these particular travel needs living in Roseland. This is partially due to the higher cost of living in the urban area and their desire to be closer to work sites. However, countywide, there appears to be a significant need for additional transportation options for agricultural workers, who often cannot be served well by traditional transit services.

Recognizing that low-income farmworkers are among the intended beneficiaries of Lifeline programs although they may not live in areas likely to be identified as communities of concern given MTC's methodology, we recommend investigation of the feasibility of implementing a new transportation service (e.g., vanpools) for Sonoma County agricultural workers. Following a legislative appropriation of \$20 million to fund development of such services throughout California, Caltrans has recently put into place a grant program supporting the planning and implementation of agricultural transportation services, called the Agricultural Worker Transportation Program. Given funding availability, this is a good time to investigate feasibility of a service which could benefit some Roseland residents, but also low-income individuals throughout the county.

### **3. Employer-Sponsored Transportation**

Other forms of employer-sponsored transportation, such as vanpools or shuttles, would also be of benefit to Roseland residents without access to an automobile, particularly given limitations of CityBus hours of operation and existing route structures. These types of services should be encouraged whenever possible. The practice of subsidizing the cost of employee transportation should also be encouraged. Amy's Kitchen, for example, takes advantage of existing CityBus discounts on the monthly CityPass (provided with Transportation Fund for Clean Air funds) and passes on free monthly passes to employees.

### **4. Improved On-Time Performance**

Many Roseland respondents identified poor on-time performance on CityBus routes as an important transportation issue. Late buses lengthen waiting and overall trip times and can also lead to missed transfers and further inconvenience. The Santa Rosa SRTP evaluated on-time performance and found it to be an issue throughout the system. Any improvements CityBus can make in this area will be of great benefit to Roseland residents.

### **5. Coordination of Schedules Between CityBus and Sonoma County Transit**

Some Roseland residents felt that increased coordination of CityBus and Sonoma County Transit schedules would improve their use of the transit system. Unfortunately, these comments did not refer to specific routes or transfer locations. However, transit agencies are encouraged to continue ongoing efforts to streamline transferring between their services whenever possible.

### **6. Improvements to Paratransit Services**

The Roseland CBTP outreach revealed some dissatisfaction with the level and quality of paratransit services available in Roseland. The need to schedule in advance and problems with reliability of paratransit services were cited. The City of Santa Rosa has recently undertaken a review of its paratransit services and has implemented a new trip scheduling system, which may address some of the problems experienced by riders when using the Santa Rosa Paratransit

system. The City is also working with its contractor, MV Transportation, to have automatic vehicle location (AVL) equipment installed on all vehicles as a way of improving system reliability and efficiency. The need for advance scheduling, preferably the day before service is requested, reflects some of the typical limitations of ADA paratransit services. This CBTP has taken the approach of focusing a paratransit-related strategy on supplementing ADA paratransit with services that have the capacity to “go beyond the ADA,” such as the community shuttle project.

## **7. Trail Improvements**

### **a. Joe Rodota Trail**

During Roseland CBTP outreach, some comments were received about the Joe Rodota Trail and how it could be enhanced as a transportation resource for Roseland residents. A few comments were received regarding the need for lighting on the trail to improve safety and security during evening hours. Currently, no lighting is provided along the length of the Joe Rodota Trail. The trail is officially “open” only until dusk, similar to other park facilities operated by the Sonoma County Regional Parks Department. However, because the trail is used as a transportation corridor, access is not restricted after hours. While efforts are being made to coordinate with local law enforcement agencies to promote a safe environment on the trail, there are no plans to install lighting at present. If lack of lighting presents a barrier to use of the trail for trips by Roseland residents who might otherwise use the facility, investment may be warranted in this area.

A comment was also received during outreach regarding the lack of connection between the Joe Rodota Trail and Santa Rosa’s Railroad Square. At present, the Joe Rodota Trail connects to the Prince Memorial Greenway, but a fence separates the Greenway from Railroad Square. Currently the property beyond the fence is privately held, and an easement will need to be acquired before the trail can be extended to connect with Railroad Square. This connection has been folded into ongoing planning efforts for the Railroad Square area, such as the Downtown Station Area Specific Plan.

Enhancements to the Joe Rodota Trail in Roseland such as landscaping, new development along the trail, stronger connections to the adjoining neighborhood, and a redeveloped Roseland Village Shopping Center have been proposed as part of the Sebastopol Road Urban Vision Plan. These planning efforts also provide opportunities for improvements to the experience of using the Joe Rodota Trail and its connectivity to the surrounding urban fabric.

b. Colgan Creek

While the planned Colgan Creek multi-use pathway does not extend into the Roseland CBTP project area (although the creek itself passes through Roseland), it is worth highlighting this project as a potential future multi-use pathway in the vicinity of Roseland.

The lower Colgan Creek project extends from Bellevue Avenue to Victoria Drive (south of Hearn Avenue, the southern boundary of the Roseland project area), while the upper Colgan Creek project extends from Colgan Avenue to Petaluma Hill Road (east of Highway 101). While there is no official project to connect these two segments of the creek pathway at this time, the Draft Citywide Creek Master Plan contains a recommendation to connect the two trail areas via the Baker Avenue or Hearn Avenue overpass of Highway 101. As planned, the Colgan Creek Pathway would connect with the Northwestern Pacific Railroad Pathway south of the Roseland project area.

## 8. School Transportation

The Roseland Community-Based Transportation Plan Stakeholder Committee raised the issue of school transportation as an ongoing factor influencing travel and transportation needs within, to, and from, Roseland. Decisions made regarding busing policy for students attending Roseland schools have an important impact on rates of walking, bicycling and drop-off of students by parents or other caretakers. As policies regarding school transportation are developed or altered, measures to support safe, affordable and timely transportation to and from schools in the Roseland area should be considered.

## 7 FUNDING AND IMPLEMENTATION

The following synopses of funding sources relevant to implementation of Roseland transportation strategies include some sources that are already in use by potential implementing entities. For example, the sources of transit capital and operating funds identified below are already received by CityBus to support its overall operations. In such cases, while funding sources are applicable to implementation of Roseland strategies, funds may be fully committed to existing operations at this time. However, ongoing expenditure of transit capital funds for vehicle purchase, for example, will support implementation of Roseland strategies by resolving current constraints on vehicle availability. Sources of public sector grant funding have been roughly categorized into three groups: federal, State, and regional/local grant programs. A final section discusses additional funding opportunities beyond these grant programs.

### *A. Federal Programs*

Federal agencies and programs, particularly the Federal Transit Administration (FTA), offer a number of funds.

#### **1. FTA Section 5303 Metropolitan Planning Program**

Section 5303 funds are distributed to regions based on urbanized area population and an FTA formula in support of planning activities. Section 5303 supports transit planning activities such as development of Short-Range Transit Plans. Section 5303 funds are a potential source for supporting additional planning work necessary prior to implementing recommended CityBus transit service improvements. [Associated solutions include: CityBus Evening Service Extension, CityBus Frequency Improvements and Restructured Transit Service (Route 20)]

#### **2. FTA Section 5307 Urbanized Area Formula Grant Program**

Section 5307 provides support for transit capital projects (such as vehicle purchase) on a formula basis, with funding provided to each urbanized area split between transit operators. Section 5307 funds can also be used to support preventive maintenance activities. [Associated solutions include: CityBus

Evening Service Extension, CityBus Frequency Improvements and Restructured Transit Service (Route 20) and Enhanced Transit Information]

### **3. FTA Section 5307 Transportation Enhancements**

Transit operators in urbanized areas with over 200,000 in population are required to set aside 1 percent of 5307 funds for Transportation Enhancements, which may include bus stop improvements and improved bicycle and pedestrian access to transit, among other activities. [Associated solutions include: Bus Stop Improvements]

### **4. FTA Section 5309 Capital Program**

FTA's Section 5309 funds capital improvements and/or vehicle purchase for bus transit providers in areas with population over 50,000 on a discretionary basis. Applications for 5309 funds must be consistent with MTC's Regional Transportation Improvement Program as well as the State Transportation Improvement Program. [Associated solutions include: CityBus Evening Service Extension, CityBus Frequency Improvements and Restructured Transit Service (Route 20)]

### **5. FTA Section 5310 Transportation for Elderly Persons or Persons with Disabilities**

Section 5310 provides formula funding to States for the purpose of assisting private non-profit groups in meeting the transportation needs of the elderly and persons with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. In California, the Department of Transportation (Caltrans) has responsibility for overall program administration, eligibility determination, and overseeing the project scoring process. Funds are obligated through a statewide grant application, with initial project and scoring occurring at the local level (i.e., coordinated through MTC in the Bay Area in conjunction with the nine counties). Caltrans forwards the scored list of projects to a statewide review committee, which in turn forwards a prioritized statewide list of projects to the California Transportation Commission for adoption. Capital projects such as vehi-



cle purchase and related equipment are eligible. [Associated solutions include: Roseland Neighborhood Shuttle]

#### **6. FTA Section 5316 Jobs Access Reverse Commute (JARC)**

The purpose of this federal grant program is to develop transportation services designed to transport welfare recipients and low-income individuals to and from jobs, and to develop transportation services for residents of urban centers and rural and suburban areas to suburban employment opportunities. Emphasis is placed on projects that use mass transportation services. Grants may finance capital projects and operating costs. Formerly a competitive program administered directly by the Federal Transit Administration, the JARC program has been formularized and is now administered by MTC. MTC prioritizes JARC funding for distribution through a competitive process as part of the Lifeline Transportation Program. [Associated solutions include: CityBus Evening Service Extension and the Roseland Neighborhood Shuttle]

#### **7. FTA Section 5317 New Freedom Program**

New Freedom is a new program under the new federal transportation funding act, SAFETEA-LU (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users), that will provide capital and operating support for services and facility improvements that address the transportation needs of persons with disabilities beyond those required by the Americans with Disabilities Act (ADA). Grants will be competitively awarded, and eligible recipients include both public agencies and non-profit organizations. [Associated solutions include: Roseland Neighborhood Shuttle]

#### **8. Congestion Mitigation and Air Quality Improvement Program (CMAQ)**

CMAQ is a federal program supporting projects that reduce transportation-related emissions in air quality nonattainment areas. Eligible projects include transit capital projects (including purchase of clean fuel transit vehicles) and operating expenses for new services (for the first three years of operation

only). CMAQ funds are received by MTC. [Associated solutions include: NW Pacific Railroad Multi-Use Path and Roseland Creek Multi-Use Path]

#### **9. Surface Transportation Program (STP)/Transportation Enhancements**

This funding source is a 10 percent set-aside from the federal Surface Transportation Program that provides funds for a variety of “transportation enhancements” that go above-and-beyond standard transportation projects, including pedestrian and bicycle facilities, safety and education for pedestrians and bicyclists, and rail trails. Transportation Enhancements are selected through the RTIP and STIP. [Associated solutions include: Pedestrian Improvements, Bicycle Lanes, NW Pacific Railroad Multi-Use Path, Roseland Creek Multi-Use Path, Safe Routes to Schools, Street Smarts]

#### **10. Safe Routes to School (SRTS)**

Building on Safe Routes to School programs initiated in California and other states, a new federal program was initiated under the new federal transportation funding act, SAFETEA-LU. The program is intended to promote bicycling and walking to school among children in kindergarten through 8th grade and to provide for increased safety for children bicycling and walking. Both infrastructure projects and non-infrastructure projects, such as educational programming, are eligible for funding. Eligible applicants include State, local and regional agencies; schools or school districts; and non-profit organizations. Caltrans administers the SRTS program through its Division of Local Assistance. Annual apportionments to California for the federal SRTS program are expected to grow from \$14.8 million in 2007 to \$23 million in 2009. This new federally-funded program will eventually supplant the pre-existing California Safe Routes to School Program (currently set to sunset on January 1, 2008). See also California Safe Routes to School (SR2S). [Associated solutions include: Pedestrian Improvements, Bicycle Lanes, Safe Routes to Schools, Street Smarts]

### **11. Community Development Block Grant Program (CDBG)**

The CDBG program is administered by the US Department of Housing and Urban Development (HUD) and provides funds on an annual basis to support community development activities in urban areas. While the majority of Santa Rosa CDBG funds have been used in recent years for housing and homelessness programs, construction of public facilities and improvements are eligible uses for CDBG funds.

### **12. Hazard Elimination Safety Program (HES)**

The Hazard Elimination Safety Program is a federal safety program that provides funds for safety improvements on all public roads and highways, including publicly-owned bicycle and pedestrian pathways. These funds serve to eliminate or reduce the number and/or severity of traffic accidents at locations selected for improvement. Eligible activities include engineering, right-of-way acquisition, and construction. The program is administered by Caltrans, and funding is awarded annually on a competitive basis. [Associated solutions include: Pedestrian Improvements, Bicycle Lanes, Safe Routes to Schools]

### **13. Recreational Trails Program (RTP)**

The Recreational Trails Program provides federal funds annually for recreational trails and trails-related projects. It is administered by the California Department of Parks and Recreation (DPR). Non-motorized projects are administered by the Department's Office of Grants and Local Services. 70 percent of funds received by California are available for non-motorized projects on a competitive basis. Eligible recipients include Cities, Counties, districts, State agencies, and non-profit organizations with management responsibilities over public land (regardless of whether they are held in public or private ownership). Eligible activities include acquisition of right-of-way, construction of trails, and development of related facilities. [Associated solutions include: Northwest Pacific Railroad Multi-Use Path, Roseland Creek Multi-Use Path]

#### 14. Transportation and Community and System Preservation Program (TCSP)

The Transportation, Community and System Preservation Program is a federal initiative administered by the Federal Highway Administration (FHWA) that funds research and grants to investigate the relationships between transportation, community and system preservation plans and practices and to identify private sector-based initiatives to improve such relationships. States, metropolitan planning organizations and local governments are eligible for grants funding activities consistent with the following goals:

- ◆ Improve the efficiency of the United States transportation system
- ◆ Reduce environmental impacts of transportation
- ◆ Reduce the need for costly future public infrastructure investments
- ◆ Ensure efficient access to jobs, services and centers of trade
- ◆ Examine community development patterns and identify strategies to encourage private sector development patterns and investments that support these goals

The federal transportation funding act, SAFETEA-LU, authorized the TCSP Program through FY 2009. A total of \$270 million is authorized for this Program in FY's 2005-2009. While only Congressionally-designated projects (earmarks) have been funded since FY 2000, according to a January 2007 memorandum from FHWA, it appears that funds may be awarded through a competitive process in FY 2007. FHWA Division Administrators have been instructed to work with State transportation departments to prepare each State's project applications. [Associated solutions include: Pedestrian Improvements, Bicycle Lanes, Northwestern Pacific Railroad Multi-Use Path, Roseland Creek Multi-Use Path]

## *B. State Programs*

Funds for transportation-related projects are available from the Transportation Development Act.

### **1. Transportation Development Act (TDA) Funds**

TDA funds are a key source of operating revenue for transit agencies throughout California, including Santa Rosa CityBus. TDA funds are made up of sales tax and gasoline tax revenues (Local Transportation Fund and State Transit Assistance accounts) and can be used both for capital and operating expenditures, and as match for federal capital funding. TDA funds supporting CityBus operations are projected to total nearly \$5 million in FY 07-08. [Associated solutions include: CityBus Evening Service Extension, CityBus Frequency Improvements, Restructured Transit Service (Route 20)]

### **2. Transportation Development Act (TDA) Article 3**

TDA funds generated from the gasoline sales tax are returned to the source counties to fund transportation projects. TDA Article 3 provides for 2 percent of County TDA funds to be set aside for bicycle and pedestrian projects. Eligible projects include right-of-way acquisition; planning, design and engineering; and construction of bicycle and pedestrian infrastructure, including retrofitting to meet ADA requirements, and related facilities. In Sonoma County, SCTA manages the project selection process. [Associated solutions include: Pedestrian Improvements, Bicycle Lanes, NW Pacific Railroad Multi-Use Path, Roseland Creek Multi-Use Path]

### **3. Caltrans Transportation Planning Programs**

The California Department of Transportation (Caltrans) offers the following two planning-related programs. [Associated solutions include: CityBus Evening Service Extension, CityBus Frequency Improvements, Restructured Transit Service (Route 20), Roseland Neighborhood Shuttle]

a. Community-Based Transportation Program (CBTP)

The Caltrans CBTP grant program is primarily used to seed planning activities that encourage livable communities. This funding source is separate and distinct from MTC's Community-Based Transportation Planning program, which funds planning activities in MTC-identified communities of concern, such as Roseland. Caltrans CBTP grants assist local agencies to better integrate land use and transportation planning, to develop alternatives for addressing growth and to assess efficient infrastructure investments that meet community needs. These planning activities are expected to help leverage projects that foster sustainable economies, increase available affordable housing, improve housing/jobs balance, encourage transit oriented and mixed-use development, expand transportation choices, reflect community values, and include non-traditional participation in transportation decision-making. CBTP grant-funded projects demonstrate the value of these new approaches locally, and provide best practices for statewide application. This program is a potential source of funds for any additional planning and community-involvement activities required to more fully develop the proposed strategies for addressing transportation gaps in Roseland.

b. Environmental Justice: Context-Sensitive Planning

The Environmental Justice program provides funding for planning-related projects that promote environmental justice in local planning, contribute to early and continuous involvement of low-income and minority communities in the planning and decision-making process, improve mobility and access for underserved communities, and create a business climate that leads to more economic opportunities, services and affordable housing. This program is a potential source of funds for any additional planning and community-involvement activities required to more fully develop the proposed strategies for addressing transportation gaps in Roseland.

**4. Office of Traffic Safety (OTS) Grants**

The California Office of Traffic Safety annually requests proposals for projects addressing traffic safety problems from public agencies, including school districts and public safety providers. Priority project areas include promoting

bicycle and pedestrian safety by raising awareness among pedestrians, bicyclists, and motorists through education, enforcement and engineering activities, among others. The Sonoma County Bicycle Coalition and the City of Santa Rosa currently have a joint traffic safety grant application pending with the Office of Traffic Safety. The Office of Traffic Safety is part of the State Business, Transportation and Housing Agency (BTH). [Associated solutions include: Safe Routes to School, Street Smarts]

#### **5. Bicycle Transportation Account (BTA)**

The Caltrans Bicycle Transportation Account provides State funds on a competitive basis for City and County projects that improve safety and convenience for bicycle commuters, including design, engineering and construction of bicycle lanes and paths. To be eligible for BTA funds, a City or County must adopt a Bicycle Transportation Plan that complies with Streets and Highways Code Section 891.2 within four years prior to the year of application. \$5 million is available in the FY 07-08 funding cycle. [Associated solutions include: Bicycle Lanes, NW Pacific Railroad Multi-Use Path, Roseland Creek Multi-Use Path]

#### **6. Agricultural Worker Transportation Program (AWTP)**

The Agricultural Worker Transportation Program is a State program intended to provide safe, efficient, reliable and affordable transportation services, utilizing vans and buses, to agricultural workers commuting to and from worksites in rural areas throughout the state. Grants are awarded on a competitive basis to public agencies, and a limited amount of funding is available to support planning activities. Applications for the second funding cycle of the AWTP will be due in the fall of 2007. The program is the result of a legislative appropriation and is administered by Caltrans. Although an agricultural transportation program was not proposed for Roseland due to input received from outreach respondents indicating that Sonoma County farmworkers live primarily in rural areas, based on CBTP outreach it would appear that a countywide agricultural worker transportation program would be of great benefit to many low-income individuals. Because CBTP outreach

revealed this transportation need faced by low income residents of Sonoma County, this funding source has been included in this chapter.

### **7. Safe Routes to School (SR2S)**

The California State Safe Routes to School Program pre-dates the newer federal program established under SAFETEA-LU in 2005 (discussed above). This program provides funding for sidewalk improvements, traffic calming and speed reduction measures, pedestrian and bicycle crossing improvements, on-street and off-street bicycle facilities, and traffic diversion improvements. The State program was established by State legislation with a sunset date of January 1, 2008. With the passage of SAFETEA-LU, federal Safe Routes to School (SRTS) funds were made available to States nationwide. For this reason, current State statutes will be revised to reflect SAFETEA-LU provisions as the State program is phased out. A final cycle of State Safe Routes to School funding is planned prior to the termination of the State program. See also the federal program Safe Routes to School (SRTS). [Associated solutions include: Pedestrian Improvements, Bicycle Lanes, Safe Routes to Schools, Street Smarts]

### *C. Regional/Local Programs*

Funds are available from Bay Area regional agencies such as MTC, as well as from Sonoma County.

#### **1. Lifeline Transportation Program**

MTC's Lifeline Transportation Program is a grant program supporting community-based transportation projects that are developed through collaborative processes involving substantial outreach (such as CBTPs), address transportation gaps in low-income communities, and improve the range of transportation choices for low-income individuals, including elderly and disabled residents of low-income communities. Lifeline funds for the initial round of funding (FY 05-06 through FY 07-08) were derived from CMAQ, JARC, and State Transit Assistance (STA). Funding amounts are assigned to each county



according to the county's share of the regional population living in poverty. Sonoma County is currently eligible to receive \$1,149,000 of Lifeline Transportation Program funding. [Associated solutions include: CityBus Evening Service Extension, CityBus Frequency Improvements, Restructured Transit Service (Route 20), Bus Stop Improvements, Roseland Neighborhood Shuttle, Pedestrian Improvements, Bicycle Lanes, NW Pacific Railroad Multi-Use Path and Roseland Creek Multi-Use Path, Safe Routes to Schools, Transit Orientation and Travel Training, Enhanced Transit Information]

## **2. Transportation for Livable Communities (TLC)**

MTC's Transportation for Livable Communities Program was created to support community-based transportation projects that revitalize downtown areas, commercial cores, neighborhoods and transit corridors by enhancing their amenities and ambiance and making them places where people want to live, work and visit. TLC provides funding for projects that provide for a range of transportation choices, support connectivity between transportation investments and land uses, and are developed through an inclusive community planning effort. TLC is now programmed through the end of the current federal transportation program which ends in 2009. A call for projects is expected in spring or summer 2008. [Associated solutions include: Bus Stop Improvements, Pedestrian Improvements, Bicycle Lanes, NW Pacific Railroad Multi-Use Path and Roseland Creek Multi-Use Path, Enhanced Transit Information]

## **3. Regional Bicycle and Pedestrian Program**

MTC created the Regional Bicycle and Pedestrian Program in 2003 to fund construction of the Regional Bicycle Network, regionally-significant pedestrian projects, as well as bicycle and pedestrian projects serving schools or transit. MTC has committed \$200 million in the Transportation 2030 Plan to support the regional program over a 25-year period (\$8 million each year). The program is administered through County congestion management agencies (SCTA in Sonoma County). [Associated solutions include: Pedestrian Improvements, Bicycle Lanes, NW Pacific Railroad Multi-Use Path, Roseland Creek Multi-Use Path]

#### **4. Transportation Fund for Clean Air (TFCA)**

The Transportation Fund for Clean Air is a grant program funded by a \$4 surcharge on motor vehicles registered in the Bay Area, with approximately \$22 million per year in revenue. TFCA's goal is to implement cost-effective projects that will decrease motor vehicle emissions. The fund covers a wide range of project types, including purchase or lease of clean fuel buses, purchase of clean air vehicles, ridesharing programs to encourage carpool and transit use, bicycle facility improvements such as bike lanes, bicycle racks, and projects to enhance the availability of transit information.

Funds are available through two main channels: the Regional Fund administered by Bay Area Air Quality Management District (BAAQMD) (60 percent of revenues) and the County Program Manager Fund (40 percent of revenues), which is administered by the Bay Area's County Congestion Management Agencies (SCTA in Sonoma County). Any Sonoma County public agency within the Bay Area Air Quality Management District's jurisdiction can apply for TFCA funds, either through the BAAQMD or SCTA. [Associated solutions include: CityBus Evening Service Extension, CityBus Frequency Improvements, Restructured Transit Service (Route 20), Bus Stop Improvements, Pedestrian Improvements, Bicycle Lanes, Transit Orientation and Travel Training, Enhanced Transit Information]

#### **5. Safe Routes to Transit**

Funded through Regional Measure 2, this program supports projects that enhance pedestrian and bicycle access to transit stations. Funding is awarded competitively. The program is administered by the Transportation and Land Use Coalition (TALC). TALC is a Bay Area partnership of over 90 groups that develops and forwards a range of projects, programs, and campaigns supporting sustainability and equity in the land use, housing, and transportation arenas. [Solutions include: Bus Stop Improvements, Bicycle Lanes]

## 6. Measure M

Measure M is Sonoma County's quarter percent sales tax measure for transportation. Measure M allocates 40 percent of total revenues to local street projects, 40 percent to Highway 101 projects, 4 percent to bicycle and pedestrian projects, 10 percent to transit services (including Santa Rosa CityBus and Sonoma County Transit), and 5 percent to the Sonoma-Marín Area Rail Transit (SMART) project. Projects to be funded with Measure M revenues are programmed in a Strategic Plan within these categories.

### *D. Additional Funding Opportunities*

There are two Redevelopment Areas/Districts that cover the Roseland project area. Other local funding comes from the City and County capital budgets, a Mello-Roos Community Facilities District and from contributions from the private sector.

#### 1. Redevelopment Funds

The Roseland Redevelopment Area and the Southwest Redevelopment District currently generate revenues for projects in Roseland, and are potential funding sources for Roseland CBTP transportation strategies.

##### a. Roseland Redevelopment Area

The Roseland Redevelopment Project is administered by the Sonoma County Community Development Commission, through its Redevelopment Agency, in partnership with the City of Santa Rosa. The redevelopment area encompasses the area roughly bounded by Stony Point Road, Highway 12, Highway 101, and Rose Avenue/Earle Street (this area is just to the north of the City's Southwest Redevelopment District Roseland sub-area.) The primary objective of the Redevelopment Plan has been to improve the area's infrastructure, primarily Sebastopol Road. The project's focus is now being turned to affordable housing and mixed-use development opportunities. [Associated solutions include: Bus Stop Improvements, Pedestrian Improve-

ments, Bicycle Lanes, NW Pacific Railroad Multi-Use Path, Roseland Creek Multi-Use Path]

b. Southwest Redevelopment District

The Southwest Redevelopment District, adopted by the City of Santa Rosa in 2000, is made up of two areas in southwestern Santa Rosa, one of which centers on Roseland and includes both incorporated and unincorporated land. The Roseland sub-area is roughly bounded by Sunset Avenue on the north, Highway 101 on the east, Bellevue Avenue on the south, and Stony Point Road on the west. Current redevelopment projects funded by the District include street and sidewalk projects (Stony Point Road, Sebastopol Road and West Avenue) as well as bus stop improvements in the area. [Associated solutions include: Bus Stop Improvements, Pedestrian Improvements, Bicycle Lanes, NW Pacific Railroad Multi-Use Path.]

**2. City and County Capital Budgets**

While many of the funding sources above may be folded into capital budgets at the City or County level, other funds generated or received locally (such as capital facilities fees) may be programmed to fund projects such as bicycle and pedestrian infrastructure and bus shelter improvements.

**3. Mello-Roos Community Facilities Districts**

The Mello-Roos Community Facilities Act of 1982 allows any County, City, special district, school district or joint powers authority to establish a Mello-Roos Community Facilities District (CFD) which allows for financing of public improvements and services through taxation within the district. The services and improvements that Mello-Roos CFDs can finance include streets, sewer systems and other basic infrastructure, police protection, fire protection, ambulance services, schools, parks, libraries, museums and other cultural facilities. A CFD is created by a sponsoring local government agency and includes all properties that will benefit from the improvements to be constructed or the services to be provided. A CFD cannot be formed without a two-thirds majority vote of residents living within the proposed boundaries.

Once the CFD is approved, a Special Tax Lien is placed against each property in the CFD and property owners pay a Special Tax each annually.

#### **4. Private Sector Contributions**

Funding may also come from contributions from the private sector. [Associated solutions include: Bus Stop Improvements, Roseland Neighborhood Shuttle, Pedestrian Improvements]

##### **a. Employers and Local Businesses**

Local businesses and employers can serve as partners in improving transportation in Roseland. As discussed above, employers may subsidize transit passes for employees, or even provide shuttle services for employees who cannot travel to work easily on transit or use other modes. Local businesses may be willing to provide support for programming such as Safe Routes to School, or for improvements to transit amenities at bus stops serving their location. Some large businesses such as Wal-Mart have charitable giving programs that may be accessed for Roseland projects. In the future, the Wal-Mart Foundation's Community Grant Program may be a source of funding for Roseland CBTP strategies. If certain businesses are included as key destinations for the proposed neighborhood shuttle, these businesses may be willing to provide some support for implementation.

##### **b. Developers**

In an area like Roseland that is continuing to undergo development, developers have an important role to play in assuring that the local transportation network meets the needs of residents. Developers may contribute funding in support of transportation infrastructure and transit needs in the form of impact fees (payments required by local governments of new development for the purpose of providing new or expanded public capital facilities), and also may be conditioned by the City of Santa Rosa to provide certain improvements, such as sidewalks and transit amenities, as part of new development.

c. Private Foundations

For projects that promote community livability and environmental sustainability, implement educational or health-related programs, or respond to the special needs of vulnerable populations, private foundations can be a good source of funding. Foundation grant programs are generally very competitive, with awards made in specific interest areas that change periodically to reflect foundation priorities. Examples of major national private foundations that sponsor funding programs of potential relevance to Roseland CBTP include:

- ◆ Robert Wood Johnson Foundation: Focus is health and healthcare; current interest areas relevant the Roseland CBTP strategies include Childhood Obesity (promoting physical activity in schools and communities) and Vulnerable Populations (including health-related issues affecting low-income children and families).
- ◆ Surdna Foundation: Focus and current grant-making areas include community revitalization (enhancing quality of life in urban places and ensuring that development promotes social equity) and the environment (including a Transportation and Land Use sub-area).
- ◆ Zellerbach Family Foundation: Focus is strengthening families and communities; current grant-making areas include Improving Human Service Systems, Immigrants and Refugees (projects that promote successful integration into communities and full participation in civic life) and Strengthening Communities (supporting local capacity building, resident participation in decision-making, and community improvement efforts).
- ◆ Community Foundation of Sonoma County: Provides Education and Health/Human Services grants that may be relevant to education and public awareness strategies proposed in the Roseland CBTP, and could potentially provide support for the proposed neighborhood shuttle.

d. Service Organizations and Faith-Based Institutions

Service organizations such as Kiwanis, Rotary and the Lions Club and faith-based institutions and churches in the Roseland area may be approached for support in implementing Roseland strategies. While it is not likely that such

groups would be in the position to provide a large investment, they may be willing to sponsor or participate in implementing lower-cost strategies such as new transit amenities or Safe Routes to School and Street Smarts programming. Such groups may also assist with fundraising in support of larger-scale projects, such as purchase of a vehicle in support of the neighborhood shuttle strategy.

#### *E. Implementation Opportunities*

Table 37 identifies funding sources applicable to the partial or full implementation of each of the recommended Roseland transportation strategies.

**SONOMA COUNTY TRANSPORTATION AUTHORITY**  
**ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN**  
FUNDING AND IMPLEMENTATION



SONOMA COUNTY TRANSPORTATION AUTHORITY  
 ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN  
 FUNDING AND IMPLEMENTATION

TABLE 37 IMPLEMENTATION OPPORTUNITIES

Project	Cost	Ranking	Implementation Agency	Funding Source
<b>TRANSPORTATION SERVICES</b>				
CityBus Evening Service Extension	\$460,500	Medium-High	- CityBus	- FTA Sections 5303, 5307 and 5309 - JARC, FTA Section 5316 (through MTC Lifeline Transportation Program) - Caltrans Transportation Planning programs - TDA - Lifeline Transportation Program - TFCA for vehicle purchase - Measure M
CityBus Frequency Improvements	\$5,000-\$50,000 per route	Medium	- CityBus	- FTA Sections 5303, 5307 and 5309 - TDA - Caltrans Transportation Planning programs - Lifeline Transportation Program - TFCA for vehicle purchase - Measure M
Restructured Transit Service (Route 20)	Option A: \$520,000 Option B: \$650,000	Medium-High	- CityBus	- FTA Sections 5303, 5307 and 5309 - TDA - Caltrans Transportation Planning programs - Lifeline Transportation Program - TFCA for vehicle purchase - Measure M
Bus Stop Improvement	\$5,000 to \$10,000 per stop	Medium	- CityBus - City of Santa Rosa	- FTA Section 5307 Transit Enhancements - Lifeline Transportation Program - TLC - TFCA - Safe Routes to Transit - Redevelopment Funds - Private sector contributions and developer mitigations/improvements

SONOMA COUNTY TRANSPORTATION AUTHORITY  
 ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN  
 FUNDING AND IMPLEMENTATION

Project	Cost	Ranking	Implementation Agency	Funding Source
Roseland Neighborhood Shuttle	\$250,000 to \$300,000	Medium-High	- Public agency or community-based organization	- FTA Section 5310 for vehicle purchase, depending on service design (must serve unmet needs of seniors or people with disabilities) - FTA Section 5317 (New Freedom Program) for capital and operating, depending on service design (must provide service that "goes beyond the ADA" in meeting transportation needs of persons with disabilities) - JARC, FTA Section 5316 (through Lifeline Transportation Program) - Caltrans Transportation Planning programs - Lifeline Transportation Program - Private sector contributions (including funding from employers)
<b>BICYCLE AND PEDESTRIAN INFRASTRUCTURE AND FACILITIES</b>				
Pedestrian Improvements	Highly variable, depending on the specific project	Medium-High	- City of Santa Rosa - Sonoma County	- STP Transportation Enhancements - HES - TCSP - TDA Article 3 - Safe Routes to School - Lifeline Transportation Program - TLC - Regional Bicycle and Pedestrian Program - TFCA - Safe Routes to Transit - Redevelopment Funds - Private sector contributions and developer mitigations/improvements
Bicycle Lanes	\$60,000 to \$100,000 to \$250,000 (see page 96 for explanation)	Medium	- City of Santa Rosa - Sonoma County	- STP Transportation Enhancements - HES - TCSP - TDA Article 3 - BTA - Safe Routes to School - Lifeline Transportation Program - TLC - Regional Bicycle and Pedestrian Program - TFCA - Safe Routes to Transit - Measure M - Redevelopment Funds

SONOMA COUNTY TRANSPORTATION AUTHORITY  
 ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN  
 FUNDING AND IMPLEMENTATION

Project	Cost	Ranking	Implementation Agency	Funding Source
Multi-Use Paths Northwestern Pacific Railroad (Roseland segment)	\$3,200,000	Medium	- City of Santa Rosa - Sonoma County	- CMAQ - STP Transportation Enhancements - RTP - TCSP - TDA Article 3 - BTA - Lifeline Transportation Program - TLC - Regional Bicycle and Pedestrian Program - Measure M - Redevelopment Funds
Roseland Creek Multi-Use Path	\$1,100,000	Low-Medium	- City of Santa Rosa	- CMAQ - STP Transportation Enhancements - RTP - TCSP - TDA Article 3 - BTA - Lifeline Transportation Program - TLC - Regional Bicycle and Pedestrian Program - Southwest Redevelopment Area
<b>EDUCATION AND PUBLIC AWARENESS</b>				
Safe Routes to School	\$5,000 per workshop	High	- City of Santa Rosa - Sonoma County Bicycle Coalition - Sonoma County Safe Kids - County Dept of Public Health	- STP Transportation Enhancements - Safe Routes to School - Hazard Elimination Safety Program - OTS Grants - Lifeline Transportation Program
Street Smarts	\$30,000 to \$50,000	Medium	- City of Santa Rosa Public Works	- STP Transportation Enhancements - Safe Routes to School - OTS Grants
Transit Orientation and Travel Training	\$2,500 to \$5,000 per year	High	- CityBus - Sonoma County Transit	- Lifeline Transportation Program - TFCA

SONOMA COUNTY TRANSPORTATION AUTHORITY  
 ROSELAND COMMUNITY-BASED TRANSPORTATION PLAN  
 FUNDING AND IMPLEMENTATION

<b>Project</b>	<b>Cost</b>	<b>Ranking</b>	<b>Implementation Agency</b>	<b>Funding Source</b>
<b>Enhanced Transit Information</b>	\$3,000 to \$5,000 per bus stop	Medium-High	- CityBus - Sonoma County Transit	- FTA Section 5307 Transit Enhancements - Lifeline Transportation Program - TLC - TFCA

Acronyms:

- BTA – Bicycle Transportation Account
- CMAQ – Congestion Mitigation and Air Quality Improvement Program
- FTA – Federal Transit Administration
- HES – Hazard Elimination Safety Program
- JARC – Job Access and Reverse Commute Program
- OTS – Office of Traffic Safety
- RTP – Recreational Trails Program
- STP – Surface Transportation Program
- TCSP – Transportation and Community and System Preservation Program
- TDA – Transportation Development Act
- TFCA – Transportation Fund for Clean Air
- TLC – Transportation for Livable Communities

APPENDIX A

**ROSELAND CBTP QUESTIONNAIRE**





Roseland Community-Based Transportation Plan



COMMUNITY QUESTIONNAIRE

I live in Roseland?  Yes  No, I live in \_\_\_\_\_

I work in Roseland?  Yes  No, I work in \_\_\_\_\_

I generally:

Take the bus  Walk  Bicycle  Drive alone  Car/vanpool  Other \_\_\_\_\_

I most often travel: (please check as many as apply)

Morning  Afternoon  Evening  Weekday  Weekend  
 Before 7 a.m.  Between 6 and 9 p.m.  After 9 p.m.  Other \_\_\_\_\_

Reason for Trip	Where do you travel?		Are there problems getting where you want to go?		
	Within Roseland	Outside of Roseland	No problems	Some problems	Lots of problems
Job					
Shopping					
Place of worship					
School (self)					
School (child)					
Child care					
Health care					
Social or gov't. services					
Eating places					
Entertainment					
Parks and recreation					
Other _____					

(please turn over)

**What challenges do you face when trying to get around?** *(please check as many as apply)*

<input type="checkbox"/> Walking feels unsafe	<input type="checkbox"/> Trouble getting bus information	<input type="checkbox"/> Language is a barrier
<input type="checkbox"/> Sidewalks are in poor condition	<input type="checkbox"/> Bus trips take too long	<input type="checkbox"/> Need for special accommodations because of disability
<input type="checkbox"/> No sidewalks	<input type="checkbox"/> Long wait times when transferring between buses	<input type="checkbox"/> Not enough availability of paratransit/specialized service
<input type="checkbox"/> No crosswalks/pedestrian signals at intersections	<input type="checkbox"/> Buses don't run when I need to travel	<input type="checkbox"/> Cost of paratransit service is too much
<input type="checkbox"/> Crossing the road feels unsafe	<input type="checkbox"/> Bus schedules don't work	<input type="checkbox"/> Child care is too far away
<input type="checkbox"/> Driving feels unsafe	<input type="checkbox"/> Buses don't run on time	<input type="checkbox"/> Shopping is too far away
<input type="checkbox"/> Don't drive	<input type="checkbox"/> Buses don't come often enough	<input type="checkbox"/> School is too far away
<input type="checkbox"/> Don't have a car	<input type="checkbox"/> Buses don't go where I need to travel	<input type="checkbox"/> Entertainment and recreation are too far away
<input type="checkbox"/> Have a car only part time	<input type="checkbox"/> Bus stops are too far away	<input type="checkbox"/> Jobs are too far away
<input type="checkbox"/> Bicycling feels unsafe	<input type="checkbox"/> No shelters at bus stops	<input type="checkbox"/> Health care is too far away
<input type="checkbox"/> No bicycle lanes	<input type="checkbox"/> Too many bus transfers	<input type="checkbox"/> Government services are too far away
<input type="checkbox"/> Cost of gas	<input type="checkbox"/> Cost of bus fare	<input type="checkbox"/> Social services are too far away
<input type="checkbox"/> Poor connection to Joe Rodota Trail	<input type="checkbox"/> Riding the bus feels unsafe	<input type="checkbox"/> Other _____

**Are there specific destinations you wish you could reach by public transit that aren't currently being served by transit? Please name.**

\_\_\_\_\_

\_\_\_\_\_

**If you could do three things to improve transportation for Roseland residents and workers, what would they be?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**Please indicate your age range to help us identify age-related transportation needs:**

- 18 or younger     19 to 29     30 to 49     50 to 64     65 to 79     80 or older

*Thank you for taking the time to complete this questionnaire. Please return by October 27, 2006 to Sara Press, c/o Design, Community & Environment, 1625 Shattuck Avenue, Suite 300, Berkeley, CA 94709, or fax (510) 848-4315. You can contact Sara Press at (510) 848-3815 or sara@dceplanning.com.*





## Plan Comunitario de Transporte de Roseland

### CUESTIONARIO PARA LA COMUNIDAD



¿Vive en Roseland? ' Sí ' No, vivo en \_\_\_\_\_

¿Trabaja en Roseland? ' Sí ' No, trabajo en \_\_\_\_\_

Normalmente, yo:

' Tomo el autobús ' Camino ' Manejo bicicleta ' Manejo sólo ' Carpool ' Otro \_\_\_\_\_

La mayoría del tiempo, mis viajes son durante: *(por favor marque todos los que apliquen)*

' La mañana ' La tarde ' El atardecer ' Durante la semana ' El fin de semana

' Antes de las 7 a.m. ' Entre 6 y 9 p.m. ' Después de las 9 p.m. ' Otro \_\_\_\_\_

¿Razón por el viaje?	¿Adónde viaja?		¿Tiene problemas de llegar a donde quiere ir, por el transporte público?		
	En Roseland	Afuera de Roseland	No hay problema	Algunos problemas	Problema serio
Trabajo	'	'	'	'	'
Compras	'	'	'	'	'
Iglesia	'	'	'	'	'
Escuela (de mí misma)	'	'	'	'	'
Escuela (niño)	'	'	'	'	'
Cuidado de niños	'	'	'	'	'
Médico / Salud	'	'	'	'	'
Servicios sociales o gubernamentales	'	'	'	'	'
Para ir a comer	'	'	'	'	'
Entretenimiento o recreación	'	'	'	'	'
Otro _____	'	'	'	'	'

**¿Cuáles son los problemas cuando viaja en su comunidad?** *(por favor marque todos los que apliquen)*

' Las diferencias entre los idiomas o las culturas	' Necesidad de ayuda especial para personas con habilidades limitadas	' El horario de los autobuses
' Aceras en mala condición	' No hay suficiente para-tránsito	' Necesidad de esperar demasiado cuando transbordo
' No hay aceras	' El servicio de para-tránsito cuesta demasiado	' Las paradas del autobús están demasiado lejos
' Seguridad personal mientras camino	' El cuidado de niños se encuentra demasiado lejos	' Los viajes por autobús toman mucho tiempo
' No hay cruces peatonales o señales para cruzar	' Los mercados están demasiado lejos	' Seguridad personal mientras espero el autobús
' Seguridad personal al cruzar la calle	' La escuela se encuentra demasiado lejos	' El costo de viajar por autobús
' Seguridad personal al manejar un automóvil	' Los parques se encuentran demasiado lejos	' El horario de los autobuses no es correcto
' Seguridad personal al pasear en bicicleta	' El trabajo está demasiado lejos	' Disponibilidad de casetas de protección en las paradas
' No hay vías para bicicletas	' El médico y el hospital se encuentran demasiado lejos	' Los autobuses no tienen servicios a los lugares a donde quiero ir
' Sin automóvil	' Los servicios de gobierno se encuentran demasiado lejos	' Necesidad de hacer transborde
' Sólo tengo automóvil, a veces	' Los servicios sociales se encuentran demasiado lejos	' El acceso a información sobre el transporte público
' No sé manejar	' La conexión "Joe Rodota Trail" no funciona bien	' Los autobuses se demoran demasiado
' El precio de la gasolina	' Otro _____	' Los autobuses no circulan con frecuencia suficiente

**¿Hay algún lugar público específico que a usted le gustaría que incluyeran en la ruta del servicio de transporte público? Por favor describa.** \_\_\_\_\_

**Si pudiera hacer tres cosas para mejorar el transporte para los residentes y trabajadores de Roseland, ¿cuáles serían estas?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**Por favor indique su edad:**

- ' 18 o menos    ' 19 a 29    ' 30 a 49    ' 50 a 64    ' 65 a 79    ' 80 o más

*Muchas gracias por su tiempo para completar este cuestionario. Por favor entregue este cuestionario antes del 27 de octubre del 2006. Se lo puede enviar a Sara Press, c/o Design, Community & Environment, 1625 Shattuck Avenue, Suite 300, Berkeley, CA 94709 o por fax (510) 848-4315. Puede comunicarse con Sara Press, llamándola al (510) 848-3815 o por correo electrónico [sara@dceplanning.com](mailto:sara@dceplanning.com)*