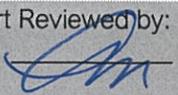


Agenda Report Reviewed by:
City Manager: 

CITY OF SEBASTOPOL
CITY COUNCIL
STAFF REPORT

Meeting Date: May 15, 2018

To: Honorable Mayor and Honorable City Councilmembers

From: Sarah Gurney, Council Member; Tasha Beauchamp, Cittaslow Sebastopol

Subject: Discussion and Action for Consideration of Funding for a Joint Program with Sonoma County Transit for a Pilot Program – Free Ride Program for Passengers for a One Year Trial Program of a fareless shuttle on Route 24; Authorizing Funding in an amount Not to Exceed \$11,481 for Said Program and Authorizing the City Manager to Execute Contract with Sonoma County Transit and Receipt of a Report out from the Public Transit Forums and Survey Results

Recommendation: Adopt a new budget item to subsidize fares for riders of Route 24 and authorize the City Manager to negotiate a contract with Sonoma County Transit.

Funding: Currently Budgeted: Yes No N/A

Net General Fund Cost: \$ \$10,000 - 11,481*

*\$11,481 is the maximum contribution that assumes a 20% ridership increase (over FY 2017-18) on local Route 24 during FY 2018-19. If ridership is below the projected increase, City’s contribution will be less than the maximum amount.

INTRODUCTION:

This item is to request the Council subsidize fares for all riders on local Route 24 during FY 2018-19

BACKGROUND:

City history of funding public transit

The City's operation of the Sebastopol Jitney began August 1979. Over the years, the reference to "Jitney" was dropped and the service was referred to as Sebastopol Transit. When the City's long time driver retired in January 1995, the City asked Sonoma County Transit to assume operation of the route. At that time, the Sebastopol local route became Route 24 in the Sonoma County Transit system, later being referred to as the "Sebastopol Shuttle" around 2005.

While the City operated the local service for many years, the City used sales taxes received from the state specifically for transit purposes to pay for Sebastopol Transit's operation. When Sonoma County Transit assumed operation of the route, the funds formerly used by the City were assigned to SCT.

Public transit a priority

Sebastopol has a history of promoting earth-friendly policies (e.g., Zero Carbon Footprint in our building codes; Public Works using clove- and vinegar-based herbicides to control weeds; promoting non-vehicular transportation through pedestrian and bicycle initiatives...). This pioneering and environmentally sensitive approach is evident in the many policy documents that emphasize making public transit a priority:

City Council Goals, updated in January of 2018 include:

- **Goal 2.3.3** Work with the citizens and Sonoma County Transit to increase the number of bus stops in town and encourage usage by the entire community and address services for the elderly.

Our General Plan describes

- **CIRCULATION 2:** Maintain and expand a safe and efficient pedestrian, bicycle and transit network that connects neighborhoods with key destinations to encourage travel by non-automobile modes while also improving public health.
 - Action CIR 2h: "As funding becomes available, the City shall encourage Sonoma County Transit to provide faster and more efficient routes, more frequent headways, extend service hours, and serve a greater portion of the City."
 - Action CIR 2p: "Support and implement policies and recommendations related to transportation from Health Action's Action Plan Sonoma. These include
 - Increase in percent of commuters who use active transport (walk, bike or public transit).
 - Implement and strengthen policies and programs to enhance transportation safety."
- **Community Health and Wellness**
 - Action CWH 2b: Encourage and support transit service providers to increase and expand services for people who are transit-dependent, including seniors, persons with mobility disabilities, and persons without regular access to automobiles by improving connections to regional medical facilities, senior centers and other support systems that serve Sebastopol residents and businesses."

Climate Action Plan Commitments

- Since 2002, Sebastopol joined with all the other 9 cities in Sonoma County to commit to local action reducing greenhouse gas emissions.

On-going city problems that could be mitigated by greater use of public transit

Increased use of public transit is consistent with this policy priority for sustainability and could also help relieve some of our other civic concerns:

1. Traffic congestion
2. Pedestrian safety
3. Quality of life for under-served populations (seniors, disabled, teens, low income)

Current Local Bus Ridership – Route 24 – Sebastopol Shuttle

For a city our size, we currently have a modest bus service and a modest ridership. According to Sonoma County Transit, they will log nearly 12,000 rides in the 2017/2018 fiscal year (≈ 1000 rides/mo). These translate to:

- 8569 (72%) – Seniors (adults 65 and older)
- 1308 (11%) – Adults (19 – 64 years of age)
- 1079 (9%) – Disabled
- 393 (3%) – Children 5 or younger
- 320 (3%) – Riders transferring from other routes (e.g., Santa Rosa, Cotati...)
- 251 (2%) – Youth (6-18 years old)
- 37 (<1%) – 1 trip ticket

In addition to local Route 24, Sonoma County Transit operates intercity routes 20, 22, 26/52 which provide service from Sebastopol to Santa Rosa, Rohnert Park and Cotati. Route 52 provides weekday connecting service from Sebastopol to the Cotati SMART station.

Improving bus usage

There are several barriers to riding the bus, catalogued across the country and applicable to our local Sebastopol Shuttle. The most common infrastructure barriers are:

- Inconvenient timing: As one non-driving senior described, "The coach turn into a pumpkin at 3:30. Since I no longer drive, I'm locked at home until morning of the next day."
- Not going to preferred destinations: To depend on the bus for work, school or shopping, the bus must go to the desired locations.

Human concerns to overcome

Beyond practicalities like time and destination, increasing bus utilization involves changing current habits and competing with the convenience of the single-driver automobile. Potential riders may have good intentions for altruistic reasons to ride the bus, but there are barriers both practical and psychological that need to be addressed before they will have the confidence to try a new mode of transportation, let alone rely upon it. The most common issues to be overcome are

- Worry about not having the right change
- Worry about getting lost (not understanding the system)
- Not having a need to change from the automobile

Results of Community Research in Sebastopol

This winter, Council Member Gurney in her role on the Sonoma County Transit Authority, requested that the City of Sebastopol, Cittaslow Sebastopol and the Sebastopol Area Senior Center sponsor two focus groups and a Community Survey to assess rider requests for improved service, and barriers/needs among non-bus riders. See [FillTheBusSurveyMethodologyResults.pdf](#) for methodology and a more formal report of the findings.

By far the greatest requests among existing riders were for:

- **Longer hours on weekdays.** The last run ends its route at 3:20, effectively blocking non-driving Sebastopol citizens from leaving their homes after 3:30 unless they can walk to their desired destination.
- **Longer hours on Saturdays and adding service on Sundays**
- **Adding stops to the route, specifically:**
 - Andy's Market. Fresh produce at lower prices are in high demand.
 - The Rialto Theater. With matinee pricing, the movies make for an inexpensive outing that helps the otherwise homebound get out and socialize. Especially for seniors with limited mobility and slow speed walking, the current walk to the front door of the Rialto from the Transit Hub across the street by the Police Department is too far and requires crossing at a very high speed and challenging intersection (Laguna Parkway, McKinley and Petaluma Ave.).

Among non-bus riders

- **Likelihood to start riding the bus.** 29% thought it somewhat likely, and another 8% thought it very- or extremely likely that they would start riding the bus in the next year or so.
- **Small, casual trips first.** 26% said it was very- to extremely likely they would start by taking a bus for a recreational outing sometime in the next year or so.
- **Transportation needs.** Non-riders described their transportation needs for running errands (79%), going to movies or other outings (55%), and going to medical appointments (36%).
- **Barriers.** Typically, these fell in the category of inconvenient schedules, infrequent connections to other buses, and concerns about running on time.
- **Incentives.** 31% said that a free bus day once a month would help them make the change to riding the bus. 22% would like a trip-planning service, while 20% wanted a docent on-board or a bus-buddy to explain the system and answer questions.

Planned improvements to the Sebastopol Shuttle Service (Route 24)

In response to survey requests, Sonoma County Transit will be implementing the following changes in June of this year:

- **Longer hours:** The last Sebastopol Shuttle will now stop at ≈6:40 p.m. instead of the current 3:20 p.m. This will allow for late afternoon activities and make for realistic use of the Shuttle for employees working standard business hours.
- **Improved connections:** Schedules have been adjusted so there is a smoother dovetailing between the local Route 24 and Routes 20, 22, 26 and 52 to Santa Rosa, Rohnert Park, Cotati and SMART.
- **Improved access to the Rialto Theater.** The route has been reconfigured to traverse the Barlow and provide closer access to the Rialto. The senior and disabled bus riders with mobility impairments had difficulties getting to this popular social venue with the old route.
- **New stop in the Barlow.** The new Sebastopol Shuttle schedule will include a stop at The Barlow (on McKinley) providing access to Community Market and other destinations within the complex.

Sonoma County Transit's first electric bus will operate on the Sebastopol Shuttle

Sonoma County Transit's first electric bus is presently being built and is expected to arrive this summer. Shortly after delivery, the bus will begin operating on the Sebastopol Shuttle. The new electric bus provides an opportunity to make a push for increased ridership from the environmental angle, but also

provides very real benefits in terms of reducing the greenhouse gas emissions of the local Sebastopol Shuttle bus.

Proposal from Sonoma County Transit for a Fareless Shuttle in Sebastopol

While the systemwide farebox recovery ratio (passengers fares vs. operating cost) is approximately 15%, the farebox recovery on the Sebastopol Shuttle is approximately 3%. This is largely due to the high level of senior ridership (Seniors pay half the adult fare) and low daily ridership. Rather than raise rates to riders and risk a decrease in ridership, Sonoma County Transit has been working with forward-thinking institutions to subsidize transportation for their constituents. For example, Santa Rosa Junior College and Sonoma State University students now ride free, as do Veterans. Their programs began as a County supported pilot program in 2015. The College Student program is now 55% funded by the Santa Rosa Junior College and Sonoma State University with the County funding the remainder and all costs associated with the Veterans program.

Fareless shuttle is cost-effective

Transit districts that have offered free yearlong passes have found that passes get requested by 2-3 times as many people who actually become regular riders. This actually results in greater cost than creating a fareless route. Since building the bus habit is a gradual process, it is more cost-effective to pay per actual ride ridden than to offer free passes and implement the logistics of getting and renewing the pass each month.

Specific financial projections

If Sebastopol were participating in this program for the 2017/2018 fiscal year, annual fees would have amounted to essentially \$10,000 (\$9567) for close to 12,000 rides (11,957). (See Route24-ProjectedRidership.pdf.) This is based on the following fare structure:

- Seniors (65 and older): \$0.75
- Disabled: \$0.75
- Adult (19 – 64 years of age): \$1.50
- Youth (6-18 years of age): \$1.25
- Children (5 and younger): ride free

If ridership were to increase by 10% with the population spread about what it is currently, then that annual amount would become \$10,524: a 20% increase—ambitious but possible—would be \$11,481. Sonoma County Transit would cap the City's contribution to this amount if ridership exceeds 20%.

Building the bus habit

Changing the habit of single-occupant vehicular transportation is not going to happen overnight. Infrastructure changes like improved schedules and routes, must combine with initiatives that address human concerns and remove psychological and financial barriers. People need to feel confident and begin with small casual excursions. After several successful experiences, they will begin to consider the bus for other types of trips and over time make bus-riding a significant supplement or even wean themselves entirely from the car habit.

Specific to Sebastopol

- The Fareless Shuttle certainly removes a key barrier: concern about having the right change, or enough money generally, to take the bus.

- Improved hours and destinations speak to the improvements experienced bus riders felt were important to the current system.
- Assistance planning routes and removing confusion about the system simply indicate that the existing planning service needs to be more widely publicized. Also, options exist with Cittaslow Sebastopol and potentially other non-profits to work with Sonoma County Transit to develop a bus buddy program.
- The advent of the electric bus provides a great opportunity to harness the environmental awareness of our community and build a campaign to fill the bus based on suggestions from the Sebastopol Community Survey.

Those most likely to benefit

Given Sebastopol's population and current bus ridership patterns, as well as the results of our Community Survey, the following groups seem most likely to have the need for non-car transportation in the next year or so, so most likely to increase ridership:

- Seniors: Already heavy users of our bus system—72% of rides on Route 24 are seniors—there are still those who cannot afford to use it much, or who are confused or worried about the system so have demurred from using it. There are also those who are currently driving but recognize that "driving retirement" is soon on their horizon. With the extended hours, a few improvements in destinations, greater access to trip planning help, and no worries about fares and exact change, this group is the most likely to ride more.
- Low-Income Individuals: A fareless Shuttle would encourage those who currently walk or have to borrow cars or ask for rides to be able to now run local errands or get to work within Sebastopol for no expense at all. Longer hours and improved connections with other bus routes will make riding the bus a more viable option for low income individuals as well.
- Teens (and their parents): As noted by the new Executive Director of the Sebastopol Community Cultural Center, teens at Analy High School need activities in the window between 12:00 – 6:00. Currently they must fend for themselves, or parents must break away from their own job or other activities and come retrieve their teens midday and then deliver them back for late afternoon and evening activities. As the Sebastopol Community Cultural Center puts together its collaborative teen activity calendar, being able to offer free transportation to venues deemed too far to walk—e.g., Ives Pool, the Sebastopol Center for the Arts—will make the program even more attractive and beneficial.

Special Marketing Campaign

Sonoma County Transit chose Sebastopol as the location for the first electric bus because of our town's commitment to environmentally sustainable practices, local interest and close proximity to its Santa Rosa operating yard as electric vehicles have limited range. Responding to the requests of residents, Sonoma County Transit has specifically chosen to improve services and use this, and the electric bus, as an opportunity for a special marketing campaign. Working with Cittaslow Sebastopol for creative input, and drawing upon insights from the focus groups and Community Survey, promotional plans include:

- New brochures for the route
- Banners on the back of the bus targeting different riders
- Press releases
- Social media promotions
- Posting on City website and Sonoma County Transit website

- Emails to Cittaslow Sebastopol's list

Cittaslow Sebastopol and Sonoma County Transit are also looking into the possibilities for a bus buddy program. For instance, teens could train to become bus buddies and earn community service credits showing new bus riders how the system works. If the Sebastopol Time Bank decides to offer Time Bank hours for specific community projects on a more permanent basis, it might be that Time Bank members could train to become bus buddies and earn hours for that service.

Optimal timing

It does take time to build the bus habit, thus it is recommended that the City commit for an entire year in order to give this initiative a fair trial. With the expanded hours in June, and the advent of the electric bus this summer, the timing is optimal to leverage Sonoma County Transit's planned marketing dollars now to create Free-Fare Fanfare starting July 1.

RECOMMENDATION:

Receive the report; discuss the proposal; adopt a new budget item to subsidize Local Route 24 fares in an amount not to exceed \$11,481; and authorize the City Manager to negotiate the contract with Sonoma County Transit.

ATTACHMENTS:

FillTheBusSurveyMethodologyResults.pdf
Route24ProjectedRidership.pdf
SonomaCountyTransitProposal.pdf



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"Fill the Bus" Community Survey Methodology: Winter 2018

Sebastopol Focus Groups – Late January/Early February 2018

As is standard with community research, 2 focus groups were conducted to allow for more free-ranging conversations and the identification of key issues around public transportation in Sebastopol, specifically the local bus routes. These events were co-sponsored by the City of Sebastopol, Cittaslow Sebastopol and Sebastopol Area Senior Center, with meeting space donated by Burbank Heights and Orchards, and the Sebastopol Library. One focus group (January 31, 2018) took place in the early afternoon up at Burbank Heights and Orchards (local, low income senior housing). Roughly 45 people were in attendance (bigger than a classic "focus group" but with small group discussions among 4-6 people, so similar in approach). The other focus group was an evening gathering (February 7, 2018) held at the Sebastopol Library with 12 people attending. Top issues across the groups were clarified and assembled into more of a multiple-choice type of online and hard copy survey.

Sebastopol Community Survey – March 2018

For two weeks in March, the City of Sebastopol co-sponsored an online and hard copy Community Survey with Cittaslow Sebastopol and the Sebastopol Area Senior Center. The purpose was to gather information from current bus riders, and those who do not (yet) ride the bus regularly to identify needed improvements from experienced riders and barriers to riding the bus for those who do not yet have the "bus habit." To accommodate those who do not have access to the Internet, hard copy versions of the survey were available at the public library, City Hall, the Senior Center, and Burbank Heights and Orchards.

Promotion of the Survey

Online and offline marketing included:

- Online advertising in the Sonoma County Gazette
- Listing in hard copy and online opportunity sections of Sonoma County Gazette and Sonoma West Times and News.
- "Fill the Bus" banner on the back of the Route 24 shuttle bus
- Flyers and surveys available from the driver on the Route 24 bus
- Emails out to Cittaslow Sebastopol's list of 1200 individuals
- Facebook posting by Cittaslow Sebastopol and City of Sebastopol
- Facebook advertising targeting younger viewers

A drawing for a \$50 gift card at the local Sebastopol merchant of choice was offered as an incentive for all respondents 18 years of age or older.

Sample size and characteristics

We received 178 responses. As per usual in Sebastopol, there was a disproportionately high number of females, and older adults who took the survey. That said, Sebastopol does have a



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larger than usual population of seniors (30-35% are 55 or older), and a somewhat greater number of women (≈53.5% to 46.5%).

- 80% (143) answered online; 20% (35) answered via hard copy.
- 28% (49) were current bus riders; 72% (129) were non-bus riders
- Of those that revealed their gender (133), 23% (31) were male; 77% (102) were female
- Of those that revealed their age (135),
 - 4% (6) were under 30 years old;
 - 11% (15) were under 50;
 - 23% (31) were 50-64;
 - 62% (83) were 65 or older.

Results of Community Research in Sebastopol

This winter, Council Member Gurney in her role on the Sonoma County Transit Authority, requested that the City of Sebastopol, Cittaslow Sebastopol and the Sebastopol Area Senior Center sponsor two focus groups and a Community Survey to assess rider requests for improved service, and barriers/needs among non-bus riders. See [FillTheBusSurveyMethodologyResults.pdf](#) for methodology and a more formal report of the findings.

By far the greatest requests among existing riders were for:

- **Longer hours on weekdays.** The last run ends its route at 3:20, effectively blocking non-driving Sebastopol citizens from leaving their homes after 3:30 unless they can walk to their desired destination.
- **Longer hours on Saturdays and adding service on Sundays**
- **Adding stops to the route**, specifically:
 - Andy's Market. Fresh produce at lower prices are in high demand.
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Among non-bus riders

- **Likelihood to start riding the bus.** 29% thought it somewhat likely, and another 8% thought it very- or extremely likely that they would start riding the bus in the next year or so.
- **Small, casual trips first.** 26% said it was very- to extremely likely they would start by taking a bus for a recreational outing sometime in the next year or so.



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- **Transportation needs.** Non-riders described their transportation needs for running errands (79%), going to movies or other outings (55%), and going to medical appointments (36%).
- **Barriers.** Typically these fell in the category of inconvenient schedules, infrequent connections to other buses, and concerns about running on time.
- **Incentives.** 31% said that a free bus day once a month would help them make the change to riding the bus. 22% would like a trip-planning service, while 20% wanted a docent on-board or a bus-buddy to explain the system and answer questions.

Summary

It would be fair to say that the perspective of Sebastopol's non-senior adult residents (those under 50) and teens were not adequately represented. Special advertising to adults 18-45 were promoted through Facebook. Nevertheless, very few people under 50 took the survey.

The lack of teen representation is not surprising as teens were not specifically targeted and they were not eligible for entry into the drawing.

That said, with 72% of current bus riders boarding and paying the senior fare, the survey results are representative of the demographic block currently riding the bus and, with driving retirement on the horizon, most likely to become bus riders in the near future.

Sonoma County Transit
Route 24 - Sebastopol Shuttle
Ridership Summary - Annual Fare Projection

FY 2017-18 Ridership and Fare Projection

Fiscal Year		Fare Type								Total
		Adult	Senior	Youth	Disabled	Free	1-Trip Ticket	SCT Transfer	Other Transfer	
2017-18	Projected Passenger Trips by Fare Type	1,308	8,569	251	1,079	393	37	319	1	11,957
	% Passengers by Fare Type	10.94%	71.67%	2.10%	9.02%	3.29%	0.31%	2.67%	0.01%	100.00%
	Fare Per Passenger Trip	\$1.50	\$0.75	\$1.25	\$0.75	\$0.00	\$1.50	\$0.00	\$0.00	
	Projected Annual Fare Revenue	\$1,962	\$6,427	\$313	\$809	\$0	\$56	\$0	\$0	\$9,567

FY 2018-19 Fare Estimates - Based on Ridership Growth

5% Ridership Increase	1,373	8,998	263	1,133	413	39	335	1	12,555
Fare Projection	\$2,060	\$6,748	\$329	\$849	\$0	\$59	\$0	\$0	\$10,046
10% Ridership Increase	1,439	9,426	276	1,187	433	41	351	1	13,153
Fare Projection	\$2,158	\$7,070	\$345	\$890	\$0	\$62	\$0	\$0	\$10,524
15% Ridership Increase	1,504	9,855	288	1,240	452	43	366	2	13,751
Fare Projection	\$2,256	\$7,391	\$360	\$930	\$0	\$64	\$0	\$0	\$11,002
20% Ridership Increase	1,570	10,283	301	1,294	472	45	382	2	14,349
Fare Projection	\$2,354	\$7,712	\$376	\$971	\$0	\$67	\$0	\$0	\$11,481



Proposal: Subsidized Fare Pilot-Program for Sebastopol Local Route 24 – Sebastopol Shuttle

Following a successful public outreach effort that included two public meetings in January and February and a community wide survey in March, Sonoma County Transit has worked with its riders and community leaders to develop an expanded weekday Route 24 schedule that will be introduced on June 4, 2018. The expanded schedule will provide for improved transferability to Sonoma County Transit routes to/from West County, Santa Rosa, Rohnert Park and Cotati. The new schedule will also provide improved coordination with Routes 26 & 52 which serve the SMART station in Cotati.

The new Route 24 schedule will extend weekday service from 3:19pm to 6:37pm. The extended day will enable more convenient use of the local route in combination with intercity routes and provide improved access to local activities and destinations in the downtown area. The new schedule will also introduce service to The Barlow, by operating on McKinley Street between Morris Street and Laguna Park Way.

To complement the expanded service, Sonoma County Transit proposes that the City consider supporting a “Subsidized Fare Program” that would enable all users of the Route 24 to ride at no charge. The program would operate as a pilot-program to introduce the community to its local transit service without the need to worry about paying a cash fare or purchasing a pass and to encourage expanded use by current riders.

The attached chart illustrates current ridership characteristics of Route 24 by fare type and the total projected fare revenue for the current fiscal year. Seniors (age 65+) are the primary users of Route 24 at 72%, followed by Adults (ages 18 thru 64), Disabled 9%, Free (ages 5 and under accompanied by an adult rider) and Youth (ages 6 thru 18) at 2%.

Based on current ridership, Route 24's projected fare revenue for FY 2017-18 is \$9,567. The attached chart illustrates FY 2018-19's projected fare revenue at increased ridership levels of 5%, 10%, 15% and 20%. Sonoma County Transit projects that the implementation of the new expanded weekday schedule, complemented by a subsidized fare program for a one-year pilot period, will result in a ridership increase up to 20% above FY 2017-18's ridership. The cost of funding a Subsidized Fare Program, applicable to local route 24, for a one-year period with a 20% ridership growth would be approximately \$11,481.

Information Received as of Printing of Packet for Item Number 9:

Discussion and Action for Consideration of Funding for a Joint Program with Sonoma County Transit for a Pilot Program – Free Ride Program for Passengers and Authorizing Funding in an amount Not to Exceed \$11,481 for Said Program and Authorizing the City Manager to Execute Contract with Sonoma County Transit and Receipt of a Report out from the Public Transit Forums and Survey Results (Councilmember Gurney/Cittaslow Sebastopol)

Mary Gourley

From: Sandy Tate <sandy@sonic.net>
Sent: Sunday, May 06, 2018 6:55 PM
To: Mary Gourley
Subject: Sebastopol Shuttle

Hi Mary:

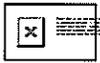
I love the idea of an expanded route and later hours to accommodate many of us. We're pretty stranded here at Burbank Heights. I still drive, but worry about how I'll get around when I have to give up my car.

Sandy Tate

Mary Gourley

From: kitc@sonic.net
Sent: Sunday, May 06, 2018 5:49 PM
To: Mary Gourley
Subject: Fill the bus

I would love it if I could ride the local bus for free. I've been in Sebastopol for over 40 years and the rising costs of living here (just the cost of water alone!) makes it untenable to do anything just for pleasure. This is my home, and I want to stay here. Being able to ride the bus would enable me to enjoy the area much more than I do, although I do love it here—I just can't go as many places, or even errands, as I used to be able to before prices escalated so high.



Virus-free. www.avast.com

Mary Gourley

From: Bill Cole <wjcrealtor@aol.com>
Sent: Monday, May 07, 2018 6:10 AM
To: Mary Gourley
Subject: Bill Cole questions City Bus service costs

During the Public Outreach, the administrator of the Sonoma County Transit stated that the cost of running a bus service, I am presuming he meant Route 24, was \$110/hour.

I don't understand the numbers?

If fares generate \$10,000/year in income, on a yearly basis, how much does the City of Sebastopol subsidize the bus service? How much does the County of Sonoma subsidize the bus service?

So, using the most recent fiscal year, what does it cost per rider to subsidize the bus service?

Would it be more cost effective to give out free Uber/Lyft vouchers?

I am a great fan of promoting Volunteer Wheels and Sonoma County Paratransit, both services are door-to-door!

Bill Cole
Realtor

Sent from my i-phone.

Mary Gourley

From: Joanie Carlson <jbcarlson@comcast.net>
Sent: Monday, May 07, 2018 9:14 AM
To: Mary Gourley
Subject: Changes to the Shuttle 24

I'm sorry I missed giving input to 'fill the bus' but the changes, especially extending the shuttle hours are a good step. And subsidized is great for those not going beyond the city limits. I rode the bus to/from Santa Rosa to work for many years, but usually left my car downtown for the first/last leg because I live on McFarlane Ave near Fircrest and although if I timed it right coming home I could get as far as Fircrest market, that's a big hill to climb if carrying much, especially with NO SIDEWALK on Fircrest. The shuttle starts too late to catch an early 20 to Santa Rosa anyway, though, so I've walked the mile more than once in the early morning.

My suggestion - late I know - would be to add a loop up the hill, either up Lynch or Fircrest, or even Litchfield, then a short way along Jewel. That way those of us at the south end of town might make actual use of the shuttle - the hill combined with lack of sidewalks is dangerous and a major barrier. I would definitely use the shuttle from Jewell or Hayden for trips downtown!

Joanie Carlson
1020 McFarlane Ave

Mary Gourley

From: Eric Spillman <eric@sevenfoldinc.com>
Sent: Monday, May 07, 2018 9:16 AM
To: Mary Gourley
Cc: Tina Grob; Paul Fritz; Holly Hansen; Amy Bush; Cary Bush; Lars Langberg
Subject: Sebastopol Shuttle

Good day Mary Gourley,

Sebastopol Shuttle > Route 24 free > Brilliant Idea!

We saw the City is entertaining giving mass transit in Sebastopol a "boost" by making route 24 free for a period of time. I, myself, and the Core Project as well, think this is a brilliant idea. This will be incentive for the public to "Try mass transit" including kids and teenagers > which in the end means less traffic, better emissions and more of our community members coming in contact with one another.

Please pass this onto the city council.

Thanks you for all your efforts.

Best, Eric Spillman



eric spillman
principal creative director
phone:707.829.8177
eric@sevenfoldcreative.com

profile
[facebook: sevenfold creative](#)
[linkedin:eric spillman](#)
www.sevenfoldcreative.com

This e-mail is covered by the Electronic Communications Privacy Act, 18 USC Secs 2510-2521 and is legally privileged.

Mary Gourley

From: Nina Tepedino <ninatep9@gmail.com>
Sent: Monday, May 07, 2018 9:39 AM
To: Mary Gourley
Subject: Sebastopol Shuttle

Please let the City Council know that all proposed improvements and features announcement for the shuttle are extremely welcomed. Some of us had asked for these decisions for quite a few years. The extended schedule to 6:40 is awesome and the free rides.....very important for those of us who use the bus a great deal around the town. I wholeheartedly vote YES for all the changes. One regret regarding no Andy's stop...but it sounds like they tried to figure out the how and could not make it happen.

Thank you. Nina Tepedino.....Burbank Heights at the Farm resident..Apr. #L-4 and I will try to be present for the public comments.

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JUST PUBLISHED AND AVAILABLE ON AMAZON.COM <<http://AMAZON.COM>> (9/15/2016)

SOUND! BODY AND MIND AT 82
Health Wisdom for All Ages

ALSO BY NINA TEPEDINO

IF YOU LIVED IN SAM'S NECK for children with photos and verse

WOMAN WANDERING 1975-2015 COLLECTION OF POEMS

The author is available on Facebook LinkedIn Google +

Mary Gourley

From: Cordelia Holst <scceexecutivedirector@gmail.com>
Sent: Monday, May 07, 2018 2:44 PM
To: Mary Gourley
Subject: Imagine No Fare on the Sebastopol Shuttle (Bus Route 24)

Hi Mary,

On May 15, the City Council will consider the idea of supporting public transit by subsidizing fares for all Route 24 riders. Anyone wishing to ride the local Route 24 could simply hop on the shuttle. Sonoma County Transit will bill the City for those rides. I think this would be a great program for the kids and teens in town who could hop on and off around town coming and going from after school activities.

Thanks for considering this program, it would sure make life easier for our Sebastopol families.

Thank you,

Cordelia Holst
Executive Director



Sebastopol Community
Cultural Center
Email: cordelia@seb.org
Phone: 707.823.1511 x102
www.seb.org



Mary Gourley

From: Katherine McNeil <katherine95472@yahoo.com>
Sent: Monday, May 07, 2018 4:19 PM
To: Mary Gourley
Subject: Bus!

Hi, and thank you for all your good work on our behalf:

I stopped driving when I was 70 (8 years ago) and now enjoy the shuttle bus (#24) and ride it often, sometimes almost daily. I am looking forward to later hours, and am grateful that you will be installing an official stop on the west side of Burbank Heights, where I live. Free bus rides?! What could be cooler than that? Keep up the good work!

Katherine McNeil
7777 Bodega Ave. #D-8
Sebastopol, CA 95472

(707) 823-3595
Katherine95472@yahoo.com

Mary Gourley

From: Mary Gourley
Sent: Tuesday, May 08, 2018 7:49 AM
To: mcarnacchi@cityofsebastopol.org; Neysa Hinton; Patrick Slayter (ps.sebcc@gmail.com); sarahgurney.seb@gmail.com; Una Glass
Cc: Lawrence McLaughlin
Subject: FW: Free shuttle

Please see email below.

-----Original Message-----

From: Laura Shafer <laurashafer@pobox.com>
Sent: Monday, May 07, 2018 10:11 PM
To: Mary Gourley <mgourley@cityofsebastopol.org>
Subject: Free shuttle

Yes this is a great idea. Until folks get the habit, subsidizing it make good sense. And those who need it most, could use the support.

We all need to adapt our car habits and the city is wise to try it.

Thank you.

I rode the bus a lot when younger, it was affordable and easy enough when you know the schedule. Might try it again, could take longer walks knowing if my ankle acts up, I could hop the shuttle.

Laura Shafer
360 Neva St
Sebastopol

Mary Gourley

From: Susan Swartz <sfswartz@gmail.com>
Sent: Tuesday, May 08, 2018 9:21 AM
To: Mary Gourley
Subject: bus discount

great idea for making sebastopol user friendly. I say yes!

--

Susan Swartz
sfswartz@gmail.com
707 824-0859

Mary Gourley

From: Wright Georgia <gggeorgia@gmail.com>
Sent: Wednesday, May 09, 2018 7:59 AM
To: Mary Gourley
Subject: Sebastopol Shuttle Free

I am a senior resident of Burbanks Heights and Orchards. The 24 Shuttle stops just outside my building and I have never ridden it because I often don't have change to jump onboard.

As a shuttle bus, it should serve residents and visitors freely; picking up and dropping off throughout the area. I strongly support a free shuttle bus in Sebastopol.

Thank you for your consideration,

Georgia S Wright
7777 Bodega Ave, K8
Sebastopol, CA 95472

Mary Gourley

From: paula Oandasan <purplepto@gmail.com>
Sent: Wednesday, May 09, 2018 7:49 AM
To: Mary Gourley

Hi

Being a low income senior citizen, there are many times I may need to go to the store but money for the shuttle is not available. Fare-free service would be a great help to those of us who need this service. I know I could use it way more often. Please consider this action. So many of us will be greatly appreciative.

Thanks,
Paula Oandasan

Please forward this to city council.