



Welcome to the Strategic Transit Plan July 2026 Workshop!

Presentation will begin at 6 pm



¡Bienvenidos al Taller del Plan Estratégico de Transporte Público!

La presentación comenzará a las 6 p.m.





Welcome & Introductions





Strategic Transit Plan Goals and Objectives

Why now?



- **SMART** began service in 2017, changing the structure of transit service in the North Bay
- **COVID** as well as changing demographics and the increased cost of living have negatively affected ridership
- **Funding** challenges as rising expenses outpace revenues
- **New technology** offers opportunities for more accurate data as well as new types of service
- **Transition to Zero-Emission** infrastructure and Battery-Electric Buses requires changes to our service model and budget
- **New leadership** in place at SCT and our partner agencies offer potential for change & coordination



What This Project Will Do



Assess existing transit service across Sonoma County, including fixed-route, paratransit, and emerging mobility options.



Engage riders, residents, and stakeholders to understand community needs and priorities.



Identify gaps and opportunities to improve service coverage, frequency, accessibility, and regional connectivity.



Evaluate innovative mobility solutions such as micro transit and enhanced multimodal connections.



Develop an actionable five-year plan with recommended service improvements, infrastructure upgrades, and funding and policy strategies.



Planning Process and Timeline

Key Activities





What We've Heard So Far

Stakeholder Interviews

- Transit is viewed as a **critical tool** for equity, health, and social vitality
- **Safety** concerns and **stop conditions** affect the rider experience
- **Service levels** and coverage do not adequately meet rider needs
- Older adults and people with disabilities face **accessibility** barriers
- The transit **network** is perceived as fragmented and difficult to navigate
- There is strong support for more **flexible** transportation options
- Stakeholders emphasized the importance of greater **coordination** and integration across transit providers



Passenger and Community Surveys to Date

TAKE A 5-MINUTE TRANSIT SURVEY AND ENTER TO WIN A \$100 VISA GIFT CARD!

- More **frequent and reliable** service is the highest priority
- **Expanded** evening, weekend, and midday service is recurring need
- Improved **access and coverage** would attract new riders
- Stronger **regional connections** are essential
- Passengers and community members have different, but complementary, perspectives:
 - Current riders are focused on **operational** improvements such as reliability, transfers, and travel times
 - Community respondents emphasize **coverage**, convenience, and future mobility needs
- An aging population is expected to increase demand for transit
- Respondents prioritize **better service** over lower fares



Regional Transit Coordination



Regional Operators

Local Operators



Regional Transit System





Our Current Transit System

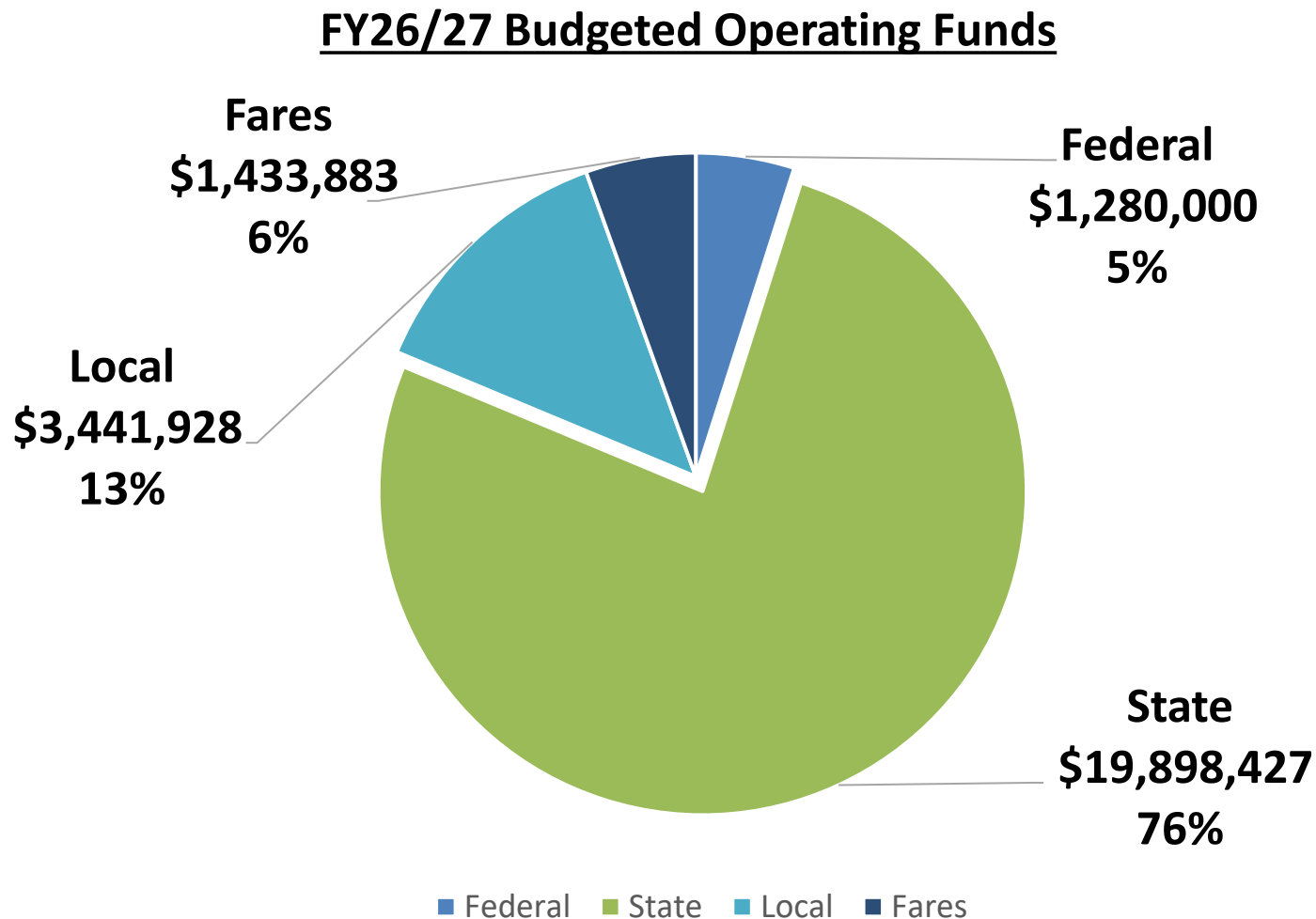
Overview

- Sonoma County Transit has been in existence since July 1980, when we started with one bus operating from Guerneville to Santa Rosa
- Today, we operate a fleet of 49 buses that provide service connecting all the County's cities and local service to the cities of Rohnert Park/Cotati, Sebastopol, Windsor, Healdsburg, Cloverdale, Sonoma Valley, and Lower Russian River area.
- Current fixed route fleet has 35 CNG buses, 11 electric buses, and 3 gasoline cutaways
- We also operate Paratransit Service, operated by the Center for Volunteer & Nonprofit Leadership (CVNL), with a fleet of 34 cutaways and minivans
- We operate 19 routes: 10 intercity and 9 local



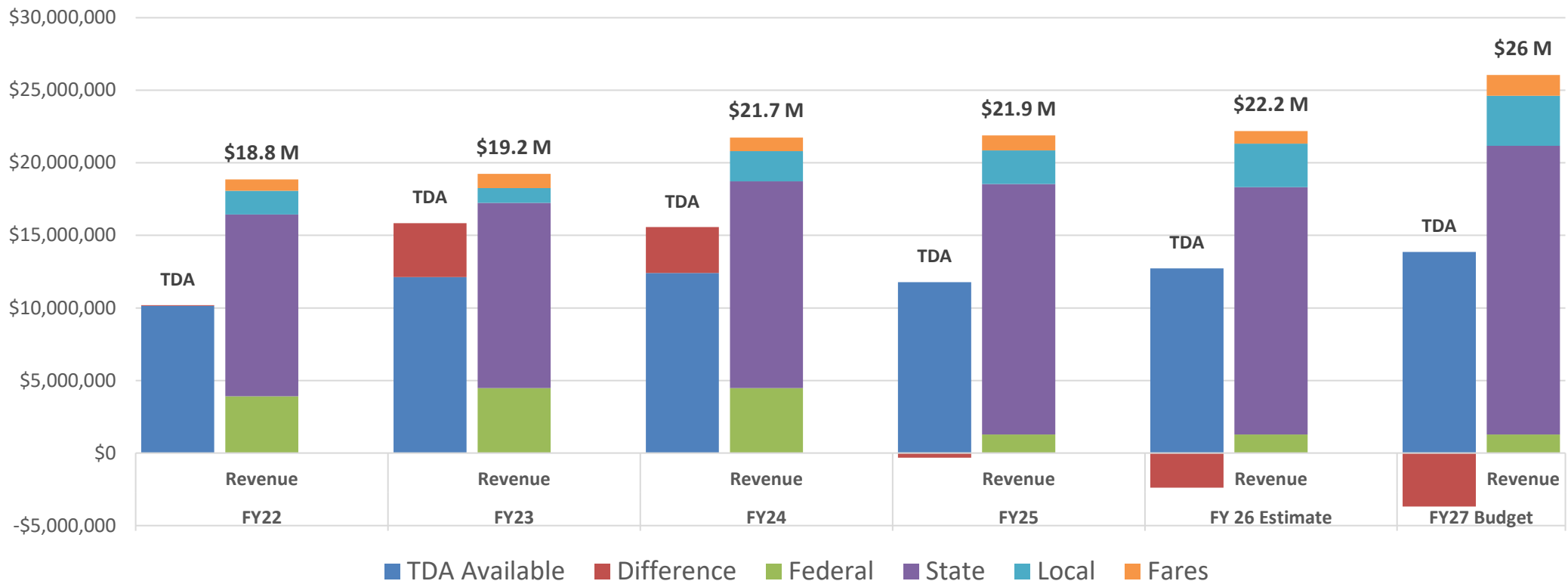
Funding for Operations

Sonoma County Transit receives the majority (77%) of its operating funding from State funds: TDA (sales tax) and STA (diesel tax). Local funding is largely (87%) Go Sonoma sales tax through SCTCA.



Funding for Operations

- Expenses for operations have been increasing faster than available funding
- In FY27, operating expenses increased by 17%, due largely to a 27% increase in the cost of our Operations contract
- Service changes planned for January and May 2027 must address this funding gap to avoid a structural deficit



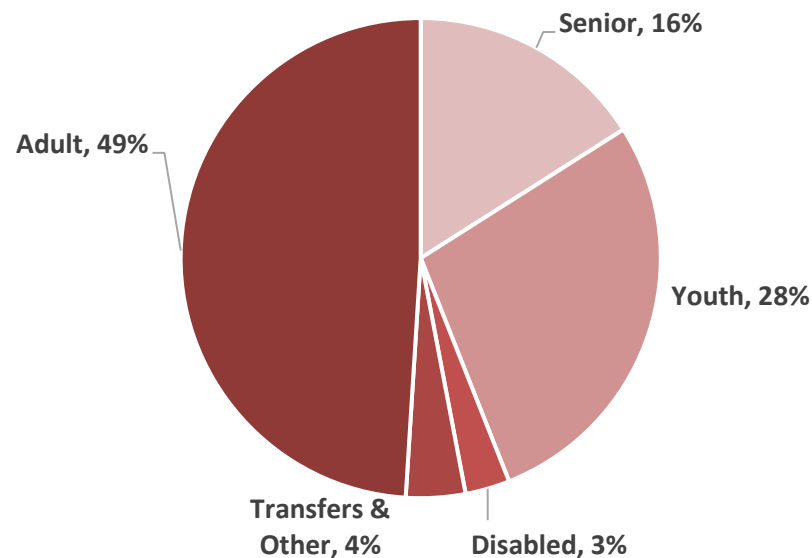
Fare Programs



Sonoma County Transit has free fare programs for:

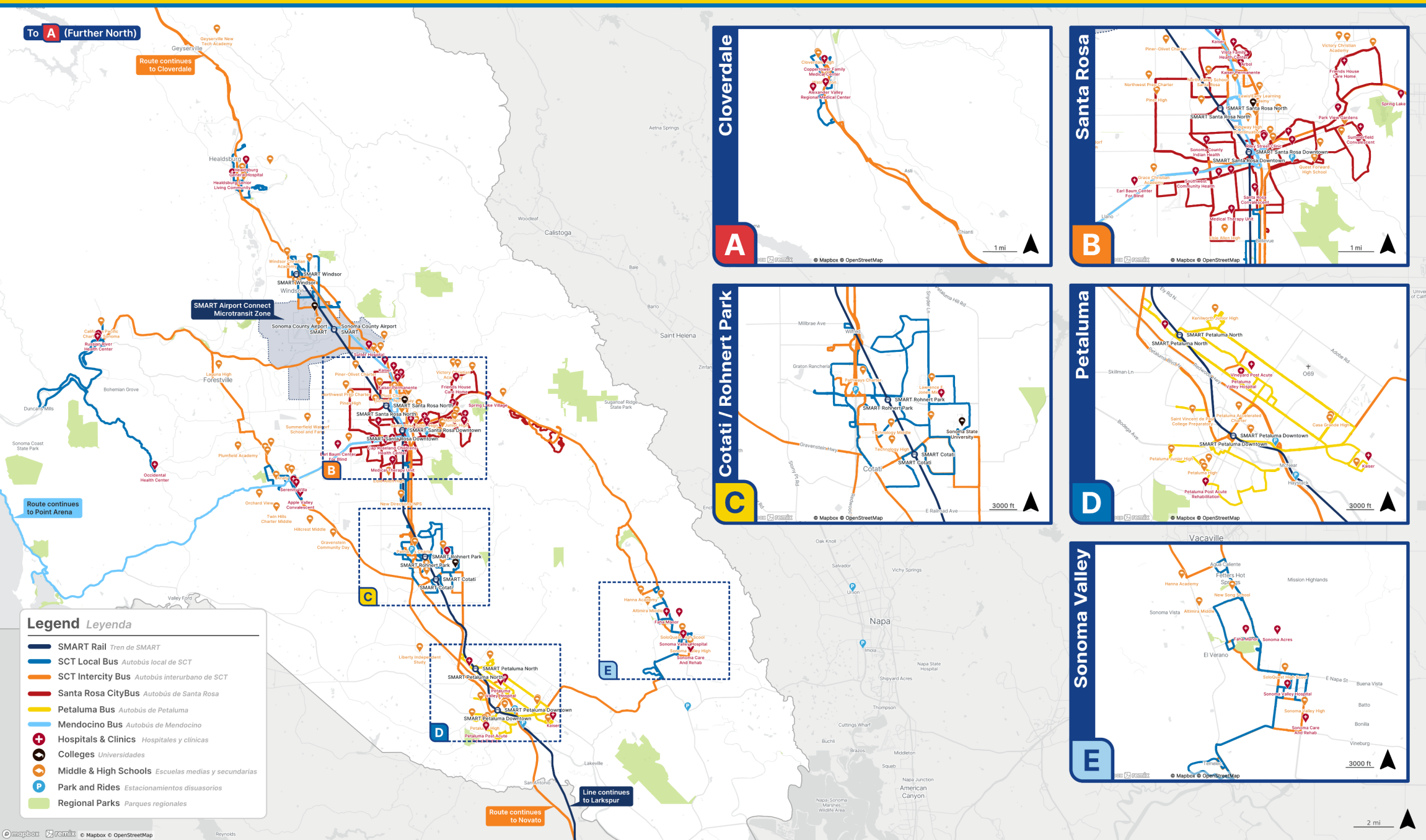
- Youth (SCTCA Go Sonoma)
- Veterans
- Santa Rosa Junior College (SJRC)
- Sonoma State (SSU)
- Local Routes (subsidized by local jurisdictions)

January 2026 Riders by Fare Type



TRANSIT NETWORK

Red de transporte público



Source: Via, June 2024

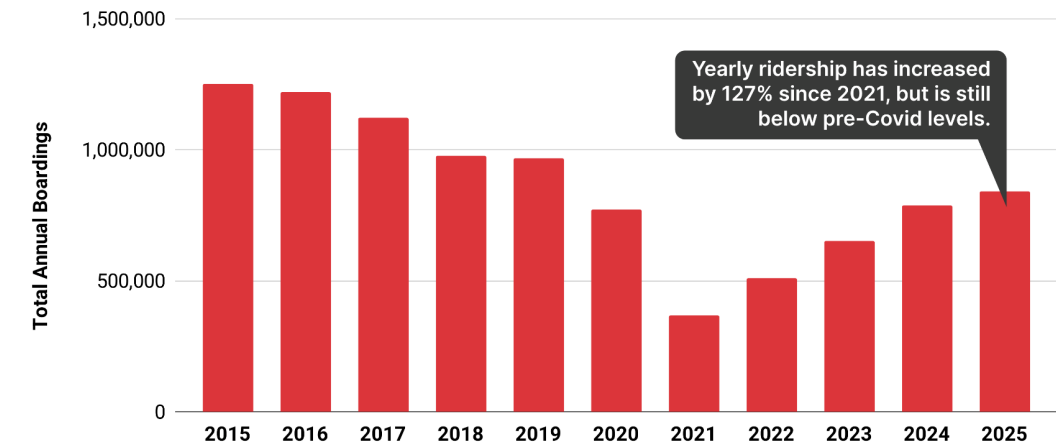
RIDERSHIP TRENDS

Tendencias de pasajeros



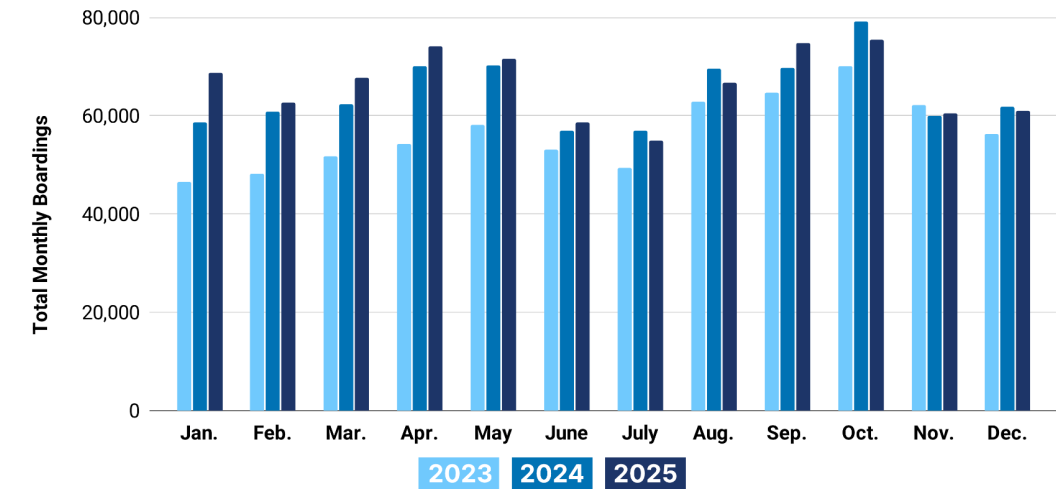
Historical System Ridership (2016 to 2025)

Uso histórico de todas las líneas (2016 a 2025)



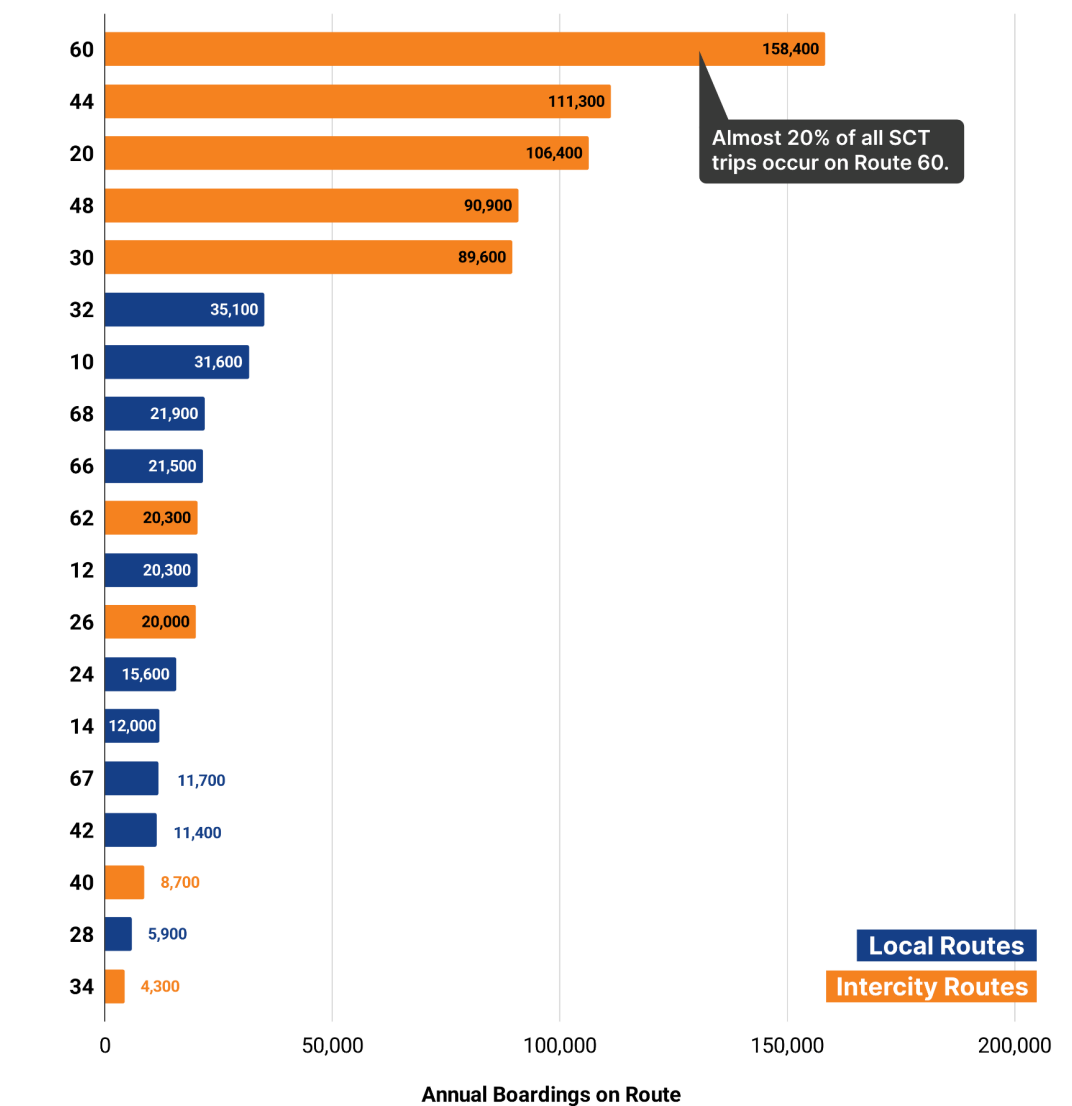
System Ridership by Month (2023 to 2025)

Uso mensual de todas las líneas (2023 a 2025)



Ridership by Route (2025)

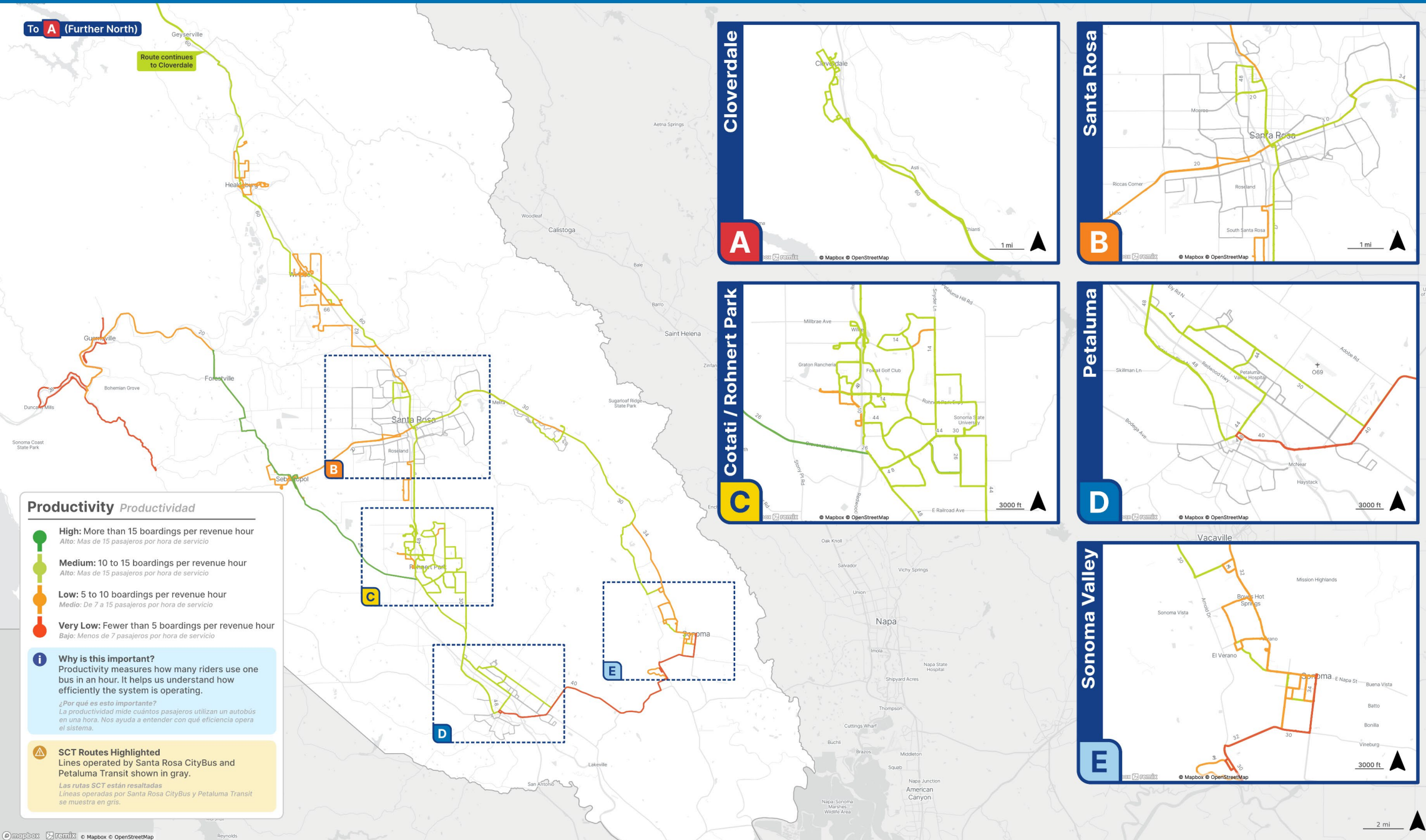
Uso de cada línea (2025)



Source: Via, June 2024

PRODUCTIVITY BY ROUTE

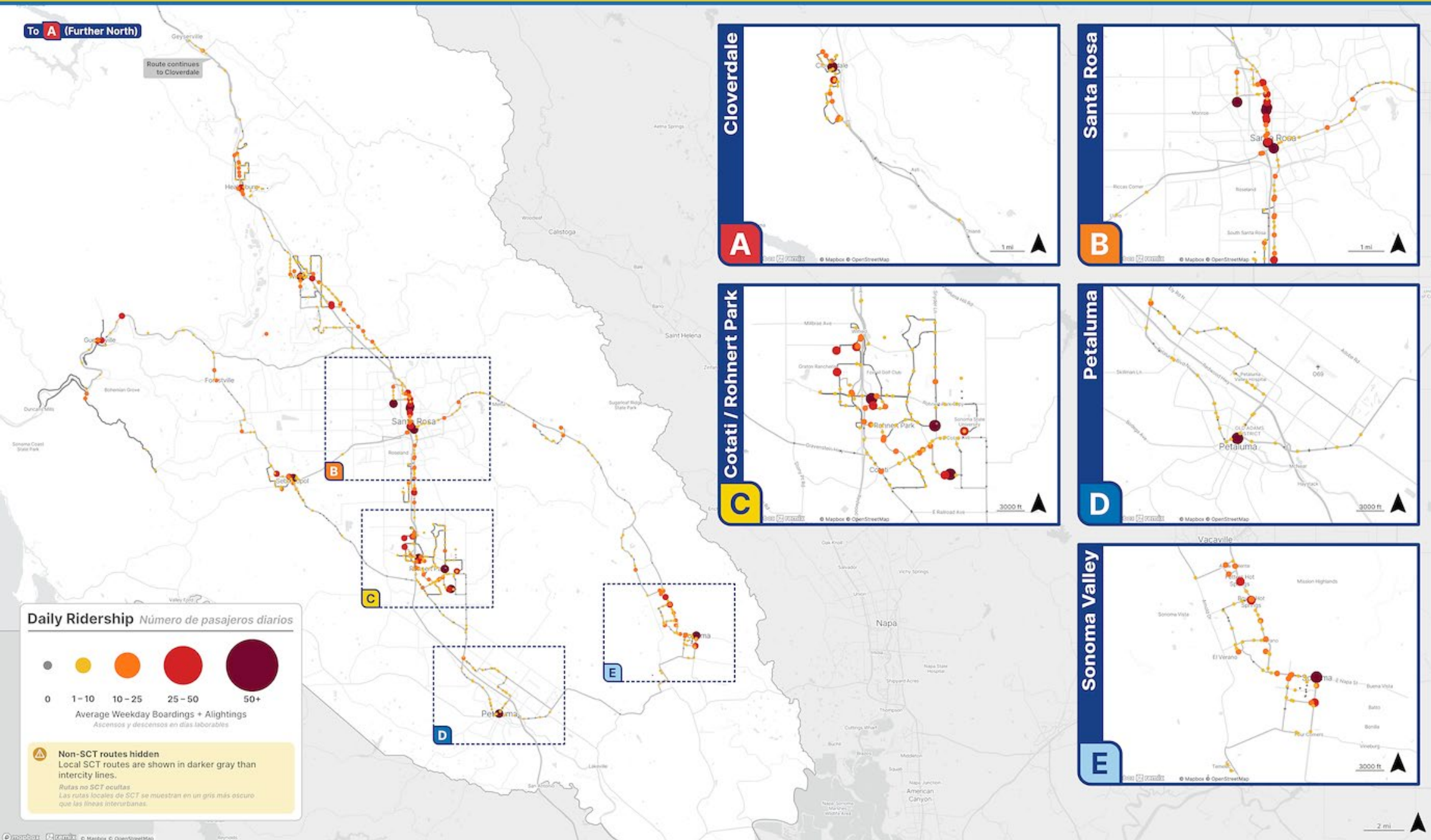
Productividad por línea de autobús



Source: Via, June 2024

RIDERSHIP BY STOP

Volumen de pasajeros por parada



Source: Via, June 2024



*Community Survey in
English and Spanish*



*Passenger Survey in
English and Spanish*



Next Steps

- Real-Time Participation - Mentimeter
- Visit the workshop stations and provide your comments
- Take our survey and encourage others to take it, too
- Sign up to receive our newsletters at
sctransit.com/sct-strategic-transit-plan/#participation
- Fill out a comment card or email your comments to
Emily.Betts@sonomacounty.gov

**TAKE A 5-MINUTE
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Real-Time Participation through Mentimeter