



Agenda Item No. 4

To: Transportation Committee/Committee of the Whole
Meeting of August 7, 2009

From: Ron Downing, Principal Planner
Alan R. Zahradnik, Director of Planning
Z. Wayne Johnson, Deputy General Manager, Administration & Development
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Subject: **AUTHORIZE A RECIPROCAL TRANSFER ARRANGEMENT WITH
SONOMA COUNTY TRANSIT AND SANTA ROSA CITYBUS**

Recommendation

The Transportation Committee recommends that the Board of Directors approve the establishment of a reciprocal transfer arrangement which will allow for a transfer credit of \$1.00 for adults, or 50 cents for youth, seniors and persons with disabilities, for all transfers made from Sonoma County Transit and Santa Rosa CityBus to Golden Gate Transit, and amend the Master Ordinance accordingly.

Summary

When direct Golden Gate Transit (GGT) service from Sebastopol and the Sonoma Valley to San Francisco was discontinued in 2003 due to low ridership, alternate service was initiated by Sonoma County Transit (SCT) to provide GGT passengers with local bus connections to and from San Francisco. GGT and SCT staffs worked cooperatively to develop a means to allow GGT passengers to purchase discounted inter-operator fare media at a cost that reflected the former GGT fare for direct service. This fare media was in the form of an inter-county version of the Sonoma SuperPass (a flash pass created by SCT in the 1980s for convenient inter-operator travel locally within Sonoma County) that would be accepted by both operators. Sales of the inter-county SuperPass started out at a low level and declined to the point where none have been sold since late last year. In June SCT informed GGT that they were discontinuing the Inter-County SuperPass at the end of June.

As an alternative to the SuperPass, staff recommends that a \$1.00 credit for all transfers made from SCT to GGT be established. The \$1.00 credit would replace the discount formerly offered by the Inter-county Sonoma SuperPass for passengers continuing their trip on GGT. In addition, staff recommends that the \$1.00 credit be extended to passengers transferring to GGT from Santa Rosa CityBus. This change would result in a uniform \$1.00 credit for all transfers received from any transit operator in Sonoma County (SCT, Petaluma Transit, or CityBus) and provide greater coordination between transit operators in that county.

Currently, a cooperative fare agreement exists with Petaluma Transit and Sonoma County Transit for transfers within Petaluma, which provides a \$1.00 transfer credit for continuing inter-county or intra-county travel on GGT from passengers originating on either Petaluma Transit or Sonoma County Transit. Both operators accepted transfers from GGT for a \$1.00 fare credit.

Fiscal Impact

The fiscal impact of allowing a \$1.00 transfer credit on GGT for transfers from SCT and Santa Rosa CityBus is estimated to be approximately \$13,900 per year. The ability to receive a transfer credit between SCT or CityBus and GGT for regional travel may generate enough new passengers to offset this revenue decline. If two new round-trip regional passengers are generated each day on GGT from Santa Rosa to San Francisco, the corresponding revenue gain will offset the cost of offering the \$1.00 transfer credit on both SCT and Santa Rosa CityBus. Currently, there are 13 transfers per day on average from GGT to SCT and 25 per day from GGT to Santa Rosa CityBus.