


HEALDSBURG
COMMUNITY BASED TRANSPORTATION PLAN

NOVEMBER 2009

SCTA
sonoma county transportation authority

ACKNOWLEDGEMENTS

The Metropolitan Transportation Commission (MTC) funded this plan. Its development was advised by the Healdsburg Community Based Transportation Plan Stakeholders Committee and members are thanked for their contributions of time, effort and expertise.

Stakeholders Committee

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Lynn Goldberg	Jennifer Yeamans	Javier Alvarez
Jan Kiely	Jack Neureuter	Henk Peeters
Ginny Doyle	Christine Culver	Beth Dadko

The Public and Interviewees

The input of the public was crucial to the integrity of this plan. All those who gave of their time to fill out surveys, voice their opinions, and participate in interviews, are due sincere thanks!

Sonoma County Transportation Authority

The plan was prepared by the Sonoma County Transportation Authority, whose Directors are:

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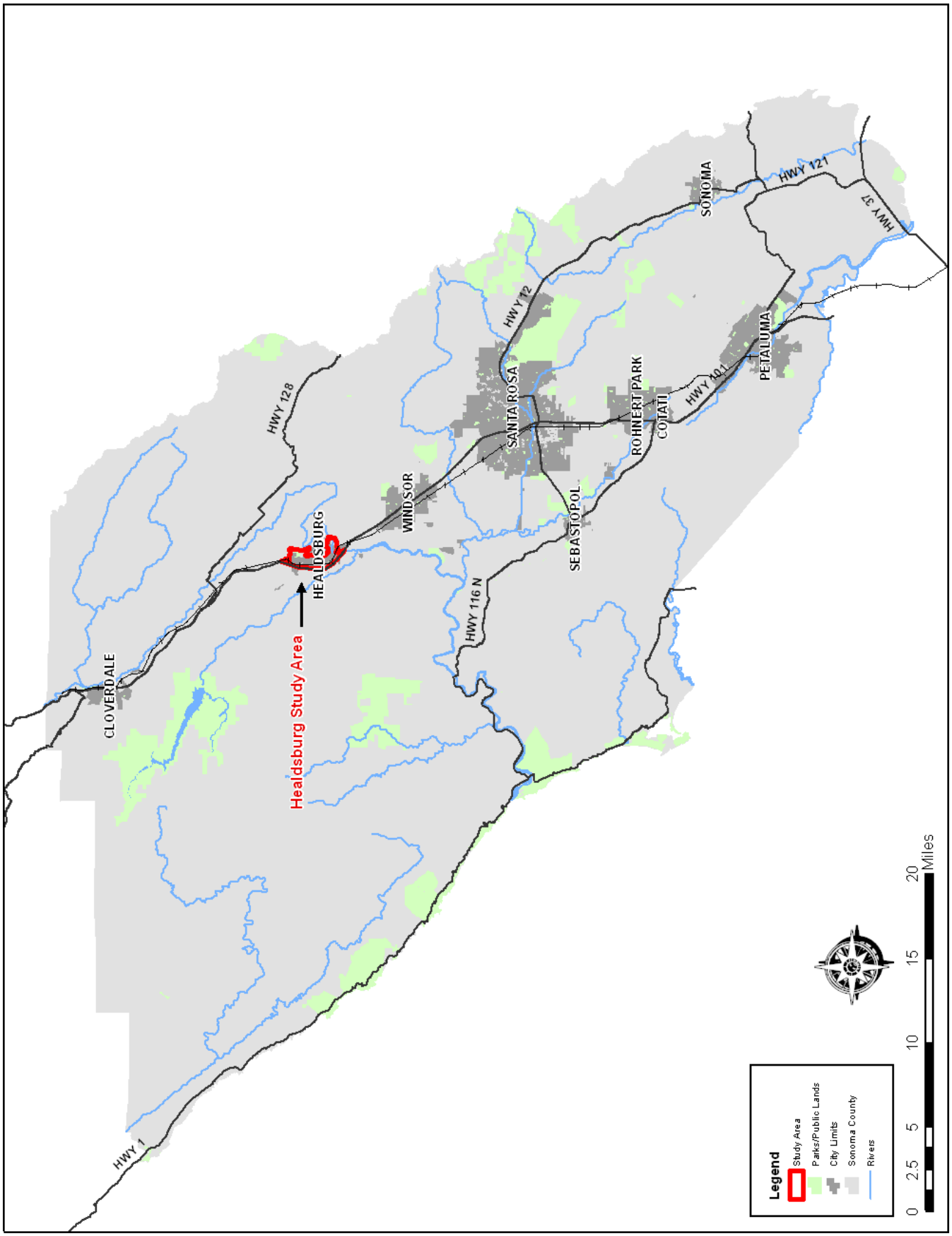
EXECUTIVE SUMMARY

Funded by the Metropolitan Transportation Commission (MTC) and conducted by the Sonoma County Transportation Authority (SCTA), this Healdsburg Community Based Transportation Plan focused on outreach to residents of the Healdsburg study area to involve them in the identification of transportation problems and potential solutions. A part of the Healdsburg area was identified as a "Community of Concern" by MTC, based on the percentage of low-income residents who live there. The study area was further defined to include a population of approximately 8,000. The purpose of the plan is to identify options for improving transportation for this low-income population. Two groups were identified as comprising the majority of the lower-income residents – Latinos and seniors. (Please see base map on page 2 showing the study area location within Sonoma County. The map on page 13 shows the study area parameters).

To provide context, the plan provides a brief area history, demographic information, a description of existing conditions and services, highlights of future plans, and detailing of the utilized outreach strategy. The key components of the plan, however, are the public outreach findings and actionable solutions derived from them. Please note that in the ranking of solutions there seemed to be a tendency to assume the ongoing existence of current transit services. It should be understood that enhancements to existing services would only come about if the existing services were in place as the foundation, therefore while not clearly demonstrated in the ranking exercises, maintaining existing local and county transit services are the de-facto top priorities.

Regarding the findings, the overarching theme of the input provided by area residents and representatives of community-based service organizations is that there are transportation gaps. Maintaining local and county bus services also emerged as a top concern – especially for this plan's targeted population. Significantly, should further transit funding shortfalls necessitate additional service cuts, these widened gaps could create acutely negative impacts. For people who are dependent on transit, accessing needed services, such as health care and government programs; adult education, and employment; as well as enrichment activities in the late afternoon and evening, can be time consuming and difficult, if not impossible. There are also gaps in the infrastructure, which need

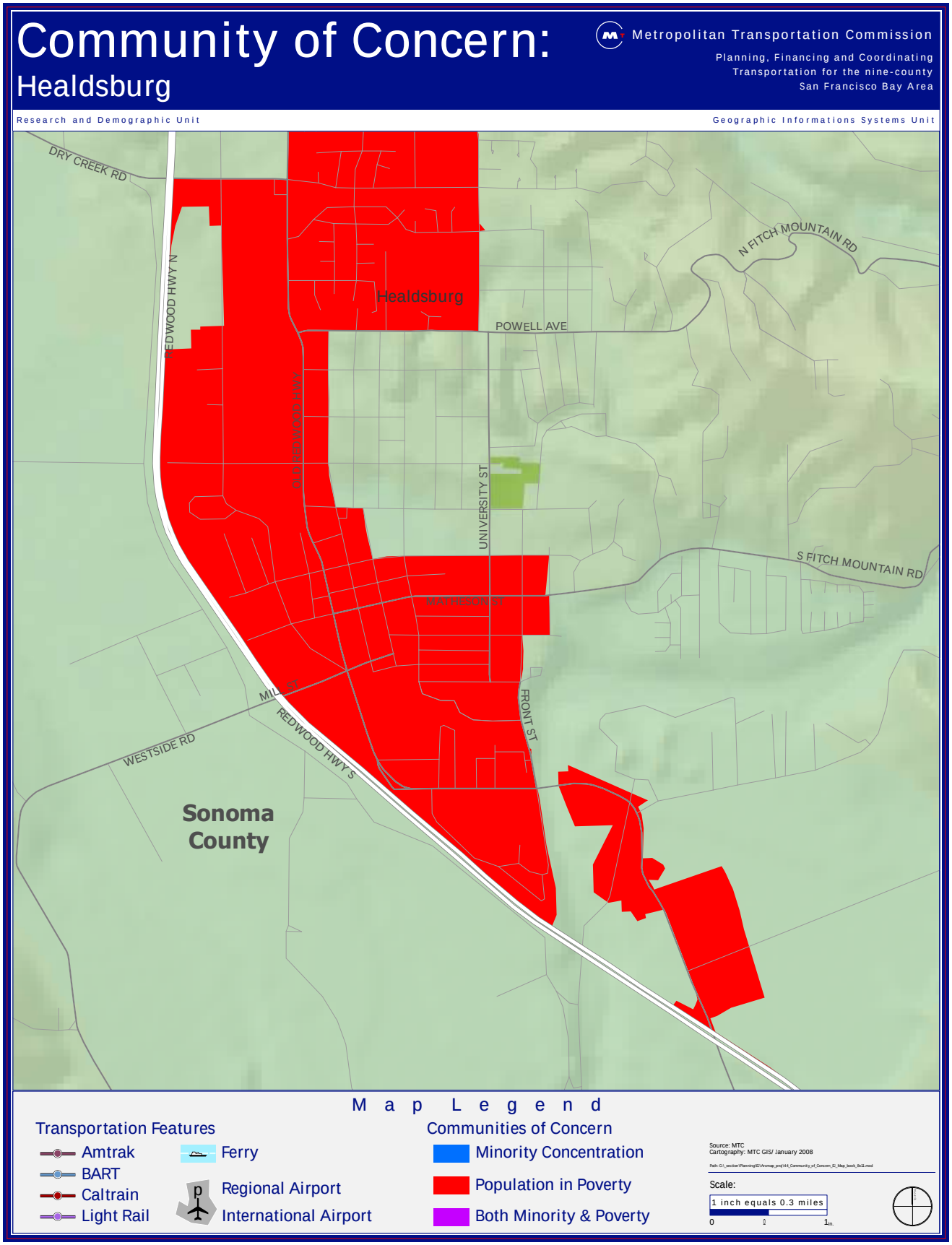

Healdsburg Study Area
HEALDSBURG
WINDSOR
SANTA ROSA
ROHNERT PARK
COTATI
PETALUMA
SONOMA
SEBASTOPOL
CLOVERDALE
HWY 128
HWY 12
HWY 101
HWY 121
HWY 37
HWY 116 N
HWY 1
Legend
Study Area
Parks/Public Lands
City Limits
Sonoma County
Rivers
0
2.5
5
10
15
20
Miles

addressing to safely accommodate pedestrians and bicyclists in the study area.

Twenty "solutions" have been proposed to improve the safety, mobility and access of low-income people. These projects and strategies correspond to community-identified transportation needs and solutions. The action plan also provides context to problems and information about barriers to implementation. Considering the current economic downturn, implementation of some solutions will depend on resumption or augmentation of funding availability. Never-the-less, there is value in having long-range plans in place to provide guidance as to what the public priorities are, and to offer ideas to the public and private sectors about approaches that could be implemented over time to improve the lives of the area's low income people by improving their means of transportation.

RANKING OF SOLUTIONS

	HIGH PRIORITY	RANK
A	Expand Healdsburg Transit's fixed route weekend service	1
B	Marketing/education program to increase bus ridership	2
C	Taxi Voucher Program with the local taxi company	2
D	Safe Routes to School	3
E	Expand Healdsburg Transit's fixed route service into evening hours	3
F	Add Sonoma County Transit route 60 express service between Healdsburg and Santa Rosa	4
G	Community Transportation Manager/ Volunteer Driver Program	4
H	Maintain Healdsburg Transit's existing fixed route service	5
	MEDIUM PRIORITY	
I	Bicycle Education Campaign and Street Skills Classes	6
J	Add sidewalks along the southern end of Healdsburg Avenue	7
K	Increase Sonoma County Transit route 60 frequency between Healdsburg and Santa Rosa.	8
L	Bus Voucher Program	9
M	Class II bicycle lanes along March Avenue	10
N	Class II bicycle lanes on Westside Road	10
O	Install more shelters and benches at bus stops	10
P	Extend Healdsburg Transit's fixed route service on Fitch Mountain Road	10
Q	Improve roadway crossings in area of Safeway	10
	LOWER PRIORITY	
R	Extend Healdsburg Transit's fixed route to end of Parkland Farms Blvd.	11
S	Relocation of downtown Healdsburg Sonoma County Transit route 60 southbound bus stop	11
T	Add benches and shade structures along Foss Creek Pathway	11


Community of Concern:
Healdsburg
Metropolitan Transportation Commission
Planning, Financing and Coordinating
Transportation for the nine-county
San Francisco Bay Area
Research and Demographic Unit
Geographic Informations Systems Unit
DRY CREEK RD
REDWOOD HWY N
Healdsburg
POWELL AVE
N FITCH MOUNTAIN RD
OLD REDWOOD HWY
UNIVERSITY ST
S FITCH MOUNTAIN RD
MATHESON ST
MILL ST
REDWOOD HWY S
FRONT ST
WESTSIDE RD
Sonoma
County
Map Legend
Transportation Features
Amtrak
BART
Caltrain
Light Rail
Ferry
Regional Airport
International Airport
Communities of Concern
Minority Concentration
Population in Poverty
Both Minority & Poverty
Source: MTC
Cartography: MTC GIS/ January 2008
Scale:
1 inch equals 0.3 miles
0
1in.

CHAPTER 1

OVERVIEW

PLAN INTRODUCTION & PURPOSE

The Healdsburg Community Based Transportation Plan was conceived to create a transportation plan based on community input. Funded by the Metropolitan Transportation Commission (MTC) and conducted by the Sonoma County Transportation Authority (SCTA), the plan emphasized community outreach to ensure a collaborative process inclusive of residents, employers, community-based and faith-based organizations, transportation and service providers, governmental agencies, and the business community. The planning process focused on outreach to residents of the Healdsburg study area to identify both transportation problems and potential solutions. The purpose of the plan is to improve transportation options for the area's low-income population, found to be comprised largely of Latinos and seniors. This plan provides guidance to decision makers in both the public and private sectors as to how the target population's means of transportation could be improved.

REGIONAL PLANNING

MTC is the San Francisco Bay Area's Regional Transportation Planning Agency (RTPA), as well as the Metropolitan Planning Organization (MPO), and as such has region-wide responsibilities to plan, finance and coordinate transportation. MTC's Community Based Transportation Planning Program was established in 2002 to advance the findings of two reports completed as part of the 2001 Regional Transportation Plan (RTP).

First, the Lifeline Transportation Network Report identified transit needs in economically disadvantaged communities throughout the nine-county San Francisco Bay Area and recommended community-based transportation planning as a first step to address those needs. The report furthermore identified a Lifeline Transportation Network of transit routes and where there were gaps in that network. The report sought to answer: a) Where low-income communities exist; b) What destinations are crucial for low-income people; c) How well public transportation was meeting those needs; and d) How deficiencies could be addressed. The report also recognized that transit could not be the only answer; rather a multi-modal approach was recommended. Other strategies mentioned in the report included vanpools, guaranteed ride-home programs, auto loan programs, community shuttles, dial-a-ride systems, expanded use of taxi

vouchers, modified use of paratransit, and bicycle and pedestrian facilities, including enhanced access to transit.

The second report, the Environmental Justice Report, likewise identified the need for local planning in low-income and minority communities. Transportation was acknowledged to be a critical component of economic well being. The report called for community members and service providers to work cooperatively to determine how services could be improved to meet needs.

By means of the "Equity Analysis Transportation 2030" report, MTC subsequently defined areas they called "Communities of Concern," to identify which communities were the priorities for such planning. MTC examined where there were concentrations of minority and low income populations. Low income communities were defined as those where thirty percent or more of the households earn below 200% of the federal poverty level. The Federal Poverty Level was doubled in this case to account for the high cost of living in the San Francisco Bay Area. For example, in 2008 the federal poverty level was an income of $21,200 for a family of four. At 200%, this would be $42,400 for a family of four. Income thresholds vary according to how many people are in a household. For purposes of the "Communities of Concern," minority communities were defined as those with seventy percent or more of the persons in households being African American; Asian American; Hispanic or Latino; American Indian or Alaskan Native; Native Hawaiian or other Pacific Islander; or Multi-Racial. Placing the threshold at seventy percent is indicative of the high degree of diversity across Bay Area communities.

Four "Communities of Concern" were identified in Sonoma County based on low-income status (none for minority status based on the 70% criteria). These were labeled: 1) Central Sonoma Valley, 2) South-Central Santa Rosa, 3) Southwest Healdsburg, and 4) Guerneville/Monte Rio. (Please see the Community of Concern map, on page 4)

South-Central Santa Rosa was further identified as the Roseland community. SCTA conducted the MTC-funded Roseland Community Based Transportation Plan (Roseland CBTP), which was adopted by SCTA in June 2007. In 2008, MTC authorized funding to complete eighteen additional CBTPs, including plans for the three remaining "Communities of Concern" in Sonoma County. The Lower Russian River Community Based Transportation Plan was adopted in May 2009. This Healdsburg CBTP is the third to be undertaken in Sonoma County.

SONOMA COUNTY TRANSPORTATION AUTHORITY

The Sonoma County Transportation Authority (SCTA) is leading CBTP planning efforts in Sonoma County. SCTA acts as the countywide planning and programming agency for transportation – advocating for and securing funding, overseeing projects, and planning for the future. Formed by 1990's legislation, SCTA is governed by a twelve-member Board of Directors comprised of one elected official from each of the County's nine City Councils and three elected officials from the County's Board of Supervisors.

SCTA's mission is:

As a collaborative agency of the cities and County of Sonoma, we work together to maintain and improve our transportation network. We do so by prioritizing, coordinating, and maximizing the funding available to us and providing comprehensive, countywide planning. Our deliberations and decisions recognize the diverse needs within our county and the environmental and economic aspects of transportation planning.

CHAPTER SUMMARIES

Chapter One: Overview

Introduces the plan and its purpose, providing background to the origins of the plan and the agencies involved in funding and conducting it.

Chapter Two: Setting & Conditions

Describes existing conditions, including the area's demographics; historical context; existing transit, transportation and other related services; employment, housing, and infrastructure; and provides information about plans and future projections.

Chapter Three: Outreach Strategy

Documents the outreach process utilized as integral to CBTP planning, including the parties involved and the strategies used to gain public input.

Chapter Four: Identification of Problems & Potential Solutions

Details community-identified problems and potential solutions arising from community-based outreach.

Chapter Five: Action Plan for Implementation

Lays out an action plan based of a prioritization of solutions. Projects and strategies are linked to problems and then described with costs, potential funding sources, agency implementation responsibilities and delineated implementation issues.

CHAPTER 2

SETTING & CONDITIONS

THE HEALDSBURG STUDY AREA

The study area is located in Sonoma County about twelve miles north of Santa Rosa, the County's largest city and government center; and approximately sixty-five miles north of the Golden Gate Bridge. The area is part of the nine-county San Francisco Bay Area region. The beautiful surrounding vineyards, natural open space, and many wineries, often elicit comparison to Italy's Tuscany or France's Provence. With a Mediterranean-type climate, summers are dry and warm (seventy to ninety degrees) with cool evenings; winters are mild with ample rainfall. These are ideal conditions for the thriving agricultural industry. There are three main valleys of the area: Russian River, Dry Creek and Alexander. The Russian River flows through the southern most part of Healdsburg and is a recreational attraction for tourists and residents alike.

The city of Healdsburg encompasses about three and a half square miles. Built around an historic downtown Plaza, the compact town has both small town charm and a sophisticated character, with fine eating establishments, upscale retail shopping opportunities, and cultural offerings.

The city's morphology has been influenced by several natural and constructed features. Both the Russian River and Foss Creek are waterways that restrict access and require bridge crossings. At one time the north-south rail corridor was the city's western boundary; now State Highway 101 is. The railroad right-of-way is a barrier of sorts, having limited east-west crossings. Measures for safe crossing will be important when the rail line is returned to active service. The highway acts as a physical barrier, with only four underpasses from the city to the west.

For purposes of this plan, the Healdsburg study area includes most of the city, plus one small area of unincorporated Sonoma County southeast of the city. The parts of the city not included are the generally more affluent central-eastern neighborhoods. The current population of the city is 11,706, with approximately 1,500 living in adjacent areas beyond city limits. The study area, comprising a sub-set population of 7,667, was selected based on where the majority of the area's lower income individuals and families reside, however, it is significant to note that lower-income residents often live in homes mixed within, or not far from, higher-income residences. The study area is comprised of seven Census Block Groups (CBGs). A particular CBG may be the home of residents of varying

economic levels, however in aggregate, the seven together are revealed to have thirty-five percent of the combined study area population living in poverty according to the CBTP definition, with thirty-six percent of that population being Latino.

HISTORICAL CONTEXT

Early History

Historians estimate that the Healdsburg study area has been inhabited for at least twelve thousand years. Small distinct tribes of Southern Pomo once lived in over twenty villages in the immediate vicinity of present day Healdsburg. Major trail systems from the area linked cultures of the inland valleys, Clear Lake, and the coast. The old Indian and Spanish trails would later become roads.

By 1844, Henry Fitch had been granted 48,300 acres of Healdsburg area land. He had sent fur trapper Cyrus Alexander north to scout for land. Alexander had picked out a tract of land, naming it Rancho Sotoyome. Rancho activity centered on raising cattle and grain crops.

The Settlement Period

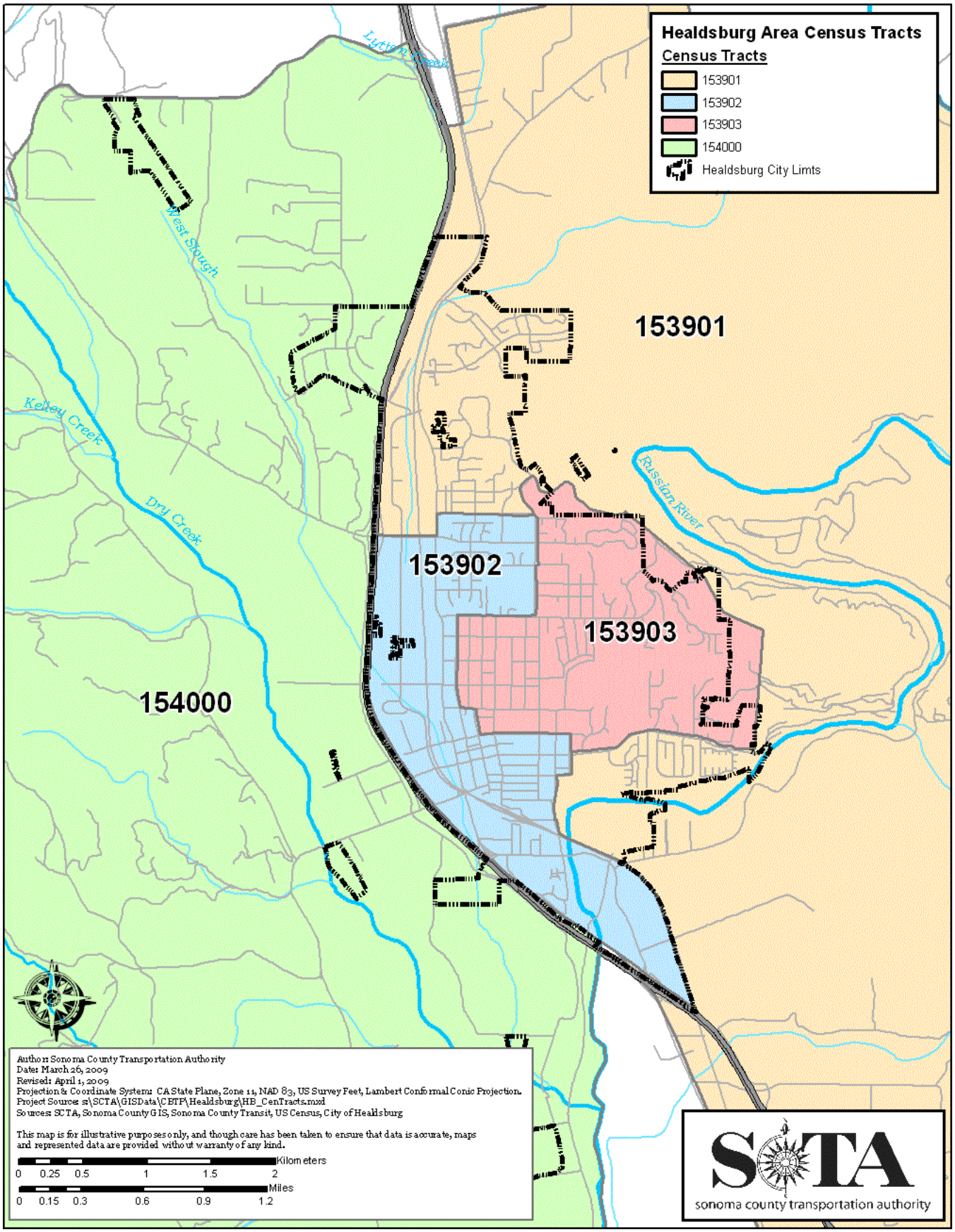
In the 1840s and 1850s Euro-American settlers came to the Healdsburg area. During the 1850s, most of the Rancho lands were subdivided and settled. Settlers were attracted by the land's fertility. Harmon Heald was one of the many settlers during this period. He built a cabin, a store, and established a post office along a well-beaten trail between San Francisco and the northern gold mines, which is now Healdsburg Avenue. He laid out a town on a north/south axis around a central park, naming this eight-plus acre area "Healdsburg." He donated the central park to the community, as well as lots for a school, cemetery, and churches. Most of that original town's structure remains today.

The town grew from a reported population of 300 in 1857 to 1,600 in 1869, becoming incorporated in 1867. The Northwestern Pacific Railroad was extended from Santa Rosa to Healdsburg in 1871, and from Healdsburg to Cloverdale the next year, which greatly affected the area's agricultural businesses and industries. At the time the track was laid and the railroad bridge over the Russian River built, it followed the actual incorporated city boundary. The railroad alignment created an artificial "boundary" around the southern and western portions of Healdsburg, affecting how the future town would grow. The population of Healdsburg between 1880 and 1940 saw virtually no growth – stabilizing at about 2,000 people. With this stability, residential areas and the original commercial area were preserved.

20th and 21st Centuries

The early 1900s saw an increase in recreational and residential development focused on tourism and seasonal residency. Redwood Highway was completed from Healdsburg to Santa Rosa by 1914. The town's population was then about 3,500. A bus line was established by the Sonoma County Transportation Company from Healdsburg to Santa Rosa that same year. The fare from Healdsburg to Santa Rosa round-trip was eighty cents and to Cloverdale one dollar. As automobile travel became possible, more people made the Russian River a destination for visits and summer cabin stays.

After World War II, like most other areas in California, the study area experienced a period of relatively rapid growth. Population increased by thirty percent from 1940 to 1950, and another twenty-two percent from 1950 to 1960. During this period, automotive improvements made travel easier to more distant destinations, such as Lake Tahoe, negatively impacting local tourism. Highway 101 was extended from Santa Rosa, bypassing downtown Healdsburg in 1960. First heralded as a boon to the town, the re-routing of traffic had an adverse impact on many local businesses. What was the primary north-south route remains as Old Redwood Highway/Healdsburg Avenue. Access to tourist areas increased generally, but so too did residents' access to urban centers.


Healdsburg Area Census Tracts
Census Tracts
153901
153902
153903
154000
Healdsburg City Limts
Lytton Creek
West Slough
Kelley Creek
Dry Creek
Russian River
153901
153902
153903
154000
Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: April 1, 2009
Projection & Coordinate System: CA State Plane, Zone 11, NAD 83, US Survey Feet, Lambert Conformal Conic Projection.
Project Source: s:\SCTA\GISData\CBTP\Healdsburg\HB_CenTracts.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.
Kilometers
0 0.25 0.5 1 1.5 2
Miles
0 0.15 0.3 0.6 0.9 1.2
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The freeway changed local residents purchasing and commute patterns.

The city has grown slowly over the last decades. In the fifty-five years between 1941 and 1996 the population grew from about 4,000 to about 10,000. In 1996, the City set an Urban Growth Boundary and a few years later a growth management ordinance was implemented. By 2000, the population was up to 10,722 and nearly ten years later the population had only grown by about 1,000 to the current 11,706. The larger subdivisions have proceeded north, northeast, and east from the old downtown.

The Association of Bay Area Governments (ABAG) is the official comprehensive planning agency of the nine-county region. ABAG is charged with forecasting population and employment growth for the San Francisco Bay region. 2007 ABAG population forecasts for Healdsburg indicate a gradual rise in population from 12,300 in 2010 to 13,200 by 2025.

Historical Context References:

Images of America Healdsburg; Healdsburg Museum and Historical Society, 2005

Hannah Clayborn's History of Healdsburg, OurHealdsburg.com. The Automobile and Healdsburg, 2003

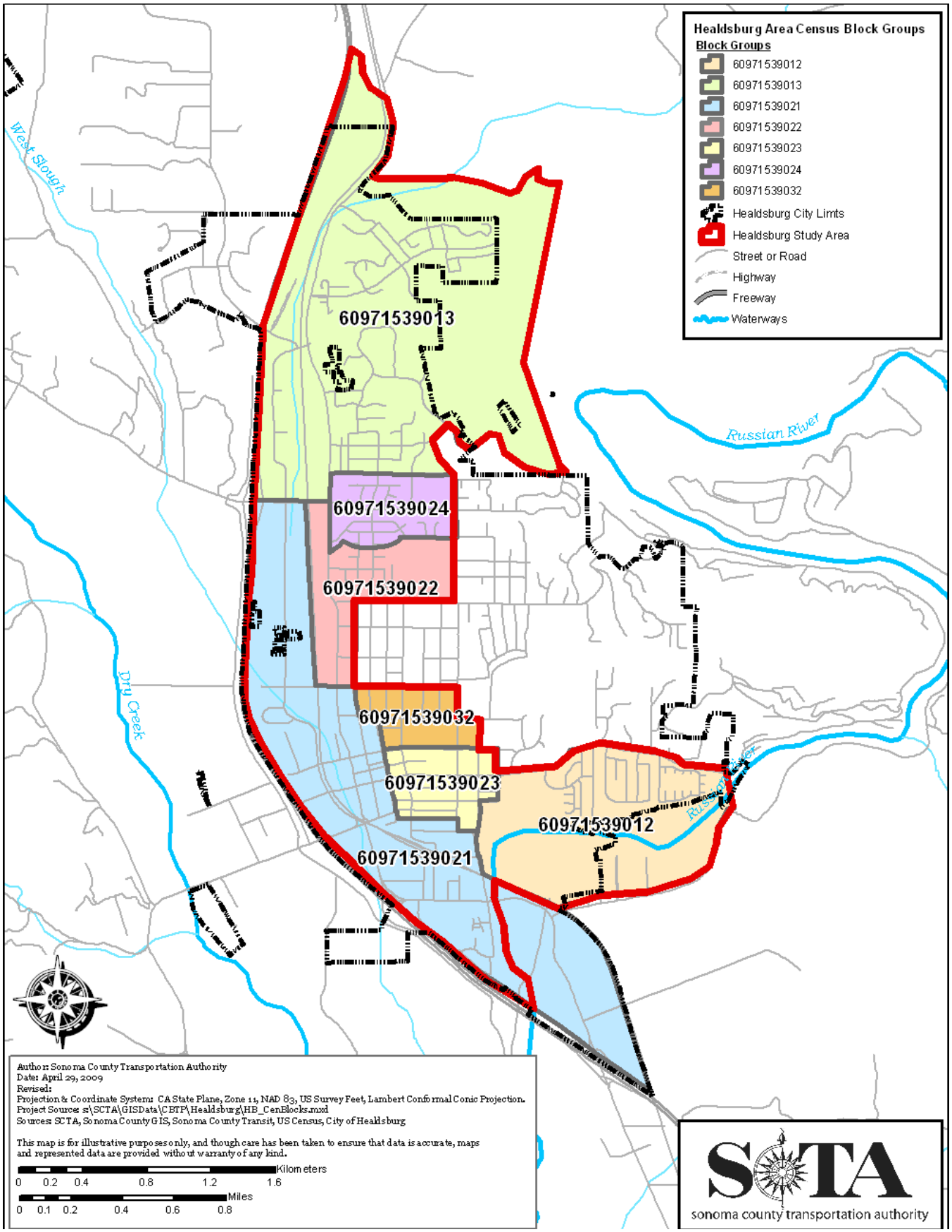
DEMOGRAPHICS OF STUDY AREA

Demographic Background

The Healdsburg CBTP study area is comprised of seven Census Block Groups (CBGs), each of which has been assigned a discrete number by the U.S. Census Bureau. Each CBG number in the study area begins with 0609715390, therefore to streamline referencing them in this plan, only the last two distinct numbers will be used as follows:

1. 060971539013 will be referenced as CBG 13
2. 060971539024 will be referenced as CBG 24
3. 060971539022 will be referenced as CBG 22
4. 060971539032 will be referenced as CBG 32
5. 060971539023 will be referenced as CBG 23
6. 060971539021 will be referenced as CBG 21
7. 060971539012 will be referenced as CBG 12

The population of the MTC-designated "Community of Concern" is made up of one Census Tract, #153902, (as shown on the map on page 13). The 2000 Census lists Census Tract #153902 as having 4,605 people; which is the population used in MTC's Equity Analysis Transportation 2030 report. This tract is made up of CBGs 21, 22, 23, and 24. At the outset of the planning effort, however, MTC gave SCTA flexibility in determining the parameters of the study area. Following discussions with city staff; examination of area demographics; and field observations, SCTA expanded the boundaries of the study area to include three additional CBGs, each with a distinctively different character (please see map on page 13, which shows the seven CBGs). The first area, CBG 32, with a median household income under $39,000, is an older area near the central downtown. The second, CBG 12, is located along both sides of the Russian River, partly in, and partly outside of, city limits. The development along each side of the river is also very different from the other. The northern section is developed with subdivision-style senior housing (single-family and multiple-dwelling), served by city transit. Included in this area are Fitch Mountain Terrace I and II with sixty units of senior apartments. The southern section's population lives outside city limits in homes in a rural subdivision pattern, not served by city transit and without curb/gutter/sidewalk infrastructure. That CBG has a median household income of $31,250. The third, CBG 13, comprising the north end of the city, was added even though the median household income in


Healdsburg Area Census Block Groups
Block Groups
60971539012
60971539013
60971539021
60971539022
60971539023
60971539024
60971539032
Healdsburg City Limits
Healdsburg Study Area
Street or Road
Highway
Freeway
Waterways
West Slough
Russian River
Dry Creek
60971539013
60971539024
60971539022
60971539032
60971539023
60971539012
60971539021
Author: Sonoma County Transportation Authority
Date: April 29, 2009
Revised:
Projection & Coordinate System: CA State Plane, Zone 11, NAD 83, US Survey Feet, Lambert Conformal Conic Projection.
Project Source: s:\SCTA\GISData\CBTP\Healdsburg\HB_CenBlocks.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.
Kilometers
0 0.2 0.4 0.8 1.2 1.6
Miles
0 0.1 0.2 0.4 0.6 0.8
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the entire area is nearly $64,000. The majority of Healdsburg's restricted affordable housing units are located in this CBG. These are units that by agreement are not allowed to convert to market-rate rents/costs. The Parkland Farms area within this CBG is a newer development that included from its inception a percentage of lower-income housing units. Ninety-five units of Healdsburg's restricted very-low and low-income units are located in this development (Ninety-two sponsored by Burbank Housing, which is a local nonprofit organization dedicated to increasing the supply of low-income housing in Sonoma County). An additional eighty-one units of restricted very-low and low-income rental units are also located within this CBG, in the Oak Grove Apartments Complex on Grove Street.

Areas west of Highway 101 were not added to the study area, however, 241 individuals residing there were identified as being below the federal poverty level. This figure is similar to the CBG in the study area with the highest number of individuals below the federal poverty level (254). This area west of the highway is a low-density, mostly vineyard area, where homes range from multi-million dollar estate properties to low-income farm worker housing. Therefore, while not included in the study area per se, the low-income residents of this large area are considered in this plan and would benefit by improvements in the more developed central city.

Census 2000 statistics do not capture data from development built in the most recent years, including several affordable housing developments. Burbank Housing, for example, has constructed two housing developments after 2000 Census data was collected. These provide seventy restricted units for very-low and low-income families. The City has also constructed two developments after 2000, which provide fifteen restricted units (three low/twelve moderate) for families and four to homeless individuals. Another sixty-four affordable apartments are under construction near the downtown, as well as seven transitional housing units for the homeless.

Notable is that the next Census to be conducted will be the 2010 Census, thus 2000 Census statistics presented in this plan are nearly a decade old. Much has happened in recent years to change the economic picture of countless individuals, thus augmentation of these statistics should include an understanding of the current hardships many are experiencing. The Press Democrat, for example, recently reported that unemployment in Healdsburg is calculated by the State Employment Development Department to be 10.8% (The Press Democrat, Saturday, April 18, 2009). The article also reported that the county's overall unemployment rate is the highest since records began in 1983.

Census Data

Based on the 2000 Census, the total population of the study area is 7,667. The numbers of people, families, and workers found in the whole study area and each individual CBG are shown below.

Study Area: 7,667 people, 1811 families, 3547 workers

CBG 13: 1,092 people, 322 families, 528 workers

CBG 24: 1,241 people, 252 families, 572 workers

CBG 22: 715 people, 167 families, 403 workers

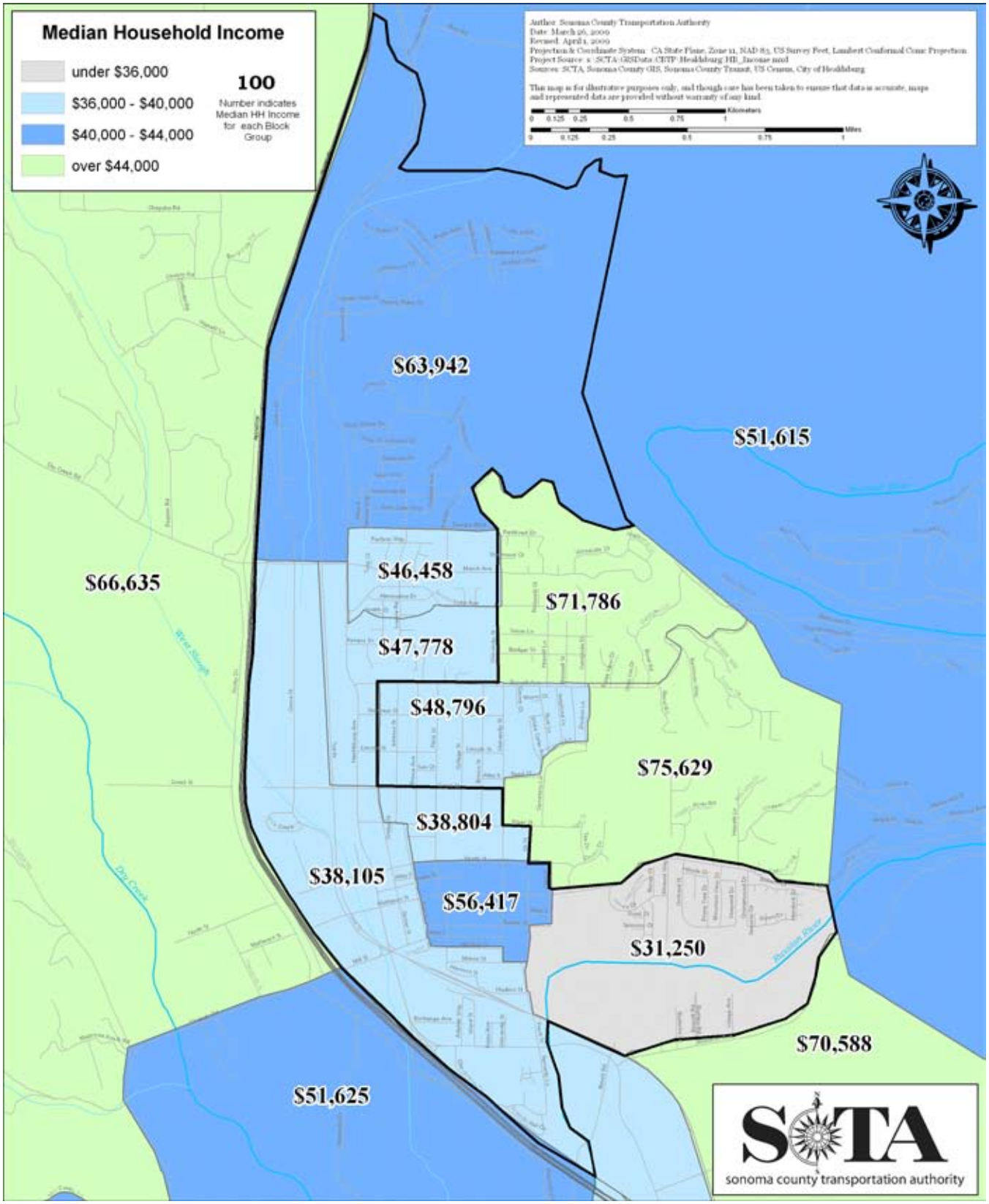
CBG 32: 916 people, 216 families, 478 workers

CBG 23: 879 people, 220 families, 472 workers

CBG 21: 1,770 people, 362 families, 741 workers

CBG 12: 1,054 people, 272 families, 353 workers

Median household income was $53,076 for the County as a whole, compared to $46,108 for the study area as a whole, per the 2000 Census. The highest concentrations of low-income residents are in the CBGs in the western part of Healdsburg's southern half, CBG 22 being the highest at 49%. Most of the older,


Median Household Income
under $36,000
$36,000 - $40,000
$40,000 - $44,000
over $44,000
100
Number indicates Median HH Income for each Block Group
Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: April 1, 2009
Projection & Coordinate System: CA State Plane, Zone 11, NAD 83, US Survey Feet, Lambert Conformal Conic Projection
Project Source: x:\SCTA\GIS\Data\CBTP\Healdsburg\HB_Income.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.
Kilometers
Miles
$63,942
$51,615
$66,635
$46,458
$71,786
$47,778
$48,796
$75,629
$38,804
$38,105
$56,417
$31,250
$70,588
$51,625
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market-rate, very-low and low-income housing is found here. An economics snapshot of study area economics is presented below. Poverty numbers represent household incomes under 200% of the federal poverty level (poverty levels are determined by a combination of income and number in a household). The first set is for the study area as a whole; then each CBG is broken out:

Study Area: Households (HHs) 2,819, Average HH size 2.72, Median HH Income $46,108

Persons in Poverty 2,679, Percentage in Poverty 35%

CBG 13: Households (HHs) 359, Average HH size 3.04, Median HH Income $63,942

Persons in Poverty 157, Percentage in Poverty 14%

CBG 24: Households (HHs) 306, Average HH size 4.06, Median HH Income $46,458

Persons in Poverty 511, Percentage in Poverty 41%

CBG 22: Households (HHs) 264, Average HH size 2.71, Median HH Income $47,778

Persons in Poverty 348, Percentage in Poverty 49%

CBG 32: Households (HHs) 372, Average HH size 2.46, Median HH Income $38,804

Persons in Poverty 373, Percentage in Poverty 41%

CBG 23: Households (HHs) 365, Average HH size 2.41, Median HH Income $56,417

Persons in Poverty 172, Percentage in Poverty 20%

CBG 21: Households (HHs) 537, Average HH size 3.30, Median HH Income $38,105

Persons in Poverty 808, Percentage in Poverty 46%

CBG 12: Households (HHs) 616, Average HH size 1.71, Median HH Income $31,250

Persons in Poverty 310, Percentage in Poverty 29%

(Please see maps on pages 15 and 17, showing respectively median household incomes and percentages of the population in poverty)

Regarding ethnic heritages, the following Census 2000 data shows study area and CBG racial summaries. The numbers of "Black," "American Indian'" Hawaiian/Pacific Islander," and "Other" ethnic groups had little to no representation in the study area.

Study Area: White 4,751 (62%), Latino 2,756 (36%), Asian 55 (1%), 2 or more 90 (1%)

Total Non-white 2,935 (38%)

CBG 13: White 799 (73%), Latino 276 (25%), Asian 12 (1%), 2 or more 0 (0%)

Total Non-white 293 (27%)

CBG 24: White 571 (46%), Latino 670 (54%), Asian 0 (0%), 2 or more 0 (0%)

Total Non-white 670 (54%)

CBG 22: White 396 (55%), Latino 308 (43%), Asian 0 (0%), 2 or more 11 (2%)

Total Non-white 319 (45%)

CBG 32: White 624 (68%), Latino 267 (29%), Asian 0 (0%), 2 or more 15 (2%)

Total Non-white 292 (32%)

CBG 23: White 641 (73%), Latino 207 (24%), Asian 31 (4%), 2 or more 0 (0%)

Total Non-white 238 (27%)

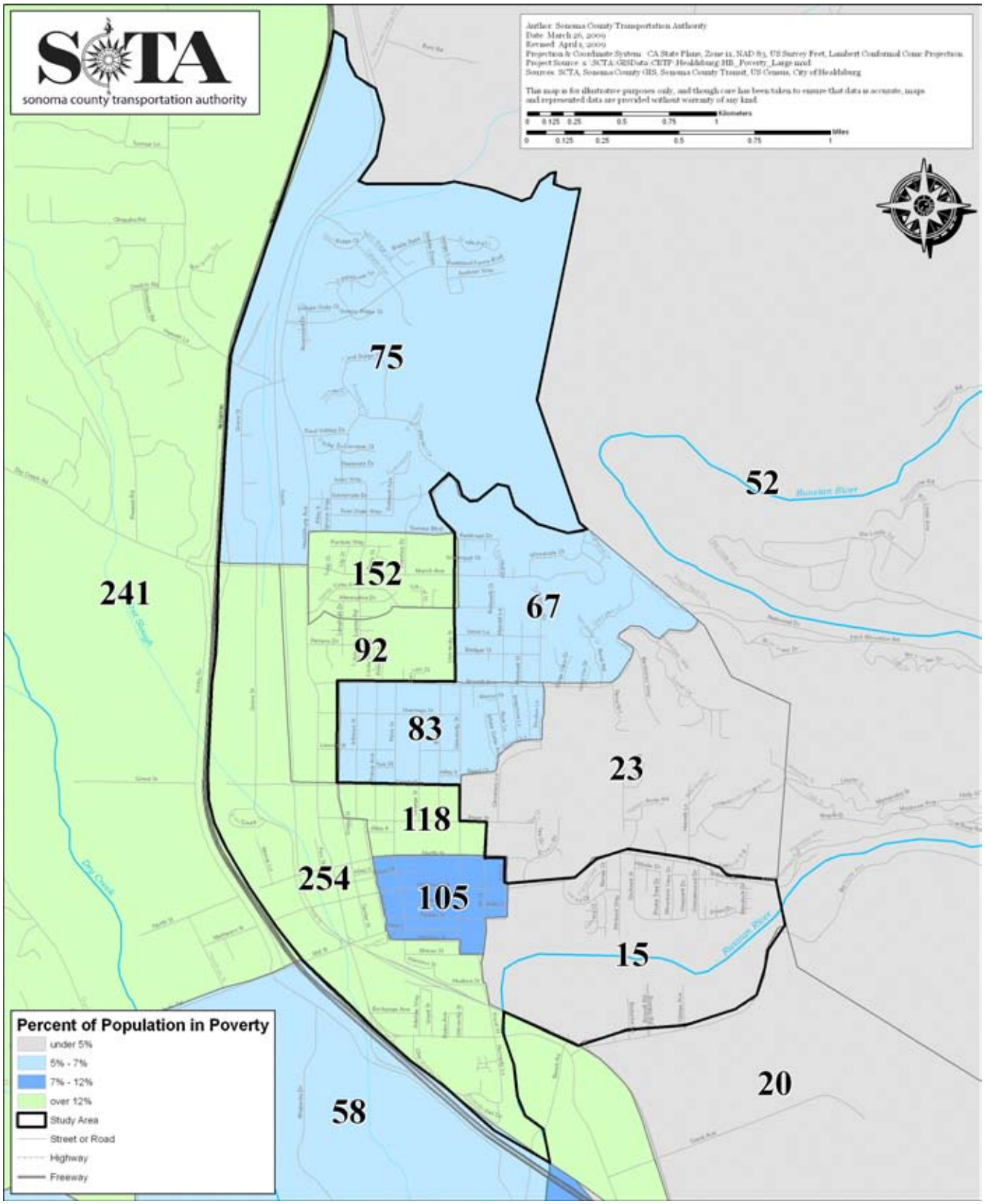
CBG 21: White 769 (43%), Latino 975 (55%), Asian 12 (1%), 2 or more 14 (1%)

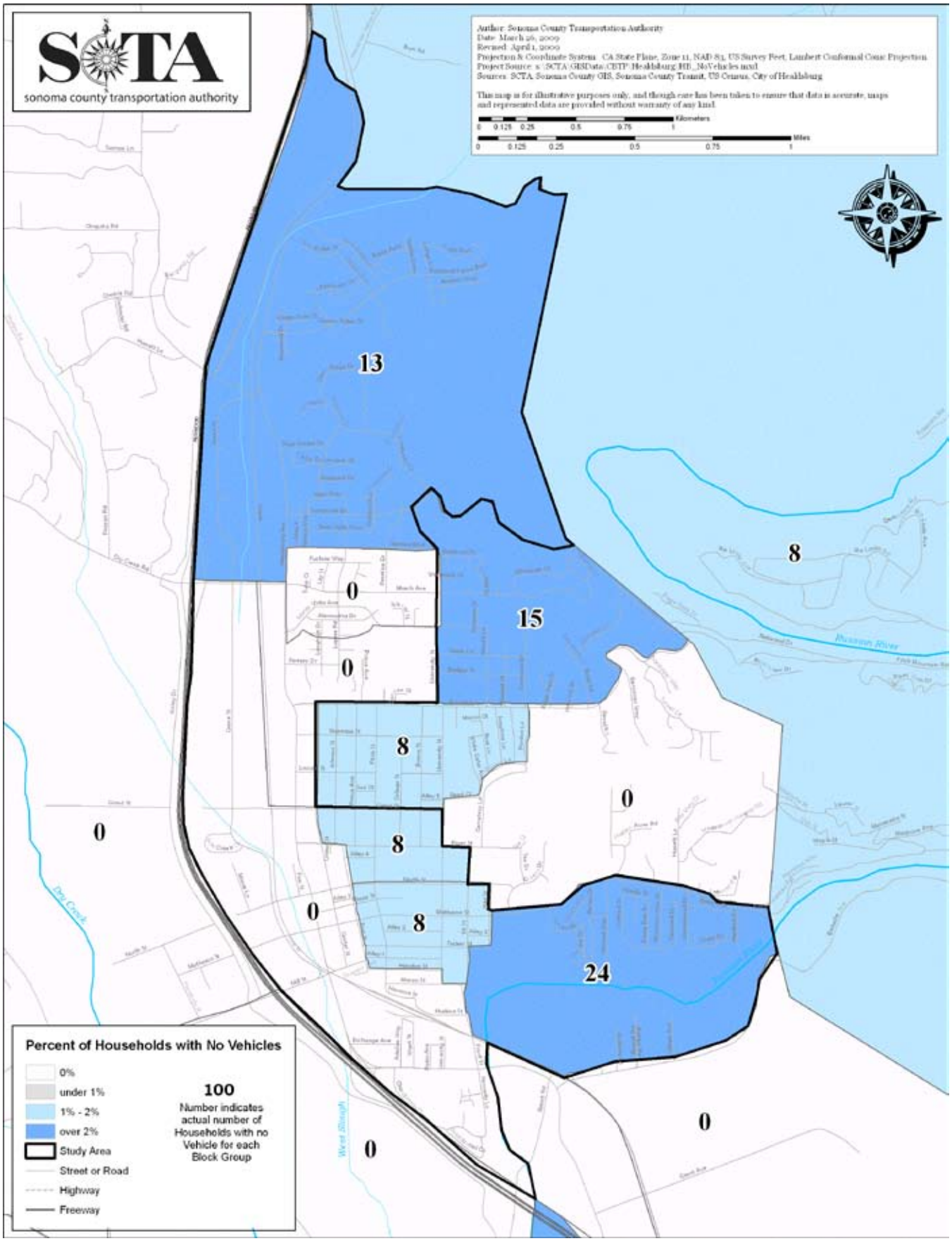
Total Non-white 1,001 (57%)

CBG 12: White 951 (90%), Latino 53 (5%), Asian 0 (0%), 2 or more 50 (5%)

Total Non-white 122 (12%)

The majority of the Latino population is of Mexican heritage; and most speak at least some English. The Latino population, however, is not uniform in terms of, for example, income, length of residence in county or country, education, English language proficiency, birth country, legal status, nationality, or community involvement. Much variation exists.


SCTA
sonoma county transportation authority
Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: April 1, 2009
Projection & Coordinate System: CA State Plane, Zone 11, NAD 83, US Survey Feet, Lambert Conformal Conic Projection
Project Source: x:\SCTA GIS\Data\CBTP\Healdsburg\HB_Poverty_Large.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.
Kilometers
0 0.125 0.25 0.5 0.75 1
Miles
0 0.125 0.25 0.5 0.75 1
75
52
241
152
67
92
83
23
118
254
105
15
20
58
Russian River
Dry Creek
Percent of Population in Poverty
under 5%
5% - 7%
7% - 12%
over 12%
Study Area
Street or Road
Highway
Freeway


SCTA
sonoma county transportation authority
Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: April 1, 2009
Projection & Coordinate System: CA State Plane, Zone 11, NAD 83, US Survey Feet, Lambert Conformal Conic Projection
Project Source: x:\SCTA\GIS\Data\CBTP Healdsburg HD_NoVehicles.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.
Kilometers
0 0.125 0.25 0.5 0.75 1
Miles
0 0.125 0.25 0.5 0.75 1
13
0
0
15
8
8
0
0
8
0
8
24
0
0
0
Russian River
Dry Creek
West Branch
Percent of Households with No Vehicles
0%
under 1%
1% - 2%
over 2%
Study Area
Street or Road
Highway
Freeway
100
Number indicates actual number of Households with no Vehicle for each Block Group

The percentage of Hispanics/Latinos in the study area is 36%, which is higher than the 17.3% for Sonoma County as a whole in 2000. As a county, the percentage of the population with Latino roots has risen from 4% in 1970, to 6.9% in 1980, to 10.2% in 1990, to 17.3% in 2000, to the current estimate of over 22%.

The 2009 Sonoma County Demographic Profile (Sonoma County Economic Board, 2009) reports that by about 2030 the percentage of the population classified as "White" will be 50% in Sonoma County, dropping to 34% by 2050. The corresponding Latino percentage is forecast to be 50.7% by 2050 – a nearly 200% increase from year 2000. The changing percentages will be largely due to natural increase and the differences in the birth rates by ethnicity. During the 2004-2006 period the number of births per 1,000 in the population was twenty-four for Latinos as compared to about eight for Whites. For young adults (aged 15-19 years) this rate per 1,000 females was about seventy-two for Sonoma County Latinos; about ten for Whites (2004-2006).

Focusing on transportation, it is useful to understand how many people are commuting and what their primary modes of transportation are. The first list below provides data on workers who work at home, thus those who avoid the commute altogether.

Study Area: 149 (4%)

CBG 13: 26 (5%)

CBG 24: 0 (0%)

CBG 22: 30 (7%)

CBG 32: 12 (3%)

CBG 23: 53 (11%)

CBG 21 22 (3%)

CBG 12 6 (2%)

In the study area as a whole 84% of commuters (2,997) drove cars, however, in some of the CBGs the percentage of carpooling was high – as much as 26%. The following data shows the number of people and percentages of commuters they represent using various modes (2000 Census). There were no people reporting motorcycles as their primary work mode.

Study Area: Drive Alone 2,435 (69%) Carpool 562 (16%) Transit 96 (3%) Bike 35 (1%), Walk 163 (5%) Other 107 (3%)

CBG 13: Drive Alone 471(89%) Carpool 26 (5%) Transit 0 (0%) Bike 0 (0%) Walk 5 (1%) Other 0 (0%)

CBG 24: Drive Alone 315 (55%) Carpool 150 (26%) Transit 24 (4%) Bike 0 (0%) Walk 23 (4%) Other 60 (10%)

CBG 22: Drive Alone 226 (56%) Carpool 82 (20%) Transit 14 (3%) Bike 21 (5%) Walk 16 (4%) Other 14 (3%)

CBG 32: Drive Alone 385 (81%) Carpool 56 (12%) Transit 18 (4%) Bike 0 (0%) Walk 7 (1%) Other 0 (0%)

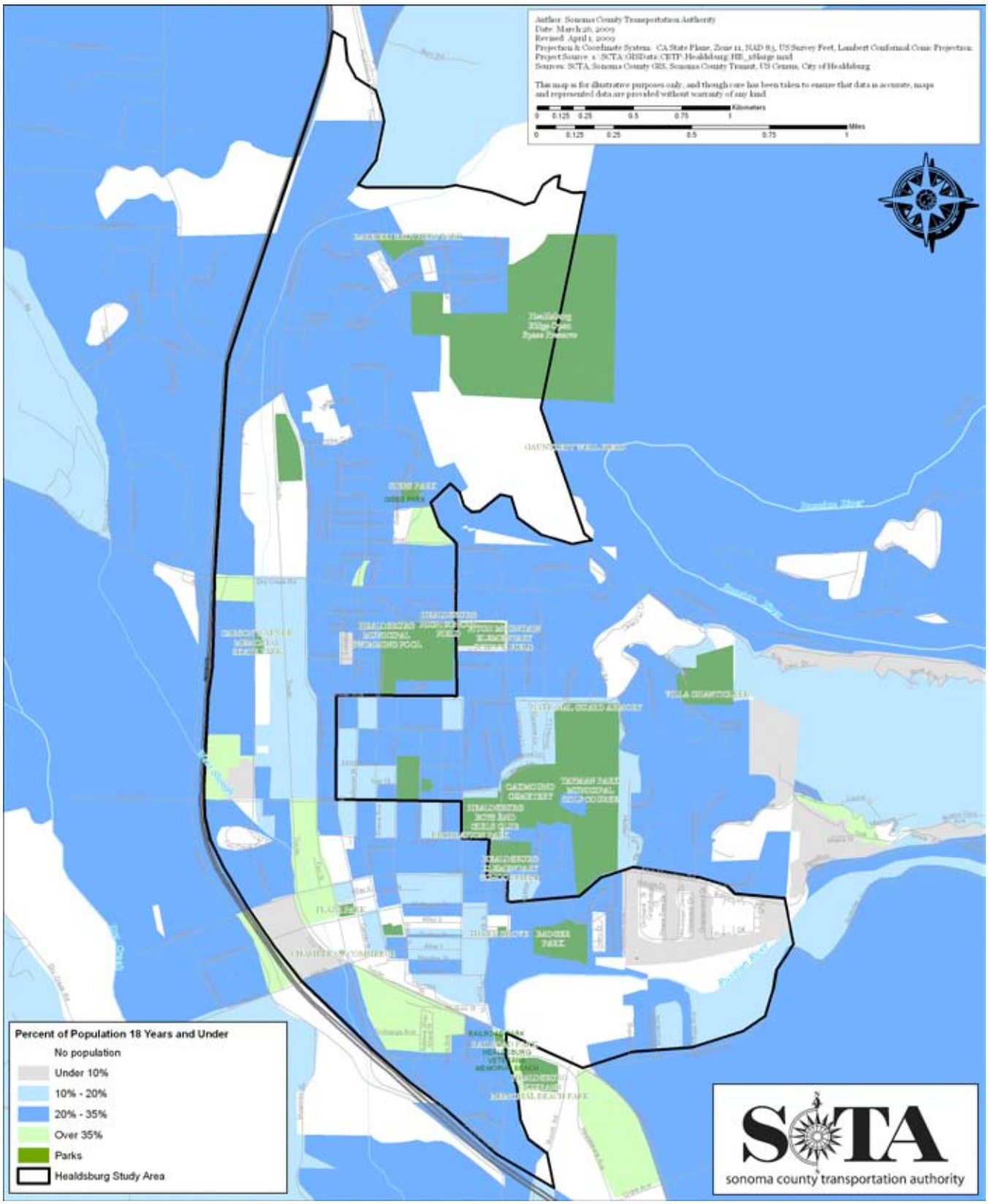
CBG 23: Drive Alone 344 (73%) Carpool 23 (5%) Transit 6 (1%) Bike 0 (0%) Walk 46 (10%) Other 0(0%)

CBG 21: Drive Alone 404 (55%) Carpool 183 (25%) Transit 19 (3%) Bike 14 (2%) Walk 66 (9%) Other 33 (4%)

CBG 12: Drive Alone 290 (82%) Carpool 42 (12%) Transit 15 (4%) Bike 0 (0%) Walk 0 (0%) Other 0 (0%)

While the cited data on travel modes is useful, it should be noted that it is limited in scope because it pertains only to the primary mode used to get to work. Trips for school, errands, medical or business appointments, childcare, recreation and shopping are not captured. The shortest leg of travel is also not captured. For example a person's walking or bicycling to a bus stop to continue their trip by bus for a greater distance, would not be represented.

The percentage of people in the study area who drove alone to work per the 2000 Census was 69% – nearly the same as the 68% for the Bay Area as a whole, but higher than the aggregated 59.8% of the "Communities of Concerns." Study area transit use was noted to be 3%, which is somewhat higher than the 2.4% for Sonoma County as a whole; as well as the 2.2% for Healdsburg as a whole.


Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: April 1, 2009
Projection & Coordinate System: CA State Plane, Zone II, NAD 83, US Survey Feet, Lambert Conformal Conic Projection
Project Source: x :\SCTA\GIS\data\CBTP\Healdsburg\HB_stlarge.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind
Kilometers
0 0.125 0.25 0.5 0.75 1
Miles
0 0.125 0.25 0.5 0.75 1
Percent of Population 18 Years and Under
No population
Under 10%
10% - 20%
20% - 35%
Over 35%
Parks
Healdsburg Study Area
SCTA
sonoma county transportation authority

For the entire Bay Area, however, transit use accounted for 9.7% and in the aggregated "Communities of Concern" 13%. Only six of the forty-four "Communities of Concern" had a lower transit percentage. The number walking to work in the study area (5%) was higher than for Healdsburg as a whole (4.4%) and for the Bay Area as a whole (3.2%), as well as for the aggregated "Communities of Concern" (4.8%). One CBG reported a walking rate of 10%. Outreach revealed that for some with low-incomes, especially for the populations of day labors and homeless, the percentage of those walking and bicycling is significantly higher. Many within these groups cannot afford transit fares, and thus they walk, bicycle or arrange rides as their primary modes. Fortunately, the distances many must travel to services such as the Day Labor Center and work pick-up sites is relatively short. For the day-labor group transportation to work sites is for the most part provided by employers.

As learned through study outreach, carpooling and giving rides to others within circles of family and friends was reported to be widely utilized. Informal networking to gain transportation served the needs of many lower-income seniors, laborers, and Latino family members in particular. Others who are car-less by choice or circumstance, can avail themselves of the fixed-route or (higher cost) dial-a-ride transit services.

Within the study area, most households reported having at least one vehicle, however, an average of 8% of households (219) had no vehicle. The following shows the number and percentage of "no-vehicle households" by CBG:

CBG 13: 13 (4%)

CBG 24: 35 (11%)

CBG 22: 18 (7%)

CBG 32: 28 (8%)

CBG 23: 18 (5%)

CBG 21: 32 (6%)

CBG 12: 75 (12%)

(Please see map on page 18 showing car-less households)

The median age of Sonoma County's population is thirty-seven and a half years (in 2000). The numbers in two age groups are expected to significantly increase over the next eleven years. According to the Sonoma County Demographic Profile 2009, the population of people sixty-five years or older will rise by a projected 35,291 from 2007 to 2020. This group includes the bubble of the "boomer" generation. Likewise the number of young (aged minus one to twenty-four years) is expected to grow an additional 25,793 people from 2007 to 2020. Interestingly, and with significant ramifications for the County's workforce structure, only 1,170 additional people between the ages of twenty-five and sixty-four are projected during the same period.

Shown below are the numbers within each CBG of persons eighteen years and under; and persons sixty-five years or older.

Study Area: Aged 18 years and under 1742; 65 years and over 1079

CBG 13: Aged 18 years and under 271; 65 years and over132

CBG 24: Aged 18 years and under 380; 65 years and over 80

CBG 22: Aged 18 years and under 97; 65 years and over 48

CBG 32: Aged 18 years and under 219; 65 years and over 89

CBG 23: Aged 18 years and under170; 65 years and over 127

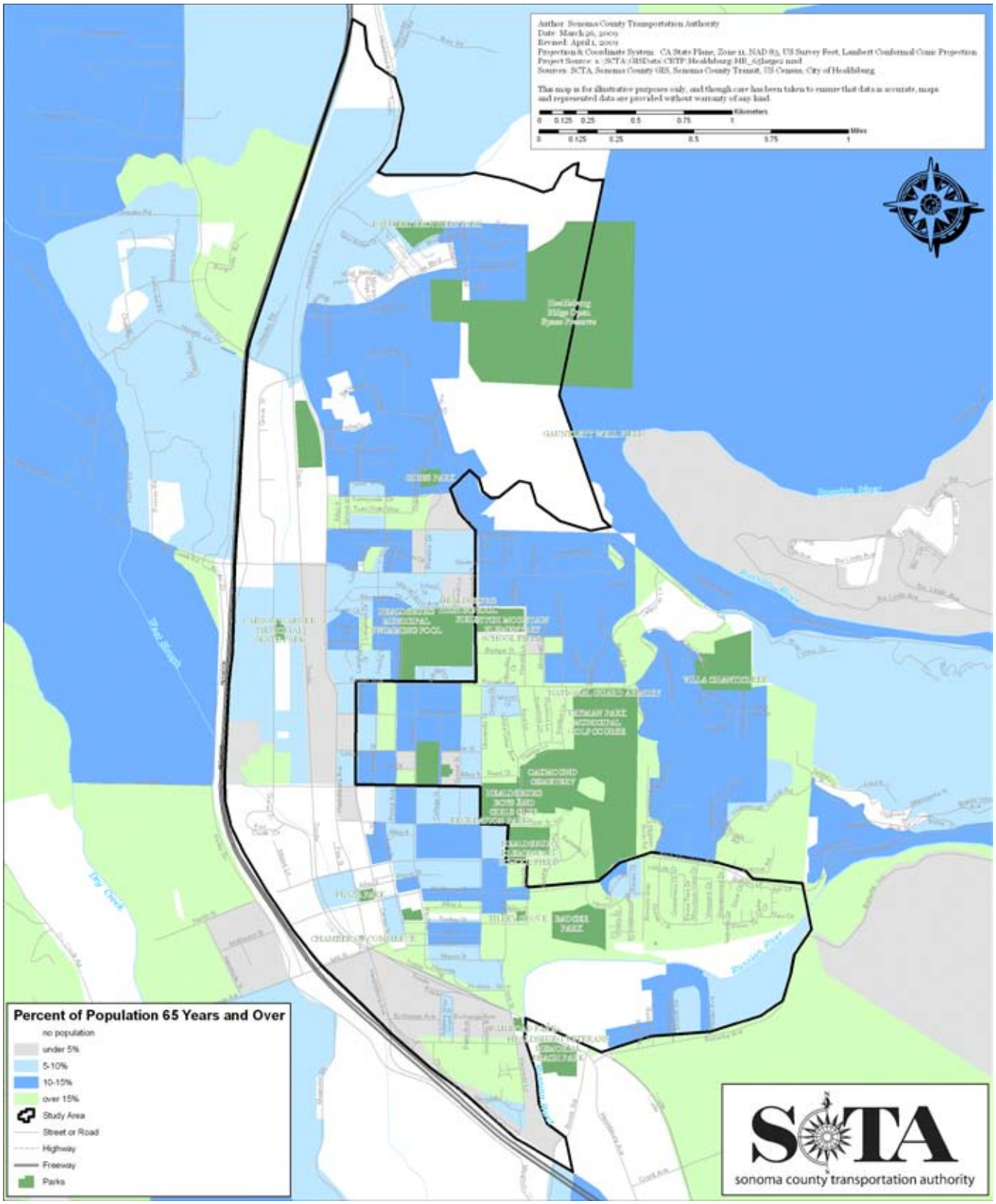
CBG 21: Aged 18 years and under 519; 65 years and over 157

CBG 12: Aged 18 years and under 86; 65 years and over 446

(The maps on pages 20 and 22, show the age distribution in the Healdsburg study area)

School Data

In addition to the Census, another interesting source of data is collected pertaining to students in the local schools.


Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: April 1, 2009
Projection & Coordinate System: CA State Plane, Zone II, NAD 83, US Survey Feet, Lambert Conformal Conic Projection
Project Source: x :\SCTA\GISData\CBTP Healdsburg\HL_65large2.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.
Kilometers
0 0.125 0.25 0.5 0.75 1
Miles
0 0.125 0.25 0.5 0.75 1
Percent of Population 65 Years and Over
no population
under 5%
5-10%
10-15%
over 15%
Study Area
Street or Road
Highway
Freeway
Parks
SCTA
sonoma county transportation authority

The State of California Department of Education requires schools to provide School Accountability Report Cards. Extrapolated from these reports, the following shows the percentages of students in school years 07-08 and 05-06 of Latino and White students, socio-economically disadvantaged (SED) students, and English Learners (EL) at each of the Healdsburg public schools in the study area.

High School 895 students (9-12 grades):

05-06 Latino 38.1%, White 60.3%, SED 30.4%, EL 15%

07-08 Latino 41.56%, White 56.87%, SED 24%, EL 20%

Marce Becerra 52 students (9-12 grades):

05-06 Latino 50%, White 48.1%, SED 0%, EL 3%

07-08 Latino 75%, White 25%, SED 52%, EL 57%

Junior High School 536 students (6-8 grades):

05-06 Latino 46.2, White 52.7%, SED 33.1%, EL 23%

07-08 Latino 53.36%, White 44.59%, SED 44%, EL 34%

Elementary Schools 780 students (K-5 grades):

05-06 Latino 52.3%, White 45.5%, SED 34.9%, EL 21%

07-08 Latino 68.33%, White 29.23%, SED 68%, EL 63%

While these statistics are "snapshots" in time, it is of interest to note that per the data, the public schools witnessed significant increases in just the period from school year 2005 to 2007 in the percentages of Latino students, socio-economically disadvantaged students, and those who were designated as English language learners. The percentage of Latino students in the public school system is higher than for the study area's total population (2000 Census 36%) and much higher than for the total Healdsburg population (2000 Census 28.8%).

Homelessness Data

According to a report of the Sonoma County Task Force for the Homeless titled Homelessness in Sonoma County 2007, the Healdsburg area has a homeless population of about thirty-eight. This is approximately 1.9% of the county's total homeless population of 1,974 people. A larger percentage of the homeless counted in the North County were Latino as compared to the County as a whole. Six percent of Sonoma County homeless Latinos were counted in Healdsburg.

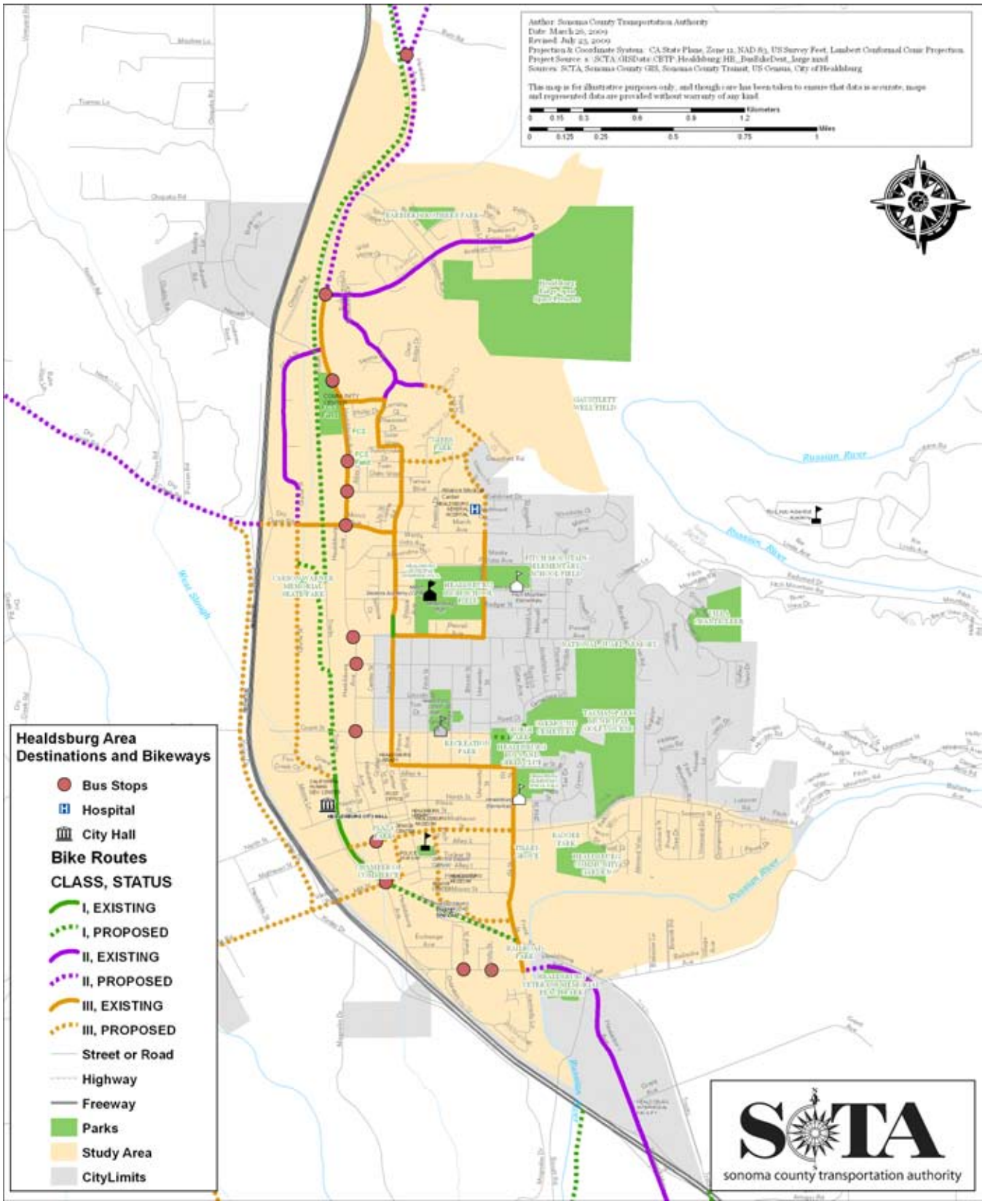
Some people who were interviewed interface with the homeless population. They reported that they perceived the homeless population to be considerably larger, having increased relative to the economic downturn of recent times. While exact numbers are not known, it was reported that many of the Day Labor population are homeless.

Another census was conducted in January 2009, employing a different methodology. This more recent count identified 3,247 homeless people in Sonoma County (compared to 1,974 in 2007). Within Healdsburg the survey identified one hundred and nineteen as homeless. Ninety-five of these people were found to be unsheltered; twenty-four were in families living in transitional housing and emergency shelters.

DESTINATIONS

Employment

According to 2000 Census data, Healdsburg as a whole had an employed population of 5,121 (civilians over age sixteen). Over a third (36.1%) were employed in management, professional or related jobs; and nearly one-fourth (23.5%) in sales and office jobs. Service jobs were the next most prevalent (14.2%), followed by 11.8% in production, transportation and material moving, and 10.2% in construction, extraction and maintenance. In last place as a category, 4.2% were reported to be employed in farming, fishing and forestry. 8.7% of the workers were considered to be self


Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: July 23, 2009
Projection & Coordinate System: CA State Plane, Zone II, NAD 83, US Survey Feet, Lambert Conformal Conic Projection
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Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind
Kilometers
0 0.15 0.3 0.6 0.9 1.2
Miles
0 0.125 0.25 0.5 0.75 1
Healdsburg Area
Destinations and Bikeways
Bus Stops
Hospital
City Hall
Bike Routes
CLASS, STATUS
I, EXISTING
I, PROPOSED
II, EXISTING
II, PROPOSED
III, EXISTING
III, PROPOSED
Street or Road
Highway
Freeway
Parks
Study Area
CityLimits
Russian River
Russian River
Russian River
West Slough
SCTA
sonoma county transportation authority

employed. Exact percentages are not known, however, lower-income study area workers are employed mostly in the study area (e.g., at the medical and senior care facilities, hotels, stores, restaurants and local industries); in the surrounding areas at the vineyards, wineries, and tourist-oriented businesses, such as the River Rock Casino; and in Windsor and Santa Rosa where there is a greater volume of employment opportunity.

The employers with the most employees in Healdsburg are the following (2006)

- Healdsburg School District with 342
- Healdsburg District Hospital with 204
- City of Healdsburg with 180
- Healdsburg Senior Living Community with 100
- Alliance Medical Center with 98
- Hotel Healdsburg & Spa with 82
- Big John's Market with 80
- Safeway with 77
- Syar Industries with 75 (plus additional interim employees during harvest)
- E & M Electric and Machinery with 71
- Bear Republic Brewing Company with 68
- Healdsburg Lumber Company with 66

Several of these largest employers are noted to employ people during work hours that are not compatible with existing local transit schedules. Both the hospital and senior living facility utilize workers in three shifts a day, seven days a week. The markets and hotel also include employee shifts that begin and/or end when local transit service does not operate. This is likewise true of many other smaller employers, such as those operating dining and drinking establishments.

Urban Services

Almost all core services are available in the study area and most are available within a rather compact area, significantly aiding accessibility. Healdsburg has a regional library and post office, as well as food and drug stores; banks and financial services; public and private schools; professional services; and medical and dental offices. The availability of health and social services provided by the forty-nine-bed Healdsburg Hospital, Alliance Medical Center, and individual providers are a boon to area residents. The non-profit Alliance Medical Center was founded in 1971 to serve migrant farm workers and their families. Services include medical and dental care, diabetes management, pediatrics, immunizations, dermatology, family planning, psychology, behavioral health, chiropractic, and podiatry. Alliance care is now available to the whole community.

Many Healdsburg residents, however, must travel to Santa Rosa to access certain services. Santa Rosa is Sonoma County's largest city. It is where the County's governmental offices, state and federal offices, and courts are located, as well as its major medical centers (e.g., Memorial, Kaiser and Sutter hospitals & medical centers). For some low-income people, difficulties are encountered in accessing governmental services because many are available only in Santa Rosa. The primary destinations that necessitate travel outside the study area are governmental and medical services, shopping, and schooling beyond high-school level. As such, one approach to mitigating the difficulty of reaching such destinations is to locate them with greater proximity to the populations wishing to access them.

Santa Rosa offers diverse shopping, business, restaurant, and entertainment opportunities. For lower-income people wishing to take advantage of the reduced prices offered by the "big box" stores, Windsor and Santa Rosa are desired destinations.

In addition to these more urbanized areas being destinations for services, they are also destinations for employment for many study area residents. Many government, medical, retail, technical, service, and construction jobs are only available outside the study area.

Other desired trips to the more urbanized areas include those for entertainment, however, Healdsburg is also a destination for entertainment. Healdsburg hosts many events, including those at the Raven Performing Arts Theater. The city has art galleries, museums, a community band, and of course, wine-country oriented tours, events, and tastings.

Childcare & Schools

There are public and private school options in the study area. The area's public school district had a total enrollment of 2,257 students during the 2007-2008 school year; enrollment in private schools during that time was 292 students.

The public schools for students from kindergarten through high school are as follows:

Healdsburg Elementary School (HES) enrolls students in kindergarten through 2nd grades.

Healdsburg Elementary School/Fitch Mountain Campus enrolls those in 3rd through 5th grades. Healdsburg Junior High School has the students in 6th through 8th grades, and Healdsburg High School serves those in 9th through 12th grades. The alternative 9th through 12th grade school is the Marce Becerra Academy Continuation High School. The Healdsburg School is a private kindergarten through 8th grade school and St. John the Baptist is a Catholic Church-operated kindergarten through 8th grade option.

The city also has an array of childcare and pre-school options, including both public and private facilities. There is a state-operated pre-school (serving about eighty-five students) on the Healdsburg Elementary School Fitch Mountain Campus. Many study area pre-school children, however, do not attend pre-schools; rather they are cared for by family members.

The Healdsburg Unified School District has an adopted policy that restricts bus service. No bus service is provided to students in kindergarten who live within one-half mile of their school; in 1st-6th grades within one mile; and in 7th-12th grades within three miles. An informal estimate of 1,200 students was reported as accessing local schools by walking or bicycling, which would be somewhat more than half of the total student population.

Adult Education

Most college/university students must travel outside the area for schooling, or access distance learning from home. College/university offerings include Santa Rosa Junior College (SRJC), Empire Business College and Law School, and University of San Francisco (North Bay Regional Campus) in Santa Rosa, as well as Rohnert Park's Sonoma State University (SSU).

Limited off-campus SRJC classes are provided in various locations in Healdsburg. Recent offerings have included basic college skills, English as a Second Language (ESL), English, Spanish, agribusiness, psychology, history, art and various physical education classes. The city of Healdsburg Parks and Recreation Department also offers various classes and activities for all ages. Adult offerings range from fitness classes to education and enrichment, leisure and recreation, and computer and technology classes. Healdsburg Transit is not available for students taking night classes because the hours of operation do not extend into the evening.

Senior Services

The Healdsburg Senior Center is an activity and resource center situated near the Healdsburg Plaza in downtown Healdsburg. Open Monday through Friday from 10:00 a.m. to 4:00 p.m., the center offers lunch and brunch meals, as well as Meals-on-Wheels programs through the Council on Aging. There is a computer center; and various opportunities for education, well-being and enrichment.

Veterans' Services

Some services for veterans are available locally in Sonoma County; others only in San Francisco. In Santa Rosa veterans

typically access health care, employment training, substance abuse treatment, and assistance with Veterans Affairs (VA) benefits. The San Francisco Veterans Medical Center at Fort Miley provides medical, surgical and psychiatric services. A free shuttle is available from the U.S. Department of Veterans Affairs Santa Rosa Veterans Medical Clinic on Chanate Road to Fort Miley, however, accessing the shuttle via transit from the Healdsburg area is time consuming and involves bus transfers. The Veterans Services Office operated by the County of Sonoma Human Services Department is located in Santa Rosa, near the county airport. Transit access involves bus transfers. Other veterans' services are in Oakland.

Recreation/Trails

Healdsburg is rich in recreational opportunities. The city offers access to the Russian River, hiking trails in the Healdsburg Ridge Open Space Preserve east of town, and many community parks and recreation facilities. The amount and quality of parkland and open space adds greatly to the livability and attractiveness of the Healdsburg area. There are recreational destinations serving a variety of interests for patrons of all ages.

Parks include:

- Badger Park and Community Garden
- Barbieri Brothers Park
- Byron Gibbs Park
- Carson Warner Memorial Skate Park
- Giorgi Park
- Healdsburg Plaza
- Healdsburg Ridge Open Space Preserve
- Healdsburg Recreation Park
- Healdsburg Senior Center
- Healdsburg Swim Center
- Railroad Park
- Tayman Park Golf Course
- Tilly Grove
- Veterans Memorial Beach Park (on the Russian River)
- Villa Chanticleer Park Complex
- West Plaza Park

The Healdsburg Community Center, which occupies what was once a school campus on Healdsburg Avenue, also serves the study area. Additionally, the Healdsburg Boys and Girls Club provides various educational and recreational programs. In the future, the Saggio Hills development is to include a 37-acre community park, as well as sports fields, hiking trails, wetlands mitigation areas, and open space areas.

(Please see map on page 24, showing study area destinations, including parks, schools and bus stops, as well as bicycle facilities)

LAND USES & PROPOSED DEVELOPMENT

Overall, the greatest use of land in Healdsburg is dedicated to low to medium density housing, parks, and open space. This pattern prevails over the entire central to eastern part of the city north of the Russian River. A greater variety of uses is found paralleling the city's western boundary. Here there is a mixture of industrial, commercial, office, government, residential and mixed uses. The city's historic district is closest to the downtown and plaza.

Planned Development

The city of Healdsburg has recently updated its General Plan. Policies regarding growth and development have thus been recently discussed and decided. The direction of the plan is that growth should be slow and well reasoned to maintain Healdsburg's existing high quality of life as a small and vibrant community.

Six developments are approved that will offer restricted affordable units, addressing some of the need for low and moderate-income housing. Victory Studios will have seven apartments considered transitional housing (construction 2009); Chiquita Grove sixty-six condos; Grant

Street Village ten duet units; Habitat for Humanity two duplex units; and Eden Family Housing sixty-four apartments (construction in 2009), including five reserved for homeless individuals and five for those with mental health disabilities.

The Saggio Hills project bears particular note. This large subdivision at the north end of the city, approved by the adoption of the Saggio Hills Area Plan in 2008, will be developed east of Healdsburg Avenue and northeast of the end of Parkland Farms Boulevard. Saggio Hills has been approved as a two hundred and sixty-acre resort and residential development, to be built in phases. The resort is envisioned to have one hundred and thirty rooms, an upscale restaurant and spa, and conference facilities. Seventy estate residences are to be clustered on twenty acres. The development agreement also includes up to one hundred and fifty affordable housing units. The City required the construction of bicycle lanes on the adjacent part of Healdsburg Avenue as part of project approval. Additionally, a Class I multi-use pathway will extend from Healdsburg Avenue through the project, connecting the affordable housing site and the Healdsburg Ridge Open Space Preserve. Sidewalks will also be extended north along Healdsburg Avenue. The project's environmental documentation, however, is currently being challenged in court.

TRANSPORTATION INFRASTRUCTURE & CONDITIONS

Primary Travel Corridors

There are three primary travel corridors in the study area: the freeway, Healdsburg Avenue and the railroad. State Highway 101 runs along the western edge of town, providing north-south access to major commercial areas in seven of the County's nine cities, and beyond to San Francisco and points south and north to the Oregon border. Healdsburg Avenue is the historic regional corridor. It also runs north to south through the entire city, including the original and current downtown. The Northwest Pacific Railroad (NWPRR) is the third north-to-south corridor, situated approximately parallel Healdsburg Avenue, with North Coast Rail Authority (NCRA) freight and Sonoma Marin Area Rail Transit (SMART) passenger rail services planned in the near future. The actual right-of-way is owned by NCRA to the north of the intersection of Healdsburg Avenue with Mill and Vine streets; and by SMART to the south. The section of rail corridor within the city limits also has two existing segments, another segment under construction, and many planned extensions, of the adjacent Foss Creek Pathway, a Class I multi-use trail for bicyclists and pedestrians.

Roads

Mobility on Healdsburg roadways is in general little delayed. In the study area there are local, collector, and arterial streets. In Healdsburg, the arterials, which are the facilities with the highest traffic volumes, include: Dry Creek Road, Mill Street (west), and Healdsburg Avenue. Most Healdsburg streets have two-lanes. Segments of Healdsburg Avenue, Dry Creek Road, Vine Street, Grove Street and some east-west streets near their intersection with Healdsburg Avenue are four-lane roads. Healdsburg Avenue was the old state highway and remains the primary north-south roadway "backbone" of the city. Grove Street provides a north-south alternative through part of the west side of town; University Street through part of the east side.

Of twenty-eight measured intersections, all but three operated in the evening peak hour of travel at a level of service (LOS) C or better (on a scale of "A" being the best and "F" being the worst). The three problem locations are the intersections of: Highway 101 South Ramps/ Dry Creek Road measured LOS F on the off ramp approach; Vine Street and Matheson Street at LOS E; and Healdsburg Avenue at Vine Street/Mill Street at LOS D. Funding is being pursued for improvements at two freeway interchanges: Dry Creek Road and Westside Road/Mill Street.

The City is also pursuing funding for improving the intersection at the city "gateway" where Healdsburg Avenue, Mill Street, and Vine Street meet. The railroad also passes through this intersection point, as will the Foss Creek Pathway. A roundabout has been considered to improve the circulation pattern for motorists, bicyclists and pedestrians. An additional challenge to be addressed just southeast of this intersection is bicyclist and pedestrian access from the Foss Creek Pathway on the southern side of the tracks to what will be the new Healdsburg Intermodal Facility and SMART rail station on the north side of the tracks.

Bridges

The primary crossing of the Russian River is via the Highway 101 bridge near the southern end of the city. Other smaller bridges are found in town crossing the Russian River, Foss Creek and Norton Slough. Foss Creek runs primarily at surface and partly underground in box culverts.

The Healdsburg Avenue Bridge which crosses the Russian River in the southern part of the city is an aging two-lane structure. Load limitations restrict its use. As a result, Sonoma County Transit buses have been re-routed from the first northbound highway city exit to the second to avoid this bridge crossing. Consequently, regional transit access for those living in the southern part of the study area along the Healdsburg Avenue corridor has been diminished. Either replacement or retrofitting of the bridge is planned. Healdsburg has submitted requests for Highway Bridge Program funding for the project. A year 2014 target for construction currently seems realistic. A bridge replacement project would include Class II bike lanes on the bridge and bicycle/pedestrian improvements adjacent the structure, such as enhanced beach access, pedestrian crosswalks, curb ramps, and new sidewalks. Signalization at the intersection of Healdsburg Avenue with Front and Kennedy streets is also planned.

A second river bridge on Healdsburg Avenue was rebuilt in 1987 as a three-lane facility with sidewalks. It spans the river overflow area, which is located north of Bailache Avenue and east of the Healdsburg Avenue Bridge river crossing.

Bicyclist and Pedestrian Facilities

Readers of this plan are referred to the recently adopted Healdsburg Bicycle & Pedestrian Master Plan (July 2008) for a comprehensive detailing of bicyclist and pedestrian issues, policies, existing conditions, and future plans. This plan is part of the SCTA Countywide Bicycle & Pedestrian Master Plan and may be found on the SCTA website at www.sctainfo.org.

Healdsburg's bicycle facilities include those designated as Class I, Class II and Class III. Class I facilities are separated from roadways. Healdsburg has two Class I facilities. Two segments of the Class I multi-use Foss Creek Pathway have been completed between Mill Street and Norton Slough along the Northwest Pacific Railroad (NWPRR) line. A third segment from Norton Slough to West Grant Street is currently being constructed and is anticipated to be finished in spring 2010. Another 0.12 mile Class I facility runs from the south end of Lupine Court to Powell Avenue in CBG 22.

Class II facilities are on-road bicycle lanes marked with striping and signage and/or pavement markings. Class III facilities are on-road "share the road" bicycle routes indicated with signage only. The city has five existing Class II facilities and eleven Class III facilities (please see map on page 24).

Regarding city facilities, the premier Class I facility will be the built-out Foss Creek Pathway. The construction of nine additional segments is proposed. The completed pathway will run from Front Street south of the Healdsburg Intermodal Facility (SMART train station) to the northern city limits. Segments 3, 4, 5, 6, 7 and 8 are Healdsburg's top priority bicycle/pedestrian projects. Various funding sources, including a federal earmark and

local sales tax Measure M funding, are being utilized to fund construction.

A .27 mile Class I facility named the Giorgi Park Pathway is also proposed. Proposed Class II facilities are to be implemented on Grove Street and Healdsburg Avenue. Signage for an additional ten Class III facilities is also proposed.

With the next update of the Healdsburg Bicycle & Pedestrian Master Plan city staff intends to recommend that the existing Class III bicycle route on March Avenue be converted to a Class II bicycle lane from Healdsburg Avenue to University Street.

City staff also recognized the limitation on Chiquita Road from Grove Street to the city limits in that pedestrian and bicyclist access is limited to the edge of the existing two-lane road, which has minimal paved shoulder widths (in many instances less than twelve inches).

Class II bicycle lanes along Healdsburg Avenue north of Parkland Farms will be installed as a condition of the Saggio Hills Development project. This $40,000 project is anticipated to be completed during 2010-2011.

A warning and wayfinding sign program and a bicycle parking program for the city are additional proposed supporting amenities.

In the unincorporated areas surrounding Healdsburg, the only existing bicycle facilities are Class II bicycle lanes along Old Redwood Highway (known as Healdsburg Avenue through the city) connecting to the southern city limits at Highway 101. There are several bicycle facilities proposed in the Sonoma County Bikeways Plan. For the unincorporated areas surrounding Healdsburg these include planned Class II bicycle lanes along Lytton Springs Road and Healdsburg Avenue, and planned shoulders along Alexander Valley Road connecting to the northern Healdsburg city limits, and Class II bicycle lanes planned along Dry Creek Road and a planned Class III bicycle route along Westside Road connecting to the western Healdsburg city limits.

Additional bicycle and pedestrian projects are proposed for the unincorporated areas surrounding Healdsburg in the draft Sonoma County Unincorporated Bicycle and Pedestrian Plan update including a planned Class I bicycle and pedestrian pathway along the SMART and NCRA railroad rights-of-way connecting to the northern and southern Healdsburg city limits; a planned Class I bicycle and pedestrian pathway between Passalaqua Road and the northern Healdsburg city limits; and a planned Class III bicycle route along Kinley Drive just west of the Healdsburg city limits.

The NCRA/SMART path is envisioned as a seventy-mile mostly Class I multi-use pathway in the railway corridor for bicyclists and pedestrians stretching from Cloverdale to the Larkspur Ferry Terminal in Marin County. The Foss Creek Pathway is a component of this longer major north-south facility that would link seven of Sonoma County's nine cities and intersect the primary east-west Class I pathway, the Joe Rodota Trail, leading from Santa Rosa to Sebastopol and linking to the West County Trail.

Other than the proposed Class I pathways mentioned above, there are no other pedestrian facilities planned outside of the Healdsburg city limits. There is an existing pedestrian sidewalk along the west side of Healdsburg Avenue between Alexander Valley Road and Lytton Springs Road that could eventually connect to future planned sidewalks along Healdsburg Avenue within the city limits to the south.

Regarding the walking environment in the city, conditions are generally good. Most areas have sidewalk infrastructure in place. Sidewalks are somewhat discontinuous or lacking in the southern part of the study area, such as along the southern part of Healdsburg Avenue (and in the unincorporated Bailache Road area) and along Grove Street. The east side of Healdsburg Avenue between Mill Street and Exchange Avenue, which is the location of the northbound Sonoma County Transit bus stop, lacks side-

walks and has limited Americans with Disabilities Act (ADA) compliant access.

The Healdsburg Bicycle & Pedestrian Master Plan includes an inventory of pedestrian gaps, indicating where sidewalks and pedestrian ramps are missing in the city. In order to address some of the needs, this year the City is implementing several projects.

- Grant/West Grant Street is a main route to the elementary and junior high schools. Grove Street is a major route into the downtown area. Existing gaps in sidewalks within Grove Street and Grant/West Grant result in limited pedestrian safety, and force students en route to school, as well as families traveling to and from markets and other commerce areas, to walk along narrow road shoulders next to vehicular traffic. There are approximately 810 feet of sidewalk gaps along Grant/West Grant Street separating the affordable housing complex, Harvest Grove Apartments, from the established sidewalk system. The City is planning to construct new sidewalks along the south side of Grant/West Grant between the Harvest Grove Apartments and Grove Street and along both sides of street from Grove Street to the existing sidewalk near Healdsburg Avenue, and pedestrian ramps at Grove Street intersection. The existing Grant Street Bridge over Foss Creek will be widened to fit sidewalks on both sides of street. This is a $1,135,100 project funded by the state Safe Routes to School Program.
- Grove Street: The City has recently installed a new sidewalk, along the east side of Grove Street from the existing sidewalk at Oak Grove Apartments to the existing sidewalk 1,170 feet to the south, and pedestrian ramps (at Grove Court). This was a $66,000 project funded by a Community Development Block Grant (CDBG).

Access barriers exist at all un-ramped locations in the city where pedestrian walkways cross curbs. These barriers may prevent individuals with disabilities, particularly those who use wheelchairs, from traveling throughout the city. The ADA provides rights and protections for individuals with disabilities. In Healdsburg there are approximately one hundred and eighty-two un-ramped street corners, which present access barriers to these individuals. To comply with ADA requirements pertaining to the pedestrian network, Healdsburg must bring sidewalks, curb ramps and roadway crossings up to ADA-standards when constructing new, or altering existing, public streets and roads. In order to address the existing inventory of un-ramped locations where construction of new, or alterations to existing, facilities is not planned, the City was awarded $107,632 in CDBG funding to install up to twenty curb ramps at specified locations. Construction funding must be expended by autumn 2010.

Maintaining sidewalks in good repair was revealed as a community need during this planning effort's outreach. Public sidewalks in conditions of disrepair create hazards and inconvenience to the public. Causes of sidewalk disrepair vary widely, and include age of sidewalk, poor construction standards, tree root damage, over-weight loading (vehicular traffic), extreme temperature changes, utility repairs, etc. Per the California State Streets and Highways Code the responsibility for maintenance and repair, irrespective of cause, belongs to the adjacent property owner, and among the remedies allowed by the Code is that the local agency may make the repairs and place mechanics liens on properties adjacent to the performed maintenance. For 2008 alone the total project expenditure for sidewalk maintenance was over $119,700. Since its inception in 2001 through 2009 the total budget amount for sidewalk maintenance is over $793,000. The City's capital improvement program (CIP) includes an annual program for hazardous sidewalk replacement. Beneficiaries of this program include property owners and the public at large due to reducing inconvenience and hazards. This program reduces the

public liability resulting from injury and damage claims. The City manages an annual concrete maintenance contract, which is administered per the Public Contract Code (i.e., subject to bidding, prevailing wages, bonding and insurance, etc.). The proposed budget for 2010 is $100,000; with a potential funding source as gas tax subvention. The program is implemented annually with adoption by the City Council of the CIP budget. Throughout the fiscal year staff receives service requests for repair of sidewalk from the public, affected property owners, city staff, etc. The administering staff regularly reviews requests and prioritizes fund expenditure for making repairs based on the facility conditions. In essence the most hazardous sites are repaired first and towards the end of the fiscal year, as available budget allows, less inconvenient and/or hazardous sites are addressed.

Additionally, pedestrian crossing enhancements are to be installed at two existing crosswalks at uncontrolled locations on Healdsburg Avenue. One is mid-block between North and Piper streets; the other at Plaza Street. These are designed to address the issue of collisions involving pedestrians at these locations. The City was awarded funding through the federal Highway Safety Improvement Program (HSIP) for in-pavement lighting applications.

Users of personal electric vehicles (e.g., motorized wheelchairs) need to recharge vehicles after traveling to downtown. The city of Healdsburg Capital Improvement Program for FY 2009-2010 includes charging stations for electric vehicles at three locations. At a cost of approximately $50,000, the city of Healdsburg Electric Department will install these facilities.

Healdsburg applied for funding under the federal Safe Routes to School program to construct three thousand feet of a Class I pedestrian/bicycle pathway to connect Healdsburg's Elementary and Junior High schools through Giorgi Park. Funding was not secured, therefore this project is unfunded. The project would have provided improved and more efficient pedestrian travel between the schools as well as connectivity to Recreation Park, which is regularly utilized by both schools for after-school programs, commencement ceremonies, and 4-H Club, Future Farmers of America, sports and livestock events.

Bicycle Safety

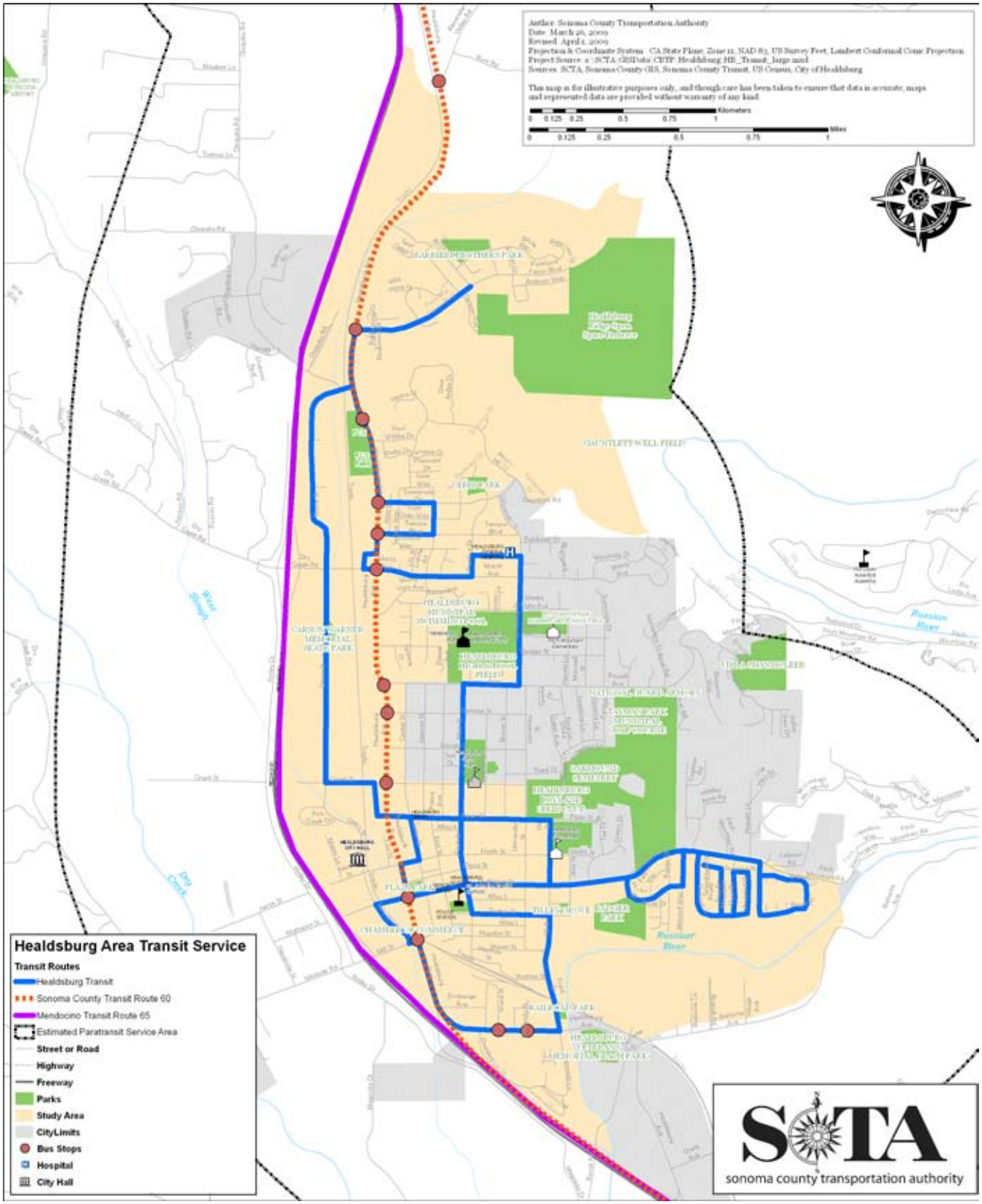
In-the-field observation indicated that a number of bicyclists of all ages are not using best bicycle safety practices. These include helmet use, using reflective and/or light colored clothing at night, understanding the rules of the road, and riding with traffic. Potential educational outreach programs could increase the numbers of people who adopt safe practices. (Please see map on page 24, showing bicycle facilities.)

PUBLIC TRANSIT SERVICES

Sonoma County Transit Services

Public transit service in the Healdsburg area is provided by Sonoma County Transit (SCT) and Healdsburg Transit. SCT's fixed-route system provides county-wide service along major travel corridors in rural areas of Sonoma County. The system also links most small towns and communities and all nine incorporated cities in the County including Cloverdale, Healdsburg, Windsor, Santa Rosa, Sebastopol, Rohnert Park, Cotati, Sonoma and Petaluma. SCT currently operates twenty-one routes Monday through Friday between 5:00 a.m. and 11:30 p.m. Weekend service currently consists of thirteen routes operating on Saturday and nine on Sunday between 7:00 a.m. and 9:30 p.m. SCT's major intercity routes currently consist of routes 20, 26, 30, 40, 44, 48 and 60. Express and commute bus service is also currently provided via routes 22, 34, 38, 42, 46, 50 and 62.

In addition to intercity public transit service, Sonoma County Transit provides local public transit service, under contract, within the Town of Windsor (route 66), and the cities of Sebastopol (route 24), Rohnert Park and Cotati (routes 10,


Author: Sonoma County Transportation Authority
Date: March 26, 2009
Revised: April 1, 2009
Projection & Coordinate System: CA State Plane, Zone II, NAD 83, US Survey Feet, Lambert Conformal Conic Projection
Project Source: s:\SCTA\GIS\Data\CBTP\Healdsburg\HE_Transit_large.mxd
Sources: SCTA, Sonoma County GIS, Sonoma County Transit, US Census, City of Healdsburg
This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.
Kilometers
0 0.125 0.25 0.5 0.75 1
Miles
0 0.125 0.25 0.5 0.75 1
Healdsburg Area Transit Service
Transit Routes
Healdsburg Transit
Sonoma County Transit Route 60
Mendocino Transit Route 65
Estimated Paratransit Service Area
Street or Road
Highway
Freeway
Parks
Study Area
CityLimits
Bus Stops
Hospital
City Hall
SCTA
sonoma county transportation authority

12, 14) and Sonoma (route 32), respectively. Local service is also provided within the unincorporated Lower Russian River area (route 28) and unincorporated Sonoma Valley communities (route 32). Weekend intercity service is also provided from July through September to the unincorporated Sonoma Coast communities of Freestone, Bodega, Bodega Bay, Jenner, and to the unincorporated Lower Russian River area (route 29).

Sonoma County Transit's intercity route 60 operates daily providing regular and express service to cities and communities located in northern Sonoma County along the Highway 101/Old Redwood Highway corridor including Santa Rosa, Larkfield/Wikiup, Windsor, Healdsburg, Geyserville, Asti, and Cloverdale. Regular route 60 trips serve Santa Rosa Junior College, Santa Rosa High School, the County Administration Center, Cardinal Newman High School, Larkfield Shopping Center, Lakewood Shopping Center in Windsor, the Windsor Depot and Town Green, the Healdsburg Plaza, and Cloverdale Depot. Peak morning and evening route 60 express trips operate between southern Cloverdale, downtown Geyserville and northern Healdsburg along Highway 101 bypassing Asti Road and Geyserville Avenue. Also, between southern Windsor and northern Santa Rosa, route 60 express travels along Highway 101 bypassing Old Redwood Highway and the Larkfield/Wikiup area.

Within Healdsburg, Sonoma County Transit's route 60 provides service north and south along Healdsburg Avenue between Exchange Avenue and Parkland Farms Boulevard. Major route 60 bus stops between these two points are located along Healdsburg Avenue near Mill Street, the Healdsburg Plaza, Powell Avenue, and Dry Creek Road. Intercity route 60 service along Healdsburg Avenue to the south between Exchange Avenue and the first northbound Healdsburg exit was discontinued pending seismic upgrades to the Healdsburg Avenue Bridge over the Russian River.

Paratransit services are available within the entire the study area. Under the provisions of the Americans with Disabilities Act (ADA), public agencies offering fixed route service must offer paratransit service to eligible persons with disabilities that is "comparable" to its fixed-route system according to six service criteria; response time, passenger fares, service area, trip purpose, capacity constraints, and hours and days of service. In the study area, the coverage area under this regulation consists of a swath three-fourths of a mile in both directions from the SCT route 60 and Healdsburg Transit bus routes.

Sonoma County Transit offers such paratransit service in the Healdsburg project area for intercity route 60. According to Sonoma County Transit's Short Range Transit Plan FY 2008-FY 2017, increased demand for paratransit services is anticipated. There will be a need for vehicle fleet expansion and increased vehicle hours of service. SCT contracts with the Volunteer Center of Sonoma County, a non-profit organization, to provide paratransit services that comply with ADA.

All of SCT's fixed-route buses are equipped with front-loading bicycle racks, which typically accommodate three bicycles. Spaces are on a first come basis. Additional bicycles can be placed inside the bus with the consent of the bus driver, and if the bus is the last scheduled for the day.

All SCT buses are wheelchair accessible and compliant with ADA accessibility.

All of the newest SCT buses have added carrying capacity for large items (luggage, packages, etc.). This addition will more fully accommodate those who are transit dependent for shopping trips and have large items or many packages to transport.

Healdsburg Transit

Healdsburg Transit operates a one-vehicle, deviated fixed-route system within the city limits Monday through Saturday 8:30 am – 4:20 pm. As a deviated fixed-route system, Healdsburg Transit's bus serves

thirty formal bus stops as shown on its published route map, but pick-up times vary within a ten-minute time frame. Passengers may also contact Healdsburg Transit's office and request that the bus deviate to pick them up within three-fourths of a mile of the fixed route when the bus is normally scheduled to be in that particular area. The bus makes a complete circuit of the city on one-hour headways with a lunch break scheduled mid-day.

Healdsburg Transit provides service to most major shopping centers and community facilities within the city limits and to those neighborhoods most in need of public transit such as areas of concentrated senior and low-income housing. Landmarks served include Safeway, Fitch Mountain Terrace senior housing, Recreation Park, Healdsburg Museum, Healdsburg Senior Center, Healdsburg Plaza, Rite Aid Drug Store, Long's Drug Store, Oak Grove Apartments, Parkland Farms senior housing, Big John's Market, Healdsburg Hospital, Alliance Medical Clinic, Healdsburg Elementary School, and Healdsburg Junior and Senior High schools. In addition, via shared bus stops on Healdsburg Avenue located at the Healdsburg Plaza, Healdsburg Transit also provides connections to Sonoma County Transit's intercity route 60.

Through an arrangement funded by the City, the Healdsburg Taxi Cab Company also provides additional "supplemental" local paratransit service during peak operating times, which are Monday through Friday between 9:00 a.m. and 1:30 p.m. via its general public door-to-door Dial-A-Ride service. This service provides rides within the city limits only. In order to provide service during the same hours and days as the fixed-route service, Healdsburg Transit provides paratransit service during off-peak times on weekdays (Monday through Friday between 8:31 a.m. and 9:00 a.m. and between 1:30 p.m. and 4:20 p.m.) through its deviated fixed-route bus. During these early morning and afternoon weekday times, the fixed-route bus provides paratransit service by deviating from its normally schedule fixed-route, when requested. Paratransit service is provided all day on Saturday using only the deviated fixed-route bus.

(Please see map on page 33, showing bus routes and bus stops)

Transit Amenities

Within the Healdsburg area, there are public transit amenities located at various existing Sonoma County Transit bus stops. Served by SCT's route 60, passenger waiting shelters are located at eight bus stops along Healdsburg Avenue, including the bus stops shared with Healdsburg Transit located at the Healdsburg Plaza and at Mill Street. A ninth shelter is located on Grove Street at Oak Grove Apartments that is also served by both intercity route 60 and Healdsburg Transit. Wooden benches are provided at the Oak Grove Apartments and Canyon Run Apartments bus stops and benches are provided at five of the bus stops located along Healdsburg Avenue.

In addition to the passenger waiting shelters and benches described above, Sonoma County Transit also services trash receptacles at seven of the bus stops located along Healdsburg Avenue. Information panels with route schedules and maps are also included within seven of the passenger waiting shelters located along Healdsburg Avenue. Bicycle racks are provided at the bus stops shared by SCT and Healdsburg Transit located at the Healdsburg Plaza. Sonoma County Transit owns and operates a seventy-space Park & Ride lot at Healdsburg Avenue/Grant Avenue, just northeast of Highway 101 and south of Grant Avenue, which also includes a bus shelter and bicycle racks. Unfortunately, due to the need to re-route buses to avoid crossings of the Healdsburg Avenue Bridge, this facility is no longer on the SCT bus route.

There are currently thirty bus stops located within the city of Healdsburg that are served by Healdsburg Transit's local fixed-route bus only. In addition to the passenger waiting shelters at the bus stops mentioned above, two of which are shared with Sonoma County Transit,

Healdsburg Transit also has shelters at their bus stops located at Parkland Farms senior apartments and Big John's Market. Finally, six other Healdsburg Transit bus stops have benches installed. In total, there are currently eleven passenger waiting shelters, seven information panels, twelve benches, seven trash receptacles, and two bicycle racks located at bus stops within the city limits.

Spanish Language

Information about both SCT and Healdsburg Transit services is made available in English and Spanish. Sonoma County Transit's schedule, fare and policy change notices and public hearing notices are translated into Spanish. Schedule information and public notices at bus stops are translated into Spanish in areas of Sonoma County that have been identified as having concentrations of Spanish-speaking individuals. Pictograms are installed inside all of SCT's fixed-route buses indicating basic rules for riding the bus. Several fixed-route bus operators, paratransit schedulers, and paratransit drivers are bi-lingual in Spanish and English; and all SCT bus operators receive minimal Spanish-language training on an annual basis. Sonoma County Transit's website www.sctransit.com is available in both Spanish and English. The website contains all of SCT's general policy information for its fixed-route bus service and paratransit service, as well as cash fare and bus pass information. Healdsburg Transit's Transit Schedule is prepared in both languages.

Ridership

During fiscal year 2008, ridership on Sonoma County Transit's intercity route 60 was 314,744 passenger trips, which represented a nearly three percent increase in ridership compared with the previous fiscal year. Based on two separate passenger surveys that were conducted during fiscal year 2007, approximately twenty-nine percent of passengers who use SCT's fixed-route service identify themselves as Hispanic/Latino. Ridership on Healdsburg Transit during fiscal year 2008 was 20,221 passenger trips for the fixed route and Dial-a-Ride services combined. This was a three percent decrease in ridership on Healdsburg Transit compared with fiscal year 2007. Combined, all public transit routes serving the study area had a total annual ridership of 334,965 during fiscal year 2008.

LIFELINE TRANSPORTATION NETWORK

The Lifeline Transportation Network Report (MTC, Dec 2001) which was described in Chapter 1, was undertaken to identify a "safety net" of transportation services for those with low-incomes. The report evaluated all transit routes in the Bay Area against a set of criteria intended to identify "Lifeline Network" routes. The report identifies which public transit services, by bus route, were the most vital. Lifeline status was determined based on: 1) Service to CalWORKS clusters (California Work Opportunity and Responsibility to Kids, was established by California Assembly Bill 1542 and required each county to establish a countywide program for moving people from welfare to work); 2) Service to essential destinations; 3) Being an operator trunk route (i.e., part of their "core services), and 4) Being a regional link. Sonoma County Transit's route 60 was selected based on categories 2 and 3. While SCT routes 20, 30, 40, 44, and 48 were also designated as Lifeline routes, none of these other routes serve the Healdsburg project area.

The identification of two types of gaps was part of the report: spatial and temporal. A spatial gap exists if service is missing; temporal gaps exist if there are time gaps in services (such as transit needs during times of the day when services are not available).

Service Objectives

The report established service objectives for hours of operation and frequency of service for both "Urban Core Transit Operators/Routes" and "Suburban Transit. The service objectives are broad targets that encompassed the whole

nine-county region, thus as such do not account for the wide variability in local circumstances, nor were associated implementation costs assigned. The study area would be considered a suburban transit route for Lifeline purposes.

Service objectives are shown below:

Hours of Operation Objectives for Lifeline Routes:

Suburban Transit Operators/Routes:

Weekday: 6 a.m. – 10 p.m.

Saturday: 8 a.m. – 10 p.m.

Sunday: 8 a.m. – 10 p.m.

Frequency of Service Objectives for Lifeline Routes (In Minutes)

Suburban Transit Operators/Routes:

Weekday Commute: 30

Weekday Midday: 30

Weekday Night; 30

Saturday: 30

Sunday: 60

In the report's analysis, no spatial gaps in service provision were identified in Sonoma County, which includes the Healdsburg area.

Potential temporal gaps in transit service were identified by comparing the span of the service day and frequency of Lifeline transit service to the urban or suburban service objectives developed in the Lifeline Transportation Network Report. None of the six Sonoma County Transit (SCT) routes identified as part of the Lifeline Transportation Network met the frequency of service objectives for all time periods during the week and on weekends. Lifeline services in the Healdsburg area were compared to the suburban objectives.

Effective as of June 28, 2009 within the Healdsburg project area, intercity route 60 operates during weekdays between 5:20 a.m. and 9:46 p.m. During weekend days, route 60 provides service within the project area between 7:35 a.m. and 8:34 p.m. Healdsburg Transit also currently provides local service within the project area Monday through Saturday between 8:30 a.m. and 4:20 p.m. Healdsburg Transit does not currently operate on Sundays. With the schedule that became effective in June, intercity route 60 does not meet the suburban Lifeline objectives for hours of service during weekdays or weekends.

TEMPORAL GAPS	WEEKDAY	SATURDAY	SUNDAY
Objectives	6 a.m. - 10 p.m.	8 a.m. - 10 p.m.	8 a.m. - 10 p.m.
Actual Lifeline Route 60	5:20 a.m. - 9:46 p.m.	7:35 a.m. - 8:34 p.m.	7:35 a.m. - 8:34 p.m.
Status	Objective Not Met	Objective Not Met	Objective Not Met

In order to compare the frequency of service for intercity route 60 within the Healdsburg project area to the suburban Lifeline objectives, northbound and southbound time-points in Healdsburg were compiled. The headways on intercity route 60 vary depending on the time of day. Using the route 60 schedule that became effective in June, service frequencies on route 60 during weekdays average fifty-four minutes and on weekends eighty-three minutes (or every one hour and twenty-three minutes). Neither the average weekday frequencies nor the average weekend frequencies on intercity route 60 meet the Lifeline service objectives within the project area. Although not identified as a Lifeline route, Healdsburg Transit currently also provides local service Monday through Saturday within the city limits at one hour headways.

LIFELINE ROUTE 60 FREQUENCY		
	WEEKDAY	WEEKEND
Frequency of Service Objective	30 minutes	30 minutes
Averaged Actual Service	54 minutes	83 minutes

The Sonoma County Transit Mini-Short Range Plan FY 2009-FY 2018 identifies fixed route service changes planned through fiscal year 2018. The latest plan reflects the contraction of service due to transit funding shortfalls. Regarding route 60, the plan reports that "During FY 2010, two weekday southbound trips and three weekday northbound trips (including one late evening trip) will be discontinued." Also, "...one morning and one evening

weekend southbound trip from Cloverdale as well as one evening northbound trip to Cloverdale will be discontinued." New route 60 feeder bus trips will link to SMART rail service. This is anticipated in 2014. Additionally, minor service restorations will be considered during fiscal year 2015 and/or 2016, assuming that sufficient operating revenues are available.

REGIONAL CONNECTIVITY

Transit

Sonoma County Transit's route 60 delivers Healdsburg study area customers to the Santa Rosa Transit Mall. As such, bus riders can make connections to other Sonoma County Transit bus routes throughout the County; Santa Rosa CityBus routes throughout Santa Rosa; and connections to out-of-county transit services. Route 60 patrons may also transfer to other SCT routes in Windsor (routes 62 [accessing the Sonoma County Airport] and local 66) and in Cloverdale (local 68); as well as Santa Rosa CityBus routes that intersect the route 60 routes.

Golden Gate Transit runs routes south to Marin County (connecting to San Francisco-bound ferries) and into San Francisco. Golden Gate Transit's route 80 is designated as a Lifeline Route with connections to Bay Area Rapid Transit (BART), AC Transit, MUNI, and SamTrans transit services. Golden Gate Transit initiated a new express service mid-June 2009. This route 101 Express operates on weekdays and reduces travel time for customers on trips destined for, or originating in, northern Marin and Sonoma counties. The travel time savings are estimated at about twenty to forty minutes depending on the time of day and the trip being made. Route 101 operates in place of route 80 on weekdays only from about 6:00 a.m. to 7:00 p.m. Route 101 serves the same stops as route 80 between Santa Rosa and Novato at the DeLong Avenue stop on Highway 101. It then runs express service to San Francisco, stopping only at the San Rafael Transit Center and the Spencer Avenue stop on Highway 101. Within San Francisco, Route 101 serves the same stops as route 80.

Napa County Transportation and Planning Agency provides a fixed-route bus connection from Santa Rosa's downtown to the Napa Valley. Named VINE, buses run to and from Santa Rosa three times a day on a Monday through Friday schedule.

The Mendocino Transit Authority (MTA) offers service from the Santa Rosa Transit Mall to the north (e.g., Ukiah, Willits, Fort Bragg). The MTA route uses Highway 101, which by-passes Healdsburg, however upon request, pick-up service to travel north from Healdsburg's Dry Creek Exit can be requested.

Air

The city of Healdsburg operates the Healdsburg Municipal Airport. Built northwest of the city in 1945, this small general aviation airport is operated as an enterprise activity. Santa Rosa is the site of the Charles M. Schulz Sonoma County Airport, which currently offers Horizon Airlines flights to Los Angeles, California; Seattle, Washington; Portland, Oregon; and Las Vegas, Nevada. Sonoma County Transit route 62 takes travelers to this airport. For other destinations and international flights, travelers must utilize the San Francisco, Oakland or Sacramento airports. In addition to public transit, Sonoma County Airport Express offers transport services to these airports and is located on Santa Rosa Avenue south of the Santa Rosa Transit Mall.

Train

The Sonoma Marin Area Rail Transit (SMART) train was approved by the voters in the November 2008 election. Construction is to begin in 2011, with service anticipated to begin in 2014. The train will run within the Highway 101 corridor for seventy miles from Cloverdale to the Larkspur Ferry Terminal in Marin County, where a connection to San Francisco will be possible via the existing ferry.

Healdsburg will be the site of one of the fourteen planned train stations. Located on Harmon Street at the foot of Fitch Street, the Healdsburg Intermodal Facility will serve as the SMART train depot. This site of the historic depot is about seven blocks from the downtown Healdsburg Plaza. Connections to bus service, and bicycle and pedestrian facilities will be included.

Phase I plans have been completed by Sonoma County Transit and await final approval from the city of Healdsburg, which is expected in fall 2009. Included in phase I planning is a pedestrian/bicycle path (Foss Creek Pathway Segment 4) along the SMART right-of-way between the depot building and Mill Street. The City will provide the pedestrian/bicycle path connection from the depot building south (Foss Creek Pathway Segment 3), which is expected to be constructed in summer 2010. Phase I includes forty-seven parking spaces at the depot building site. A county-owned lot across from the depot could be developed at a later date either by SMART or Sonoma County Transit (depending on funding availability) that would provide approximately twenty-five additional spaces. When SMART service begins, SCT's existing park & ride lot on South Healdsburg Avenue near Highway101 could be used for SMART commuter parking if a shuttle was provided linking the two sites. The South Healdsburg Park & Ride has 70 parking spaces.

Phase I is expected to bid in fall 2009. Depending on award date, construction may commence in either 2009 or spring 2010.

Phase II plans call for rehabilitating the exterior of the historic depot building. Proposed improvements, contingent on funding availability, include new exterior paint, roof replacement/repair, and new front and rail-side porches with ADA access.

Connection to Amtrak trains is provided by bus service that currently departs from Healdsburg Avenue. Amtrak is the national rail service that provides a system of train routes and connecting bus services across the United States.

OTHER TRANSPORTATION SERVICES & ALTERNATIVES

Taxi Service

The Healdsburg Taxi Cab Company serves Healdsburg, Windsor, Geyserville, and the Dry Creek, Alexander and Russian River valley areas, as well as the Sonoma County and Healdsburg Municipal airports. The vehicles of this locally owned and operated business can accommodate four passengers per trip. Rates are five dollars upon pickup and four dollars per mile thereafter. The company offers special airport rates, and a twenty percent discount on senior and student fares.

Car- and Van-Pooling and Car Sharing

A high percentage of study area residents utilize carpooling and/or share cars. Many times this travel mode is informal in nature and is arranged through networking among families, friends, co-workers and church members. Rides can also be arranged through community bulletin boards. Per the 2000 Census, just over twelve and a half percent of workers carpooled in the city as a whole, however, within the study area's CBG 24, twenty-six percent of work trips were by carpool; CBG 21 had twenty-five percent; and CBG 22 had twenty percent. Such travel arrangements yield savings in car operation and ownership costs, as well as mitigation of environmental impacts.

Motorcycle/ Scooters

Per the 2000 Census, a statistical zero percent of Healdsburg residents who work used motorcycles to get to work. The percentage of use for all trip types is not known. It is possible that motorcycle or motor scooter use could be viable alternatives for more people, and one that offers environmental and cost-savings benefits over solo use of automobiles.

CHAPTER 3

OUTREACH STRATEGY

OVERVIEW OF STRATEGY

This planning effort has involved the community through outreach to residents, employers, community-based organizations, faith-based organizations, transportation and service providers, governmental agencies, and the business community. Public input was sought to identify problems and potential solutions. This outreach has been consistent with the guidelines of MTC's Community Based Transportation Planning Program. The outreach strategy has consisted of three parts as described below:

1. Stakeholders Committee

2. Direct Public Outreach in the Community

    a. Field Observation

    b. Surveys

    c. Individual Interviews

    d. Public Meeting

3. Leveraging Other Planning Efforts

STAKEHOLDERS COMMITTEE

The first step in conducting the outreach was to convene a stakeholders committee to advise the planning effort. The approach taken for stakeholder selection was based on engaging people who had a stake in the study outcomes. These were identified as people who are:

- Residents of the study area
- Providers of services within the study area
- Employers within the study area
- Involved in planning efforts within the study area

Three Healdsburg Stakeholders Committee meetings were held at the offices of the city of Healdsburg on:

April 2, 2009

May 29, 2009

July 16, 2009

HEALDSBURG COMMUNITY BASED TRANSPORTATION PLAN STAKEHOLDERS COMMITTEE	
NAME	**ORGANIZATION**
Therese Trivedi, Senior Planner Jennifer Yeamans, Lifeline and Equity Planner	The Metropolitan Transportation Commission's Community Based Transportation Planning Program
Lynn Goldberg, Senior Planner	City of Healdsburg Planning & Building Dept.

Mario Landeros, Senior Civil Engineer	City of Healdsburg Public Works Dept.
Sonja Drown, Senior Services Supervisor	City of Healdsburg Community Services Dept.
Matt Jenkins, Police Sergeant	Healdsburg Police Department
Henk Peeters, President	Rotary Club of Healdsburg
Jack Neureuter, Chief Executive Officer Javier Alvarez, Board Member	Alliance Medical Center
Steven Schmitz, Senior Transit Planner	Sonoma County Transit
Beth Dadko, Health Information Specialist	Sonoma County Department of Health Services, Prevention and Planning Division
Lynn Woznicki, former Executive Director	Healdsburg Chamber of Commerce
Jan Kiely, Chief Operating and Nursing Officer	Healdsburg District Hospital
Ginny Doyle, Program Planner	Sonoma County Human Services, Area Agency on Aging
Susan Graff, Board Member Owner/Operator	Healdsburg Shared Ministries/Food Pantry Healdsburg Taxi Cab Company
Christine Culver, Executive Director	Sonoma County Bicycle Coalition

Due mainly to work constraints, a number of those invited to participate as stakeholders were unable to do so. These representation gaps were filled by inviting them to become interviewees.

First Meeting

At the first meeting, after the project was introduced and its funding and purpose were detailed, the stakeholders were charged with providing input regarding stakeholder selection and who they thought would be candidates for interviews – specifically how gaps in representation could be filled. The names of individuals, entities and organizations were gathered for future contact.

Gaining the commitment of lower-income residents to participate on such a body is particularly difficult. Lower income residents were reached through the other components of the outreach strategy.

Stakeholders were also asked to comment on the overall outreach strategy, including the draft survey instrument. Members recommended methods to administer the survey. This included specific locations and dissemination vehicles to reach people, including those in the Latino community, workers, and seniors. The later part of the meeting was devoted to beginning an identification of problems and potential solutions – drawing on the stakeholders' knowledge of the community.

Second Meeting

At the second meeting, outreach methodologies were reviewed and outreach findings were presented and discussed. The group was asked to validate and augment the findings based on their knowledge of, and experience in, the study area. Individual stakeholders also served as resources for various sections of the plan. At this meeting, "homework" was assigned to refine and elaborate on the parameters of potential solutions. The stakeholders taking on "homework" represented the various entities that could implement the solutions. Potential solutions were derived directly from the outreach findings. A template was provided to each participant to place each solution in a uniform format to state what problem was being addressed; what solution was being proposed; what resources (funding and participating entities) would be required for implementation; what implementation would consist of including timeframe; what barriers to success exist; and who would benefit by solution delivery. This information was used at the third Stakeholders Committee to facilitate evaluation and prioritization of solutions. The body was also asked to review a proposed criteria methodology to be utilized in evaluating the projects and strategies proposed as solutions.

Third Meeting

Evaluation of solutions and priority setting were the goals of the third and last Stakeholders Committee meeting. At this stakeholders meeting, proposed solutions (projects and strategies) were presented for consideration. The committee applied an evaluation criteria and selection methodology after solutions were described and discussed. Prioritization was completed.

DIRECT PUBLIC OUTREACH IN THE COMMUNITY

Healdsburg is a relatively affluent community; however there are two significant populations within Healdsburg that fall within the study criteria of having incomes below 200% of the Federal poverty level. These low-income populations are made up of seniors and Latinos. Additionally, there is a homeless population in Healdsburg, which has grown substantially in recent times. There is crossover between these groups, as many of the day laborer Latinos are homeless, and some of the homeless are seniors.

The outreach strategy was designed to gain significant public input. During the months of April and May 2009, the SCTA with the consulting support of The Results Group gathered data on how residents and service providers experienced and thought about transportation in the Healdsburg study area.

Methodology

Data gathering methods included field observations, administration of a survey, and individual interviews. The input of this data gathering was used to identify gaps and issues in transportation and corresponding transportation solutions. These solutions – some projects and some strategies – are included in Chapter Five of this plan, the "action plan" component. Additionally, an evening meeting was conducted to invite additional public participation and input.

Field Observation

Field observations were undertaken to gain first-hand exposure to existing conditions. Field trips were also made to determine the boundaries of the study area; locate low-income housing areas, shopping, health care and school centers; and to scope out survey sites. Additionally, Sonoma County Transit and Healdsburg Transit bus trips were made to observe service areas and understand schedules and routes, as well as to administer surveys en-route.

Surveys

One hundred and nineteen people filled out a survey questionnaire. Two versions of the survey instrument were distributed: one in English and one in Spanish. Sixty-two percent of those taking the survey were calculated to be living at the CBTP definition of poverty; specifically at or below 200% of the federal poverty level, based on stated incomes and household size. Surveys were administered at key interaction points within the study area. Survey stations were located at three locations: the Healdsburg Senior Center, Alliance Medical Center, and California Human Development Corporation Job Center.

Survey takers included the following:

- Sonoma County Transit bus patrons of route 60 [Lifeline Route] in transit to, from, and in the study area

- Healdsburg Transit fixed route bus patrons in transit in the study area
- Alliance Medical Center clients
- California Human Development Corporation Job Center clients
- Healdsburg Senior Center clients
- Healdsburg Hospital employees
- Bear Republic Brewing Company employees
- Healdsburg Lumber employees

Individual Interviews

Individual interviews with people intimately involved in the community were invaluable in gaining an understanding of the issues. All of the interviewees serve the community in some capacity. Included were people who interface with lower-income people encountered as citizens, workers, health care clients, church members, school children, homeless persons, and seniors. Interviews were conducted mainly in person and sometimes by telephone. The following lists the entities and individuals who were included in the interview component of the CBTP:

INTERVIEW PARTICIPANTS

ORGANIZATION	INTERVIEWEE
Healdsburg City Council	Mike McGuire, Council Member
SCTA Board of Directors	SCTA Director
Task Force for the Homeless	Georgia Berland, Executive Officer
Healthcare for Homeless Collaborative	Chair
Healdsburg Housing Group	Member
Healdsburg Senior Living Community	Stacy Dellas, Director of Marketing
California Human Development, Healdsburg Day Labor Center	Martha Nunez, Program Director
Alliance Board of Directors	Director
Healdsburg Shared Ministries/Food Pantry	Susan Graff , Board Member
Healdsburg Taxi Cab Company	Owner/Operator
North Coast Community Services	Yvonne Milligan, Program Director
Healdsburg Shared Ministries	Secretary
Healdsburg Lumber Company	Janet Ziedrich, Human Resources Manager
Syar Industries, Vineyard Management	Rand Dericco, Vineyard Manager
Healdsburg Boys & Girls Club	Joey Garcia, Executive Director
St John's Catholic Church	Tino Vera, Deacon
Healdsburg Unified School District	Matt Myres
Marce Becerra Academy	Principal
Healdsburg High School	Vice Principal
Woznicki Consulting	Lynn Woznicki, Business Owner
Healdsburg Chamber of Commerce	Former Executive Director
City of Healdsburg	Lynn Goldberg, Senior Planner

Public Meeting to Disseminate Findings and Receive Feedback

The final outreach component consisted of a public meeting on July 27, 2009, at the Healdsburg Public Library between 6:30 p.m. and 8:30 p.m. The meeting was advertised by means of e-mailings, flier postings in the study area, and the local press via an article in the Healdsburg Tribune. The meeting consisted of a presentation of the findings and proposed "solutions," discussion, and a request for feedback. Questions were answered about the plan and participants' comments were recorded.

LEVERAGING OTHER PLANNING EFFORTS

The Healdsburg Bicycle & Pedestrian Master Plan adopted in July 2008, contains a recent inventory of existing, planned, and proposed bicycle and pedes-

trian facilities. The plan also included public outreach in its preparation. The product completed an examination of where sidewalks and curb ramps are needed. Incident data were also presented. This plan was utilized as a resource for the CBTP effort. Recent priority setting for bicycle and pedestrian projects has been accomplished through this plan. Additionally, the City has just updated its General Plan. That comprehensive planning effort entailed data gathering about existing conditions, a lengthy public involvement process, and the setting of long-term goals and policies for the City.

CHAPTER 4

IDENTIFICATION OF PROBLEMS & POTENTIAL SOLUTIONS

OVERVIEW OF PROCESS

The process of identification of transportation problems and potential solutions for the study area involved outreach to the public as was described in Chapter Three. After compiling and presenting the "raw input" to the Stakeholders Committee, various members who represent agencies and entities that could be implementing bodies, took on "homework" to refine the public input. They were asked to describe and define potential solutions by crafting projects and strategies. These solutions are presented and prioritized in Chapter Five, the "action plan" component of the CBTP. Compiled and summarized in this chapter are the findings of the public outreach.

OVERVIEW OF PUBLIC INPUT

The overarching theme of the input provided by survey respondents and representatives of community-based service organizations is best summed up by the phrase "Save Our Local Bus." Maintaining Healdsburg Transit's Dial-a-Ride and fixed route services emerged as a top priority for action – especially for this plan's targeted lower-income population. Transit service reductions would primarily impact seniors and to a lesser degree Latinos (due to infrequent headways). Some churches and senior living facilities have transportation programs, but these programs could not bridge the gap created by the potential loss of Dial-a-Ride and reductions in fixed route service.

Outreach indicated that Latinos and seniors are less likely than other participants to own cars. As a result, many Latinos car-share/car-pool as a principle mode of transportation and do not perceive that they have serious gaps/problems in mobility. This family-oriented and neighbor-oriented sharing is an ideal way to reduce the costs of multiple individual car ownership, as well as reducing the environmental costs. Many others also regularly walk and ride bicycles for transportation. For the lowest income people, the costs of car ownership and bus fares are prohibitive.

The study also found that increasing Sonoma County Transit service and improving pedestrian/bicycle facilities in several areas within Healdsburg were identified as needs. Several interviewees expressed concern about potential cuts to transit funding, and thus expressed the high priority of maintaining existing regional, county and local transit services.

KEY OUTREACH FINDINGS

Summary

1. Healdsburg Transit's Dial-a-Ride and fixed route services are at risk for reducing or eliminating service due to the loss of transit funding. This will primarily impact seniors.
2. Lower-income Latinos and seniors are much less likely than others to own cars.
3. Many Latinos in particular, car-share, car-pool, walk and ride bicycles as principle modes of transportation.
4. Latinos underutilize Healdsburg Transit due to infrequent headways and cost.
5. Bus trips to Santa Rosa take too long.
6. Not enough frequency of bus service (both Sonoma County Transit and Healdsburg Transit).
7. More weekend and later transit service is needed by some Latinos to meet evening shift, night shift and weekend work transportation needs.
8. Pedestrian and bicycle facilities in several areas within and outside of Healdsburg city limits need significant improvement.
9. Seniors need expanded transit service or other options to enable enrichment; and improved transit/transportation services to health care providers.
10. There is no direct bicycle/pedestrian connection to the Healdsburg Intermodal Facility/SMART train station from downtown Healdsburg.
11. Transit service and bicycle/pedestrian facilities are particularly lacking in the southeastern part of the study area, which is outside Healdsburg's city limits.

Senior Community

Generalizations for the entire senior community are not being made. Seniors are not uniform in their mobility, mobility choices, incomes, or needs. For purposes of this plan, focus was placed on lower-income seniors, and it is this group that is being referenced.

1. The most significant transportation gap that has been identified in the study is the loss of funding for Healdsburg Transit. The Dial-a-Ride could be eliminated and the fixed route also could see significant reductions in service.
2. Accessing healthcare in Santa Rosa is a significant challenge for many seniors. Specifically, trips to Kaiser Medical Center and other medical providers are difficult to accomplish.
3. Dial-a-Ride service ends at 1:30 p.m. in the afternoon. The food pantry offers food between 3:00-4:00 p.m., so Dial-a-Ride can not be used. Likewise "Tuesday Nights at the Plaza" (a downtown community social event) ends after local Dial-a-Ride has ceased services for the day.
4. Dial-a-Ride does not provide service outside of the city limits.
5. Taxi service (as a replacement for Dial-a-Ride) is too expensive for many seniors.
6. Some seniors need to be accompanied on trips, especially seniors with physical or cognitive disabilities.
7. There are some accessibility (ADA) issues in Healdsburg: Doorways in some older buildings are not wide enough to accommodate wheelchairs.
8. The lack of evening transit service is a barrier to life-enrichment activities (e.g., theatre, dining, cultural events). Isolation is a main barrier leading to depression and decline among seniors.
9. The City is installing curb-cuts. More are needed to ensure accessibility.
10. Healdsburg Transit's public transportation does not serve people living outside the city limits of Healdsburg. In these proximate areas, access to public transportation options is limited to services provided by Sonoma County Transit and the associated paratransit service provider, Volunteer Wheels.

11. It is difficult to access downtown Healdsburg from the senior living location on Grove Street.
    a. Sidewalks are not contiguous or wide enough.
    b. Many seniors use electric scooters and need charging stations to recharge their scooters.
    c. Bicyclists and pedestrians need to be educated to share the right-of-way with scooter users.
    d. Seniors who walk need benches and shade for respites along the way to and from downtown.

Latino Community

Generalizations for the entire Latino community must be avoided. In terms of, for example, length of time in the country/county, nationality, legal status, educational level, and economic status, there is much variation. For purposes of this plan, focus was placed on lower-income Latinos, and it is this group that is being referenced.

1. The interview and survey data shows that the Latino community does not perceive that they have serious problems or gaps regarding transportation other than lack of car ownership.
2. Within the Latino community, there are many sub-communities made up of people from the same region(s) of Mexico, including broader family members (cousins, etc.) who possess cultural norms for sharing resources, especially cars. As a result, a significant portion of the transportation needs of Latinos are met through the sharing of cars, carpooling and providing rides, for example driving others to medical and government appointments.
3. Many Latinos ride bicycles or walk to meet their transportation needs. This works well because Healdsburg is a relatively compact city, where most of the low-income housing is located close to health care, schools and shopping, with (for the most part) adequate sidewalks. The terrain in these areas is also relatively flat.
4. The Latino community underutilizes Healdsburg Transit due to the low frequency of bus service (headways) and cost.
5. Some problem areas identified:
    a. Healdsburg Transit's public transportation does not serve people living outside the city limits of Healdsburg.
    b. The Healdsburg Transit system has lost a significant amount of its operating funds.
    c. Most bicycle riders do not wear helmets or follow safe cycling protocols.
    d. Transit service between Healdsburg and Santa Rosa is not adequate in terms of frequency of service.
    e. Latinos would like transit to serve the coastal and Russian River beaches.
    f. Local transit service is not frequent enough to serve transportation needs of daily chores.
    g. There is a lack of benches at bus stops.
    h. Bus trips from outside Healdsburg take too long
    i. Workers who come to Healdsburg using route 60 and who then need to get to jobs sites some distance from route 60 bus stops, such as off Grove Street, have difficulties after Healdsburg Transit's daily operations have ended.
6. Local law enforcement actions result in frequent loss (impoundment) of cars that belong to members of the Latino community (recent enforcement checkpoints resulted in the impoundment of thirty vehicles owned by Latinos).
7. Existing transit does not support shift work by providing service to those who work evening, night, or weekend shifts.

8. Sonoma County Transit route 60 does not provide adequate service for low-income people trying to access government services such as food stamps. There are few County services outside of Santa Rosa.

Other Transportation Gaps/Issues:

1. Lack of direct connectivity between downtown Healdsburg and the future Healdsburg Intermodal Facility/SMART train station.
2. Transit trips for special-needs children are very long. Often parents use taxi service (at additional cost) to mitigate trip durations.
3. The Healdsburg Unified School District adopted a policy limiting the availability of bus service. Kindergarteners living within one-half mile of their schools are excluded from bus service; 1st through 6th graders within a mile; and 7th through 12th graders within three miles. The ability to get to school of children whose parents are not car owners or drivers is negatively impacted and this affects school attendance. For some children the prescribed distances are not deemed reasonable to undertake by foot or bicycle.
4. The Healdsburg Transit route needs to be extended to new affordable housing at the end of Parkland Farms Boulevard.
5. Specific pedestrian and/or bicycle facilities that need improving:
    a. Grant and Grove streets need more than a painted shoulder stripe to support safe bicycling and walking; need separate curbed sidewalk.
    b. Memorial Beach needs improvement in beautification and amenities.
    c. Healdsburg Avenue between Front Street and the freeway has sidewalk gaps.
    d. Parts of Healdsburg Avenue and Mill Street are not bicycle/pedestrian friendly.
    e. The three-lane road by Safeway is a barrier to safe crossing.
    f. Need direct bicycle/pedestrian connection from downtown to train station.
6. Sonoma County Transit: Route 60 is the primary route to the North County, but the time it takes to ride the bus is a barrier to efficient transportation (takes too long).
7. The southbound downtown bus stop is inadequate and has been located at various temporary locations. It needs a permanent site.
8. Accessing veterans' services can be particularly daunting. Veterans may need to travel to Santa Rosa, San Francisco (Fort Miley), or elsewhere for medical and other services.

SPECIFIC PROBLEMS AND SOLUTIONS

The following are community-identified problems/gaps followed by suggested solutions.

Bus Transit

Problems with Transit: Bus service does not adequately serve some commuters, seniors, low-income individuals, students, veterans, or families in the study area.

1. Loss of State Transit Assistance (STA) funding for Healdsburg Transit resulting in the elimination of Dial-a Ride service and reduction in fixed-route circulator service.
   Solutions: Secure funds to restore service levels for Dial-a-Ride and circulator transit service
   Launch a voucher program for seniors and/or low income people to pay for taxi service to off-set losses in transit service (i.e., as a replacement for Dial-a-Ride service).
2. Latino community underutilizes Healdsburg Transit.

Solutions: Expand Healdsburg Transit to accommodate the needs of the Latino Community.
Conduct outreach to Latinos to educate non-users on how to use the bus, read schedules, obtain passes, determine fares, etc.

3. Route 60 takes too long and has insufficiently frequent headways.
Solutions: Secure funds to increase frequency of headways
Establish an express run of route 60

4. Dial-a-Ride does not go beyond city limits
Solutions: Launch a voucher program for seniors and/or low income people to pay for taxi service as an alternative to Dial-a-Ride service.

5. Transit service is limited to daytime hours preventing seniors from taking advantage of evening entertainment needed for enrichment.
Solutions: Expand transit service into evening hours

6. The southbound downtown bus stop is inadequate and is located at a temporary location.
Solutions: Create a permanent bus stop facility.

7. New affordable housing developments are located beyond transit service stops.
Solutions: Expand transit service to the end of Parkland Farms Boulevard.

8. Due to weight restrictions on the Healdsburg Bridge, Sonoma County Transit has re-routed bus service from the first north-bound Healdsburg exit off Highway 101 to the second exit. This means that service to the southern part of Healdsburg Avenue is now discontinued and the Park-and-Ride lot is no longer on the bus route.
Solutions: Routing could be restored if weight restrictions were to be lifted; or after the bridge is replaced or rehabilitated.

9. Alternatives to transit are lacking for many seniors who do not drive.
Solutions: Begin a volunteer driver program, modeled after the successful Sebastopol Senior Center Volunteer Driver Transportation Program.
Conduct an outreach program to foster the ease of transit use.

10. The cost of transit is too high for some low-income people, especially the homeless population of mostly day laborers; young people, and mothers traveling with several children.
Solution: Bus vouchers to eligible individuals

Bicycle/Pedestrian Modes

Problems with Pedestrian & Bicycle Facilities: Walking and bicycling transportation modes are quite common in the study area, however, safety and access are concerns in particular locations where there are gaps in the pedestrian and bicycle infrastructure.

1. Pedestrians access to downtown Healdsburg using Grove and/or Grant streets (e.g., from the senior living facility and low-income apartments) can be difficult; sidewalks are not contiguous or are not wide enough, many seniors use electric scooters and need charging stations to recharge their scooter and seniors who walk need benches and shade for respites
Solutions: Improve pedestrian facilities along Grove Street to downtown by doing the following:
    a. Widen the sidewalks.
    b. Install benches and shade along the way to downtown.
    c. Install a charging station downtown.

2. No direct bicycle/pedestrian connection to the Healdsburg Intermodal Facility/SMART train station from downtown.
Solutions: Develop a Class II bicycle/pedestrian facility on University Avenue or Fitch Street.
Create a through street connecting downtown and the train station.

3. Inadequate sidewalks are a problem in several parts of Healdsburg.

Solutions: Improve sidewalks in the following locations:

a. South Healdsburg Avenue.

b. Grove Street.

4. Bicycle/pedestrian safety could be improved in several parts of Healdsburg as below.

   a. March Avenue

   b. Westside Road

   c. Healdsburg Avenue.

   d. Mill Street.

   e. Grove Street.

   f. Grant Street.

   g. Roadways accessing Safeway (Vineyard Plaza).

Solutions: Conduct a bicycle safety campaign for all ages.
Address infrastructure deficiencies, if any.
Upgrade facilities to accommodate safety cycling/walking, where possible.

SURVEY SUMMARY: KINDS OF PROBLEMS PEOPLE EXPERIENCE:

Item 8 from the survey was used to determine common problems. The following are the top ranking problems:

- Walking or bicycling takes too long
- Too much time between buses
- More Sunday transit service needed
- Benches are needed at bus stops
- Don't drive
- More Saturday transit service needed
- No bicycle lanes

Alien Residents Unable to Obtain California Driver's License

An additional issue came to light. While the resolution of this concern is beyond the scope of this planning effort, it bears mentioning because it has an impact on the mobility options of some low income study area residents, in addition to having potential public safety impacts.

The California Vehicle Code states that to obtain a drivers license, the applicant must submit satisfactory proof that the applicant's presence in the United States is authorized under federal law. Without a valid driver's license it is difficult, if not impossible, for undocumented residents to have bank accounts or access credit. Many purchase inexpensive, substandard, non-compliant vehicles from non-traditional sources. To register such vehicles proofs of insurance and passing smog tests are required.

These seemingly simple requirements are unobtainable to the undocumented alien resident. Driving cars without vehicle registrations, insurance, and/or drivers licenses creates circumstances that can lead to various costs and problems, arrests, and vehicle impoundments.

PUBLIC MEETING RESULTS

As a component of the CBTP public outreach, a meeting was held to gain additional public comments and input on priorities. Twelve people attended the evening meeting on July 27, 2009 at the Healdsburg Public Library. The opportunity had been advertised by means of fliers in the windows of local businesses, e-mail invitations, and a news article in the local press, the Healdsburg Tribune. The following summarizes the group's comments. The group's priority setting is detailed in Chapter Five, in conjunction with the presentation about "solutions."

Comments:

1. The most cost efficient strategy for improving bike safety on Westside Road is to improve the quality of pavement on the road.

2. Pedestrian safety on Fitch Mountain Road is increasingly an issue. People are walking on the oncoming traffic side of the road thinking that this is safe, but in fact it is hazardous on this road. Tourists are particularly vulnerable.

3. Access to the Santa Rosa Airport is difficult.

4. The plan should promote event-specific transit (i.e., scheduling a route 60 express bus to Santa Rosa with an express connection to Sonoma State University in time for the start of the adult/lifelong learning center classes).
5. Use computer and social network technology to generate demand.
6. Stronger support for "transit supportive land use" is needed.

What was missed? (this question was asked at the meeting)

1. Handicap curb-cuts and maintaining sidewalks in good condition are needed to support safe wheelchair and scooter use.
2. Support for "Green Parking." This is a plan that takes one parking slot per city block and dedicates it to a use other than parking cars — like parking bicycles.
3. Better bike/transit/intermodal support for bike use (e.g., increased bike capacity on buses).
4. Structure to enable Latinos to educate others about walking and riding bikes (in addition to educating Latinos about safe bike use).

CHAPTER 5

ACTION PLAN FOR IMPLEMENTATION

This chapter transforms the public input into ideas that could be implemented to provide a benefit to the low-income residents of the Healdsburg study area. It also provides information to the public regarding the feasibility of potential solutions and adds context to some of the identified problems. Herein is a prioritized list of projects and strategies that offers an action plan of solutions for potential implementation.

While the current economic downturn is a reality, there is value in having plans in place to offer guidance as to what the public priorities are, and to put forward ideas about a variety of potential approaches that may assist in addressing problems. It can be assumed that implementation of some of the proposed solutions, such as major transit enhancements, will be dependent not only on a resumption of a more robust fiscal forecast, but an augmentation of funding availability.

The positive news is that a number of concerns that surfaced most frequently during outreach are already being addressed by the City. These include:

- Implementation of a strategy to replace the existing Dial-a-Ride service with a taxi voucher program utilizing the local taxi company. This project, however, is also included as a project in this plan, because funding sufficiency and sustainability could be an issue.
- Various sidewalk gap closure, curb ramp, and other pedestrian improvement projects are underway. The City's capital improvement program (CIP) includes an annual program for hazardous sidewalk replacement. These needs have been documented in the Healdsburg Bicycle & Pedestrian Master Plan.
- The addition of charging stations for personal electric vehicles is already programmed by the City for next year.
- Class II bicycle lanes on the northern part of Healdsburg Avenue have been made a condition of the Saggio Hills development.
- Development of the Healdsburg Intermodal Facility, which is also the future SMART train station, is proceeding. Included in the development of this multimodal hub, are plans to address the lack of bicyclist and pedestrian access from the Foss Creek Pathway to the facility.

SOLUTIONS FORMULATION

Chapter Three described the outreach strategy that was used to garner public input into this planning effort; Chapter Four presented the findings of the outreach to reveal public opinion about problems and solutions. The aggregated findings were presented to the stakeholder body and discussed. A framework was also refined to facilitate the evaluation and prioritization of proposed solutions. The stakeholders who represented the agencies that could potentially be implementers of solutions took on the task of more fully describing and defining what projects or strategies could be considered for implementation. Not every suggestion obtained from public outreach was developed into a project. The following format was supplied to facilitate an evaluation of solutions.

SOLUTIONS TEMPLATE

PROBLEM DEFINITION

State the problem in succinct, yet, concrete terms. Include additional supporting qualitative and quantitative data.

DESCRIPTION

Describe project or strategy and how it solves or addresses the problem described in the problem definition.

IDENTIFY NEEDED RESOURCES

Estimated cost.

Potential funding sources.

What entities would need to participate.

DISCUSS IMPLEMENTATION

TIMEFRAME

BARRIERS TO SUCCESS

BENEFICIARIES

SOLUTIONS EVALUATION

Potential solutions were evaluated through seven criteria lenses, with assigned scores of high, medium or low for each lens. The evaluation set was utilized not as a mathematical exercise, but rather as a decision support tool to evaluate solutions and determine priority. The seven lenses are described below.

Criteria Lenses

Evaluation Criteria Lens: Community Support

Definition: Priority based on CBTP community outreach.

High: Among the most frequently identified needs.

Medium: In mid-range of identified needs.

Low: Among the least frequently identified needs.

Evaluation Criteria Lens: Implementation Feasibility

Definition: Funding availability and funding sustainability

High: Probable funding source identified, funding may be readily available and project can be sustained

Medium: Possible funding source identified, funding may be available and project can be sustained

Low: Probable funding source not identified; funding may be difficult and project possibly can not be sustained

Evaluation Criteria Lens: Cost/ Benefit

Definition: Number of beneficiaries, number of gaps closed, measurable results and contribution to economic vitality to the community and well-being of low-income people compared to the cost

High: Significant increase in number of low-income people served and identified gaps closed

Medium: Moderate increase in number of low-income people served and identified gaps closed

Low: Minimal increase in number of low-income people served and identified gaps closed

Evaluation Criteria Lens: Public Health Benefits

Definition: Supports beneficial health behaviors

High: High positive health benefits

Medium: Neutral health benefits

Low: Low or negative health benefits

Evaluation Criteria Lens: Environmental Benefits

Definition: Net reduction in pollution, resource use, green-house gas emissions

High: Positive environmental benefits

Medium: Neutral

Low: Low or negative environmental impacts

Evaluation Criteria Lens: Mobility/ Accessibility/Reliability

Definition: Transportation utility in terms of reaching jobs, education, childcare, needed services and access to recreation

High: Significant increase in providing mobility; greater access to desired locations/services; enhanced transportation reliability

Medium: Moderate increase in providing mobility; greater access to desired locations/services; enhanced transportation reliability

Low: Low increase in providing mobility; greater access to desired locations/services; enhanced transportation reliability

Evaluation Criteria Lens: Safety/ Security

Definition: Transportation user safety and security (bicyclists, pedestrians, motorists, seniors, school children, transit users, etc.)

High: Significant increase in providing safety and/or security

Medium: Moderate increase in providing safety and/or security

Low: Neutral in providing safety and/or security

SOLUTIONS SELECTION & RANKING

Twenty-one projects/strategies were identified to respond to the public outreach findings. Projects were proposed in three broad categories. At the July Stakeholders Committee meeting solutions were described, discussed, and in some cases revised (consolidated or refined); and a prioritization strategy was decided upon and utilized.

It is important to note that certain "hidden" priorities emerged. In the ranking of solutions there seemed to be a tendency to assume the ongoing existence of current transit services. It should be understood that enhancements to existing services would only come about if existing services are in place as the foundation, therefore while not clearly demonstrated in the ranking exercises, maintaining existing local and county transit services are the de-facto top priorities.

The following table shows the "action plan" solutions (projects/strategies). . The number in column three indicates the final ranking. Some solutions are tied, for example solutions B and C are equally ranked as #2 in priority.

SOLUTIONS SHOWING RANKING		
	HIGH PRIORITY	**RANK**
A	Expand Healdsburg Transit's fixed route weekend service	1
B	Marketing/education program to increase bus ridership	2
C	Taxi Voucher Program with the local taxi company	2
D	Safe Routes to School	3
E	Expand Healdsburg Transit's fixed route service into evening hours	3
F	Add Sonoma County Transit route 60 express service between Healdsburg and Santa Rosa	4
G	Community Transportation Manager/ Volunteer Driver Program	4
H	Maintain Healdsburg Transit's existing fixed route service	5
	MEDIUM PRIORITY	
I	Bicycle Education Campaign and Street Skills Classes	6

J	Add sidewalks along the southern end of Healdsburg Avenue	7
K	Increase Sonoma County Transit route 60 frequency between Healdsburg and Santa Rosa.	8
L	Bus Voucher Program	9
M	Class II bicycle lanes along March Avenue	10
N	Class II bicycle lanes on Westside Road	10
O	Install more shelters and benches at bus stops	10
P	Extend Healdsburg Transit's fixed route service on Fitch Mountain Road	10
Q	Improve roadway crossings in area of Safeway	10
	LOWER PRIORITY	
R	Extend Healdsburg Transit's fixed route to end of Parkland Farms Blvd.	11
S	Relocation of downtown Healdsburg Sonoma County Transit route 60 southbound bus stop	11
T	Add benches and shade structures along Foss Creek Pathway	11

SOLUTIONS BY CATEGORY

Transit/Paratransit:

A. Expand Healdsburg Transit's fixed route weekend service.

B. Marketing/education program to increase bus ridership

C. Taxi Voucher Program with the local taxi company

E. Expand Healdsburg Transit's fixed route service into evening hours.

F. Add Sonoma County Transit route 60 express service between Healdsburg and Santa Rosa

H. Maintain Healdsburg Transit's existing fixed route service

K. Increase Sonoma County Transit route 60 frequency between Healdsburg and Santa Rosa.

L. Bus Voucher Program

O. Install more shelters and benches at bus stops

P. Extend Healdsburg Transit's fixed route service on Fitch Mountain Rd.

R. Extend Healdsburg Transit's fixed route to end of Parkland Farms Blvd.

S. Relocation of downtown Healdsburg Sonoma County Transit route 60 southbound bus stop

Bicyclist/Pedestrian:

D. Safe Routes to School

I. Bicycle Education Campaign and Street Skills Classes

J. Add sidewalks along the southern end of Healdsburg Avenue

M. Class II bicycle lanes along March Avenue

N. Class II bicycle lanes on Westside Road

O. Install more shelters and benches at bus stops

Q. Improve roadway crossings in area of Safeway

T. Add benches and shade structures along Foss Creek Pathway

Alternatives to Driving & Transit:

G. Community Transportation Manager/Volunteer Driver Program

SOLUTION SETS

These proposed solutions (projects/strategies) are described in detail below:

SOLUTION A: EXPAND HEALDSBURG TRANSIT'S FIXED ROUTE WEEKEND SERVICE

PROBLEM DEFINITION

Lack of funding to expand Healdsburg Transit fixed route service to Sunday.

The city of Healdsburg/Healdsburg Transit has operated a fixed route service since 1976. It serves thirty formal bus stops within the city limits with the bus making a complete circuit of the city on one-hour headways Monday through Saturday from 8:30 a.m. to 4:20 p.m. with a lunch scheduled between 11:53 a.m. and 12:37 p.m. The City also

operated a general public door-to-door Dial-A-Ride service which began in 1992. Due to the elimination of State Transit Assistance (STA) funding the Dial-A-Ride service has been modified and the existing fixed route service may lose Saturday service. Existing services cannot be maintained at the current funding levels much less expanded.

DESCRIPTION

Secure funding to first maintain Saturday service, then expand levels of service to Sunday if feasible.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$12,500 annual direct costs. Additional $4,000 in indirect costs.

Potential funding sources:

Transportation Development Act, Measure M, Lifeline Transportation Program

What entities would need to participate:

Healdsburg Transit

DISCUSS IMPLEMENTATION

At this time Healdsburg Transit is unable to maintain service, much less expand.

TIMEFRAME

Unknown

BARRIERS TO SUCCESS

Lack of funding.

BENEFICIARIES

Healdsburg residents and visitors who do not have alternatives for transportation or choose to use public transit.

SOLUTION B: MARKETING/EDUCATION PROGRAM TO INCREASE BUS RIDERSHIP

PROBLEM DEFINITION

Potential riders exist who are uncomfortable taking the bus because they are unfamiliar with how the system works.

The Healdsburg ridership population is static. A program aimed at orienting Latinos and seniors to the benefits and the ease of using public transit could potentially increase ridership.

DESCRIPTION

It has been a goal of the Healdsburg Senior Center/ Healdsburg Transit to develop a "Bus Buddy" program that would partner an experienced volunteer/transit rider with a novice Latino or senior to the transit system. The volunteer would educate the new rider about the schedule, fares, passes and routes and then travel on the system one or two times to help the new rider acclimate.

IDENTIFY NEEDED RESOURCES

Estimated cost:

Minimal, for advertising, flier development

Potential funding sources:

Transportation Development Act, Measure M, Lifeline Transportation Program

What entities would need to participate:

Healdsburg Transit, Healdsburg Senior Center, volunteers including some who are fluent in Spanish

DISCUSS IMPLEMENTATION

Staff would recruit interested volunteers to become Bus Buddies, develop a training program and market the program to Latino/senior communities throughout Healdsburg. Staff would need to identify a Spanish speaker who could serve as a volunteer coordinator to recruit interested volunteers to become Bus Buddies. Cooperatively with Healdsburg Transit staff the coordinator would develop a training program and market the program to the community.

TIMEFRAME

Six months

BARRIERS TO SUCCESS

Staff resources/time/lack of trained volunteers.

BENEFICIARIES

Latino and senior residents

SOLUTION C: CREATE A TAXI VOUCHER PROGRAM WITH THE LOCAL TAXI COMPANY TO MAINTAIN SCHEDULED, DOOR-TO-DOOR TRANSIT SERVICES FOR ELIGIBLE SENIORS AND DISABLED.

PROBLEM DEFINITION

Lack of funding to continue operations of the general public Dial-A-Ride service due to state funding cuts.

The Dial-A-Ride service operates from 9:00 am to 1:30 pm Monday through Friday. Advance reservations (24 hours) are required, but same-day requests can often be handled. HBT does not currently require a formal determination of a disability in order to be eligible to use this service. The recent elimination of State Transit Assistance (STA) funding for public transit operations meant an annual reduction of approximately $100,000 to Healdsburg Transit in operations revenue requiring a change in service levels. Instead Healdsburg Transit initiated a cooperative venture to maintain current levels of service through a Taxi Voucher Program, which reduces taxi fares for qualified riders.

DESCRIPTION

Healdsburg Transit has contracted with Healdsburg Taxi Cab Company to provide on-demand, door-to-door transportation for eligible seniors and disabled residents for rides within the city limits through subsidized taxi fares in lieu of operating the Dial-A-Ride. The taxi company provides a dedicated vehicle and dispatcher for the service that will be operated during the same hours as the existing service, but at a savings to the City of $22,000 annually. The Taxi Voucher Program is administered by the city of Healdsburg / Healdsburg Transit and operated by Healdsburg Taxi Cab Company.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$35,000 annual cost

Potential funding sources:

Lifeline Transportation Program, Transportation Development Act, Measure M, passenger fares, Sonoma County Area Agency on Aging. Alliance Medical Center; Healdsburg Hospital, service organization grants

What entities would need to participate:

Healdsburg Transit and Healdsburg Taxi Cab Company.

DISCUSS IMPLEMENTATION

Program is being implemented

TIMEFRAME

Ongoing

BARRIERS TO SUCCESS

Insufficient funding; newness of public/private partnership approach

BENEFICIARIES

Healdsburg's senior and disabled residents who are unable to use the regular fixed route service.

SOLUTION D: SAFE ROUTES TO SCHOOL

PROBLEM DEFINITION

Healdsburg children need to be able to move about safely in their neighborhoods and to schools. Poor access to schools by walking and bicycling forces more residents to use automobile transportation. It is important to create greater viability of alternative modes to automotive travel as a strategy to reduce greenhouse gas emissions and air pollution, as well as contributing to healthier lifestyles for children.

DESCRIPTION

Safe Routes to School is a program designed to decrease traffic and pollution and increase the health and safety of children and their community. The program promotes walking and bicycling to school through education and incentives. The program also addresses the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and exploring ways to create safer streets.

IDENTIFY NEEDED RESOURCES

Estimated cost:

Approximately $17,000-$21,000 per school per year (based on current Sebastopol program and Sonoma County Department of Public Health grant)

Potential funding sources:

Federal SRTS or State SR2S grants, Measure M, Office of Traffic Safety, foundation grants, donations.

What entities would need to participate:

Sonoma County Bicycle Coalition, SCTA, Sonoma County Office of Education, Safe Kids Sonoma County, Sonoma County Department of Health Services, Cal SERVES, Healthy Eating Active Living, Health Action, Healthy By Design, local school districts,

law enforcement agencies, service organizations, local businesses, and local bike clubs and teams.

DISCUSS IMPLEMENTATION

There is momentum to establish a countywide, sustainable SRTS program. Health Action and Healthy By Design have a workgroup that is currently researching how to fund and sustain this program. The city of Healdsburg has already implemented International Walk and Roll to School Day (October, 2008) on a volunteer basis. All Healdsburg schools participated, and are planning to participate again in 2009.

TIMEFRAME

School year, on going

BARRIERS TO SUCCESS

Funding

BENEFICIARIES

School-aged children, parents, school neighbors, local businesses

SOLUTION E: EXPAND HEALDSBURG TRANSIT'S FIXED ROUTE SERVICE INTO EVENING HOURS.

PROBLEM DEFINITION

Lack of Healdsburg Transit fixed route service during evening hours.

The city of Healdsburg/Healdsburg Transit serves thirty formal bus stops within the city limits with the bus making a complete circuit of the city on one-hour headways Monday through Saturday from 8:30 a.m. to 4:20 p.m. Due to the elimination of State Transit Assistance (STA) funding the existing fixed route service may lose Saturday service.

DESCRIPTION

Secure funding to first maintain, and then expand levels of service by four hours per day Monday – Friday if feasible. Service would end at 8:30 p.m. instead of 4:30 p.m.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$41,600 annual direct costs. Additional $20,000 in indirect costs.

Potential funding sources:

Transportation Development Act, Measure M, Lifeline Transportation Program

What entities would need to participate:

Healdsburg Transit

DISCUSS IMPLEMENTATION

At this time the City is unable to maintain service, much less expand.

TIMEFRAME

Unknown

BARRIERS TO SUCCESS

Funding

BENEFICIARIES

Healdsburg residents and visitors who do not have alternatives for transportation or choose to use public transit.

SOLUTION F: ADD SONOMA COUNTY TRANSIT ROUTE 60 EXPRESS SERVICE BETWEEN HEALDSBURG AND SANTA ROSA.

PROBLEM DEFINITION

Limited number of Sonoma County Transit route 60 express trips between Healdsburg and Santa Rosa.

Sonoma County Transit's route 60 currently provides one weekday southbound express trip from Healdsburg to Santa Rosa in the morning and two weekday express trips northbound from Santa Rosa to Healdsburg, one in the morning and one in the evening. These route 60 express trips bypass most of Windsor (with the exception of the Windsor Depot), as well as Larkfield and Wikiup utilizing Highway 101, which offers significant travel time savings (approximately thirty minutes) between downtown Healdsburg and Santa Rosa. For those passengers wishing to travel directly between Healdsburg and Santa Rosa, the current number of route 60 weekday express trips is limited. There are currently no route 60 express trips offered during weekend days.

DESCRIPTION

Sonoma County Transit would need to identify additional funding to expand its existing express service on route 60. As an alternative to additional funding, the introduction of additional route 60 weekday express trips between Healdsburg and Santa Rosa could be accomplished with comparable reductions to route 60 trips that serve Cloverdale, Geyserville, Windsor, Larkfield and Wikiup. Prior to such changes, however, route 60 ridership counts and passenger

surveys would need to be conducted and analyzed to determine how they might impact passengers who wish to travel to and from Cloverdale, Geyserville, Windsor, Larkfied, Wikiup and Santa Rosa.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$64,000 annual cost (2010 dollars. Assumes two additional weekday route 60 express trips and two new weekend route 60 express trips between Healdsburg and Santa Rosa).

Potential funding sources:

Transportation Development Act, Measure M, and/or Lifeline Transportation Program.

What entities would need to participate:

Sonoma County Transit, city of Healdsburg.

TIMEFRAME

Service could be implemented within one year if an adequate and on-going funding source was secured.

BARRIERS TO SUCCESS

Funding

BENEFICIARIES

Sonoma County Transit route 60 passengers wishing to travel directly between Healdsburg and Santa Rosa, bypassing most of Windsor, as well as Larkfield and Wikiup.

SOLUTION G: COMMUNITY TRANSPORTATION MANAGEMENT AND VOLUNTEER DRIVER PROGRAM

PROBLEM DEFINITION

Existing fixed route and paratransit options do not meet needs of growing senior and low-income population to reach necessary health, social, employment, entertainment and community services located in Santa Rosa. Fixed route and paratransit services are limited geographically.

DESCRIPTION

Expand and focus transportation and mobility management activities on needs of isolated seniors and low income residents, through collaboration with local and regional transportation operators. Activities may include:

Improve information about existing transit options.

Develop a volunteer driver program to meet the needs of seniors, using Sonoma Valley and Sebastopol volunteer driver programs as models.

Evaluate community support for volunteer program.

Ensure bike and pedestrian options available as mode of healthy transportation.

IDENTIFY NEEDED RESOURCES

Estimated cost:

Volunteer driver program $ 50,000 -$75,000

Potential funding sources:

Lifeline Transportation Program, New Freedom, Area Agency on Aging, private fundraising, donations and local grants, service organizations

What entities would need to participate:

City of Healdsburg, Healdsburg Senior Center, Healdsburg Transit, volunteers

TIMEFRAME

Six to eight months planning, start-up, recruitment and training of drivers

BARRIERS TO SUCCESS

Lack of funding or availability of volunteers

BENEFICIARIES

All senior residents without cars or the ability to drive, and in need of transportation to jobs, services and desired destinations.

SOLUTION H: MAINTAIN HEALDSBURG TRANSIT'S EXISTING FIXED ROUTE SERVICE

PROBLEM DEFINITION

Lack of funding to continue operations of Healdsburg Transit fixed route service due to state funding cuts.

The city of Healdsburg/Healdsburg Transit serves thirty formal bus stops within the city limits with the bus making a complete circuit of the city on one-hour headways Monday through Saturday from 8:30 a.m. to 4:20 p.m.

The elimination of State Transit Assistance (STA) funding for public transit operations means an annual reduction of approximately $100,000 in operations revenue requiring a change in service levels. Saturday fixed route service is in jeopardy of being eliminated due to the STA funding loss. A Lifeline Transportation Program grant preserved full level of service for fiscal year 2009.

DESCRIPTION

Secure funding to maintain current levels of service.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$100,000+ annual direct costs; additional $50,000 in indirect costs to maintain existing levels of fixed route service.

Potential funding sources:

Transportation Development Act, Measure M, Lifeline Transportation Program

What entities would need to participate:

Healdsburg Transit

DISCUSS IMPLEMENTATION

No changes to existing level of fixed route service have been implemented at this time. Further reductions in funding levels may necessitate a reduction in service levels in the future.

TIMEFRAME

Fiscal year 2010 and thereafter

BARRIERS TO SUCCESS

Funding

BENEFICIARIES

Healdsburg residents and visitors who do not have alternatives for transportation or choose to use public transit.

SOLUTION I: BICYCLE EDUCATION CAMPAIGN AND STREET SKILLS CLASSES

PROBLEM DEFINITION

Field observations revealed that many Healdsburg bicyclists would benefit from a greater understanding of how they could increase their personal safety while bicycling.

DESCRIPTION

Implement an educational campaign to reach out to bicyclists of all ages, including those in the Hispanic/Latino community, to raise awareness about safety practices such as direction of travel, safe turning movements, utilizing reflective protections and lights at night, helmet use, sharing facilities (such as with electric wheelchairs) and bicycle maintenance. Use various methods to reach target audience: workshops, media, pamphlets, bus cards.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$12,000 per year

Potential funding sources:

Office of Traffic Safety, Lifeline Transportation Program, Measure M, donations; foundation grants, local businesses.

What entities would need to participate:

Sonoma County Bicycle Coalition, law enforcement, Sonoma County Transit, local bicycle businesses, volunteers/civic groups

DISCUSS IMPLEMENTATION

Need for on-going program to reach different people over time. Since Sonoma County Transit has run a similar campaign, the program structure and materials are already created. The program includes four Bicycle Street Skills Classes. This program needs to provide bi-lingual materials and classes.

TIMEFRAME

Little time would be needed after resources secured. Campaign would roll out in phases, and classes would be quarterly.

BARRIERS TO SUCCESS

Funding, disinterest in participating by target group.

BENEFICIARIES

Bicyclists (especially those unaware of safety practices), pedestrians, motorists.

SOLUTION J: ADD SIDEWALKS ALONG THE SOUTHERN END OF HEALDSBURG AVENUE

PROBLEM DEFINITION

Healdsburg Avenue south of the Russian River to the Highway 101 interchange is the major arterial into town from the south. It is a two-lane road and contains Class II bicycle lanes, but no other pedestrian facilities. Heavy truck traffic is generated by the existing gravel quarry and other heavy industrial uses along this road. Presently pedestrian traffic is forced to travel along the paved Class II bicycle lanes.

Since 2006 this area has not been serviced by Sonoma County Transit due to the documented structural deficiencies of the Healdsburg Avenue bridge over the Russian River. The long term solution

for the bridge is rehabilitation or replacement, but that solution is perhaps six to nine years away.

DESCRIPTION

Completion of street improvements that would include concrete curbs, gutters, sidewalks and pedestrian ramps along both sides of the road will provide a safer means for pedestrians from the area into the city.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$400,000 to $500,000.

Potential funding sources:

Formation of public benefit or public improvement districts, or other assessment districts; "piece-meal" installation as conditions of subsequent development of frontage properties; Lifeline Transportation Program, TDA Article 3

What entities would need to participate:

City of Healdsburg, owners of frontage properties.

DISCUSS IMPLEMENTATION

There currently is no plan for implementation for a public project to construct these improvements.

TIMEFRAME

No reasonable time frame has been identified.

BARRIERS TO SUCCESS

No identified funding source, possible opposition by property owners

BENEFICIARIES

Area property owners; local residents that depend on pedestrian facilities for transportation/access to other parts of the city.

SOLUTION K: INCREASE SONOMA COUNTY TRANSIT ROUTE 60 FREQUENCY BETWEEN HEALDSBURG AND SANTA ROSA.

PROBLEM DEFINITION

Frequency of service for route 60 is limited, especially on weekend days.

Sonoma County Transit's service frequencies (headways) on route 60 during weekdays currently averages every fifty-four minutes and on weekend days averages every one hour and twenty-three minutes.

DESCRIPTION

Increase the frequency of service (decreasing headways) on Sonoma County Transit's route 60 between Healdsburg and Santa Rosa to every thirty minutes.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$800,000 annual cost (2010 dollars. Assumes fifty percent increase in existing route 60 weekday and weekend service hours).

Potential funding sources:

Transportation Development Act, Measure M, and/or Lifeline Transportation Program.

What entities would need to participate:

Sonoma County Transit, city of Healdsburg.

DISCUSS IMPLEMENTATION

This project would require a substantial amount of additional funding. As an alternative to additional funding, bus routes in other parts of Sonoma County Transit's service area could be reduced substantially or completely eliminated to accommodate increased frequencies on route 60. However, prior to any such changes, ridership counts and passenger surveys on routes throughout Sonoma County Transit's fixed-route bus system would need to be conducted and analyzed to determine how they might impact passengers.

TIMEFRAME

Service could be gradually implemented over several years if an adequate and ongoing funding source were to be secured.

BARRIERS TO SUCCESS

Lack of funding.

BENEFICIARIES

Route 60 passengers traveling between Healdsburg and Santa Rosa.

SOLUTION L: BUS VOUCHER PROGRAM

PROBLEM DEFINITION

Low income riders may not be utilizing public transit due to lack of discretionary income to pay for bus fares.

DESCRIPTION

The Healdsburg Senior Center has a "Bus Fund" to provide complimentary transit passes for the

Healdsburg Transit system for eligible low-income individuals. Fares are provided at the discretion of the Transit Supervisor. Funds come from donations.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$2,000+

Potential funding sources:

Shared Ministries, "Friends of the Senior Center," donations, North Coast Community Services

What entities would need to participate:

Healdsburg Transit; the community for donations

DISCUSS IMPLEMENTATION

This program is being adopted by the a non-profit group called the "Friends of the Senior Center" that as part of the scholarship program for seniors will provide bus fares for eligible individuals. There are eligibility requirements now that must be met to obtain fare assistance.

TIMEFRAME

Ongoing

BARRIERS TO SUCCESS

Insufficient long-term funding.

BENEFICIARIES

Healdsburg residents and visitors who do not have alternatives for transportation.

SOLUTION M: CLASS II BICYCLE LANES ALONG MARCH AVENUE

PROBLEM DEFINITION

March Avenue from east of Healdsburg Avenue to University Street currently is classified as a Class III bike route. Improved safety for bicyclists along this corridor is needed in order to accommodate access to employment centers, schools and medical centers.

DESCRIPTION

Adding class II bike lanes. Class II facilities delineate the right of way intended for bicyclists, particularly through corridors where insufficient room exists for safe bicycling.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$24,000

Potential funding sources:

TDA Article 3, developer mitigation fees

What entities would need to participate:

City of Healdsburg

DISCUSS IMPLEMENTATION

March Avenue Class II bike lanes would be implemented as a city-sponsored project.

TIMEFRAME

Funding will need to be secured in order to proceed to design/construction.

March Avenue bike lanes will be added into the Healdsburg Bicycle & Pedestrian Master Plan by the end of 2009.

BARRIERS TO SUCCESS

Inability to obtain funding

BENEFICIARIES

Area residents, school children

SOLUTION N: CLASS II BICYCLE LANES ON WESTSIDE ROAD

PROBLEM DEFINITION

There are currently no designated bicycle facilities and only very limited and intermittent roadway shoulders in the unincorporated areas along Westside Road, which is used primarily as a recreational bicycling route between Healdsburg and the Lower Russian River area. Currently, Westside Road is identified for "future shoulders" in the Sonoma County Bikeways Plan and as a proposed Class III bicycle route in the Draft Sonoma County Bicycle and Pedestrian Plan Update.

DESCRIPTION

Consider revising the Westside Road project in the Draft Sonoma County Bicycle and Pedestrian Plan Update from a proposed Class III bicycle route to proposed Class II bicycle lanes, which would include new roadway shoulders and bicycle lane signs, striping and stenciling. Cost estimates will increase significantly for a Class II facility, which must include minimum five-foot wide shoulders.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$9,250,000

Potential funding sources:

Traffic Mitigation Fees, TDA Article 3, Northern Sonoma County Air Pollution Control District, Regional Bicycle Program, Congestion Mitigation and Air Quality Improvement Program. Bicycle Transportation Account

What entities would need to participate:

Sonoma County Transportation & Public Works Department

DISCUSS IMPLEMENTATION

As a proposed Class III bicycle route project in the Draft Sonoma County Bicycle and Pedestrian Plan Update, Westside Road is identified as a high priority project at 12.33 miles in length between the Healdsburg city limits (Kinley Drive) and River Road. The estimated cost for making minor roadway surface improvements and installing Class III bicycle route signs along Westside Road is approximately $62,000. This cost estimate does not include any shoulder widening, as Class III bicycle route improvements typically do not include new roadway shoulders.

TIMEFRAME

Approximately four years after funding is secured.

BARRIERS TO SUCCESS

Funding availability, right-of-way acquisition needs, environmental issues, potential opposition to road widening by local property owners/business owners.

BENEFICIARIES

Primarily recreational bicyclists traveling between Healdsburg and the Lower Russian River area. Potentially also workers traveling to and from various vineyards and wineries located proximate Westside Road.

SOLUTION O: INSTALL MORE SHELTERS AND BENCHES AT BUS STOPS IN HEALDSBURG.

PROBLEM DEFINITION

There are currently a limited number of benches and shelters located at bus stops in Healdsburg.

There are currently twenty-two Sonoma County Transit bus stops located within the Healdsburg city limits served by route 60. Covered passenger waiting shelters or benches are provided at eleven of these bus stops.

There are currently thirty Healdsburg Transit bus stops within Healdsburg. There are covered shelters or benches provided at eight of these bus stops

DESCRIPTION

Sonoma County Transit and Healdsburg Transit install new passenger waiting shelters and/or benches at its bus stops within the city of Healdsburg where feasible. Several factors are involved in determining the feasibility of installing a shelter or bench at a bus stop. Most often, a bus stop cannot accommodate a shelter or bench due to right-of-way limitations, incompatibility with nearby land-uses, and/or various other safety issues.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$40,000 one-time cost (in 2010 dollars. Assumes up to ten new shelters and up to ten new benches, including installation).

Potential funding sources:

Transportation Development Act, Northern Sonoma County Air Pollution Control District, Lifeline Transportation Program; service organizations. Sonoma County Transit budgets federal and state funding to purchase, install and maintain new shelters and benches throughout its service area on an annual basis.

What entities would need to participate:

Sonoma County Transit, city of Healdsburg

TIMEFRAME

One to three years.

BARRIERS TO SUCCESS

Lack of adequate right-of-way, inability to receive consent from local businesses and property owners.

BENEFICIARIES

Sonoma County Transit route 60 passengers and Healdsburg Transit passengers. Some elderly and disabled bus patrons in particular would benefit.

SOLUTION P: EXTEND HEALDSBURG FIXED ROUTE SERVICE ON FITCH MOUNTAIN ROAD

PROBLEM DEFINITION

Potential riders on Fitch Mountain Road beyond the Rivers adult communities do not have convenient access to public transportation.

The closest Healdsburg Transit bus stop for residents on Fitch Mountain Road is at Fitch Mountain Road and Orangewood Drive in the River's Bend Adult community. The challenge to serving Fitch Mountain Road beyond this stop is accessibility. The road is very narrow and even with small Type II vehicles, safety is a concern. Additionally there is no place to turn around once beyond the adult communities requiring the bus to travel all the way around Fitch Mountain for four miles. Two and one half miles of this road is outside the city limits, which is beyond the service area for Healdsburg Transit.

DESCRIPTION

Extend Healdsburg Dial-A-Ride program to all of Fitch Mountain

IDENTIFY NEEDED RESOURCES

Estimated cost:

Nine dollars per trip

Potential funding sources:

Transportation Development Act, Measure M, Lifeline Transportation Program

What entities would need to participate:

Healdsburg Transit, Healdsburg Taxi Cab Company

DISCUSS IMPLEMENTATION

The agreement with Healdsburg Taxi Cab Company would need to be renegotiated to provide service outside the city limits.

TIMEFRAME

Six months

BARRIERS TO SUCCESS

Unsuccessful negotiations with Healdsburg Taxi Cab Company.

BENEFICIARIES

Residents living at on Fitch Mountain beyond the city limits.

SOLUTION Q: IMPROVE ROADWAY CROSSINGS IN AREA OF SAFEWAY (VINEYARD PLAZA)

PROBLEM DEFINITION

There are four driveway entries into the Safeway and retail area that have stop controls, but not pedestrian crosswalks. The site itself is bound by Vine, Mill and Matheson streets. While public street crossings are generally well marked and include pedestrian ramps, pedestrian access at the four driveways is not well defined. Many shoppers reach Vineyard Plaza on foot or bicycle and typically enter at one of four driveways into the retail center

DESCRIPTION

Retrofit existing driveways to improve pedestrian access and safety by installing standard concrete driveway approaches (including pedestrian sidewalk) as conditions of future entitlement approvals (e.g., building permits, etc.)

IDENTIFY NEEDED RESOURCES

Application of City Code and ADA guidelines

Estimated cost:

Approximately $10,000 to $15,000 per driveway.

Potential funding sources:

Property owner

What entities would need to participate:

Property owner, Healdsburg Public Works Department

DISCUSS IMPLEMENTATION

As part of future development plans for the property, conditions of approval could include that site improvements be retrofitted to comply with City Code and ADA guidelines.

TIMEFRAME

Based on plans for further development of the property, which are currently unknown

BARRIERS TO SUCCESS

Lack of nexus for compelling development to install these improvements.

BENEFICIARIES

Local residents and patrons of Vineyard Plaza businesses

SOLUTION R: EXTEND HEALDSBURG FIXED ROUTE SERVICE TO END OF PARKLAND FARMS BOULEVARD

PROBLEM DEFINITION

Potential riders at the end of Parkland Farms Boulevard need to walk approximately one-half mile to get to the closest bus stop.

The closest bus stop to the end of Parkland Farms Boulevard is at the corner of Canyon Run

Boulevard. The new Healdsburg Ridge Open Space Preserve is accessible from the end of Parkland Farms Boulevard and if the Saggio Hills project is developed, Parkland Farms Boulevard might be opened to continue into the affordable housing community that is part of the project.

DESCRIPTION

If/when Parkland Farms Boulevard is opened up to continue into the Saggio Hills development the Healdsburg Transit fixed route will be modified to continue to the end of Parkland Farms Boulevard serving riders at the end of the boulevard and the residents of the new affordable housing project. Currently riders at the end of Parkland Farms who are unable to get to the Canyon Run/Parkland Farms Boulevard bus stop can call Healdsburg Transit and ask that the bus deviate to pick them up.

IDENTIFY NEEDED RESOURCES

Estimated cost:

Unknown at this time. Dependent on how the route is modified.

Potential funding sources:

Transportation Development Act, Measure M, Lifeline Transportation Program

What entities would need to participate:

Healdsburg Transit and city of Healdsburg Public Works Department

DISCUSS IMPLEMENTATION

When it is clear that the Saggio Hills project is going to be developed, modifications to the existing route will be discussed. Healdsburg Transit staff will create the new route.

TIMEFRAME

Dependent on Saggio Hills project.

BARRIERS TO SUCCESS

Lack of funding, delay or demise of Saggio Hills project.

BENEFICIARIES

Healdsburg residents living at the end of Parkland Farms and users of the new Healdsburg Ridge Open Space Preserve who do not have alternatives for transportation or choose to use public transit.

SOLUTION S: RELOCATION OF DOWNTOWN HEALDSBURG SONOMA COUNTY TRANSIT ROUTE 60 SOUTHBOUND BUS STOP

PROBLEM DEFINITION

The existing bus stop for the southbound Sonoma County Transit route 60 bus near the downtown Plaza does not have a permanent location. A permanent location, with shelter, needs to be found near the Plaza.

DESCRIPTION

An evaluation of possible sites for the new bus stop (route 60, southbound) must be done that meets the Sonoma County Transit bus needs and is compatible with adjacent commercial uses and the constraints of Healdsburg Avenue. One site needs to be selected after a public review process, funding must be obtained, a design of the new facility must be prepared and the new bus stop with shelter constructed. This bus stop is used primarily by lower income transit patrons. It is also one of the most frequently used bus stops of route 60.

IDENTIFY NEEDED RESOURCES

Estimated cost:

$200,000, including public process, engineering design, construction and shelter installation.

Potential funding sources:

Sonoma County Transit, federal and state funds, and Healdsburg Redevelopment Agency; Lifeline Transportation Program

What entities would need to participate:

Sonoma County Transit, city of Healdsburg, Healdsburg Redevelopment Agency

DISCUSS IMPLEMENTATION

As part of future development plans for the property, conditions of approval could include that site improvements be retrofitted to comply with City Code and ADA guidelines.

TIMEFRAME

About one year total: three months planning process; two months engineering; six months bid, construction, installation.

BARRIERS TO SUCCESS

Selecting a bus stop location that meets various needs will be difficult due to limited availability

of sites and anticipated controversy over possible adverse impacts to adjacent commercial properties. The need to identify funding

BENEFICIARIES

Transit riders

SOLUTION T: ADD BENCHES AND SHADE STRUCTURES ALONG FOSS CREEK PATHWAY

PROBLEM DEFINITION

Lack of shaded resting spots along city pathways discourage their use, resulting in limiting options for pedestrian travel. Senior pathway users in particular may need resting places along their routes.

DESCRIPTION

Incorporate into the plan design of Foss Creek Pathway shaded resting facilities for pedestrian use. This approach as used in previously completed sections of Foss Creek Pathway was to design pathway "turn-outs" for future bench installation in the vicinity of larger and well established trees that are assured of protection to remain in place. Once a pathway section is constructed city staff follows up with installation of the benches.

IDENTIFY NEEDED RESOURCES

Estimated cost:

Cost of turn-outs are part of main pathway; cost of benches: $400 - $500 per bench

Potential funding sources:

City Capital Improvement Program; Redevelopment Agency; private contributions, service organizations, Art Start

What entities would need to participate:

City Council/ Healdsburg city staff

DISCUSS IMPLEMENTATION

Once a section of Foss Creek Pathway is completed, staff will follow up with installing previously purchased benches.

TIMEFRAME

Integral with the Foss Creek Pathway, which has a typical schedule for completing at least one of the twelve total sections every year. To date, two sections have been completed and a third is currently under construction.

BARRIERS TO SUCCESS

Funding not yet identified

BENEFICIARIES

Pathway pedestrians, particularly senior pedestrians.

PUBLIC MEETING RANKING

A Healdsburg CBTP meeting was held for the public on July 27, 2009, as described in Chapter Three. Included in the meeting was a prioritization exercise to gain the group's input regarding solutions. In general the twelve participants at the public meeting validated the Stakeholder's priorities, in as much as four of their five highest ranking solutions were solutions ranked by the Stakeholders as in rank 1, 2, 3 or 4. This group's top priorities were:

- Safe Routes to School: Rank 1
- Expand Healdsburg Transit's fixed route weekend service: tied for Rank 2
- Add Sonoma County Transit route 60 express service between Healdsburg and Santa Rosa: tied for Rank 2
- Increase Sonoma County Transit route 60 frequency between Healdsburg and Santa Rosa: Rank 3
- Taxi Voucher Program with the local taxi company: Rank 4

THE "HIDDEN" TOP RANKING PRIORITIES

After the public meeting prioritization exercise, the results were discussed. Of particular note was the relatively low ranking of Solution H: "Maintain Healdsburg Transit's existing fixed route service," both by the Stakeholders and the public meeting group. It was felt that people may have tended to regard the existing fixed route service as "a given," and that by rating the: 1. addition of weekend service, 2. taxi voucher program, and 3. addition of evening service, higher than maintaining existing services, there was an inherent assumption that the core transit service would be in existence as the foundation. A higher ranking of Solution H would be compatible with

the public outreach findings that placed great priority on saving the local bus. Relative to both Healdsburg Transit and Sonoma County Transit there should be an underlying understanding that service expansions and enhancements would not be undertaken if cuts were being made to existing basic services. As such, the maintenance of existing local and county transit service can be regarded as the "hidden top ranking solutions."

FUNDING SOURCES

The following lists some of the funding sources commonly used to implement transportation improvements. Included are sources identified in the tables above as potential sources for the transportation solutions in the study area.

FEDERAL SOURCES

STP

Surface Transportation Program (STP): Transit Capital Shortfall funds are Federal Highway Administration funds that the MTC region "flexes" to transit capital projects. MTC sets aside these funds to meet high-scoring transit capital shortfall needs. One of the key funding programs in TEA 21, STP moneys are "flexible," meaning they can be spent on mass transit, pedestrian and bicycle facilities, as well as on roads and highways.

TEA

The federal Transportation Enhancements Activities (TEA) program offers communities the opportunity to expand transportation choices. Activities such as safe bicycle and pedestrian facilities, scenic routes, beautification, and other investments increase opportunities for recreation, accessibility, and safety for everyone beyond traditional highway programs. Ten percent of STP moneys must be set aside for projects that enhance the compatibility of transportation facilities with their surroundings.

CMAQ

The Congestion Mitigation and Air Quality Improvement Program (CMAQ) provides federal funds for transportation projects that improve air quality. Eligible pedestrian and bicycle-related projects include transportation facilities (preliminary engineering, project planning studies and construction), safety and education programs, and promotional programs. Other eligible uses include transit capital projects, such as the acquisition of clean-fuel buses and operating expenses for new service. These federal funds are received for distribution by MTC.

FTA

Federal Transit Administration (FTA) is one of the agencies of the U.S. Department of Transportation (USDOT).

FTA 5303

Metropolitan Planning Program funds are distributed to regions based on urbanized area population and an FTA administrative formula to address planning needs in urbanized areas. Funding can assist in preparing Short Range Transit Plans.

FTA 5307/5309

The 5307 program is a capital program based on urbanized area formulas (for such as replacement or expansion of buses or bus facilities) while the 5309 capital program is essentially congressional earmarks.

FTA 5310

Elderly Individuals and Individuals with Disabilities funds are distributed to the states to provide transit capital grants to non-profit agencies that provide transportation services to the elderly and/or persons with disabilities. Capital projects such as purchases of vehicle and related equipment are eligible. Caltrans administers the program, which involves SCTA, MTC, Caltrans and the California Transportation Commission (CTC) in the project selection and approval process.

FTA 5311

Rural: Funds are distributed to the regions on non-urbanized area formula. These funds are used for transit capital and operating purposes 9in non-urbanized areas. Possible source for funding bus shelters, benches, and signage.

FTA 5316

Job Access and Reverse Commute (JARC) funds are directed to services that provide transportation to low-income individuals. MTC prioritizes JARC funds through the Lifeline Transportation Program, which provides capital and operating funding for transportation services to CalWORKS and other low-income populations in the region. Access to jobs is the goal. Grants can fund capital and operating costs.

FTA 5317

New Freedom Program funds are directed to elderly and disabled transportation services. The formula grant program also aims to provide additional tools to overcome existing barriers facing Americans with disabilities seeking integration into the work force and full participation in society. The formula grant program seeks to reduce barriers to transportation services and expand the transportation mobility options available to seniors and to people with disabilities beyond the requirements of the Americans with Disabilities Act (ADA) of 1990.

FTA 5339

The Alternatives Analysis program assists financing the evaluation of modal and multimodal alternatives and general alignment options for identified transportation needs in a particular, broadly defined travel corridor.

RSTP

The Regional Surface Transportation Program (RSTP) is a federal block grant program for roads, bridges, transit capital and bicycle and pedestrian projects, including bicycle and pedestrian facilities, activated traffic lights, pedestrian and bicycle trails.

RTP

Administered by the California Department of Parks and Recreation, the Recreational Trails Program (RTP) provides federal funds for recreational trails and trail-related projects. Eligible activities include right-of-way acquisition, trail construction, and development of trail related facilities

NCST

The National Center for Senior Transportation (NCST) mission is to increase transportation options for older adults and enhance their ability to live more independently within their communities throughout the United States. The NCST is administered by Easter Seals Incorporated in partnership with the National Association of Area Agencies on Aging. NCST provides resources and funds training.

HRRRP

A program known as the High Risk Rural Roads Program (HRRRP) is a component of the federal Highway Safety Improvement Program (HSIP) and is set-aside after HSIP funds have been apportioned to the States. The HRRRP supports road safety program efforts through the implementation of construction and operational improvements on high risk rural roads.

CDBG

The Community Development Block Grant (CDBG) program is a flexible program administered by the U.S. Department of Housing and Urban Development (HUD) that provides communities with resources to address a wide range of unique community development needs. The CDBG program provides annual grants on a formula basis to local government and states. Not less than 70 percent of CDBG funds must be used for activities that benefit low- and moderate-income persons. In addition, each activity must meet one of the following national objectives for the program: benefit low- and moderate-income persons, prevention or elimination of slums or blight, or address community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community for which other funding is not available. Potential uses of this funding include bus shelters, auto loan programs, and taxi subsidies.

STATE SOURCES

TDA

The Transportation Development Act (TDA): is a key source of transit operators' operating revenue. TDA funds are generated from a statewide 1/4 cent sales tax on all retail sales in each county. This State funding, administered by MTC, is used for transit, special transit for disabled persons, and bicycle and pedestrian purposes. TDA can be used for capital and operational expenditures.

TDA3

Transportation Development Act, Article 3 (TDA3) is a set-aside of approximately 2% of those monies for bicycle and pedestrian planning and projects. MTC administers TDA3, which is distributed based on population. Sonoma County's cities/town and the County of Sonoma may use this funding for bicycle lanes, bicycle and pedestrian paths, and related planning and marketing efforts.

BTA

The Bicycle Transportation Account (BTA) is administered by Caltrans. Funding is aimed at improvements in the safety and convenience of bicycle commuters. Jurisdictions must have an adopted and certified bicycle plan in place to qualify. Grants can be used for design, engineering and construction of bicycle lanes and paths, and supporting amenities.

SHOPP

State Highway Operation and Protection Program (SHOPP). Caltrans is responsible for maintaining and operating the State Highway System. Caltrans monitors the condition and operational effectiveness of highways through periodic inspection, traffic studies and system analysis, and then uses the information to prepare the Ten-Year State Highway Operation and Protection Plan. SHOPP is used to improve traffic safety; preserve bridges, roadways and roadsides; increase mobility; and improve highway-related facilities.

OTS

The California Office of Traffic Safety (OTS) Program funds projects to reduce the number of persons killed in traffic collisions, alcohol-involved collisions, hit and run fatal and injury collisions, and nighttime fatal and injury collisions. On an annual basis OTS requests proposals for projects from public agencies, including cities, school districts, and public safety providers.

HES

Administered by Caltrans, the Hazard Elimination Safety Program (HES) is a federal safety program that provides funds for safety improvements on all public roads and highways. These funds serve to eliminate or reduce the number and/or severity of traffic accidents at locations selected for improvement.

PROP 1B

The Proposition 1B (Infrastructure Bond) $20 billion dollar general obligation bond measure passed by the voters in 2006, has various parts. One part makes funds available for rehabilitation, safety or modernization improvements, capital service enhancements or expansions, new capital projects, bus rapid transit improvements, or for rolling stock procurement, rehabilitation or replacement. Revenues are made available to transit operators for capital projects through MTC's Lifeline Transportation Program.

SR2S

Caltrans' Safe Routes to School Program is intended to reverse the trend of dramatic decreases in the number of K-12 children walking and bicycling to school as compared to say 30 years ago. By funding projects that improve safety and efforts that promote walking and bicycling within a collaborative community framework, children will be able to gain the health benefits of greater physical exercise, and local air pollution and traffic congestion are reduced. The program involves working with coalitions of parents; school principals, teachers and other school staff; transportation professionals; law enforcement, and health care providers to increase the number of children who walk or bicycle to school by funding projects that remove the barriers that currently prevent them from doing so. Those barriers include lack of infrastructure and unsafe infrastructure. Cities and counties can apply for this funding.

Eligible projects include:

- Pedestrian facilities: Includes new sidewalks, sidewalk widening, sidewalk gap closures, curbs, gutters, and curb ramps. Also includes new pedestrian trails, paths and pedestrian over- and under-crossings.
- Traffic calming: Includes roundabouts, bulb-outs, speed humps, raised crosswalks, raised intersections, median refuges, narrowed traffic lanes, lane reductions, full- or half-street closures, and other speed reduction techniques.
- Traffic control devices: Includes new or upgraded traffic signals, crosswalks, pavement markings, traffic signs, traffic stripes, in-roadway crosswalk lights, flashing beacons, bicycle-sensitive signal actuation devices, pedestrian countdown signals, vehicle speed feedback signs, pedestrian activated signal upgrades, and all other pedestrian- and bicycle-related traffic control devices.
- Bicycle facilities: Includes new or upgraded bikeways, trails, paths, geometric improvements, shoulder widening, and bicycle parking facilities, racks and lockers.
- Public Outreach and Education/Encouragement/Enforcement: Includes preparing and distributing safety awareness materials to school personnel, students, drivers, and neighboring home and/or business owners. Includes outreach efforts that promote walking and bicycling, to and from school, along the designated school routes. Includes coordinating bicycle rodeos with law enforcement agencies or forming "walking school buses" within neighborhoods.

(Note: The Safe Routes to School [SRTS] federal program is ending in September 2009. A new SRTS program would depend on inclusion in the new federal transportation bill).

REGIONAL SOURCES

LIFELINE TRANSPORTATION PROGRAM

County programs are established to fund projects that result in improved mobility for low-income residents. Lifeline can fund new or expanded services

including: enhanced fixed route transit services, shuttles, children's programs, taxi voucher programs, improved access to autos, and capital improvement projects. Transportation needs specific to elderly and disabled residents of low-income communities may also be considered. MTC uses various funding sources to create this program. Projects must arise from a community planning process, Projects must arise from a community planning process, such as this Healdsburg Community Based Transportation Plan.

RBPP

MTC created the Regional Bicycle and Pedestrian Program (RBPP) to fund construction of the Regional Bicycle Network, regionally significant pedestrian projects, as well as bicycle/pedestrian projects serving schools and transit.

NSCAPCD

The Northern Sonoma County Air Pollution Control District (NSCAPCD) like almost all other air districts besides the Bay Area, collects a surcharge on motor vehicle registration under the authorization of AB-2766, and its subsequent amendments. The general intent of the funding is similar to the Bay Area Air Quality Management District Transportation Fund for Clean Air (TFCA) funding source (authorized under AB 434), but there are some key differences. AB 2766 provides that funds can be used for implementation of the CA Clean Air Act and for projects that mitigate the impact of motor vehicle use; it funds our air monitoring program and they issue the balance in grants under our Vehicle Pollution Mitigation Program (VPMP). They also have the same $2 add-on for Carl Moyer like projects that BAAQMD has (local Carl Moyer-like funds have some, but not all of the restrictions that the Carl Moyer funds from the Air Resources Board (ARB) have on them). They also have Carl Moyer funds from ARB. NSCAPCD has funded buses, Park-n-Ride stations, routing software, bike racks for buses, etc.

TLC

Transportation for Livable Communities (TLC) funds projects that support multimodal travel, more livable neighborhoods and the development of jobs and housing in existing town centers. Successful projects improve walking and bicycle access to public transit hubs and stations, major activity centers and neighborhood commercial districts as a way of fostering community vitality. The MTC program provides technical assistance and capital grants to help cities, neighborhoods, transit agencies and nonprofit agencies develop transportation-related projects fitting the TLC profile.

LIFT

Low-Income Flexible Transportation (LIFT) is an MTC program that provides financial assistance for services to help low-income residents get to and from work and other locations. Examples of eligible LIFT projects include new and expanded public transit services, transportation to child care centers, development of child care facilities at transit hubs, rideshare activities and "guaranteed ride home" programs.

LOCAL SOURCES

MEASURE M

Passed by the voters in November 2004, the Traffic Relief Act for Sonoma County (Measure M) provides for a 1/4 cent sales tax to be used to maintain local streets, fix potholes, accelerate widening Highway 101, improve interchanges, restore and enhance transit, support development of passenger rail, and build safe bicycle and pedestrian routes. The funds are dedicated towards specific programs and projects specified in the measure's Expenditure Plan. SCTA administers the sales tax distribution and prepares Measure M Strategic Plans. Revenues are allocated as follows: 40% to local street projects; 40% to Highway 101 improvements; 10% to transit services; 5% to the Sonoma Marin Area Rail Transit (SMART) train project; and 4% to bicycle and pedestrian projects.

AAA

Sonoma County Area Agency on Aging (AAA), contractors receiving funding from AAA, and community partners, provide an array of services, including caregiver support, case management, day care, elder abuse prevention, general information, health promotion, and legal assistance. AAA funding is provided by the Older Americans Act (federal funding), Community Based Services Programs (state funding) and county funding. Sonoma County's AAA provided funding to the Senior Transportation Driver Program.

DEVELOPER FEES & MITIGATIONS

When projects move through the permitting process, there may be opportunities to condition projects to build infrastructure such as sidewalks and transit amenities; or to contribute impact fees for transit/transportation improvements.

COUNTY TRAFFIC MITIGATION FEES

County Traffic Mitigation Fees are one such example of the development fees described above.

VOLUNTEERS/ CIVIC GROUPS/ DONATIONS/ FUND RAISERS

Volunteer efforts can often fill gaps in governmental and business-provided services. A prime example in the study area is the role the volunteer drivers could play in providing rides to seniors, generously giving their time, car use, and gasoline. Volunteers are also partners in the safe routes to school programs. Civic groups, such as Rotary Clubs made up of volunteers, may also contribute to transportation-related solutions. Private or group donations and money gathered through such methods as raffles and fund raisers could also contribute to transportation-related solutions and supports.

LOCAL BUSINESSES AND EMPLOYERS

Local business and employers can play a role in improving transportation choices in an area. Businesses, for example, can participate in the installation of sidewalks; offer their employees transit passes, or provide shuttle services. Many times local businesses are also contributors to civic programs. Businesses may also install bicycle and pedestrian amenities, such as benches and bicycle racks.

OTHER SOURCES

FOUNDATIONS, NON-PROFITS

National and local non-profit organizations and private foundations can also be potential sources of funding. An example might be a grant to support Safe Routes to School efforts, or a gift for beautification initiatives example foundations are: Community Foundation of Sonoma County, Robert Woods Johnson Foundation (promoting health through physical activity) Surdna Foundation (community revitalization), and the William G. Irwin Charity Foundation (capital grants could be used for bus shelters, shuttle vans, bus benches).

BIKES BELONG

Based in Boulder, Colorado, Bikes Belong is sponsored by the U.S. bicycle industry with the goal of putting more people on bicycles more often. There are about 400 members who are bicycle suppliers and retailers. The Bikes Belong Grants Program funds important and influential projects that leverage federal funding and build momentum for bicycling in communities across the U.S. These projects include bike paths, lanes, and routes, as well as bike parks, mountain bike trails, BMX facilities, and large-scale bicycle advocacy initiatives.

APPENDIX A

SURVEY

sonoma county transportation authority

Mailing Address: Sonoma County Transportation Authority
490 Mendocino Avenue, Suite 206
Santa Rosa, CA 95401
Attention: Lynne March

Healdsburg Community-Based Transportation Plan

Community Survey

We appreciate your time to fill out this survey. It will help us identify transportation gaps and potential transportation improvements for the Healdsburg area. Thank you!

1. Do you live in Healdsburg? ❑ Yes ❑ No

2. Your age:

❑ 15 or under	❑ 40-49
❑ 16-19	❑ 50-59
❑ 20-29	❑ 60-69
❑ 30-39	❑ 70 and older

3. Do you own a car? ❑ Yes ❑ No I borrow a car (_____ x week)

4. Regarding work: ❑ I work away from home ❑ I work from home ❑ I don't work ❑ I'm retired

5. Total number of people in your household: _____

6. Your household's annual income before taxes:

❑ Less than $9,999	❑ $25,000 – $34,999	❑ $75,000 – $99,999
❑ $10,000 – $14,999	❑ $35,000 – $49,999	❑ $100,000 – $149,999
❑ $15,000 – $24,999	❑ $50,000 – $74,999	❑ $150,000 or more

PLEASE GO TO PAGE 2

7. Fill out one table for **each** destination you travel to.

CHECK ONE:	How often you travel for this reason:	You travel by:	Times you travel to and from the location:
❑ Work ❑ Shopping ❑ Health Services ❑ School or Childcare ❑ Religious Activities ❑ Entertainment or Social/Civic Activities ❑ Government Services ❑ Senior Services ❑ Other: ______________________	❑ a week __________ X ❑ a month ❑ a year Where do you travel if not Healdsburg:	❑ Car ❑ Motorcycle/moped ❑ Bus ❑ Car/van pool ❑ Paratransit ❑ Bicycle ❑ Walk	❑ Early morning ❑ Morning ❑ Afternoon ❑ Late afternoon ❑ Early evening ❑ Late evening

CHECK ONE:	How often you travel for this reason:	You travel by:	Times you travel to and from the location:
❑ Work ❑ Shopping ❑ Health Services ❑ School or Childcare ❑ Religious Activities ❑ Entertainment or Social/Civic Activities ❑ Government Services ❑ Senior Services ❑ Other: ______________________	❑ a week __________ X ❑ a month ❑ a year Where do you travel if not Healdsburg:	❑ Car ❑ Motorcycle/moped ❑ Bus ❑ Car/van pool ❑ Paratransit ❑ Bicycle ❑ Walk	❑ Early morning ❑ Morning ❑ Afternoon ❑ Late afternoon ❑ Early evening ❑ Late evening

CHECK ONE:	How often you travel for this reason:	You travel by:	Times you travel to and from the location:
❑ Work ❑ Shopping ❑ Health Services ❑ School or Childcare ❑ Religious Activities ❑ Entertainment or Social/Civic Activities ❑ Government Services ❑ Senior Services ❑ Other: ______________________	❑ a week __________ X ❑ a month ❑ a year Where do you travel if not Healdsburg:	❑ Car ❑ Motorcycle/moped ❑ Bus ❑ Car/van pool ❑ Paratransit ❑ Bicycle ❑ Walk	❑ Early morning ❑ Morning ❑ Afternoon ❑ Late afternoon ❑ Early evening ❑ Late evening

CHECK ONE:	How often you travel for this reason:	You travel by:	Times you travel to and from the location:
❑ Work ❑ Shopping ❑ Health Services ❑ School or Childcare ❑ Religious Activities ❑ Entertainment or Social/Civic Activities ❑ Government Services ❑ Senior Services ❑ Other: ______________________	❑ a week __________ X ❑ a month ❑ a year Where do you travel if not Healdsburg:	❑ Car ❑ Motorcycle/moped ❑ Bus ❑ Car/van pool ❑ Paratransit ❑ Bicycle ❑ Walk	❑ Early morning ❑ Morning ❑ Afternoon ❑ Late afternoon ❑ Early evening ❑ Late evening

Please use the back of the survey if you need more space.

PLEASE GO TO PAGE 3

8. Do you experience problems getting where you want to go?

❑ Never ❑ Sometimes ❑ Often ❑ Always

9. What kinds of problems do you have:

Walking/Biking	Driving	Bus	Other
Walking is unsafe because: ❑ Sidewalks in poor condition ❑ No sidewalks ❑ Road crossings are unsafe ❑ Other *If you checked one of these boxes, state where/why:*	**I Don't :** ❑ Drive ❑ Have a car ❑ Have a car full time ❑ Have a driver's license	Traveling by bus is a problem because: ❑ Bus trips take too long ❑ Too much time between buses ❑ Buses are late ❑ No covered bus shelters ❑ Trouble getting bus info ❑ Bus fare cost too much	The following are too far: ❑ Jobs ❑ Shopping ❑ Government services ❑ Health services ❑ Senior services ❑ School ❑ Childcare ❑ Religious activities ❑ Entertainment, social, civic activities
Bicycling is unsafe because: ❑ No bike lanes ❑ Other *If so, state where/explain:*	❑ Lack of car parking *If so, state where:*	Bus schedules don't work; I need: ❑ Earlier morning service ❑ Later evening service ❑ More Saturday service ❑ More Sunday service	❑ Disabilities are a barrier *Please state why:*
❑ No bike parking at destinations	❑ Cost of driving	❑ Buses don't go where I need to go *If so, state where:*	❑ Language is a barrier *Please state why:*
❑ Walking or bicycling takes too long	❑ Driving feels unsafe *Please state why:*	❑ Taking the bus feels unsafe *Please state why:*	
		❑ Some bus drivers need better training *Please state why:*	
		❑ Bus stops need benches *Please state where:*	

10. Please describe or expand on any transportation problems and solutions (specify locations if possible):

_____

_____

_____

_____

11. What <u>three improvements</u> would make it easier for you to travel?

1. _____

2. _____

3. _____

THANK YOU FOR YOUR ASSISTANCE . WE TRULY APPRECIATE YOUR INPUT!

Extra space if needed:

CHECK ONE:	How often you travel for this reason:	You travel by:	Times you travel to and from the location:
❑ Work ❑ Shopping ❑ Health Services ❑ School or Childcare ❑ Religious Activities ❑ Entertainment or Social/civic Activities ❑ Government Services ❑ Senior Services ❑ Other: ________________________	__________ X ❑ a week ❑ a month ❑ a year Where do you travel if not Healdsburg:	❑ Car ❑ Motorcycle/moped ❑ Bus ❑ Car/van pool ❑ Paratransit ❑ Bicycle ❑ Walk	❑ Early morning ❑ Morning ❑ Afternoon ❑ Late afternoon ❑ Early evening ❑ Late evening

CHECK ONE:	How often you travel for this reason:	You travel by:	Times you travel to and from the location:
❑ Work ❑ Shopping ❑ Health Services ❑ School or Childcare ❑ Religious Activities ❑ Entertainment or Social/civic Activities ❑ Government Services ❑ Senior Services ❑ Other: ________________________	__________ X ❑ a week ❑ a month ❑ a year Where do you travel if not Healdsburg:	❑ Car ❑ Motorcycle/moped ❑ Bus ❑ Car/van pool ❑ Paratransit ❑ Bicycle ❑ Walk	❑ Early morning ❑ Morning ❑ Afternoon ❑ Late afternoon ❑ Early evening ❑ Late evening

CHECK ONE:	How often you travel for this reason:	You travel by:	Times you travel to and from the location:
❑ Work ❑ Shopping ❑ Health Services ❑ School or Childcare ❑ Religious Activities ❑ Entertainment or Social/civic Activities ❑ Government Services ❑ Senior Services ❑ Other: ________________________	__________ X ❑ a week ❑ a month ❑ a year Where do you travel if not Healdsburg:	❑ Car ❑ Motorcycle/moped ❑ Bus ❑ Car/van pool ❑ Paratransit ❑ Bicycle ❑ Walk	❑ Early morning ❑ Morning ❑ Afternoon ❑ Late afternoon ❑ Early evening ❑ Late evening