

Relevant Studies and Reports

This section introduces the plans, studies, reports, and resources that guide transportation and related topics in the study area. The details from these efforts are pulled out by topic area in the next section: Baseline Conditions.

Santa Rosa Plans

[Santa Rosa Forward 2050 \(ongoing\)](#)

The Santa Rosa General Plan 2050 will be released for public review and adoption in early 2025. The General Plan provides policy and action guidance for the City of Santa Rosa to plan its future development. The circulation element of the General Plan focuses on transportation policies, plans, and projects and includes the following goals and policies that directly guide transportation in south Santa Rosa:

- Policy 3-1.3: Improve infrastructure, sidewalk and bicycle linkages, and access to transit and active modes of transportation to better meet daily commuting needs and minimize VMT, especially in Equity Priority Areas and Areas of Change.
- Goal 3-2: Provide a safe and accessible active and public transportation network that reduces dependence on single occupancy vehicles, prioritizing Equity Priority Areas and Areas of Change.
- Policy 3-2.1: Plan, build, and maintain a safe, complete, continuous, convenient, and attractive pedestrian, bicycle, and multiuse trail network in Santa Rosa that is equitably accessible for all ages and abilities.
- Policy 3-2.2: Increase transit ridership to reduce GHG emissions and provide convenient and efficient public transportation to workplaces, shopping, and other destinations.
- Policy 3-2.3: Ensure that the transit system serves all members of the community equitably, especially in EPAs.
- Policy 3-2.4: Continue to support SMART rail service
- Policy 3-1.4: Reduce traffic volumes and speeds in neighborhoods.

The Housing Element, adopted in February 2023 identifies housing solutions based on the Regional Housing Needs Assessment (RHNA). There is one approved housing project in the CBTP study area, that will provide 77 housing units. Immediately adjacent to the study area, there are an additional three housing projects approved and two pending. In total, should all projects be approved, this would add several hundred additional units.

[Capital Improvement Program \(updated annually\)](#)

The Capital Improvement Program identifies infrastructure improvement projects and prioritizes projects based on available funding sources and needs. Identified and funded projects are consistent with the General Plan. There are two under construction CIP projects in the study area and one proposed project.

- Hearn Avenue at Highway 101 interchange rebuild (estimated completion April 2026)
- Conversion of Santa Rosa Avenue at Bellevue Avenue from all-way stop control to traffic signal (estimated completion September 2025)
- Edge line and bike lane line additions on Bennett Valley Rd (Completed May 2024)

[Local Road Safety Plan \(2022\)](#)

The Local Road Safety Plan (LRSP) was adopted by Santa Rosa City Council in July 2022. The *Santa Rosa Local Road Safety Plan* (LRSP) supplements the BPMP and studies eight corridors (none in our study area) for bicycle and pedestrian needs, collision analysis, and community feedback. Engineering strategies and countermeasures were identified for these hot spot corridors.

[Bicycle and Pedestrian Master Plan \(2018\)](#)

The *Bicycle and Pedestrian Master Plan* (BPMP) establishes a long-term vision for improving active transportation modes in the city. The plan identifies network improvements along with implementation of the improvements through a prioritization and phasing process.

[Santa Rosa Active Transportation Plan \(ongoing\)](#)

The City is working on an update to the 2018 BPMP. The update began in September 2023 and is called the Active Transportation Plan. The existing conditions report, released in April 2024, describes existing facilities, safety needs, and community demographics. Recommended projects were published in October 2024 for public comment. The final plan is expected to be completed in 2025.

[Santa Rosa Citybus Short-Range Transit Plan \(2016\)](#)

The 2016 SRTP was adopted by the Santa Rosa City Council in October 2016 and contains an overview of planned service changes, current service hours and headways, connections to regional transit, Citybus performance, bus replacement, and coordination efforts. The Short-Range Transit Plan will be updated in 2025.

[Priority Development Area Investment and Growth Strategy Update \(2017\)](#)

MTC's One Bay Area Grant Program (OBAG 2) supports Plan Bay Area's Sustainable Communities Strategy. The purpose of this plan is to ensure that agencies, like the Sonoma County Transportation Authority (SCTA), have a transportation project priority-setting process that

encourages development in the City's priority development areas (PDAs). The Mendocino/Santa Rosa Avenue PDA, which covers a portion of the CBTP study area, is noted as having potential to be a North/South Rapid Bus Corridor and to be in alignment with the *Santa Rosa Avenue Corridor Plan* (2011).

[South Santa Rosa Specific Plan \(ongoing\)](#)

The South Santa Rosa Specific Plan (SSRSP) area, located in the southern part of the City of Santa Rosa, includes the Santa Rosa Corridor Priority Development Area and the County of Sonoma's South Santa Rosa Avenue Priority Development Area as well as adjacent neighborhoods. The area encompasses approximately 1,900 acres, including approximately 1,400 acres of unincorporated County land, including the area south of State Route (SR) 12 and east of Highway 101 (US 101), extending to Petaluma Hill Road in the east, and south to the Urban Growth Boundary incorporating both sides of Highway 101.

The Specific Plan area has been identified as an "Area of Change" in the City's current General Plan Update process and contains a variety of housing types and non-residential uses. The plan will address circulation in the study area, including bicycle and pedestrian facilities, transit service, and other transportation-related considerations.

County and Regional Plans

[Moving Forward 2050 \(2021\)](#)

The *Sonoma County Comprehensive Transportation Plan* (CTP) identifies the need to shift transportation modes from single occupant vehicles. The plan notes success if positive trends are shown through improved transit service coverage and ridership, expanded active transportation connectivity, shorter trip lengths, lower household travel costs, and a downwards trend in vehicle miles traveled and GHG emissions on a per capita basis. SCTA is currently updating the CTP and the new plan is expected to be adopted in 2025.

[Shift Sonoma County Plan \(2017\)](#)

Shift Sonoma County describes how Sonoma County will work to decrease greenhouse gas emissions through incentivizing electric vehicles, implementing transportation demand management measures, and using car share and bike share to decrease single occupancy vehicle trips. The bikeshare and carshare actions include citing bikeshare in areas with low transit coverage and in equity priority communities. The study area aligns with these descriptions and may benefit from shared mobility devices as the county begins implementing suggestions from this plan.

[Sonoma County Active Transportation Plan \(anticipated 2025\)](#)

The Sonoma County Active Transportation Plan (ATP) will provide an update to the previous Countywide Bicycle and Pedestrian Master Plan (2014) and incorporate new policies, guidelines, and best practices. The plan is consistent with the Sonoma County Vision Zero Action Plan and incorporates the FHWA Safe System Approach to prioritize the safety of people walking, biking, and rolling in Sonoma County. Specific projects, plans, and existing conditions related to Santa Rosa can be found in the Santa Rosa ATP (ongoing). The southern portion of the CBTP study area is located in unincorporated Sonoma County, and specific projects, plans, and guiding policies for this region are located in the Unincorporated Sonoma County ATP. The SCTA also created a regional Countywide Active Transportation Plan that guides policy decisions and recommends a network of “regional routes” for connectivity between cities and towns.

[Sonoma County Vision Zero Action Plan \(2022\)](#)

The SCTA and the Sonoma County Department of Health Services prepared a countywide *Vision Zero Action Plan* (VZAP) with the goal to eliminate traffic fatalities and severe injuries by 2030. The plan identifies Dutton Avenue, Kawana Springs Road, Hearn Avenue, Petaluma Hill Road, and Santa Rosa Avenue as High-Injury Network (HIN) corridors in the city. HINs are segments of the road network where users are at higher risk and are identified by evaluating location, frequency, severity, and mode of collisions along the road network. The Action Plan highlights a set of six major goals that focus on the key factors behind previous collisions and the systemic changes required to make the County’s roads safer for all users.

[SMART Short Range Transit Plan \(2021\)](#)

Sonoma-Marin Area Rail Transit is a rail operator that provides regional connections between Santa Rosa and major destinations in Marin and Sonoma. The 2022 short range transit plan describes goals, policies, and service changes to guide the next 7 years of SMART and analyzes performance measures and metrics. In developing the short-range transit plan SMART solicited feedback from riders about important changes to make post-covid service disruptions. Riders indicated that increased weekday frequency, reinstated weekend service, school-oriented schedules, and late evening service are important.

[Sonoma County Transit Short Range Transit Plan \(2023\)](#)

The 2023 SCT SRTP provides insights on the next five years of service and post-covid ridership recovery based on three potential scenarios. SCT projects a continuing but slow recovery over the next three years with operation at 90% of in-service hours pre-pandemic.

[SCTA Integrated Transit Plan \(2024\)](#)

Sonoma County Transportation Authority (SCTA) has conducted a sequence of transit integration studies and reports to create an integrated transit system in Sonoma County. The Integrated

Transit Service Planning Study was conducted in collaboration with Santa Rosa CityBus, Sonoma County Transit, Petaluma Transit, Golden Gate Transit, and SMART with the goal of increasing the efficiency of delivering high-quality transit service and maximizing the use of limited resources through integrated multi-agency service planning. The study focused on corridors with service overlap, schedule and transfer coordination, and regional connections.

[Sonoma County Master Plan for Aging \(2024\)](#)

The Sonoma County Master Plan for Aging (MPA) is a plan to promote healthy aging throughout the human lifespan. The local MPA is aligned with the California Master Plan for Aging—the state’s blueprint to prepare for the demographic changes underway and continue its leadership in aging, disability and equity. The state’s plan includes transportation strategies under the housing goal. The Sonoma County plan also sets transportation as a goal and includes strategies to improve the accessibility of transportation systems and expand programs that remove barriers, such as vouchers.

Baseline Conditions

This section is called baseline conditions because it describes existing conditions as well as specific projects or changes that have been recommended for the study area.

The south Santa Rosa study area is located immediately south of Highway 12, east of Highway 101, and west of Petaluma Hill Road. It includes a mix of commercial centers and higher-density residential housing. The study area is home to 10,234 residents out of the city’s approximately 178,000 residents. Together, the census tracts span 3.4 square miles. The focus for this community-based transportation plan is to improve connections to both residential and commercial spaces via walking, biking, transit, driving, and other modes.

Demographics

The south Santa Rosa study area is comprised of two census tracts: 1514.05 and 1514.06. A total of 10,234 people live in these census tracts, across 3,786 households. Among study area residents, 1,734 fall below the poverty line and 5,065 identify as Hispanic. The number of children below the poverty line (29%) is higher in census tract 1514.06 and the number of older adults below the poverty line (17%) is higher in census tract 1514.05. The median household income is lower in both census tracts compared to the City of Santa Rosa and County of Sonoma averages. Household income affects the transportation options available to a family. For example, car ownership rates are typically lower in lower income areas, resulting in a reliance on public transportation and active transportation. Low-income families also spend a greater proportion of their income on transportation expenses.

Table 1: Socio-Economic Characteristics of the South Santa Rosa Study Area

Attribute	CBTP Study Area		Sonoma County
Census Tract	1514.05	1514.06	
Population Size	7,271	2,963	481,812
Total Households	2,383	1403	192,765
Population Identifying as Hispanic	55%	36%	30%
Renter Occupied Units	64%	68%	35%
Median Age	31.8	38.4	43.3
Median Household Income	\$62,696	\$50,417	100,707
Persons Below Poverty Line	14.2% (13% children, 17% older adults)	23.7% (29% children, 14% older adults)	8.9% (8% children, 9% older adults)

Source: [Censusreporter.org](https://censusreporter.org)

Major Destinations & Barriers

Key destinations in the south Santa Rosa study area include several shopping centers along Santa Rosa Avenue with retail stores, home improvement stores, and restaurants as shown below in Figure 1. Taylor Mountain Elementary School is located in the center of the study area.

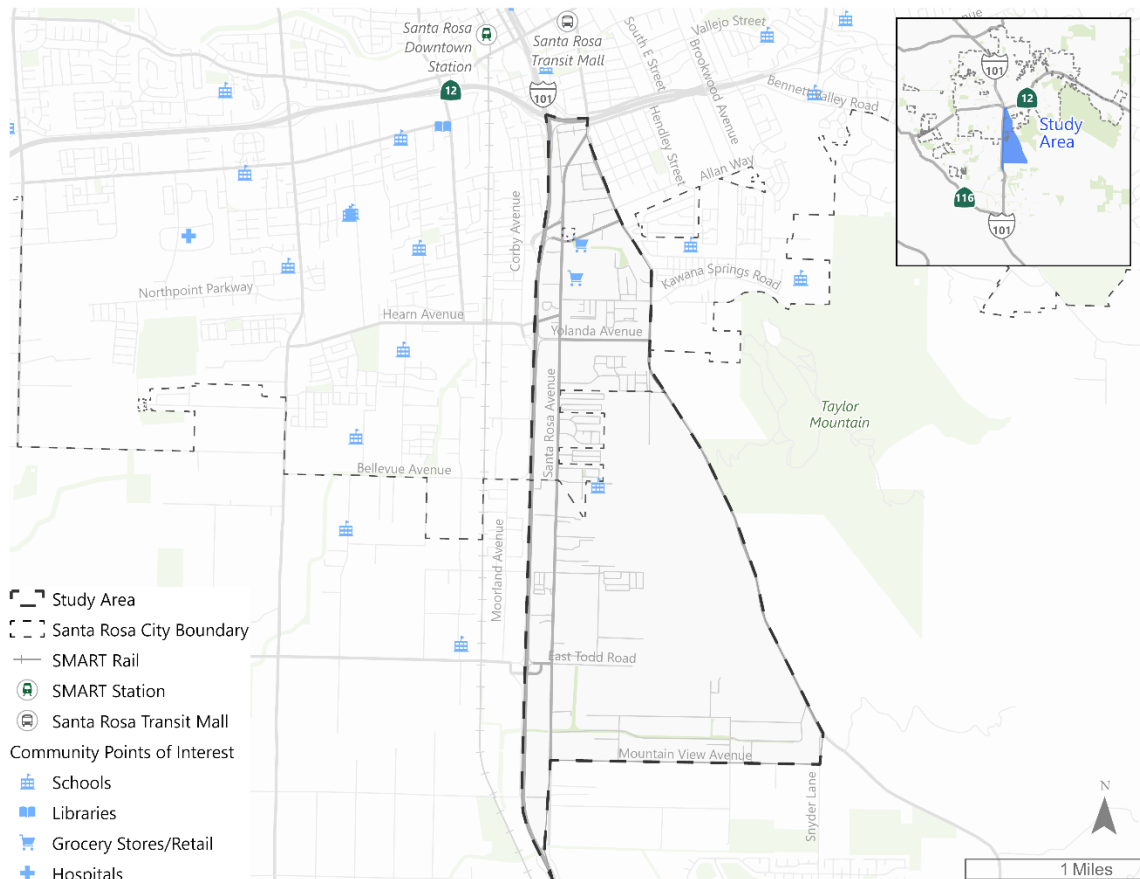


Figure 1. Community Destinations

Santa Rosa Avenue is the largest road in the study area. While it's home to many key destinations, including Santa Rosa Marketplace, it also acts as a barrier to community members navigating the corridor without a car. Highway 101 is the western edge of the study area. This divider is an additional barrier for residents to access services on the western side of the highway. Many students from Elsie Allen High School, located west of Highway 101, live in the study area. Sonoma [Safe Routes to School](#) identifies specific barriers to school access and provides travel plans. In Santa Rosa an estimated 35% of trips are two to five miles in length, 26% of trips are two miles or less, and 85% of trips are ten miles or less, according to SCTA's Sonoma County Travel Behavior Study. Mobility barriers, shown below in Figure 2, make short-distance trips difficult to make as a pedestrian or bicyclist even though destinations are geographically near.

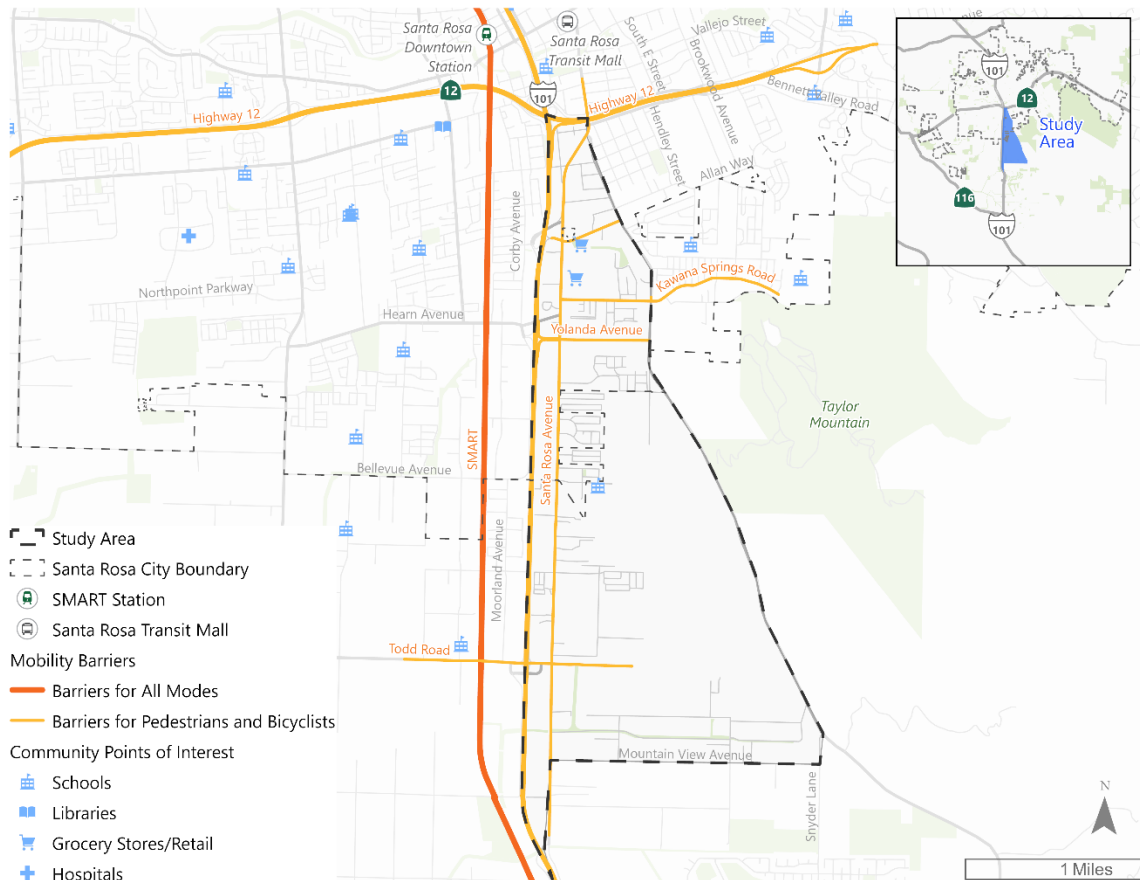


Figure 2. Mobility Barriers

The study area is also home to or near multiple trails and natural spaces. The Hunter Creek Trail and Colgan Creek Park are destinations within the study area. Taylor Mountain Regional Park is a popular destination adjacent to the study area, making safe connections to the park important. Kawana Springs Elementary is separated from the study area by both Petaluma Hill Rd and Kawana Springs Rd and Luther Burbank Elementary School is located just north of Highway 12.

Roadways

Major roadways in the study area include Kawana Springs Road, Yolanda Avenue, Petaluma Hill Road, Santa Rosa Avenue, and Bellevue Avenue. Baker Avenue, Hearn Avenue, and Todd Road connect across Highway 101 in the study area. The General Plan Circulation Element outlines several policies and actions to guide roadway operation and planning considerations such as:

- Vehicle miles traveled impact and analysis
- Street design guides and street standards for roadway planning

- Transportation demand management measures and programs
- Circulation network and corridor connection improvements
- Traffic calming and traffic flow
- Zoning code changes and other roadway requirements for development
- Level of service guidance

The General Plan Urban Design chapter includes guidance on gateways, public art, and placemaking that seek to inform roadway design.

The Housing Element outlines the city's parking requirements based on land use.

The City of Santa Rosa's Greenhouse Gas Reduction Strategy includes several measures related to roadways such as the location and design of new development in relation to transportation demand, transportation demand management programs, and vehicle miles traveled objectives.

Active Transportation

Currently Petaluma Hill Rd, Yolanda Ave, Kawana Springs Rd, Santa Rosa Ave, and Hendley St have Class II bike lanes. There are two shared use paths in the study area, one located along Colgan Creek and the other stretches between Martin Luther King Jr. Memorial Park and Petaluma Hill Rd. The SMART shared use path is not easily accessible from the study area, but if connections were added, it could enhance citywide and regional connectivity. In the study area, Santa Rosa Avenue exists as a walking, biking, and rolling barrier given the wide right-of-way, high speed limit, long crossing distances, and disconnected active transportation infrastructure as indicated previously in Figure 2. Figure 3 below shows current bicycle infrastructure in the study area. Redwood Bikeshare is a new initiative between SCTA and Transportation Authority of Marin (TAM) to provide electric bikeshare in the two counties. The bike hubs will be scattered throughout participating cities with several located near SMART stations. The nearest hubs to the study area are about a 15-minute walk away, near the transit mall.

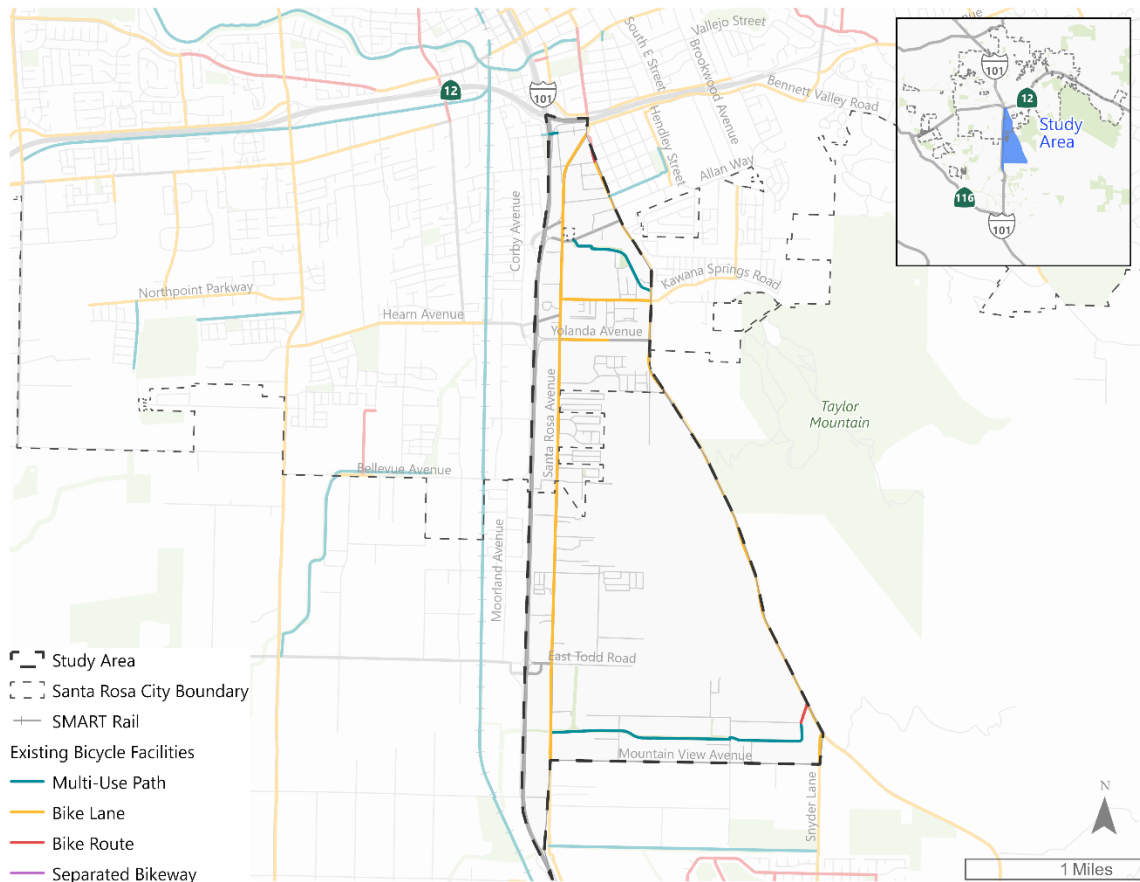


Figure 3. Bicycle Infrastructure

Plans, projects, and policies surrounding walking and biking in South Santa Rosa are guided by the *Santa Rosa Active Transportation Plan (ongoing)*, the *Sonoma County Active Transportation Plan (2025)*, the General Plan Circulation Element (2050) and the SCTA Integrated Transit Plan (2024). The Santa Rosa Active Transportation Plan is underway, and projects have not yet been identified. Community feedback from the ATP outreach process is incorporated into the project prioritization in this study area.

The 2018 Bicycle and Pedestrian Master Plan identified two Class I Shared-Use Paths, eight Class II Bicycle Lanes, one Class IIB Buffered Bicycle Lane, and five Class III Bicycle Routes as projects in the CBTP study area. The plan also calls for the addition of sidewalks along corridors such as Moorland Avenue and Dowd Drive, as well as several proposed crossing enhancements and a trail bridge.

Through the Sonoma County Active Transportation Plan planning process, the community identified the following project needs in the study area:

- Safe crossing options: Baker Avenue over Highway 101, Hearn Avenue over Highway 101, Bellevue Avenue over Highway 101, Todd Road over Highway 101, Santa Rosa Avenue near Burt Street, and Petaluma Hill Road
- Sidewalk gaps: Colgan Avenue between Santa Rosa Avenue and Petaluma Hill Road, and Petaluma Hill Road
- Obstacles in sidewalks: Santa Rosa Avenue between Kawana Springs Road and Wayside Drive
- Protected bicycle lanes: Santa Rosa Avenue, connecting new apartment buildings to downtown
- Traffic calming: Burt Street near Santa Rosa Avenue to Parkcreek Drive
- Connections: to Taylor Mountain via off-street paths

There are no planned projects in the CBTP study area identified through the draft Unincorporated County Active Transportation Plan.

The General Plan includes the following additional projects in the CBTP study area.

- Proposed Class I shared-use path north/south along Todd Creek
- Three improved pedestrian and bicycle connections across Highway 101

While the General Plan Circulation Element includes proposed bicycle improvements, the Active Transportation Plans are more recent documents and should be consulted for project-specific guidance. The South Santa Rosa Specific Plan is ongoing, but once complete will include additional active transportation information related to the project area.

Transit

Santa Rosa CityBus, Sonoma County Transit, Golden Gate Transit, and Sonoma-Marín Area Rail Transit (SMART) operate in Santa Rosa, including in the CBTP study area. The SMART station is located just north of the study area and has connections via Santa Rosa CityBus. Sonoma County Transit (SCT) provides connections within Santa Rosa and to surrounding cities and communities. SCTA created estimates of transit propensity, or likelihood of transit use based on select demographic characteristics such as income, vehicle ownership, and race. Transit propensity in the study area is relatively high in the north corner of the study area and along the Highway 101 corridor as shown in Figure 5 (copied from Figure 3-8 of the SCTA Integrated Transit Plan).

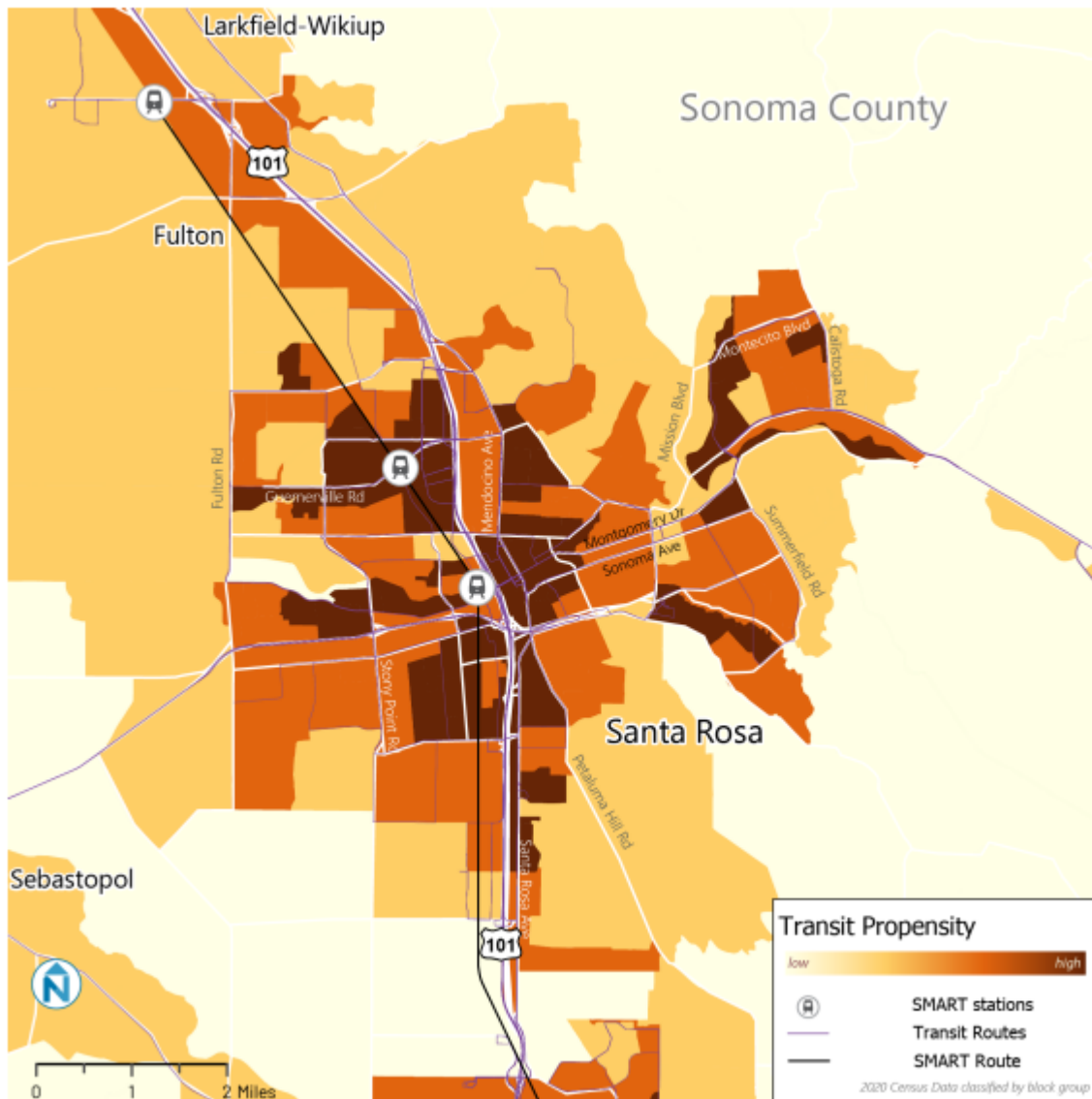


Figure 4. Transit Propensity

3 Sonoma County Transit Routes serve the study area:

- 42: Santa Rosa, Industry West Business Park (hourly service)
- 44: Petaluma, JC, SSU, Santa Rosa (hourly service)
- 48: Santa Rosa, Rohnert Park, Cotati, Petaluma (~hourly service)

2 Santa Rosa CityBus routes serve the area:

- 3 Santa Rosa Avenue (hourly service)
- 5 Petaluma Hill Road (hourly service)

2 Golden Gate Transit Routes

Both of the Golden Gate Transit Routes stop at the Santa Rosa Transit Mall at 2nd St and Santa Rosa Ave and 172 stops at Maple Ave and Bennett Valley Rd, the farthest northeast point of the

study area boundary. The Santa Rosa Transit Mall provides transfers between CityBus, SCT, GGT, Mendocino Transit Authority, and Greyhound. The transit mall is 0.8 miles, or a 16-minute walk, from Earle St and Santa Rosa Ave.

- 101: Regional route with hourly service
- 172/172X: The 172/172X provides commuter service to San Francisco. There are 7 AM trips and 7 PM trips

Paratransit Service

- Provided by MV Transportation within the City of Santa Rosa
- Provided by the Center for Volunteer and Nonprofit Leadership within unincorporated Sonoma County

SMART

The SMART corridor parallels Highway 101 west of the study area. There are no SMART stations in the study area; the Downtown Santa Rosa and Rohnert Park Stations are the closest options.

Figure 5 below shows current transit service in and around the study area.



Figure 5. Current Transit Service

In the Santa Rosa CityBus Short-Range Transit Plan's "Operational Plan" section, proposed service hour adjustments, increased frequency of specific routes, the redesign of routes, and plans for improved connectivity are outlined. In the near term, Santa Rosa CityBus is planning to improve the frequency of route 3 and 5 from hourly service to half hourly service.

Longer term plans include creation of a new route along Santa Rosa Avenue (route 19) with 15 - minute headways, and a new route along Hearn Road with 30-minute headways that will extend across Highway 101 and Santa Rosa Avenue and operate on Yolanda Avenue and Kawana Springs Road.

The SCTA Integrated Transit Plan builds off recommendations in the 2019 Transit Integration and Efficiency Study. This plan analyzes fixed-route, paratransit, and microtransit operations in Sonoma County, and makes recommendations for all three. Paratransit recommendations include streamlining the application process and policies, expanding coordination and collaboration with other service providers, and establishing a rider guide. Fixed-route recommendations include studying running time, creating a countywide transit map, and improved coordination across agencies.

The South Santa Rosa Specific Plan is ongoing, but once complete will include additional transit information related to the project area.

Safety

The *Santa Rosa Local Road Safety Plan 2022* and the *Sonoma County Vision Zero Action Plan 2022* both describe existing needs, opportunities, and plans for improving safety in Santa Rosa. The Vision Zero Action Plan is used as a policy-guiding document, but since it is not project-based, other documents are used to guide project planning decisions. **Figure 6** below shows 2019-2023 crashes in Santa Rosa from the SCTA Vision Zero Data Dashboard.

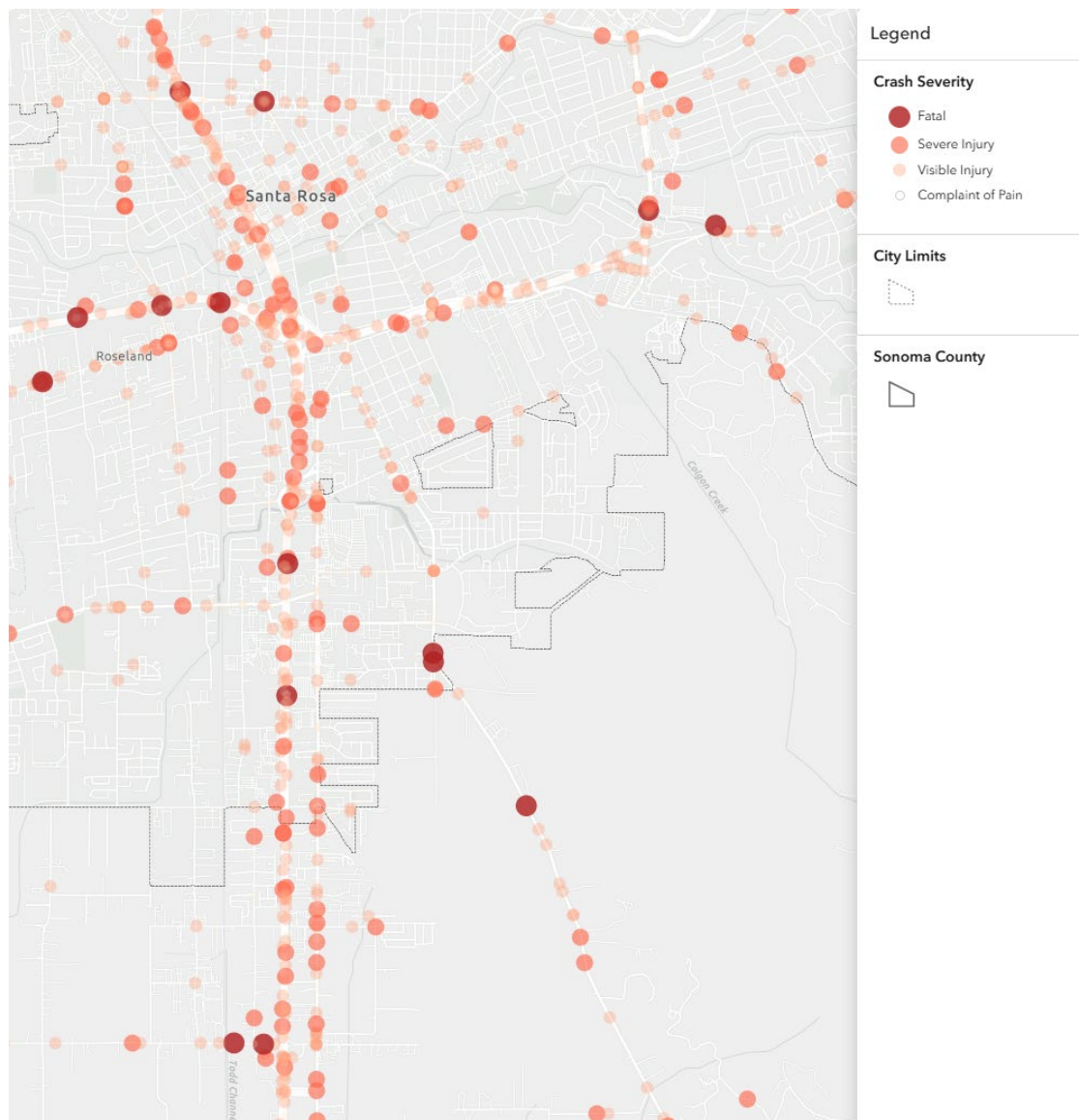


Figure 6. 2019-2023 crashes

The Local Road Safety Plan does not identify any recently constructed or planned projects along Santa Rosa Avenue, which is part of the high injury network. There is a history of collisions along both Santa Rosa Avenue and Petaluma Hill Road, including fatal and severe injury.

One project adjacent to the study area was identified along Hearn Ave from Westwood Drive to Corby Ave and is described as evaluating a multi-use path on the south side from the SMART path to Corby Ave. This project would address sidewalk gaps along Hearn Ave and provide safer bicycle infrastructure.