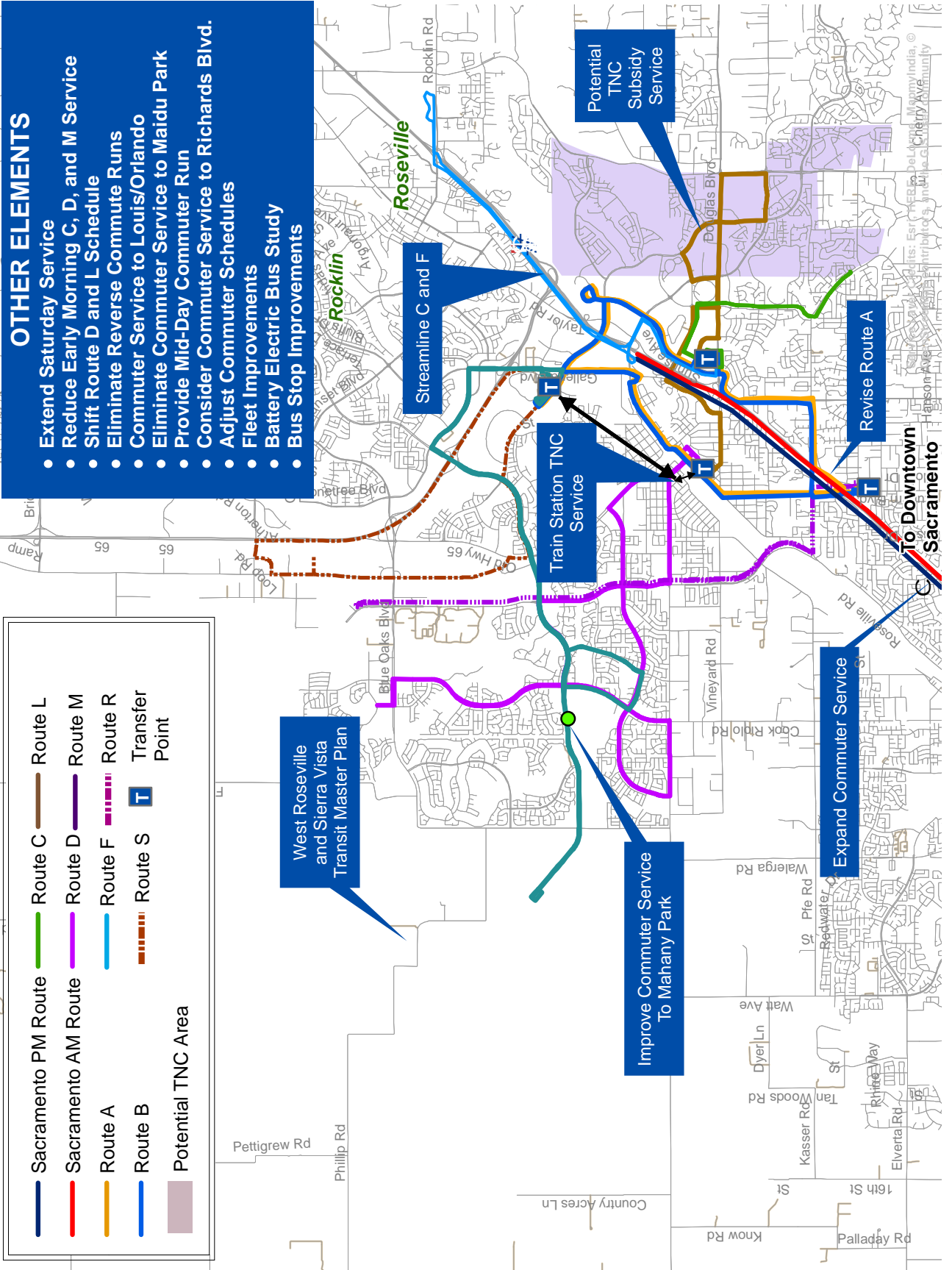






**Figure E-1**  
**Roseville Transit Short Range Transit Plan**



- Extend the Saturday Span Of Service Until 6 PM – One additional hour of service should be added to Routes A, B, D, L and M.
- Reduce Early Morning Weekday Service – The initial runs on Routes C, D, G and M should be eliminated, starting service around 7:30 AM.
- Shift Route D and Route L 3 to 5 Minutes Earlier – This will improve connections with Route A and B at the Civic Center transfer point.
- Shift Route A onto Orlando Way between Cirby/Orlando and the Louis/Orlando Transit Center – This will improve on-time performance with only a minor impact on existing passengers boarding on Cirby Way. It will require changes to the median on Orlando near the Transit Center.
- Provide TNC Subsidy for Trips Between the Roseville Train Station and Nearby Transit Hubs – This is the most effective means of connecting train passengers to local transit.
- Expand Commuter Service by Two AM and Two PM Runs per Day – This will address current capacity constraints, increase ridership and allow for a broader range of service times.
- Eliminate the Reverse Commute Service – This has proven very ineffective in generating ridership, with no real potential for being cost effective.
- Increase PM Service to Mahany Park – By extending existing routes, service can be substantially improved at low additional cost.
- Consolidate Commuter Stops in Southeast Roseville – This will better serve more riders, reduce travel times and reduce costs.
- Serve New Roseville Stops as Demand Warrants – No additional commuter stops are currently needed in Roseville, but future demand will warrant new stops in the future.
- Provide a Mid-Day Commuter Run – A single mid-day round trip would improve the overall usefulness of the commuter service at a modest cost, and would be popular with the ridership.
- Investigate Service to the Richards Boulevard Area North of Downtown – This growing employment center could be served at a small increase in cost and impact on existing riders, but will require a detailed evaluation of potential demand. Service to other employment centers in Sacramento would be costly and ineffective.
- Improvements to On-Time Performance – An additional 10 minute should be added to schedules to more realistically reflect actual travel times. Buses should be reallocated to avoid

the impacts of delays on some runs on later runs. Travel times on the Capital City Freeway should be monitored to identify if routes should be shifted to I-5.

Overall, this service plan will increase ridership by 44,700 annual boardings per year, or 12.5 percent. A 3 percent increase (5,700 per year) is forecast for the local fixed routes and a 28 percent increase (39,000 per year) for the commuter service.

### Capital Plan

- Bus Purchases – 3 commuter buses will be needed for service expansion. A total of 11 commuter buses, 9 fixed route buses and 11 DAR vehicles will also be needed by 2026 for replacements.
- Regional Battery Electric Bus Readiness Study – Roseville should participate in a study regarding Battery Electric Bus vehicle and charging options.
- Passenger Facility Improvements – New shelter locations are identified, along with improvements to the Sierra Gardens transfer center and the Taylor Road park-and-ride.

### Financial Plan

The overall impact of this plan will be to increase operating costs by \$79,400 per year (or 1.4 percent). The overall impact of the plan on the need for operating subsidy funding is a decrease of \$93,200 (or 2.3 percent). The **local fixed routes** operating costs will be reduced overall by \$31,700 per year (0.9 percent), resulting in a \$43,600 overall decrease in operating subsidy requirements (1.6 percent). The **commuter service** will have a total increase in operating costs of \$111,100 per year, or 13.3 percent. Operating subsidy requirements will be decreased by \$49,600 (29 percent).

Depending on propulsion technology and other vehicle attributes, the total costs for vehicle purchases over the next seven years will be on the order of \$15 Million to \$18 Million.

Roseville should participate in a Regional Day Pass program with PCT and Auburn Transit, should participate in an investigation of a Sierra College Student Pass program, and should continue to promote use of the Connect Card.

### Institutional/Marketing Plan

- Minor improvements to published schedules.
- Increased social media-based target marketing
- Joint Roseville/PCT commuter service marketing
- Prepare focused transit master plan for West Roseville and Sierra Vista plan areas, as specific land use and street network plans are defined

## **Summary**

Overall, this SRTP increases ridership 12.5 percent, decreases operating subsidy requirements by 2.3 percent, addresses warranted capital improvements, and helps the Roseville Transit program to achieve its mission statement and goals.