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I didn't see one thing that would make me consider public transit after giving up on it over 20 years ago:

1. More comfortable buses (e.g. upholstered seats (I was in bed for 2 week after my first ride on an East Bay Transit bus outfitted with plastic, molded seats), don't allow drivers to strip to shirt sleeves in the winter so heat can be on despite riders being dressed for winter (this used to happen all the time, especially on transbay buses), go back to the old windows where one can open a crack without disturbing others (the newer, high windows require one to open the window across from or in front of one's seat and I almost got attacked when doing that on a particularly hot bus). Generally a little human engineering would be appreciated much less than technical goodies.
2. cheaper fares
3. Smaller buses that go more routes. Maybe mini buses with drop off and pick up based on passenger need. Something closer to the convenience of buses 20-30 years ago. Try to find ways to provide transport during hours that many routes now shut down on evenings and/or weekends (the two nearest me, for example).
4. Fewer transfers required to get from A to B
5. With the aging population, more stops closer together. Many routes in Santa Rosa are useless if one can't walk the long distances between stops or between residence and stops.
6. Stop putting connecting bus stops across the street from each other. I've missed buses over and over because I had to wait to get to the connecting stop just across an intersection (especially if there is a signal) or around the corner.

In general it is the time, cost and comfort that would affect my choice. If public transit keeps getting more and more expensive and less and less convenient and comfortable, I don't see how you expect to retain old or get new riders. Look at Japanese and European systems for ideas.

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