



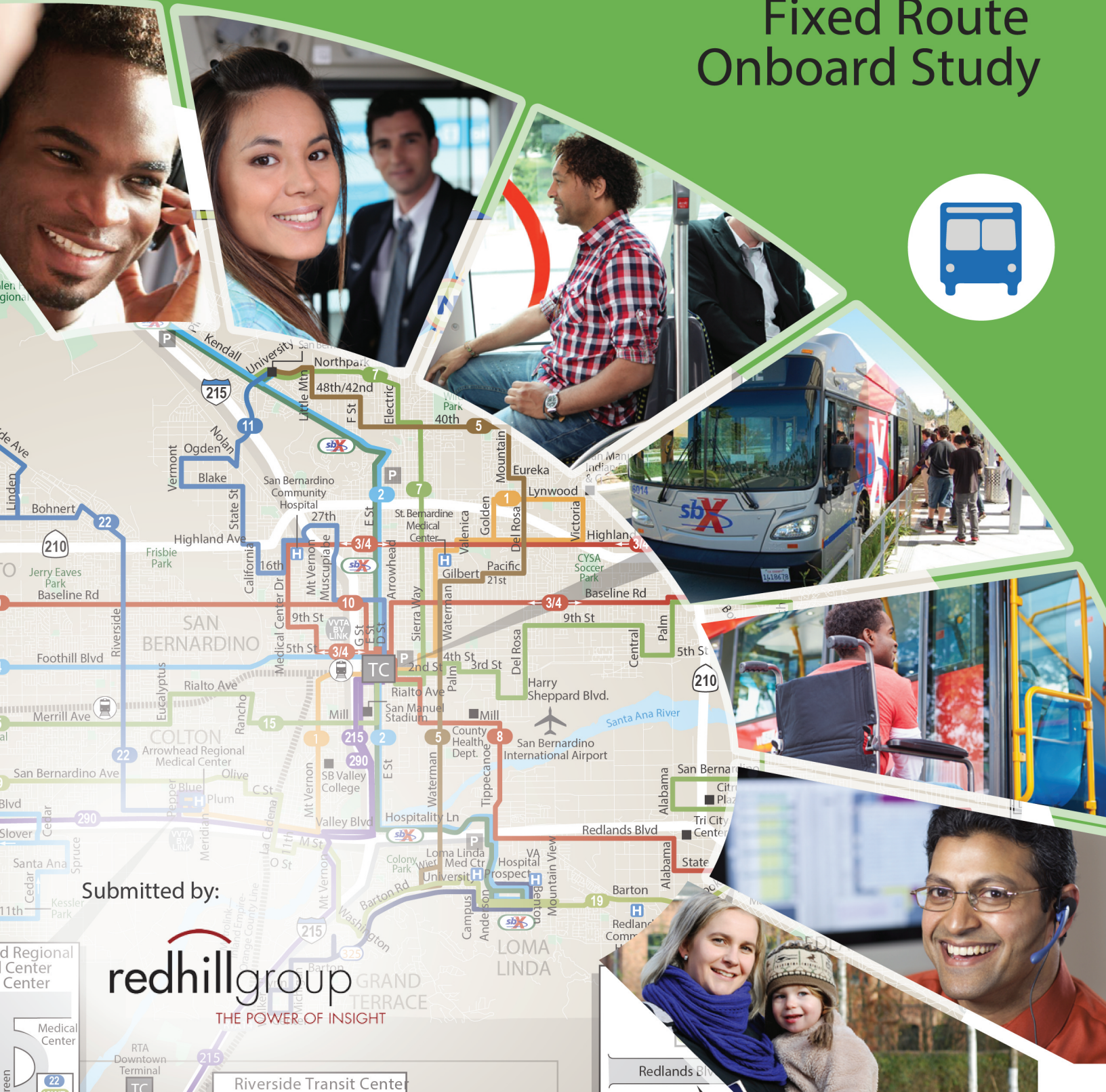
**ADMINISTRATIVE & FINANCE COMMITTEE**  
**JANUARY 18, 2018**  
**APPENDICES #1-3**

**ITEM #E4     SBX BEFORE AND AFTER STUDY**  
**APPENDIX 1**  
**APPENDIX 2**  
**APPENDIX 3**

July 1, 2017



# Fixed Route Onboard Study



Submitted by:

**redhillgroup**  
THE POWER OF INSIGHT

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# Executive Summary

## Background and Project Overview

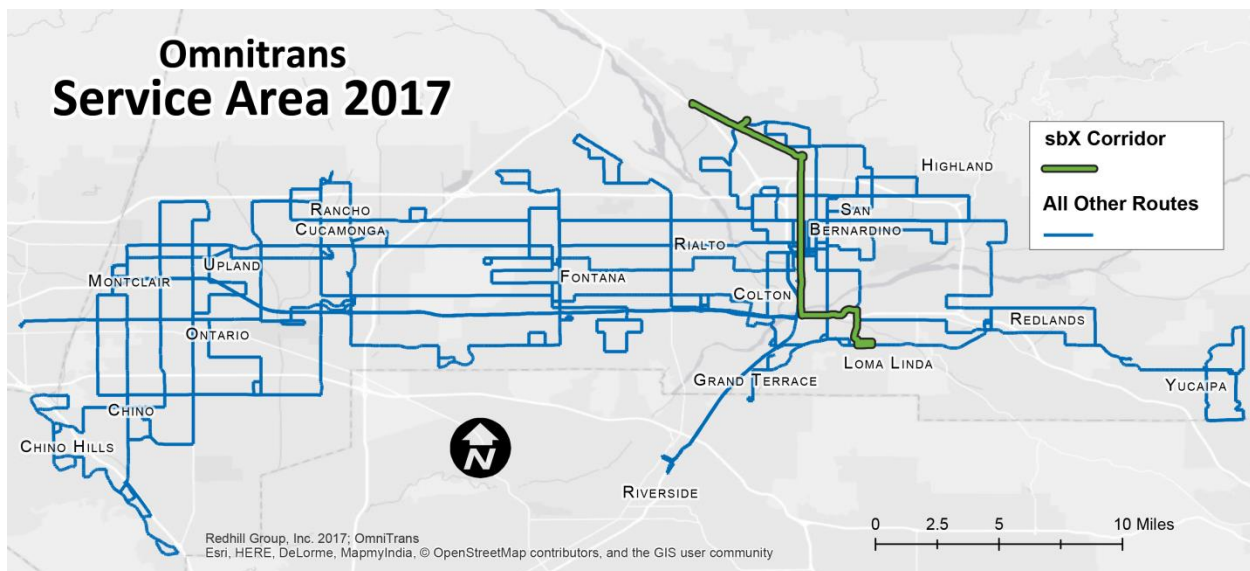
In April 2014, Omnitrans completed a major infrastructure improvement project, known as the sbX E Street Corridor, to better connect the San Bernardino Valley and to provide increased mobility to residents using public transit.



In 2011, prior to the construction of the sbX E Street Corridor, Omnitrans conducted a system-wide study to document conditions for the Omnitrans system and the sbX E Street Corridor. In the first quarter of 2017 Omnitrans conducted a post-construction study of stakeholders including its fixed route riders, Access riders, and the business community.

This report explores fixed route rider travel patterns, rider satisfaction, and awareness and attitudes regarding sbX. When possible, the report also compares the findings to the “2011 Before Study” which was conducted prior to construction. Results from the Corridor business study and the Access study are presented in separate reports.

Figure 1: Service Area Map





## Key Findings

The key findings in this report are categorized under Travel Characteristics; Omnitrans Rider Satisfaction Levels; sbX Awareness and Satisfaction; Bus Stop Safety; and Rider Demographics.

### Travel Characteristics

#### Length of Use

- Omnitrans riders are long-term riders, more than half of whom say they have been riders for more than two years. There is a two-point increase in rider longevity compared to 2011.
  - The sbX rider is newer to the system. Just under half (49% vs 45%) have been an Omnitrans customer for two years or less.
  - The largest difference is seen in the category of riders who have been using Omnitrans between one and two years, with 22 percent of sbX riders falling into this category. This suggests that the inauguration of sbX service attracted new riders.

#### Trip Frequency

- Most Omnitrans riders (90%) ride the bus at least once a week but they are riding fewer days per week (3.7 vs 4.4) than in 2011. This is likely a factor of the higher employment rate, the reduction in gasoline costs, and the expanded availability of driver's licenses.
  - People who use sbX travel by bus more frequently (3.9 vs 3.7) than Omnitrans riders as a whole. This is likely due to the high proportion of students who use sbX.
  - sbX riders use other routes on weekends but at a lower rate than Omnitrans riders as a whole.
- Almost two-thirds of riders say there is a vehicle in their household (61%), however, only 17 percent say a vehicle was available for their trip. The mean number of working vehicles in the household has increased slightly to 1.9 in 2017 from 1.7 in 2011.
  - Although the percentage of households that say they have a working vehicle is essentially the same for sbX riders as the system (62% vs 61%) car availability among sbX rider for the trip they were taking is higher (23% vs 17%).
- The proportion of individuals who have a driver's license dropped to 43 percent from 45 percent from 2011. This may be a result of people who are able and can afford to drive are no longer using the bus. Decreased gasoline costs and higher employment, coupled with increased availability of driver's licenses, may be contributing factors.

- More sbX riders (45%) report they are licensed drivers than system riders (43%).
- The proportion of riders who say they have a permanent disability is statistically unchanged (18% vs 17%) from 2011 to 2017.
  - Among sbX riders, 18 percent say they have a permanent disability which is the same as the system average.

### Trip Purpose

- The majority of trips (86%) either started or ended at home which is unchanged from 2011. Riders were most likely to say that they were traveling to or from school, work, or shopping.
  - Among sbX riders 34 percent of trips are homebased-school, compared to 27 percent for the system as a whole. This is consistent with the location of California State University, San Bernardino; Loma Linda University; Gateway College; and San Bernardino High School, which are all served by sbX.
- Walking is the most common means of getting to (48%) or from (73%) bus stops. Walking time to and from a bus stop was similar to 2011 (7.4 vs 7.8).
  - sbX riders are less likely (43%) than system riders as a whole to walk to a bus stop, and the walk time to and from a stop average is 7.7 minutes.

### Transfers

- Just over half (54%) of riders make a transfer at some point on their trip, compared to 43 percent in 2011. Eighty-one percent of riders who transfer do so from another Omnitrans route.
  - sbX riders make a higher level of transfers at 59 percent and of the sbX riders who make a transfer, 89 percent connect from another Omnitrans bus.
- On average, riders say they take 1.63 buses to complete a trip while sbX riders take 1.68 buses to make a trip.

## Fare Media

- The use of multi-day passes continued the 2011 growth trend from 47 percent to 51 percent.
  - Two-thirds of sbX riders use a multi-day pass, significantly higher than the system average.
  - sbX riders are almost twice as likely to use GoSmart (a negotiated rate program that accepts student or employer IDs as payment) than system riders (33% vs 18%).
- System-wide, full fares account for 59 percent of rider fares. Twenty-seven percent of riders use cash to pay for their trip, up from 25 percent 2011.
  - Riders on sbX were significantly less likely to use cash to pay for their trip than other Omnitrans riders (17% vs 27%).

## Omnitrans Rider Satisfaction Levels

- Rider satisfaction system-wide is significantly higher (85% vs 81%) than 2011. There is a statistically significant increase in the mean satisfaction rating between the studies: 5.8 in 2017 vs 5.6 in 2011.
  - Rider satisfaction among sbX riders (86%) is on par with the system.

## Bus Stop Safety

- Overall safety at stops is rated at good or higher by 82 percent of Omnitrans riders.
  - Eighty-four percent of sbX riders rated the safety of their boarding bus stop as good or better, which likely reflects the dedicated and lighted stations that are along the alignment.
- Riders boarding in areas around downtown San Bernardino were more likely to provide a safety rating of fair or below. The overall perceived safety at bus stops is not statistically different by daypart, suggesting that location is the leading concern rather than other factors.

## sbX Awareness and Satisfaction

- Approximately two-thirds (65%) of all Omnitrans riders say they have heard of sbX.
- The closer the proximity of a rider's route to the sbX Corridor, the higher the awareness of the service. East Valley riders are almost twice as likely to say they know about sbX as West Valley riders (76% vs 40%).
- Awareness among men and women is comparable (63% vs 61%). Riders over 50 were more likely to be aware of sbX than riders under 50 (77% vs 60%). Riders under 20 were least likely to say they are aware of sbX (44%).
- Among people who are aware of sbX, 90 percent agree that it improves transit services, and of those riding sbX when they completed the survey 94 percent agree that their transit experience is better. Mean ratings of sbX performance does not differ significantly by rider gender, age, income, or ethnicity, indicating that individuals who know about sbX give it equally high marks.
- sbX riders (90%) say that the initiation of sbX service has changed their transit experience and almost all (94%) give a positive rating to sbX performance, with more than half (55%) saying it is excellent.
- Of those who are aware of sbX and rated factors relative to their transit experience, there is a higher agreement on all factors among those who were riding sbX when they completed the survey than those who are aware of sbX but completed the survey while riding another route.
  - sbx has resulted in less travel time (86% vs 72%)
  - sbx has resulted in fewer transfers (71% vs 62%)
  - Feeling safer waiting for sbX (65% vs 56%)
  - sbx makes trip planning easier (66% vs 60%)
  - Increased the frequency of riding (67% vs 49%)

## Rider Demographics

- Over one-third (35%) of riders say they are employed full-time or self-employed; 26 percent are employed part-time; and 33 percent say they are not employed or seeking employment.

- There is no difference in employment status of sbX riders compared to the system as a whole.
- Forty percent of riders indicate they are either full-time (28%) or part-time students (12%).
  - More than half (52%) of sbX riders say they are students.
- Omnitrans riders as a group skew younger than Census age data for San Bernardino County, likely driven by the route structure, including sbX, which serves major school generators.
  - Approximately one third (36%) of sbX riders are 20-29 years old, compared to 31 percent of the system as a whole reflecting the major trip generators on the route.
- Riders include fewer persons who self-identify as Caucasian, Hispanic, or Asian/Pacific Islander, and more African Americans than US Census demographics of San Bernardino County.
- Almost a quarter of riders (24%) speak a language other than English at home. Spanish language is predominant at 21 percent.
- Of those who speak another language, 84 percent indicate they are able to speak English “very well” (65%) or “well” (19%), while 17 percent indicate they are able to speak English “not well” (12%) or “not at all” (5%).
  - sbX is more likely to have riders who indicate they can speak English “very well” (81%) than the system overall (65%), consistent with the prevalence of students who use the route and are more likely to have a higher level of English proficiency.
- The mean household size that riders report is 3.2, comparable to US Census data for San Bernardino County at 3.3.
- Household income of riders has increased from the 2011 study, which is consistent with the uptick in the economy. Riders who say they have incomes of less than \$20,000 have dropped to 57 percent from 61 percent. Although average household income of riders has increased, it is significantly below US Census data for the region.



## Report Organization

### Background

A brief history of San Bernardino's Omnitrans and its ridership are presented in this section. In addition, this section outlines the launch of sbX in 2014 -- a Bus Rapid Transit (BRT) service along the E Street Corridor. The 2015 opening of the San Bernardino Transit Center (SBTC) adjacent to sbX is described.

### Methodology

This section presents survey development, a pretest, sampling plan, data weighting, data collection, and response rate. In addition, field crew and training; data review; geocoding and analysis; and frequencies/cross tabulation analysis are discussed.

### Key Findings

In this section, the key findings of the 2017 study are compared to those of the 2011 study. These include travel characteristics, rider satisfaction levels, sbX awareness and satisfaction, and rider demographics. Each of these is analyzed in the subsequent section, Detailed Findings.

### Detailed Findings

The detailed findings of this report are presented in five sections which explore travel characteristics; Omnitrans rider satisfaction levels; sbX awareness and satisfaction; bus stop safety; and rider demographics. Study findings are viewed from the vantage point of existing conditions and compared with the 2011 baseline study to highlight changes between periods. A summary of each section of the report is listed below. (In some instances, percentages may not equal 100% due to rounding or multiple response questions.)

**Travel Characteristics:** Trip characteristics including riders' length of use, trip frequency, walk times to and from bus stops, transfers, and fare media are presented in this section.

**Rider Satisfaction:** Riders' overall satisfaction with Omnitrans performance is presented in this section which discusses rider satisfaction by area and bus route.

**Bus Stop Safety:** Riders' perceived safety in relationship to their boarding stop is discussed in this section.

**sbX Awareness and Satisfaction:** This section presents Omnitrans rider awareness of sbX, and of those who are aware of sbX, how they perceive its effect on their transit experience. sbX

awareness is shown by route; frequency of sbX use compared to system use; overall sbX performance; and the effects of sbX on rider transit. Awareness is broken out by gender, age, and race; and East Valley vs West Valley.

**Rider Demographics:** In this section, fixed route riders' demographics are presented and compared with the demographics of sbX riders. Rider demographics are shown by employment status, student status and school type, age, ethnicity, language spoken at home, English proficiency,<sup>1</sup> gender, and annual household income. Census Bureau and Labor Department data provides context.

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<sup>1</sup> This new demographic variable for 2017 is based on Title VI, Limited English Proficiency, Civil Rights Act of 1964.

## Background

Omnitrans is the largest transit operator within San Bernardino County, with a service area of approximately 480 square miles and related population of 2,140,000.<sup>2</sup> The agency was established in 1976 through a Joint Powers Agreement and today includes 15 cities and portions of the unincorporated area of San Bernardino County. The service area is bordered by the Los Angeles County line to the west, the San Gabriel and San Bernardino mountains to the north, Yucaipa to the east, and the Riverside County line to the south.

In FY 2016-17, ridership was approximately 12 million. A network of 34 routes operates in the San Bernardino core service area, with service headways ranging from 10 to 70 minutes. The network includes local and express routes, as well as community routes in Chino Hills, Grand Terrace, and Yucaipa that connect to transit hubs in the Omnitrans service area. Access service is also available over a comparable service area for individuals whose disability prevents them from using the fixed route buses.

In 2014 a Bus Rapid Transit (BRT) service known as sbX was added to the family of services, following an extended planning and construction effort. After a comprehensive study of 10 potential corridors in San Bernardino Valley, the sbX E Street Corridor was selected for development and in April 2014, Omnitrans completed the infrastructure improvement project. sbX better connects the San Bernardino Valley and provides increased mobility for residents who use public transit.

sbX is also known as the Green Line, but, for purposes of this report, the service will be referred to as sbX. sbX operates in a 15.7 mile alignment along the E Street Corridor, between the Palm and Kendall Park & Ride and California State University, San Bernardino, at the north, and Loma Linda University and Medical Center at the south. Service is available Monday through Friday between 6 a.m. and 8 p.m. Service frequency during peak periods (6-9 a.m. and 2-6 p.m.) is every 10 minutes. During non-peak periods, sbX runs every 15 minutes. There is currently no weekend service.

Articulated, 60-foot, clean-fuel vehicles operate along a dedicated alignment on approximately half of the alignment, and in mixed flow lanes in the remaining portions of the route. Vehicles include free Wi-Fi access, self-securement wheelchair positions, interior bike racks, and power outlets. To enhance travel time, traffic signal prioritization was also introduced. The project

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<sup>2</sup> Omnitrans

includes dedicated station platforms with ticket vending machines and real-time next-bus arrival information, as well as security cameras and emergency telephones.

Several other changes have also been implemented on or near the E Street Corridor which may affect attitudes and opinions regarding sbX. Route 2, which operates on a parallel alignment, has seen a reduction in service frequency since the introduction of sbX. In September 2015, the San Bernardino Transit Center (SBTC), situated adjacent to the sbX alignment at West Rialto Avenue and South E Street, was opened. The transit hub provides connections for approximately 6,000 passengers a day. The opening of SBTC resulted in the minor realignment of 12 Omnitrans routes, as well as those from adjacent transit districts from surrounding streets.

The purpose of the intercept study was to capture the transportation patterns and satisfaction of Omnitrans fixed route riders and compare the results with a study that was conducted in 2011, prior to the introduction of sbX.

The study specifically tracks Omnitrans rider:

- Origin and destination data in relation to boarding and alighting bus stops
- Trip purpose
- Travel method used to reach bus stop and final destination
- Transfers
- Fare media
- Frequency and duration of use of Omnitrans fixed route services
- Satisfaction with Omnitrans services
- Perception of bus stop safety
- Awareness of sbX
- Satisfaction with sbX
- Demographic information

The last onboard survey was conducted by Omnitrans in 2011, which was during a nation-wide economic downturn. When possible, the 2017 report will compare results to the 2011 survey, however, a side-by-side comparison may not always be illustrative because of changes in the economic environment.

Study findings will be used to:

- Determine rider awareness and satisfaction with sbX,
- Gauge riders' perception of safety at bus stops throughout the system,
- Develop a dashboard to facilitate comparison of data between the 2011 and 2017 studies,
- Identify potential issues for focus group discussions, and
- Guide the development of future sbX projects under consideration.

## Methodology

A kick off meeting for the Omnitrans sbX Corridor After Study was held on December 20, 2016 to review the project's framework and data collection process, which include the following key items:

- Overall project objectives
- Application of the data set
- Audiences who will use the survey results
- Key decisions that will be made using survey results
- Potential other uses of the data
- Sample size and sampling design
- Survey design, surveying plan, and quality assurance measures
- Project timeline and deliverables
- Channels of communication

Omnitrans staff provided background information highlighting the changes that have taken place since 2011 when the last study was conducted.

## Survey Development

The survey instrument was developed in concert with the Omnitrans Project Manager using the 2011 Onboard Survey which was developed for the sbX Before Study. Redhill Group worked with the Omnitrans Project Manager to identify new questions for the 2017 survey to measure awareness and satisfaction with sbX. New questions included:

- Perception of bus stop safety
- Awareness of sbX
- Satisfaction with sbX service
- Effect of sbX on travel
  - Transfers
  - Time
  - Safety
  - Frequency of transit use

With the exception of new questions and updates to reflect changes that have occurred since 2011, most survey questions remained constant to allow for data comparisons. An additional question was also added to be able to identify students, both part and full-time, as discreet categories. Previously, students had been included in the employment question.



Surveys were printed in Spanish and English on 8 ½ by 14 inch, heavy stock paper and sequentially numbered. The final survey is included in the Appendix as Exhibit A: 2017 Onboard Survey Instrument – English/Spanish.

## Pretest

A pretest was conducted on January 4, 2017 to evaluate rider comprehension of the survey questions and the layout. The test was conducted with passengers on sbX and Route 1 between approximately 11:30 a.m. and 2:30 p.m.

The pretest indicated the riders understood the questions and were generally able to complete the survey within their trip time. Wording adjustments were made to the bench of questions about sbX, asking the rider (using a series of agreement statements) to evaluate if and how the opening of sbX had changed their transit experience.

Based on the pretest results, it was determined that a target data collection of 6,158 valid surveys should yield a geocoded data set of 4,398. This finding was consistent with the sampling plan. None of the pretest data was included in the final data set.

## Sampling Plan

The survey sample was developed to collect surveys equal to 10 percent of the daily ridership for each route, with the exception of the sbX line and Route 2, where the target sample was 25 percent of daily ridership to allow for a more robust sample of these two lines.

The sampling plan was developed using weekday ridership by line using data provided by Omnitrans. Ridership data was provided in two-hour segments for October 2016, and aggregated for each line into one of four segments to develop overall sample targets by daypart. See Figure 3: Daypart Segments.

Based on the parameters, the onboard sampling plan was developed to generate a total of 4,398 surveys with data that were sufficient to geocode rider Origin, Boarding, Alighting, and Destination (OBAD) points. A summary of the sampling plan is shown in Figure 4: Sampling Plan Summary by Daypart and Figure 5: Sampling Plan by Route. The complete sampling plan is incorporated in the Appendix as Exhibit C: Sampling Plan.

Figure 2: Pretest Results

Pretest Summary		
Approaches	69	
Refusals	34	49%
Participation	35	49%
Partially Complete	10	
Valid OBAD Points	25	71%

Figure 3: Daypart Segments

Daypart	Time
AM Peak	4:00 a.m. - 9:59 a.m.
Midday	10:00 a.m. - 3:59 p.m.
PM Peak	4:00 p.m. - 7:59 p.m.
Evening	8:00 p.m. and later

Figure 4: Sampling Plan Summary by Daypart

	4:00 AM - 9:59 AM	10:00 AM - 3:59 PM	4:00 PM - 8:00 PM	After 8:00 PM	Total
Total Ridership	10,913	18,330	9,059	1,363	39,664
Required OBAD	1,198	2,045	1,005	150	4,398
Collect	1,677	2,863	1,407	210	6,158

Figure 5: Summary Sampling Plan by Route

Route	Total Ridership	Target Geocode Sample	Target Data Collection
1	3,570	357	500
2	757	189	265
3	2,125	213	298
4	2,212	221	310
5	1,505	150	211
7	608	61	85
8	1,465	147	205
10	869	87	122
11	671	67	94
14	2,983	298	418
15	1,955	195	274
19	2,494	249	349
20	205	20	29
22	961	96	134
29	148	15	21
61	4,434	443	621
66	2,758	276	386
67	547	55	77
80	423	42	59
81	695	70	97
82	1,006	101	141
83	544	54	76
84	329	33	46
85	1,753	175	245
86	406	41	57
88	418	42	59
215	1,029	103	144
290	215	21	30
308	62	6	9
309	110	11	15
310	37	4	5
325	63	6	9
365	186	19	26
sbX	2,123	531	743
Total	39,664	4,398	6,158

## Data Weighting

To minimize data collection bias, survey data is weighted by route and daypart for both the OBAD (n= 5,155) and the complete (n=7,050) data sets. Weighting is used to balance under or oversampling relative to ridership by route and daypart.

Weights are calculated using a two-step process. First, ridership by route and daypart is taken from the sampling plan. Second, the number of riders by daypart is divided by the actual number of completed surveys for each route-daypart category to get the weight for that cell. The appropriate weight is then multiplied by the number of surveys in each cell to produce results that are in proportion to the actual riders by daypart for each route. A summary of the weighting plan is shown in the Appendix as Exhibit D: Weighting Plan.

## Field Crew and Training

Working in conjunction with the San Bernardino Economic Development Department - One Stop Program; University of California, Riverside; and California State University, San Bernardino, extensive recruitment was conducted to encourage San Bernardino Valley residents to join the surveying team.

A comprehensive 16-hour training program that included classroom and field work was conducted by Redhill Group trainers and the Redhill Group Project Manager. A project training manual was developed which included the following topics:

- Project overview and goals, as well as objectives of the sbX project
- Surveyor team roles and responsibilities
- Interviewer conduct and appearance
- Surveying protocol and procedures
- Safety, surveying incidents, and reporting practices

A total of 24 people were trained with the goal of establishing a team of 18 interviewers. Of the 24 candidates, 18 successfully passed both the classroom and in-field training and were selected as staff for the project. Eight of the interviewers were bi-lingual Spanish.

## Data Collection

### Conduct of Survey

The survey was conducted as a self-administered onboard survey with Omnitrans riders on weekdays between January 16 and March 8, 2017. All Omnitrans routes were surveyed in proportion to ridership to achieve the 10 percent sample with the exception of sbX and Route 2 where the sample size was 25 percent of daily ridership. The majority of surveys were completed between 6:00 a.m. and 9:00 p.m. The survey was conducted during a period of exceptionally inclement weather, which is not typical of conditions that a rider generally experiences. To ensure that the results were representative of all riders, and that the results were minimally influenced by weather, data were not collected on days when heavy rain was forecast. This extended the scheduled data collection period by approximately three weeks.

On survey days, interviewing teams were given assignments, survey packets, clipboards, pencils, and log sheets. All survey packets were pre-labeled with assignment information. When passengers boarded the bus, the interviewers:

- Approached all passengers who were observed to be 16 or over and asked if they would be willing to participate in a brief survey;
- Recorded passengers' willingness to participate, passengers who were not able to participate because of age, and the serial numbers of all surveys distributed relative to the route and time of day;
- Answered questions passengers had about the purpose of the survey;
- Assisted passengers in filling out the questionnaire (particularly questions 1-8), in order to increase the likelihood of obtaining complete OBAD data; and
- Reviewed surveys for completeness and worked with riders in order to achieve completed surveys.

If a passenger stated they had completed a previous survey, they were asked to complete another survey to represent the trip being made and to note that they had previously completed a survey. Passengers who were unable to complete the survey during the trip were provided with a pre-paid, mail-back option to encourage participation.

### Quality Assurance - Field

Field supervisors were onsite throughout the data collection period and project data was collected and reviewed daily to ensure that data collection protocol was maintained throughout the project.

## Response Rate

A total of 19,880 passengers were approached and 7,613 surveys were collected. The participation rate was 38 percent. Of the surveys collected, 7,050 were considered complete, meaning that OBAD data was noted and at least some non-OBAD related questions were answered by the rider. After data cleaning, the 7,050 surveys yielded 5,155 surveys with valid OBAD pairs. Two percent of the surveys were completed in Spanish.

Following an in-depth review of OBAD data to verify that a logical trip sequence was represented by all points relative to the passenger trip, the OBAD data set was reduced to 5,155. This defined set of surveys is referred to as the Omnitrans OBAD Data Set. This data set was used to analyze geography-dependent questions.

A comparison of response rates between 2016 and 2011 is shown in Figure 6: Summary of Onboard Survey Response Rates.

**Figure 6: Summary of Onboard Survey Response Rates**

<b>Data Collection Summary</b>	<b>2017</b>	<b>2011</b>
<b>Onboard Survey</b>		
Approaches	19,880	21,334
Total Surveys	7,613	9,363
Participation Rate	38%	44%
Valid Surveys	7,050	6,292
Geocoded Surveys	5,155	5,208
Geocode Rate	73%	83%

The overall participation rate was 38 percent, down from 44 percent in the 2011 survey. The participation rate by route varied from a high of 79 percent on Route 10, to a low of 28 percent on Route 290. To capture sbX satisfaction, the survey length was increased to 40 questions, from 29 questions in 2011, which may have impacted participation and the percentage of the survey that individuals were able to complete.

Where fewer than 30 surveys were available for any route, the sample for that line is considered to be non-projectable at the route level. The number of completed surveys and the related margin of error by route are shown in Figure 7: Completed Surveys and Margin of Error by Route - Complete Data Set. This set of surveys is referred to as the Omnitrans 2017 Complete Data Set. The completed surveys with OBAD data and the corresponding margin of error are shown in Figure 8: Completed OBAD Surveys by Route and Margin of Error.



Figure 7: Completed Surveys and Margin of Error by Route<sup>3</sup> - Complete Data Set

Route	Total Ridership	Total Survey Approaches	Participation Rate by Route	Completed Surveys by Route	Completed Surveys % of Ridership	*Non-OBAD Data Set Margin of Error +/-
1	3,570	1,386	37.7%	515	14.4%	4.0%
<b>2</b>	<b>757</b>	<b>850</b>	<b>38.7%</b>	<b>286</b>	<b>37.8%</b>	<b>4.6%</b>
3	2,125	1,037	34.7%	308	14.5%	5.2%
4	2,212	1,025	36.8%	329	14.9%	5.0%
5	1,505	559	41.7%	213	14.2%	6.2%
7	608	264	45.1%	116	19.1%	8.2%
8	1,465	526	47.5%	236	16.1%	5.8%
10	869	458	33.6%	155	17.8%	7.1%
11	671	279	43.4%	111	16.5%	8.5%
14	2,983	2,088	30.7%	552	18.5%	3.8%
15	1,955	944	32.1%	305	15.6%	5.2%
19	2,494	977	44.6%	450	18.0%	4.2%
20	205	153	39.2%	64	31.3%	10.2%
22	961	366	39.1%	140	14.6%	7.7%
29	148	49	30.6%	16	10.8%	NA
61	4,434	2,156	33.5%	605	13.6%	3.7%
66	2,758	1,319	32.1%	397	14.4%	4.6%
67	547	211	56.9%	110	20.1%	8.4%
80	423	178	45.5%	78	18.4%	8.7%
81	695	248	46.8%	121	17.4%	8.1%
82	1,006	276	45.3%	119	11.8%	8.4%
83	544	185	47.6%	102	18.8%	8.8%
84	329	167	41.9%	68	20.7%	10.6%
85	1,753	771	46.2%	327	18.7%	4.9%
86	406	156	44.9%	83	20.5%	9.6%
88	418	148	52.7%	76	18.2%	10.2%
215	1,029	570	36.3%	201	19.5%	6.2%
290	215	97	27.8%	26	12.1%	NA
308	62	18	38.9%	7	11.3%	NA
309	110	86	57.0%	19	17.3%	NA
310	37	14	78.6%	11	29.9%	NA
325	63	21	33.3%	7	11.1%	NA
365	186	60	43.3%	26	14.0%	NA
<b>sbX</b>	<b>2,123</b>	<b>2,238</b>	<b>43.2%</b>	<b>871</b>	<b>41.0%</b>	<b>2.6%</b>
<b>Total</b>	<b>39,664</b>	<b>19,880</b>	<b>38.3%</b>	<b>7,050</b>	<b>17.8%</b>	<b>1.1%</b>

<sup>3</sup> Where fewer than 30 surveys are available for any line, the sample for that line is considered to be non-projectable at the line level.

Figure 8: Completed OBAD<sup>4</sup> Surveys by Route and Margin of Error

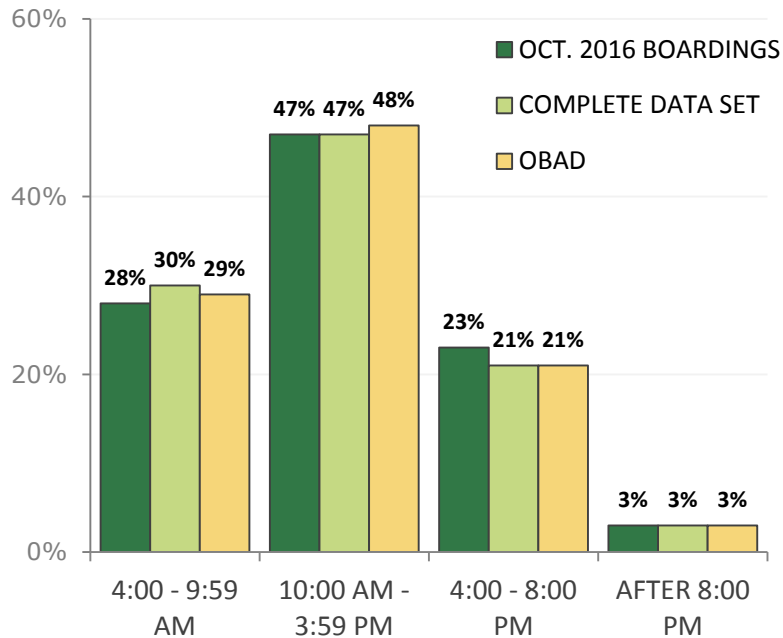
Route	Total Ridership	Target OBAD Sample	Completed Surveys by Route	Geocoded Surveys as % of Daily Ridership	OBAD Data Set Margin of Error +/-
1	1,386	357	371	10.4%	4.8%
<b>2</b>	<b>757</b>	<b>189</b>	<b>205</b>	<b>27.1%</b>	<b>5.8%</b>
3	2,125	213	223	10.5%	6.2%
4	2,212	221	233	10.5%	6.1%
5	1,505	150	163	10.8%	7.3%
7	608	61	98	16.1%	9.1%
8	1,465	147	167	11.4%	7.1%
10	869	87	112	12.9%	8.6%
11	671	67	77	11.5%	10.5%
14	2,983	298	356	11.9%	4.9%
15	1,955	195	233	11.9%	6.0%
19	2,494	249	280	11.2%	5.5%
20	205	20	40	19.6%	13.9%
22	961	96	108	11.2%	8.9%
29	148	15	15	10.1%	NA
61	4,434	443	463	10.4%	4.3%
66	2,758	276	296	10.7%	5.4%
67	547	55	98	17.9%	9.0%
80	423	42	65	15.4%	11.2%
81	695	70	94	13.5%	9.4%
82	1,006	101	106	10.5%	9.0%
83	544	54	75	13.8%	10.5%
84	329	33	40	12.1%	14.5%
85	1,753	175	239	13.6%	5.9%
86	406	41	59	14.5%	11.8%
88	418	42	58	13.9%	12.0%
215	1,029	103	146	14.2%	7.5%
290	215	21	17	7.9%	NA
308	62	6	3	4.8%	NA
309	110	11	16	14.6%	NA
310	37	4	4	10.9%	NA
325	63	6	5	7.9%	NA
365	186	19	20	10.7%	NA
<b>sbX</b>	<b>2,123</b>	<b>531</b>	<b>670</b>	<b>31.6%</b>	<b>3.1%</b>
<b>Total</b>	<b>39,664</b>	<b>4,398</b>	<b>5,155</b>	<b>13.0%</b>	<b>1.3%</b>

<sup>4</sup> Origin, Boarding, Alighting, and Destination (OBAD)

## Surveys Completed by Time of Day

The proportion of surveys completed by time of day parallels the Omnitrans ridership, which indicates a balanced data set for both OBAD data and the complete data set.

Figure 9: Survey Completed by Time of Day



The overall margins of error are +/- 1.1 percent for the complete data set and +/- 1.3 percent for the OBAD data set, both at a 95 percent confidence level. The margin of error indicates that the survey results can be considered as representative of transit riders in San Bernardino County.

The margin of error at a 95 percent confidence level for the complete data set relative to East Valley and West Valley riders is +/- 1.4 and +/- 2.0 percent, respectively, while the margin of error for sbX and Route 2 riders is +/- 2.6 and +/- 4.6 percent, respectively.

## Quality Assurance and Geocoding

A base map of the service area was developed using Southern California Association of Governments and ESRI shape files. The map included city boundaries, roads, and relevant geographic data, overlaid with the fixed route system for Omnitrans and transit agencies whose service areas are contiguous to Omnitrans.

All surveys received a secondary data quality check within one week of data collection. The review determined whether the survey was a candidate for geocoding. A survey that was not a candidate for the GIS data set was included in the overall data sample so that the non-geographic data could be captured.

Surveys were then geocoded by a team of GIS professionals and included a review for common errors including:

- Incomplete OBAD information
- Missing key data points
- Illogical OBAD information
- Discrepancies on transit trips involving transfers
- Non-existent streets or inaccurately provided cross-streets

When possible, landmarks were researched using several mapping systems to determine coordinates, and trip logs and survey serial numbers were used to correct boarding information. When needed, callbacks were made to respondents if a phone number was available to clarify responses or obtain missing geographic data. The process was repeated until all surveys were fully mapped or determined not useable.

All geocoded data received a supplemental quality assurance check by a GIS specialist to determine if the trip sequence was logical. The final geocoded data set for each route was then mapped to detect outliers, specifically:

- Origin Destination/Boarding Alighting trip distances
- Trip direction: Boarding and Alighting direction that was not consistent with field report route direction or transfers
- Route alignment: Comparing boarding and alighting points' proximity to the surveys' routes to verify points were within a reasonable proximity

The final number of surveys determined to have complete OBAD data was 5,155. This data set is referred to as the Omnitrans 2017 OBAD Data Set and is provided as a separate file.

## **Frequencies, Cross Tabulations, and Analysis**

Frequencies and cross tabulations were prepared for the onboard data sets. Results were analyzed using descriptive statistics against demographic characteristics including age, ethnicity, and gender. The results were also evaluated by East and West Valley routes, Route 2, and other routes. Supplemental sources used to support analysis include: US Census data; California Employee Development Department Labor Reports; and California Energy Commission statistics. When possible, results from the 2017 study were compared with the 2011 Onboard User Intercept Surveys of Omnitrans Riders. A set of frequencies is included in the Appendix as Exhibit B: Onboard Frequencies.

## Detailed Findings

In this section Omnitrans riders as a group are discussed and compared to sbX riders. The sbX rider is defined for this analysis as an individual who was riding on sbX when they completed the survey.

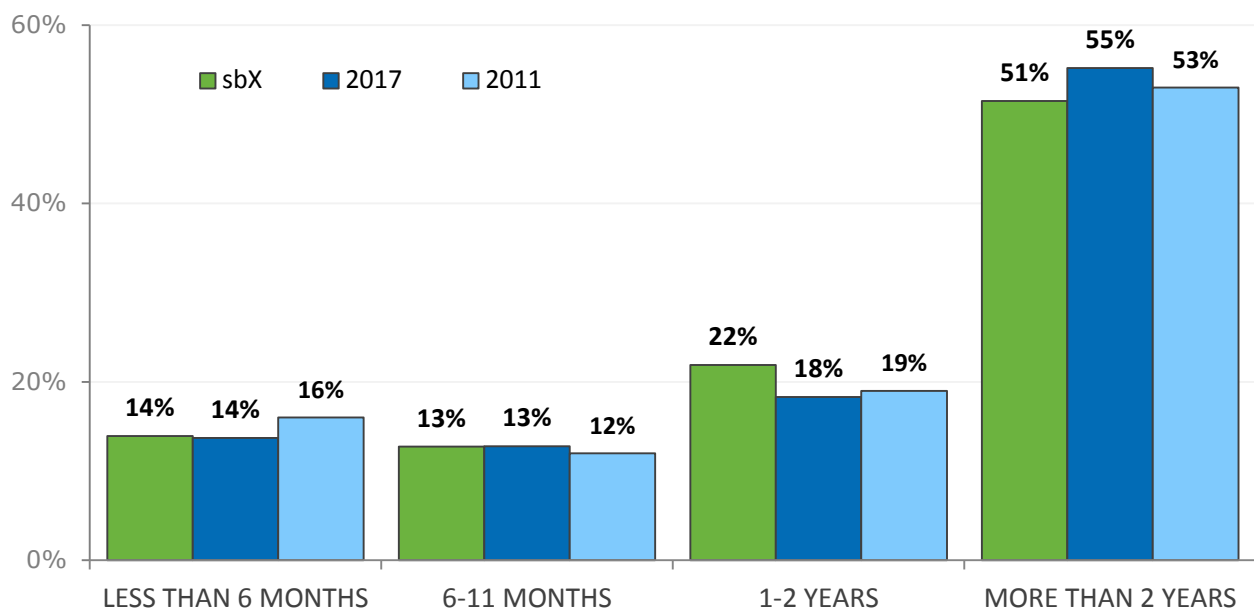
### Travel Characteristics

#### Length of Use

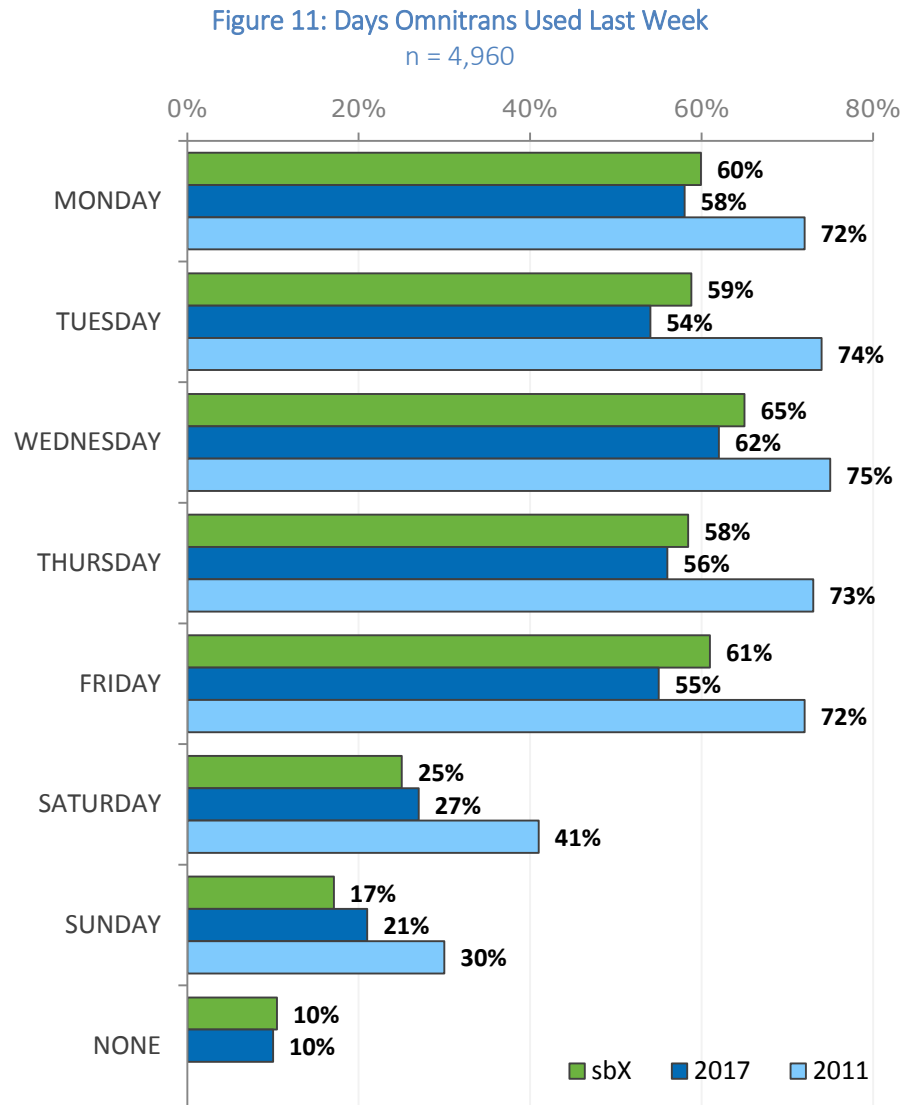
Omnitrans riders are long-term riders, more than half of whom say they have been riders for at least two years. There is a two-point increase in rider longevity compared to 2011 and a six-point increase since 2006.

The sbX rider is newer to the system. Just under half (49% vs 45%) have been an Omnitrans customer for two years or less. The largest difference is seen in the category of riders who have been using Omnitrans between one and two years, with 22 percent of sbX riders falling into this category. There is no observed difference in the proportion of riders who have been using the system for less than a year, which may suggest that the inauguration of sbX service attracted new riders. Route 2 riders' length of use profile reflects the Omnitrans system profile.

Figure 10: Duration of Transit Use  
n = 4,914



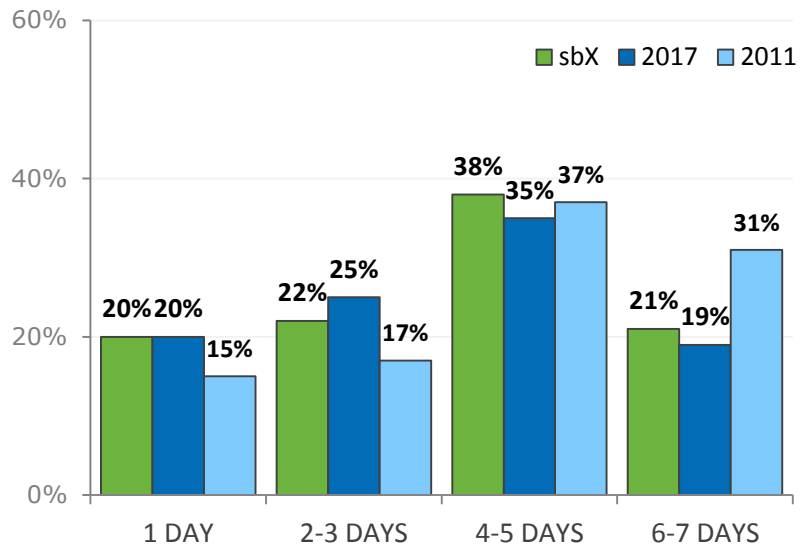
## Frequency of Use



Riders were asked on what days, in the week prior to the survey, did they ride the bus. The vast majority (90%) of Omnitrans riders rode the bus at least once in the week preceding the survey. People who use sbX travel by bus more times per week (3.9 vs 3.7) than Omnitrans riders as a whole.

However, passengers are riding fewer times per week than in 2011. The mean number of days that riders used Omnitrans in 2017 dropped to 3.7 from 4.4 in 2011. This decline is statistically significant and is consistent with the 20 percent drop in Omnitrans ridership between October 2011 and 2016, which was the base month for the development of the sampling plan.<sup>5</sup>

Figure 12: Frequency of Use  
n = 4,960



There have been a number changes in socio-environmental conditions that may contribute to the decrease in frequency of use compared to the previous study year (2011). These factors include:

- The economic recovery
- Significant declines in the cost of gasoline
- The expanded availability of driver's licenses

#### *Economic Recovery*

Significant improvements in economic conditions have occurred in San Bernardino since 2011 when the initial satisfaction survey was conducted. The 2011 survey was conducted in the very early stages of the recovery from the Great Recession, at which time the unemployment rate in San Bernardino registered 13.4 percent. In comparison, when the 2017 survey was conducted, the unemployment rate had fallen to 5.3 percent.<sup>6</sup> While a higher level of employment could be a factor in increasing transit use, individuals are also more likely to be able to afford the cost of owning and driving a vehicle.

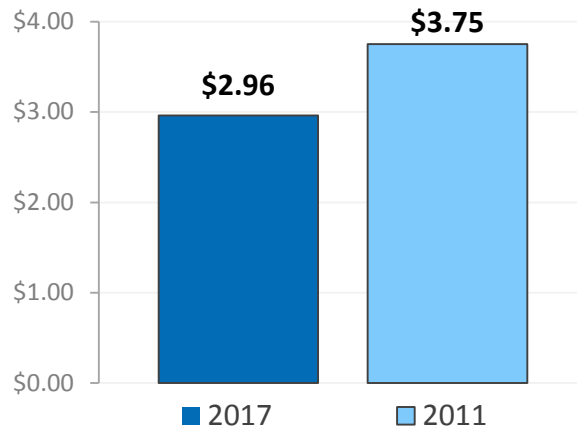
<sup>5</sup> Omnitrans Ridership Data: 49,068 October 2011 vs 39,664 October 2016

<sup>6</sup> California Employee Development Department: <http://www.labormarketinfo.edd.ca.gov/>

### Gasoline Prices

Between 2011 and 2017, there was also a significant decline in gasoline prices.<sup>7</sup> According to the California Energy Commission, the average cost of a gallon of gasoline in February 2011 fluctuated around the \$3.75 mark, while in February 2017 the price dropped to less than \$3.00. While increased employment creates potential for increased ridership, a decrease in gasoline prices increases the affordability of driving, and choice riders have other transportation alternatives available.

Figure 13: Gasoline Prices February 2017 vs February 2011



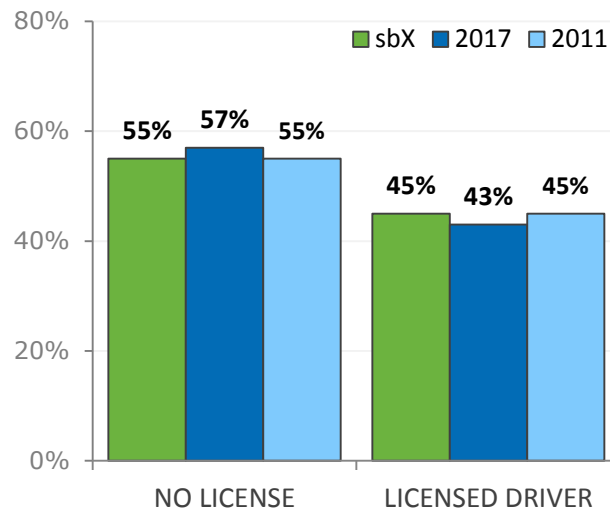
### Driver's License

In January 2015, the ability to obtain a driver's license became available to a segment of California residents who previously were unable to obtain one.<sup>8</sup>

### Licensed Drivers

Forty-three percent of riders report being licensed drivers, down two points from 2011. Riders on East Valley routes were least likely to say they have a license (41%), while riders using predominantly freeway-based routes (215 and 290) were most likely (52%). Among riders who use sbX, 45 percent say they have a license. Route 2 riders have the same incidence of license (43%) as riders system-wide.

Figure 14: Licensed Driver  
n = 4,440

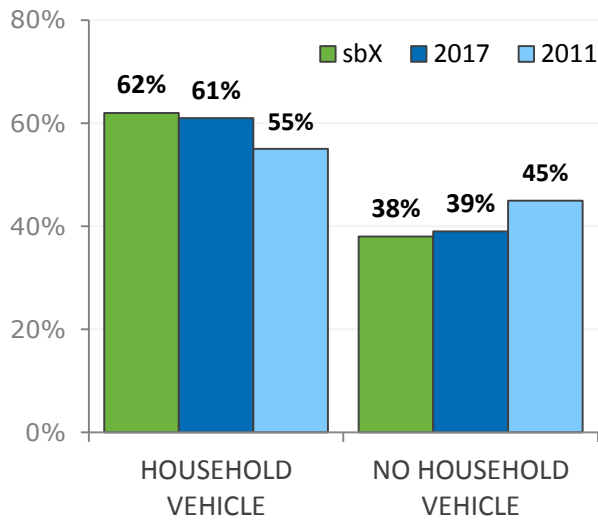


<sup>7</sup> California Energy Commission: [http://energyalmanac.ca.gov/gasoline/retail\\_gasoline\\_prices](http://energyalmanac.ca.gov/gasoline/retail_gasoline_prices)

<sup>8</sup> California Assembly Bill: The Safe and Responsible Driver Act (AB 60)



**Figure 15: Household Vehicle Availability**  
n = 4,673



## Household Vehicle Availability

The percentage of households with a working vehicle has rebounded to the 2006 level of 61 percent from 55 percent in 2011 as unemployment approached the 2006 pre-recession level of 4.9 percent.<sup>9</sup> The mean number of working vehicles is 1.9, up from 1.7 in 2011 which is statistically significant. The increase may also be a factor of AB 60, which has increased the number of licensed drivers.

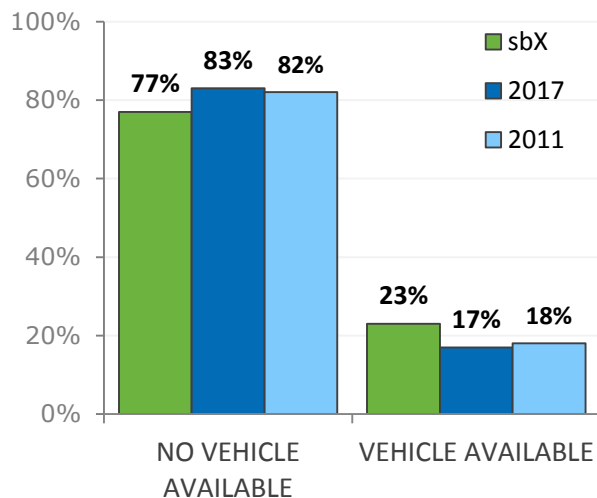
The percentage of households in East and West Valley that have working vehicles is up from 2011.

West Valley riders are more likely to have a working vehicle in their household than East Valley riders (70% vs 56%). The proportion of sbX riders who have a working vehicle in the household is 62%, which is at the system average, while Route 2 riders have a lower incidence (56%).

## Vehicle Available for Trip

Although the majority of riders say there is a vehicle in their household, just 17 percent say there was a vehicle available for the trip. West Valley riders (18%) were slightly more likely than East Valley riders (15%) to have access to a vehicle for their current trip. sbX riders are more likely to say there is a vehicle available (23%) than the Route 2 riders (16%).

**Figure 16: Vehicle Availability for Trip**  
n = 4,356



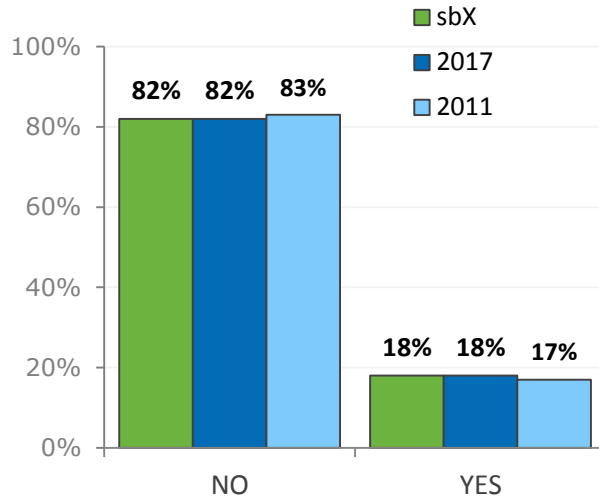
<sup>9</sup> Bureau of Labor Statistics: <https://data.bls.gov/>

## Disability

The percentage of riders who say they have a permanent disability is statistically unchanged from 2011 (18% vs 17%). Disability is directly related to age, with just 3% of individuals under 20 saying they have a disability, compared to 39 percent of people over 50 years old. It follows that riders who have been using Omnitrans for five years or more are also more likely (27%) to say they have a disability.

As in 2011, West Valley riders (14%) were less likely to report a disability than East Valley riders (21%). Among sbX riders, 18% say they have a permanent disability. The incidence of Route 2 riders who say they have a disability is 21%, which is on par with East Valley riders.

**Figure 17: Permanent Disability**  
n = 4,268

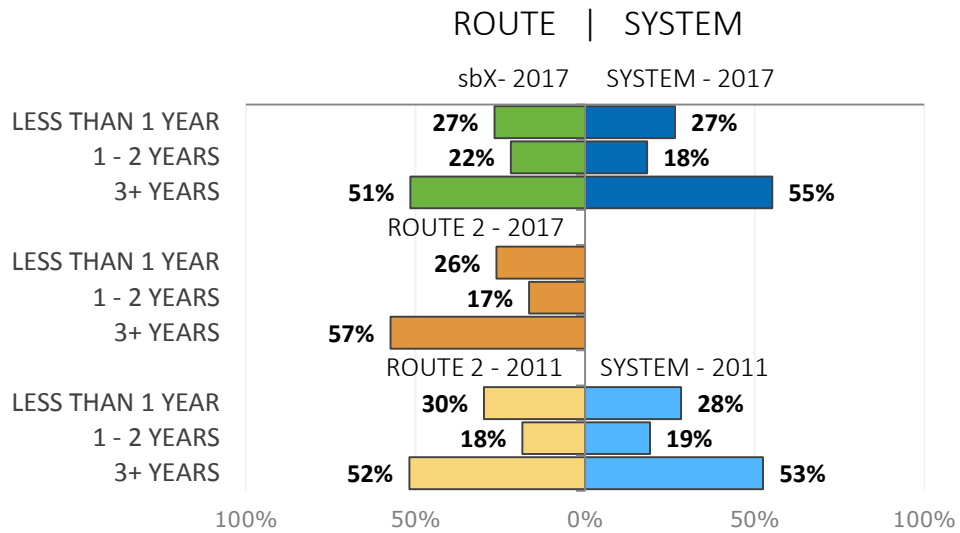


## Comparison of Selected Trip Characteristics sbX and Route 2

Two variables, length of time using Omnitrans and vehicle availability were used as key measures to compare changes in Route 2 rider profiles compared to the system as a whole.

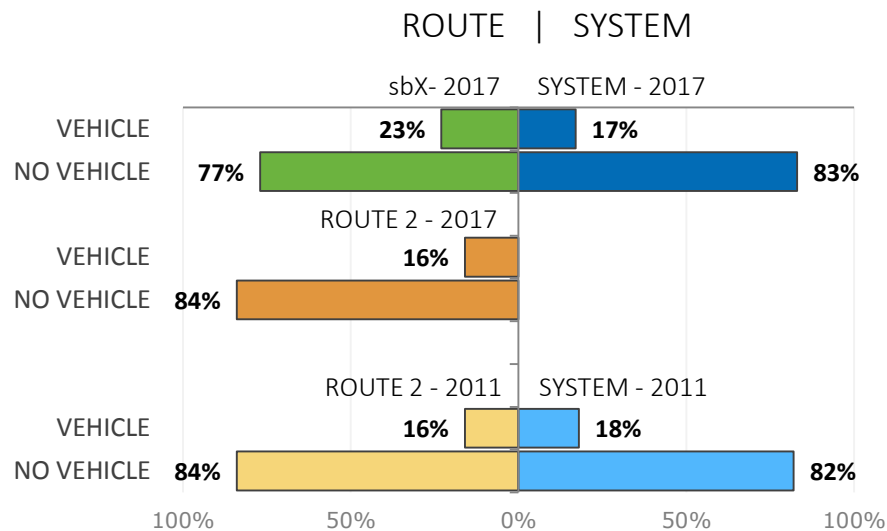
Consistent with 2011, Route 2 riders in 2017 are slightly more likely to be longer term Omnitrans riders as a whole. In comparison, sbX riders are newer to the system, with the most notable difference in the percentage of riders that have been using the system for two years which coincides with the inauguration of sbX.

Figure 18: Length of Use – 2011 vs 2017, sbX vs Route 2



A comparison of vehicle availability between Route 2 riders and riders system-wide in 2017 shows the same pattern as in 2011. Route 2 riders' vehicle availability is comparable to the system as a whole. By comparison sbX riders are more likely to have a vehicle available to make the trip.

Figure 19: Vehicle Availability for Trip – 2011 vs 2017, sbX vs Route 2



## Travel Patterns

Riders were asked a series of questions about travel characteristics related to the trip they were taking on the day of the survey. The questions included:

- Trip origin (O)
- Boarding location (B)
- Alighting location (A)
- Trip destination (D)
- Trip purpose
- Transfer information
- Travel mode from boarding and alighting point
- Fare media

A complete OBAD data set is provided as data file supplement to this report.

## Trip Purpose

Riders were asked to describe their primary trip purpose on the day of the survey. Eighty-six percent of all trips were home based for either the origin or destination, unchanged from 2011. Home based-work (28%) trips have declined by six points since 2011, possibly as more individuals opt to drive rather than take the bus. The proportion of home based-school trips (27%) doubled from 2011, which is in part a result of the data collection period during the school year. In 2011 data was collected in June when many schools were on break. However, the percentage is also up over 2006 when 16 percent of the trips were school-based and the data collection period spanned March and April. Home based-other trips (31%) have declined by nine points, which may also be a factor of the 2017 data collection time frame of school pre-empting other trips.

Figure 20: Trip Purpose 2017 vs 2011

Trip Purpose	sbX n=712	2017 n=4,506	2011 n=6,292
Home Based - Work	23%	28%	34%
Home Based - School	34%	27%	13%
Home Based - Other	27%	31%	40%
Work Based - Other	3%	4%	5%
Other Based - Other	12%	10%	8%

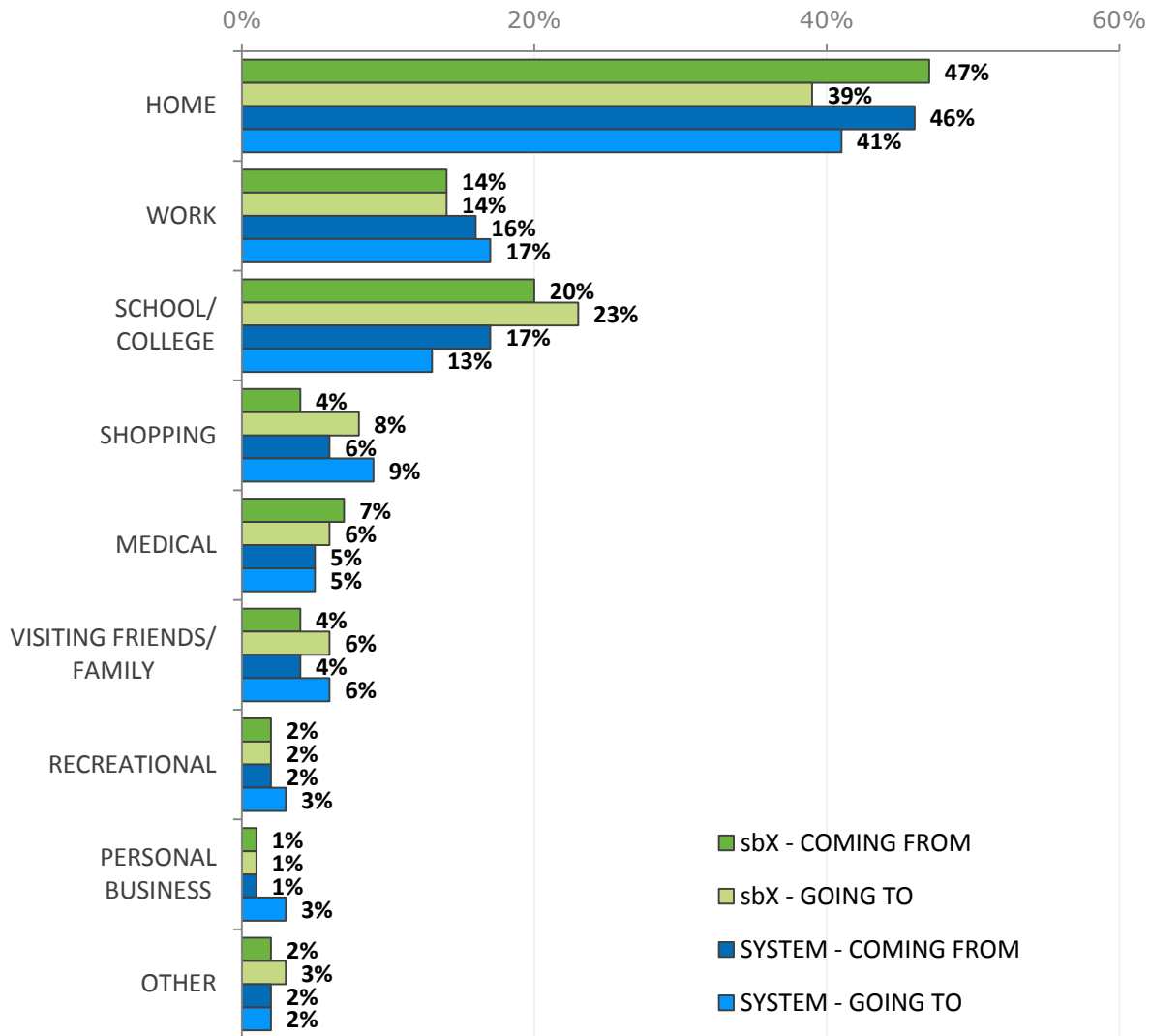
Of all riders, Express riders were most likely to say their trip was work-based (40%). West Valley riders were more likely to have work-based trips (35%) than their East Valley counterparts (23%), which is consistent with a higher stated employment level for West Valley riders (66% vs 56%).

For East Valley and Route 2 riders, home based-other (35%) was the most frequently mentioned trip category, suggesting that these individuals use Omnitrans for a wider variety of trip purposes.

Home based-school trips (34%) are the top trip purpose for sbX riders, consistent with the location of California State University, San Bernardino, Loma Linda University, Gateway College and San Bernardino High School all of which are served by sbX. By comparison, home based-school trips have a lower incidence on Route 2 (24%).

**Figure 21: Trip Origins and Destinations – sbX vs System 2017**

sbX: n = 795, n = 769; SYSTEM: n = 4,850, n = 4,844



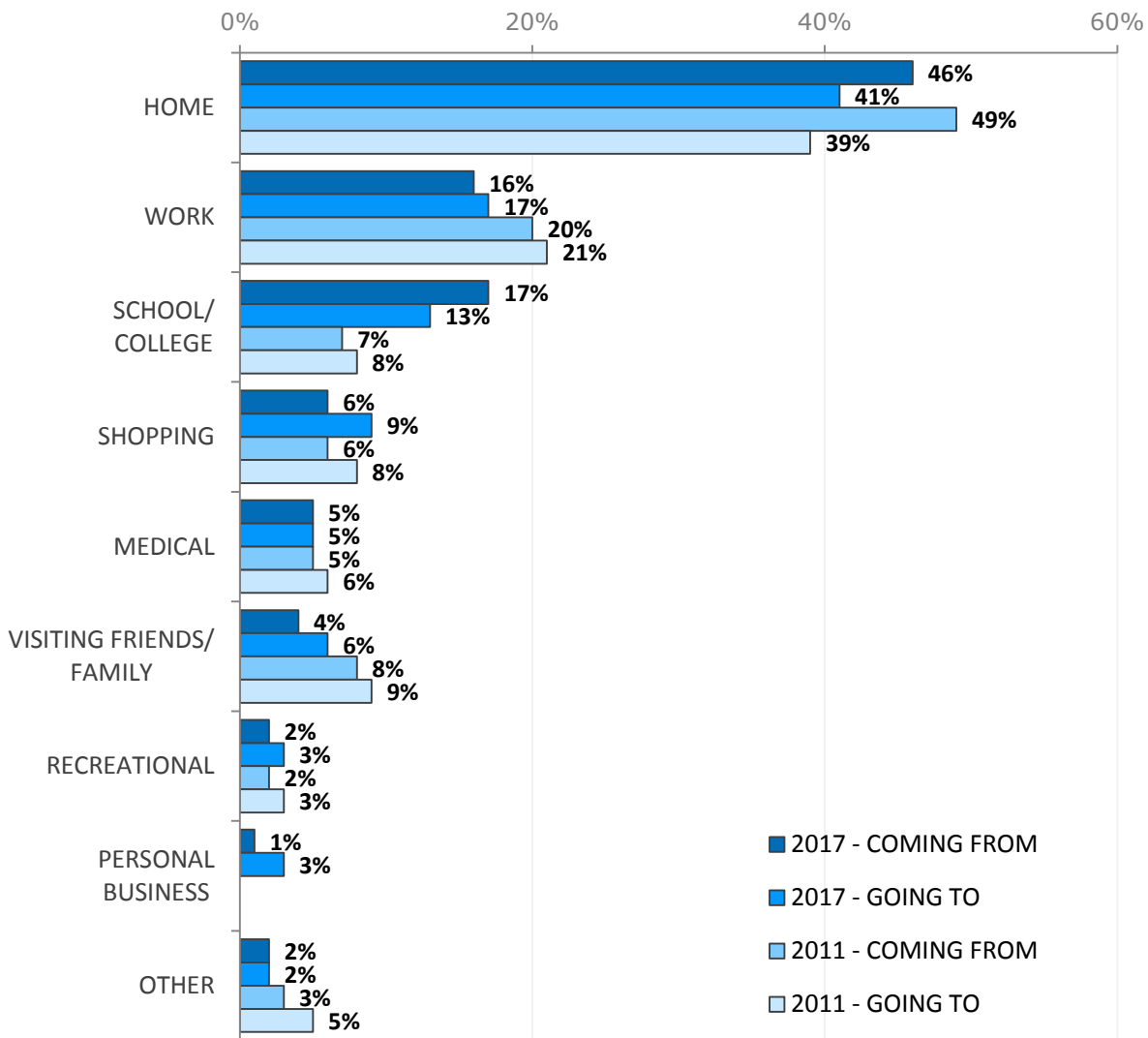
Stated trip origins and destinations on the day surveyed are shown in Figure 21: Trip Origins and Destinations. The top three origins and destinations are home, school, and work.

Approximately 22 percent of individuals aged 30 to 60 are either coming from or going to work. Riders under 20 are more likely to be traveling from (48%) or going to (30%) school. Medical trips are more likely to be cited by persons 50 and older.

Among sbX riders, coming from (20%) or going to (23%) school was the most likely reason for travel, which is higher than the system as a whole (17% and 13%, respectively). Among Route 2 riders, the percentage of riders stating school as either their origin (14%) or destination (13%) is unchanged from 2011, suggesting that student trips in proportion to the overall ridership for Route 2, is unchanged.

**Figure 22: Trip Origins and Destinations – System 2017 vs System 2011**

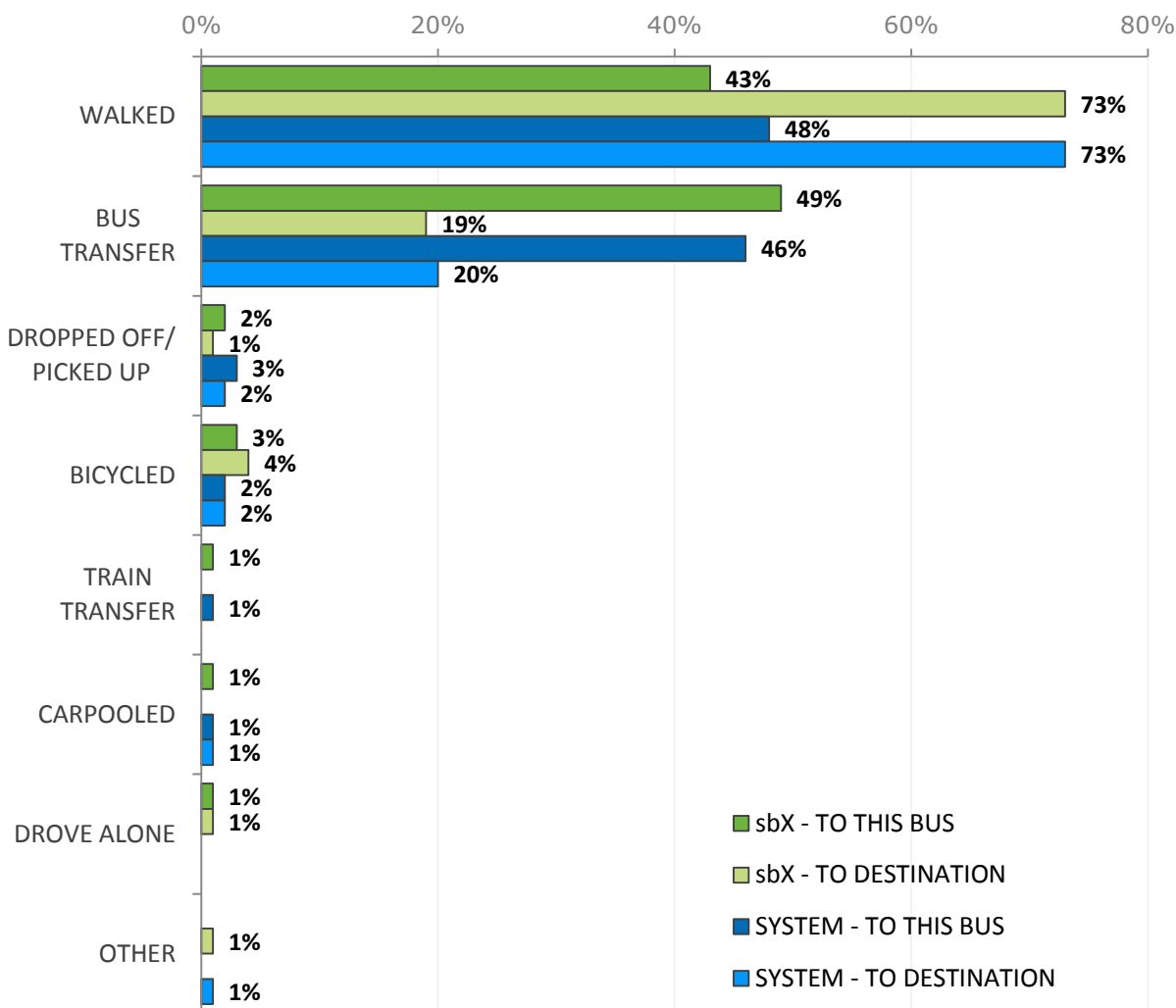
2017: n = 4,850, n = 4,844; 2011: n = 6,115, n = 6,058



## Access Mode

Figure 23: Mode of Access To and From Bus – sbX vs System 2017

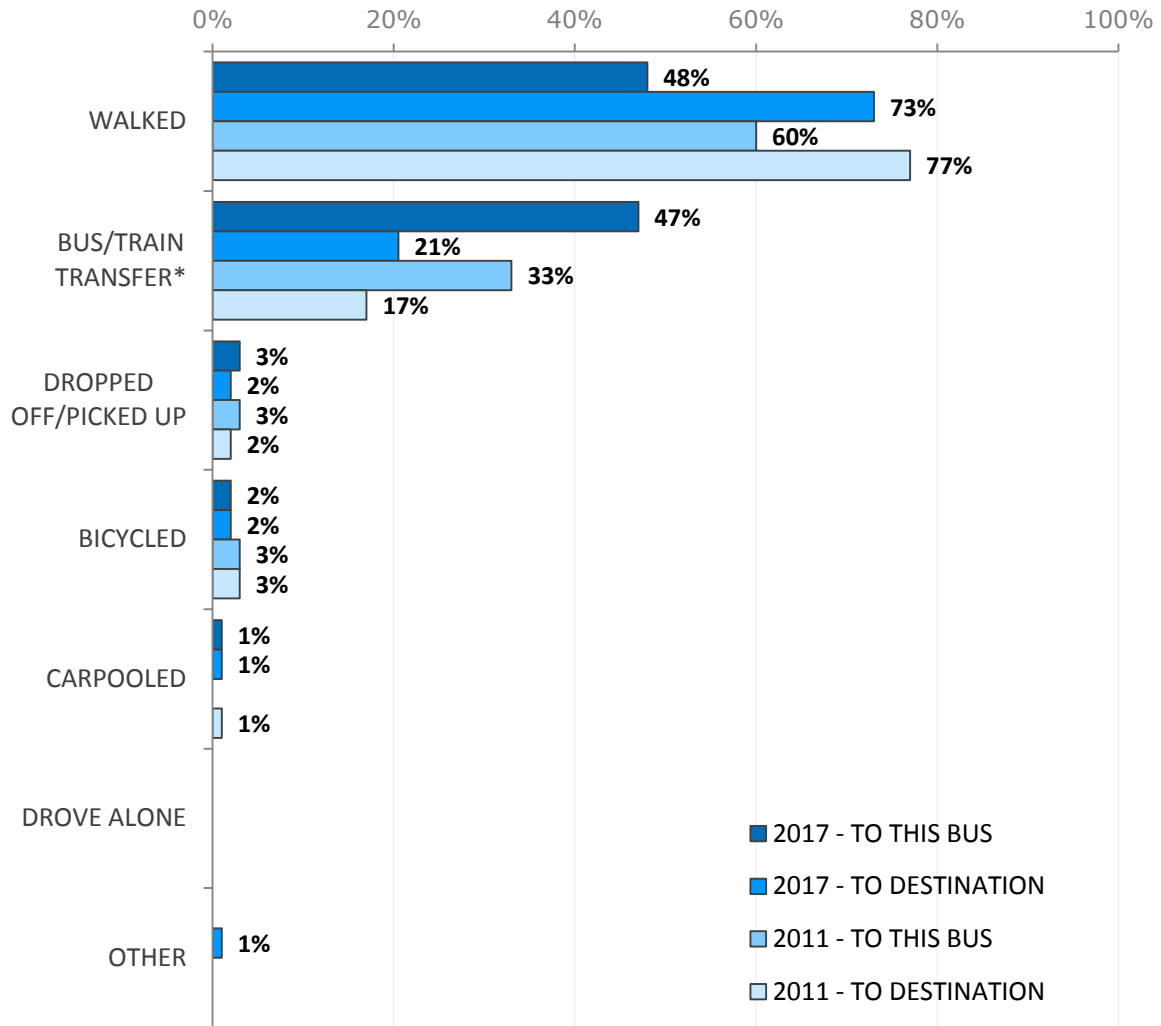
sbX: n = 781, n = 740; SYSTEM: n = 4,735, n = 4,684



Walking is the most common means of getting to (48%) or from (73%) bus stops. The majority of riders (85%) walk to and from the bus stop in less than 15 minutes, which is a two-point improvement from 2011. East Valley riders (52%) are more likely to walk to their boarding bus than West Valley riders (48%). sbX riders are less likely (43%) than riders as a whole to walk, while Route 2 riders are more likely (55%) to walk to the boarding point. As a group, riders who use freeway routes are least likely to walk (16%) to the bus they are riding because they are most likely to transfer.

**Figure 24: Mode of Access To and From Bus – System 2017 vs System 2011**

2017: n = 4,735, n = 4,684; 2011: n = 6,154, n = 5,895



\*Note: 2017 responses for bus and train transfer types have been combined to compare to 2011 response combination.



## Walk Time

The mean walking time to and from a bus stop is 7.4 minutes which is on-par with 2011 (7.8). This suggests a walking distance of just over one-third of a mile.<sup>10</sup> sbX riders are more likely to walk a slightly longer distance to their boarding bus (8.2 minutes) and a slightly shorter distance (7.2 minutes) to their destination. The average walk time for Route 2 riders is 7.1 minutes which is statistically unchanged from 2011.

The average walk time to and from individual bus by routes is shown in Figure 25: Mean Access/Egress Walk Times by Route. For routes with sample sizes larger than 50, the largest decreases in walk times are seen on routes 5, 14, 61, and 83 compared to 2011. The largest increase in walk times from 2011 is seen on routes 1 and 7.

## Transfers

Just over half (54%) of trips require at least one transfer, compared to 43 percent in 2011. There is also a higher transfer rate among trips made on sbX (59%) and freeway-based routes (85%).

### Boarding

Compared to 2011, a higher proportion of trip involved a transfer from another bus (46% vs 33%). There is no difference in the transfer rate among East and West Valley trips (45% vs

Figure 25: Mean Access/Egress Walk Time by Route

KEY:

ABOVE MEAN / LONGER WALKS

MEAN

BELOW MEAN / SHORTER WALKS

Route	Average Walk Time To (Mins)	Average Walk Time From (Mins)
1	6.0	6.6
2	6.8	7.4
3	6.9	6.3
4	6.7	6.2
5	6.0	5.4
7	6.1	5.7
8	6.7	7.1
10	7.0	8.8
11	7.1	6.9
14	6.7	7.4
15	8.8	7.2
19	8.4	7.7
20	4.1	8.6
22	6.0	7.7
29	6.9	6.2
61	10.2	8.9
66	8.0	7.0
67	6.2	8.8
80	8.7	11.3
81	8.9	8.9
82	9.2	8.5
83	7.5	7.4
84	7.5	8.3
85	7.3	6.8
86	11.2	5.7
88	4.3	7.2
215	7.0	8.3
290	5.0	3.6
308	4.3	5.0
309	12.6	9.0
310	15.0	1.0
325	9.4	8.3
365	10.0	4.5
sbX	8.2	7.2
Overall	7.5	7.3

<sup>10</sup> The time estimate assumes that a person can walk one mile in 20 minutes.

44%). Freeway-based route trips are most likely to make a transfer (75%) to the boarding bus. sbX trips have a higher level of transfers (50%) before boarding than the system as a whole, while trips made on Route 2 have a transfer rate of 44 percent, which is below than the overall system average.

### Alighting

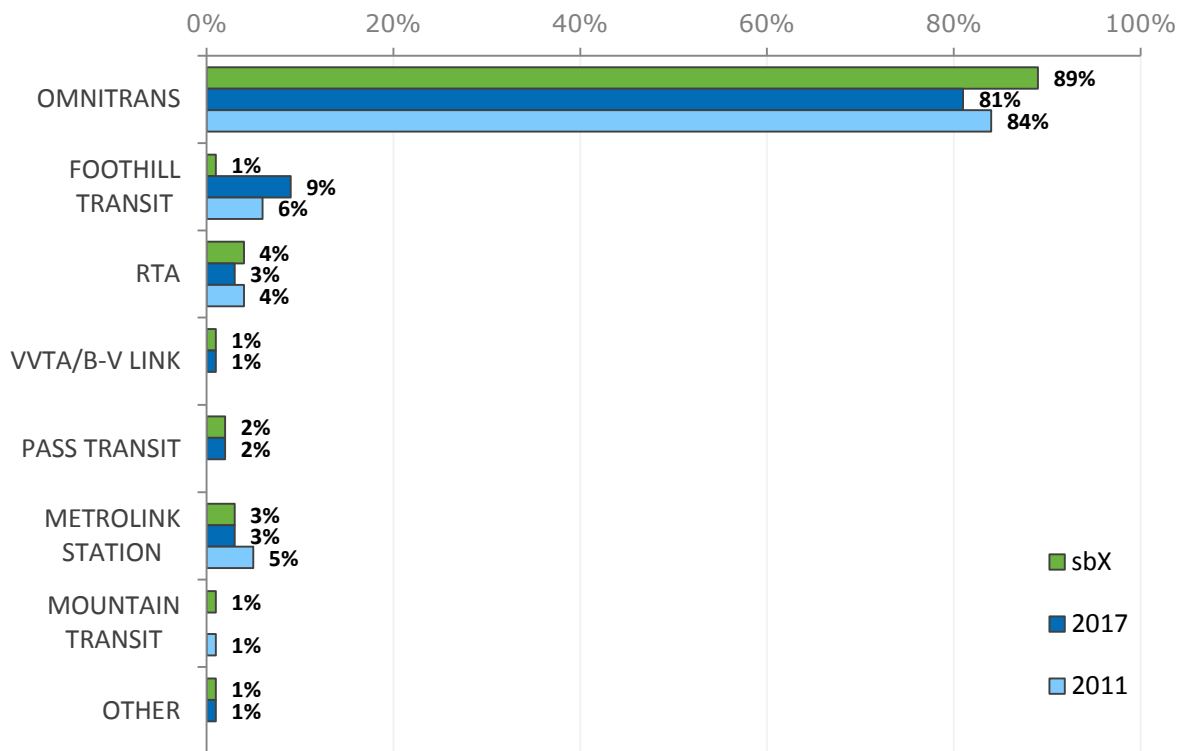
There is a four point uptick in the proportion trips that require a transfer at the alighting stop to reach the final destination compared to 2011 study (21% vs 17%). East Valley trips are slightly more likely than West Valley trips to require a bus transfer (20% vs 19%). Trips made on freeway-based routes have the most bus transfers (44%). The transfer rate for trips made on sbX (20%) is comparable with the system average (21%) while Route 2 is slightly lower (18%).

### Connecting Agency

Riders who are making a transfer onto the bus where they completed a survey were asked to identify the system from which they transferred. Eighty-one percent, down three points from 2011, transfer from another Omnitrans bus. Of sbX riders, 89 percent transfer from another Omnitrans bus and 95% percent of Route 2 riders connect from another Omnitrans bus.

Figure 26: System Transfers

n = 367, n = 1,943



Of transfers made from connecting transit providers, nine percent of riders transfer from Foothill Transit, up from six percent in 2011. The highest transfer rates from Foothill Transit are seen on routes serving West Valley: routes 61 (31%), 85 (26%), 66 (25%), 290 (22%), and 88 (16%). Three percent of riders transfer from RTA, unchanged from 2011, with the 215 having the highest rate of transfer (26%). Three percent of riders transfer from Metrolink, unchanged from 2011, with routes 14 (5%), 86 (10%), 67 (8%), 82 (5%), and 85 (6%) being most often mentioned, all of which serve Metrolink stations.

Figure 27: Transit System Transferred on Boarding

Route	Omnitrans	Foothill Transit	RTA	VVTA/B-V Link	Pass Transit	Metrolink	Mountain Transit	Other	Total
1	85%	5%	0%	3%	1%	4%	1%	1%	100%
2	95%	0%	1%	0%	2%	1%	0%	0%	100%
3	91%	1%	4%	0%	2%	0%	0%	2%	100%
4	90%	0%	4%	2%	0%	2%	1%	0%	100%
5	89%	0%	3%	0%	3%	3%	0%	3%	100%
7	98%	2%	0%	0%	0%	0%	0%	0%	100%
8	84%	0%	2%	2%	6%	0%	0%	7%	100%
10	92%	0%	2%	0%	2%	3%	0%	2%	100%
11	92%	4%	0%	0%	0%	4%	0%	0%	100%
14	86%	5%	1%	1%	3%	5%	0%	0%	100%
15	91%	1%	1%	0%	2%	4%	1%	0%	100%
19	88%	0%	6%	1%	1%	4%	0%	0%	100%
20	96%	4%	0%	0%	0%	0%	0%	0%	100%
22	100%	0%	0%	0%	0%	0%	0%	0%	100%
29	100%	0%	0%	0%	0%	0%	0%	0%	100%
61	60%	31%	2%	0%	1%	3%	1%	1%	100%
66	66%	25%	1%	0%	1%	4%	2%	1%	100%
67	78%	4%	0%	0%	2%	8%	0%	8%	100%
80	96%	0%	0%	0%	4%	0%	0%	0%	100%
81	92%	0%	4%	0%	0%	0%	0%	5%	100%
82	84%	8%	3%	0%	0%	5%	0%	0%	100%
83	89%	6%	0%	0%	0%	3%	0%	3%	100%
84	76%	8%	8%	0%	7%	0%	0%	0%	100%
85	64%	26%	2%	0%	0%	6%	0%	3%	100%
86	80%	5%	0%	0%	0%	10%	0%	5%	100%
88	82%	16%	0%	0%	3%	0%	0%	0%	100%
215	69%	2%	26%	1%	1%	1%	0%	0%	100%
290	69%	22%	0%	0%	10%	0%	0%	0%	100%
308	0%	0%	0%	0%	0%	0%	0%	0%	0%
309	100%	0%	0%	0%	0%	0%	0%	0%	100%
310	100%	0%	0%	0%	0%	0%	0%	0%	100%
325	100%	0%	0%	0%	0%	0%	0%	0%	100%
365	100%	0%	0%	0%	0%	0%	0%	0%	100%
sbX	89%	1%	4%	1%	2%	3%	1%	1%	100%
Overall	81%	9%	3%	1%	2%	3%	0%	1%	100%

## Number of Buses Taken

Just under half (46%) of riders report they can complete their trip using one bus compared to 35 percent in 2011. The proportion of riders between East Valley and West Valley who report using one bus for their trip is similar (47% vs 49%) although the difference is statistically significant. The proportion of riders who can make their trip with one bus in West Valley may in part be due to straight-lining routes in that geographic area. With more riders able to make a trip with one bus this would contribute to fewer daily boardings, however, if riders are able to make trips more efficiently this may contribute to higher rider satisfaction.

The mean number of buses a rider takes to complete a one-way trip is 1.63 compared to 1.84 in 2011. sbX riders on average take 1.68 buses to complete their trip which is on par with the system average. Riders on the 290 have to use the most buses to complete their trip (2.80), while riders on Route 5 use the least (1.29).

Figure 29: Number of Buses Used for Trip

n = 4,786

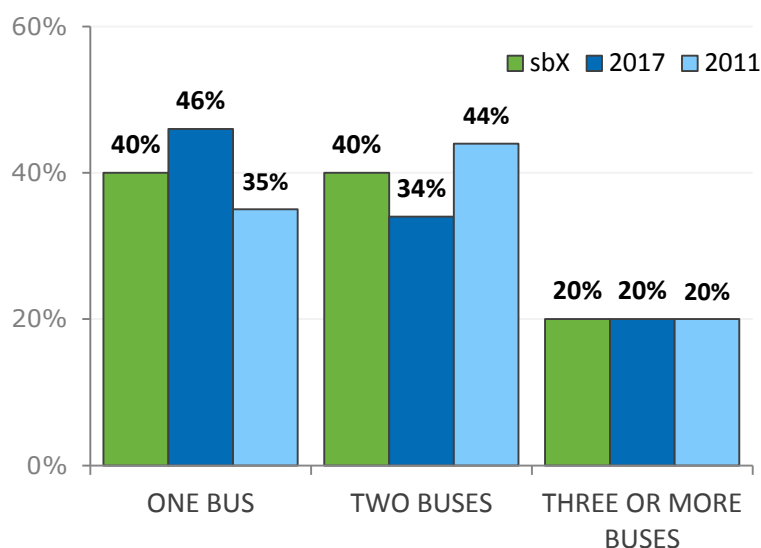


Figure 28: Average Number of Buses Used for Trip by Route

n = 4,786

### KEY:

ABOVE MEAN / MORE BUSES
MEAN
BELOW MEAN / FEWER BUSES

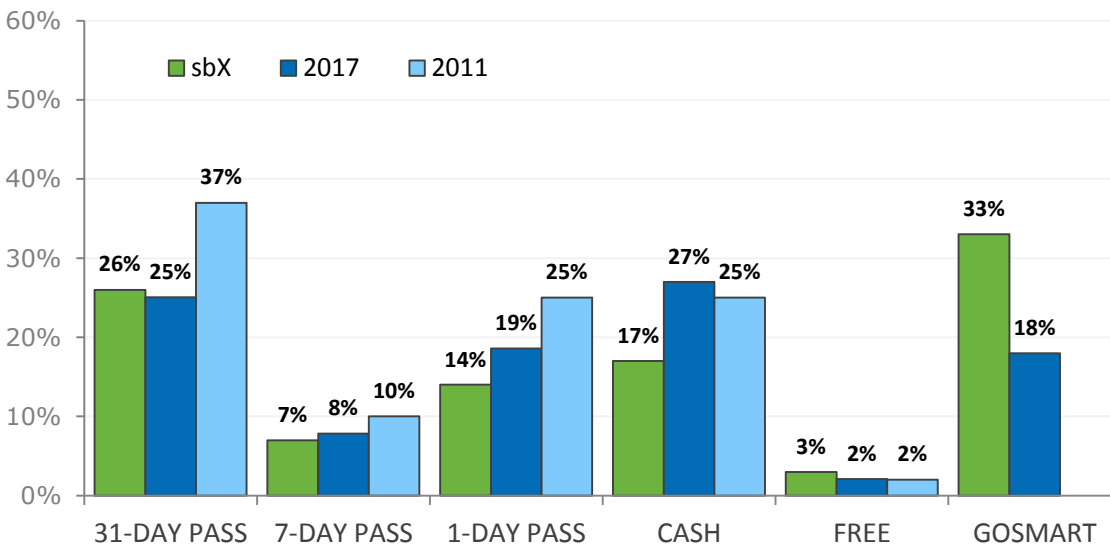
Route	Average Number of Buses
1	1.6
2	1.6
3	1.6
4	1.5
5	1.3
7	1.6
8	1.6
10	1.7
11	1.5
14	1.9
15	1.7
19	1.5
20	1.4
22	1.6
29	1.6
61	1.7
66	1.6
67	1.3
80	1.4
81	1.6
82	1.7
83	1.6
84	1.5
85	1.4
86	1.8
88	1.8
215	2.4
290	2.8
308	1.7
309	1.3
310	2.0
325	1.4
365	1.3
sbX	1.7
Overall	1.6

## Fare Media

Continuing the trend seen in 2011, the use of multi-day passes continues to grow increasing to 51 percent from 47 percent. The GoSmart pass (a discount program which accepts partner IDs for fare payments) accounts for 18 percent of the multi-day passes used by passengers, which offsets the decline in both 31-day passes (down 12 points) and 7-day passes (down 2 points). One-day pass use also dropped 6 points to 19 percent from 25 percent 2011. Riders who say they used cash for their trip increased by 2 points to 27 percent.

Two-thirds of sbX riders report using a multi-day pass, which is significantly higher than system-wide. Half of the multi-day passes (33%) are GoSmart, which is consistent with California State University - San Bernardino, Loma Linda University, and San Bernardino High School being served by sbX. Riders on sbX were significantly less likely to use cash to pay for their trip than other Omnitrans riders (17% vs 27%).

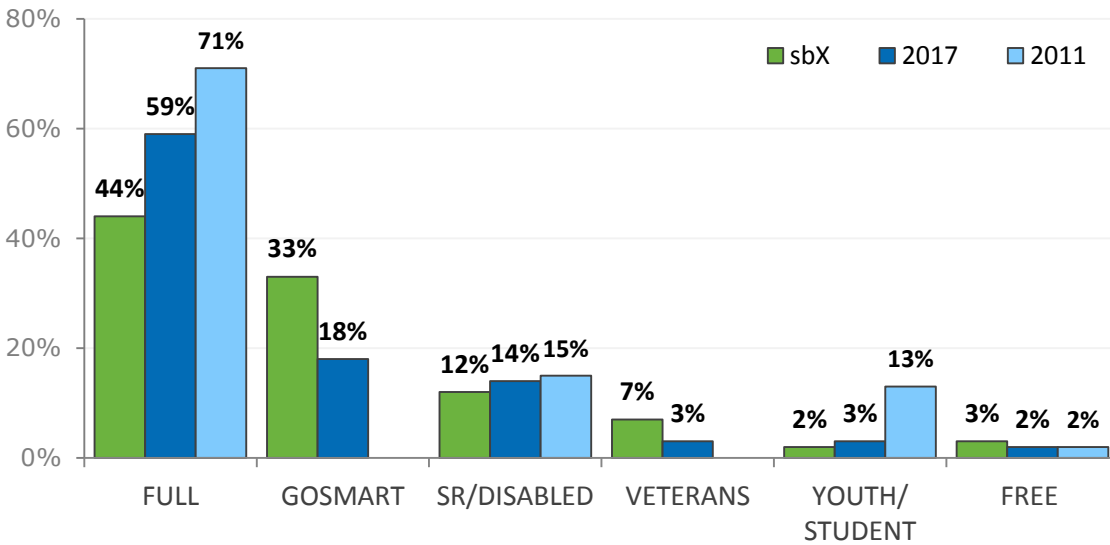
Figure 30: Fare Type  
n = 5,079



West Valley riders more often pay cash (34%) than use a 31-day pass (22%). In contrast, East Valley riders are almost equally likely to use a monthly pass (27%) as to pay cash (25%). There is no difference in GoSmart (18%) use between East and West Valley riders.

Figure 31: Rider – Fare Category

n = 5,079



System-wide, full fares accounts for 59 percent of the rider fare categories, followed by GoSmart (18%) and Senior/Disabled fares (14%). The veterans fare category and youth fare category each account for 3 percent. Two percent of riders say they rode free on survey day.

Riders using sbX were less likely to pay a full fare (44%) than riders system-wide. In keeping with major trip generators on the sbX route, GoSmart (33%) and veterans fares (7%) were more frequently reported as fare media.

## Comparison of Selected Travel Patterns sbX and Route 2

A comparison of key performance metrics, mean walk time and number buses needed to complete a trip, suggest that the Route 2 experience exceeds the system as whole. Walk time for Route 2 riders remains below the system average when 2011 and 2017 are compared and riders report being able to complete their trip with fewer buses than riders' system-wide.

Figure 32: Mean Walk Time (Min.) – 2011 vs 2017, sbX vs Route 2

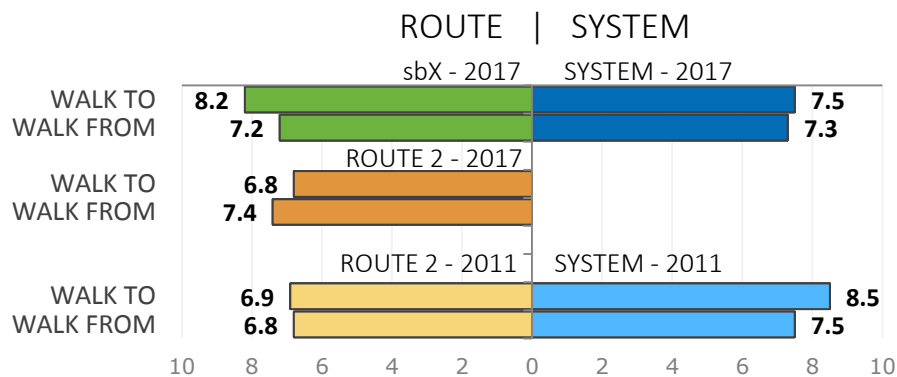
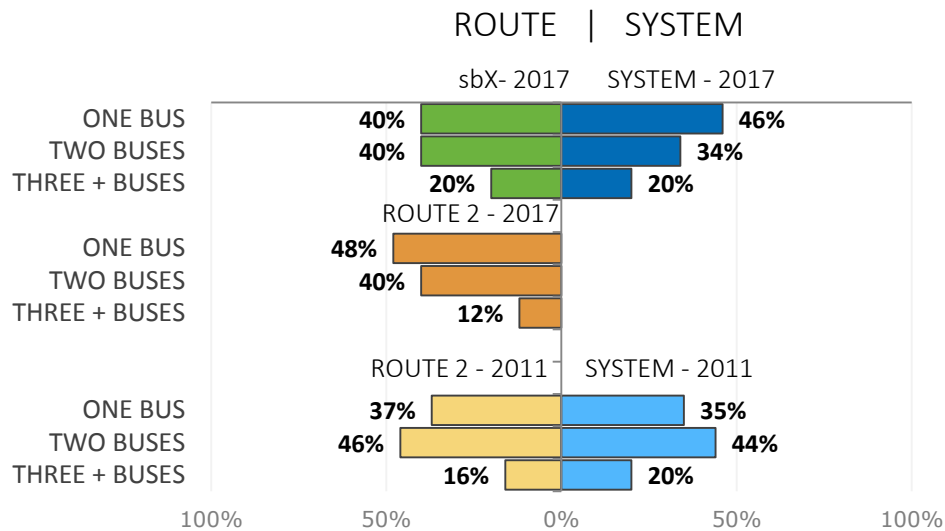


Figure 33: Number of Buses Taken – 2011 vs 2017, sbX vs Route 2

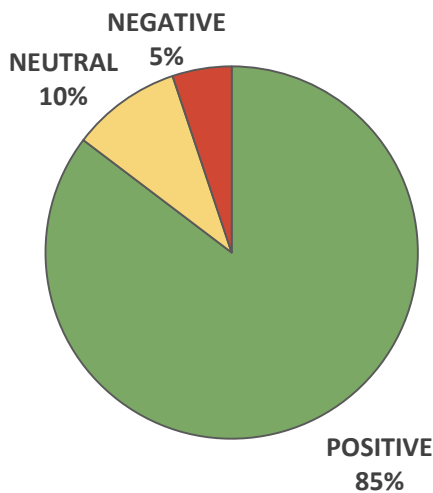


## Satisfaction with Omnitrans Service

### Omnitrans Overall Performance

Rider satisfaction is measured using a seven-point scale, ranging from “very poor - 1” to “excellent - 7.” The combination of excellent, very good, and good ratings denote a positive rating, neutral and fair comprise a neutral rating, and the combination of poor and very poor comprises a negative rating.

Figure 35: Omnitrans Overall Performance  
n = 4,990



Rider satisfaction among all Omnitrans riders is significantly higher than in 2011. Eighty-five percent of riders give an overall positive rating, up from 81 percent in 2011. Rider satisfaction among sbX (86%) and Route 2 (85%) customers is comparable. There is no difference in satisfaction level between East and West Valley riders. The highest level of satisfaction is among Express riders, with 91 percent awarding a positive rating and the remainder being neutral.

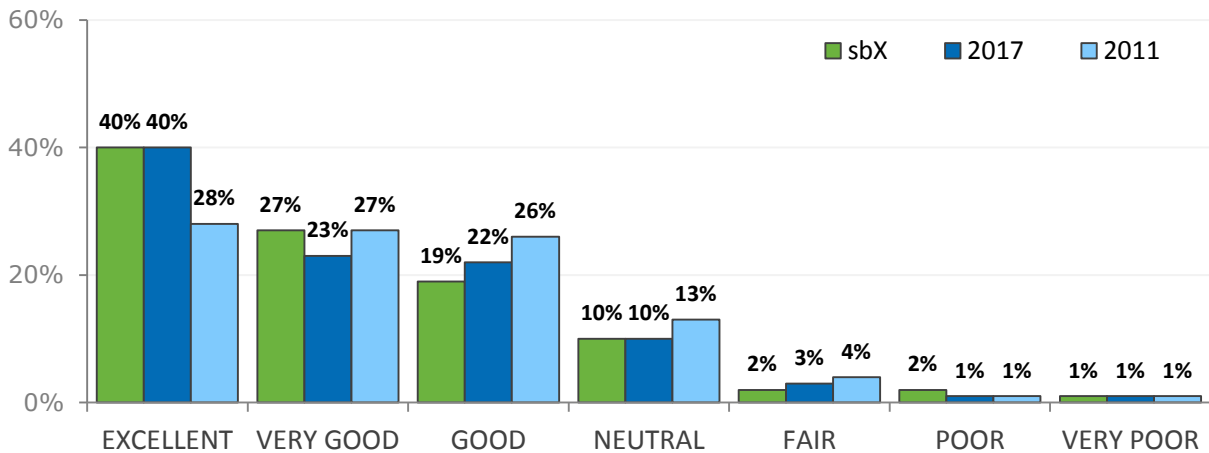
Figure 34: Mean Satisfaction by Route  
n = 4,990

KEY:	
ABOVE MEAN	
MEAN	
BELOW MEAN	
Route	Average Overall Performance
1	5.7
2	5.8
3	6.0
4	5.9
5	5.8
7	5.7
8	5.7
10	5.5
11	5.9
14	5.8
15	5.7
19	5.8
20	6.0
22	5.9
29	6.1
61	5.8
66	5.7
67	6.0
80	6.1
81	5.7
82	5.8
83	5.9
84	5.2
85	5.9
86	6.1
88	5.8
215	5.9
290	6.4
308	6.5
309	6.1
310	6.7
325	6.7
365	6.4
sbX	5.9
Overall	5.8



The length of time a rider has been using the system does not affect their overall satisfaction. There is no difference in positive satisfaction ratings among new riders and those who have used the system for two or more years.

**Figure 36: Omnitrans Performance by Rating**  
n = 4,990



The mean rating of 5.80 on the seven-point scale indicates an overall positive rating that falls between very good (6) and good (5). There is a statistically significant increase in the mean satisfaction rating from 2011 (5.55). The proportion of riders who give an excellent rating is up 12 points with a corresponding decrease in the neutral, good, and very good ratings. There is no statistical difference in overall satisfaction when sbX or Route 2 riders are compared with riders as a whole.

Although the sample is small, mean satisfaction scores are highest among riders who use the community circulator services (308, 309, 310, 325, and 365) ranging from 6.07 to 6.73, which equates to a very good or higher rating. Satisfaction ratings of riders on routes 1, 7, 8, 10, 15, 66, 81, and 84 are below the mean.

Figure 37: Average Overall Performance by Route Map

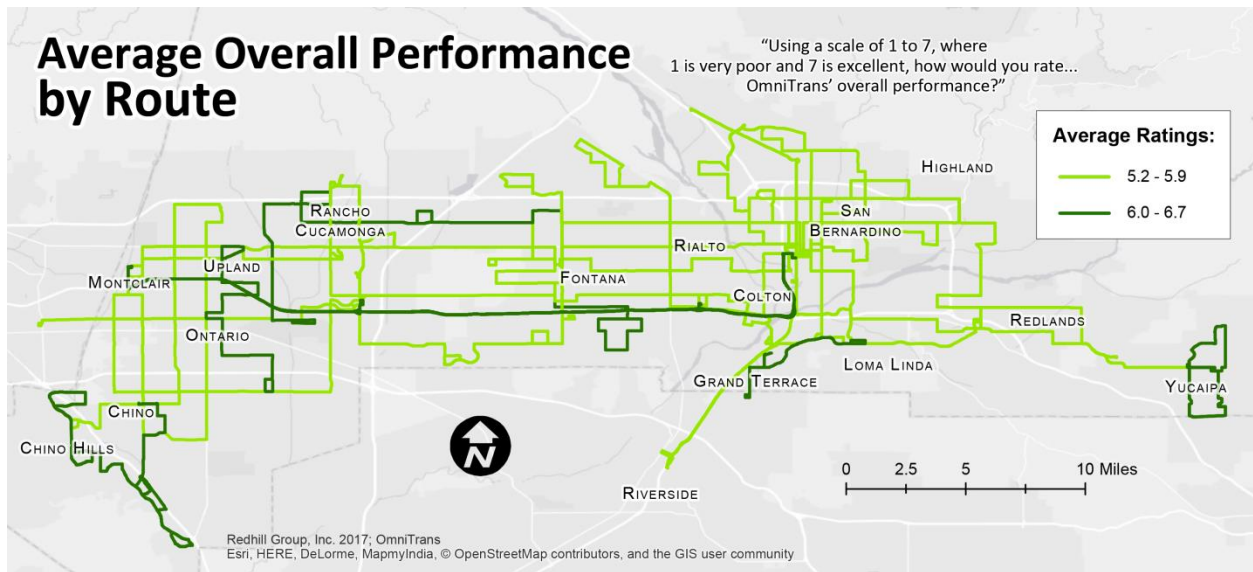
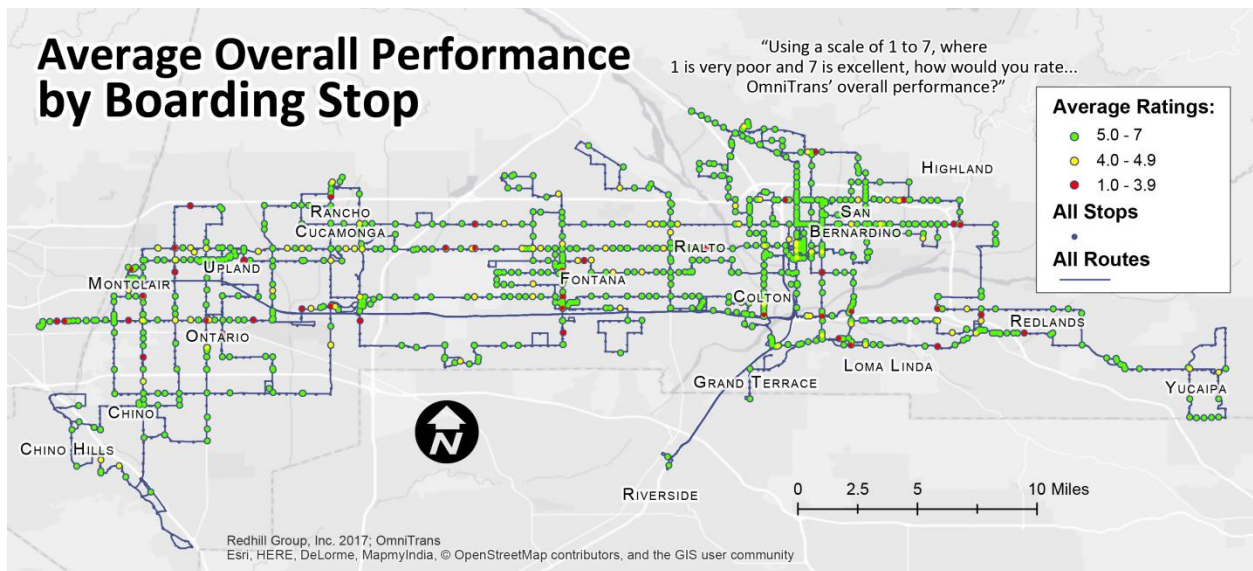


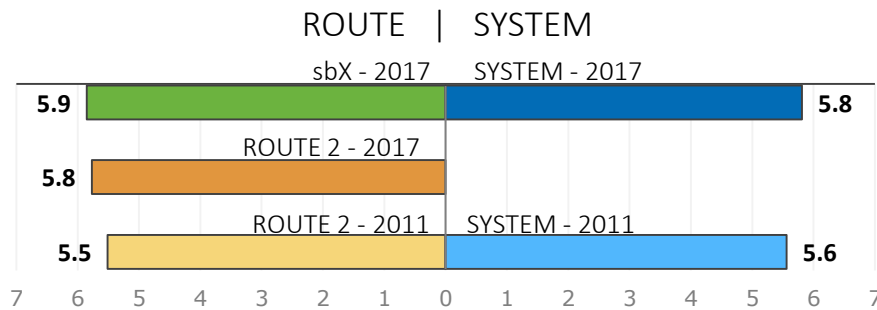
Figure 38: Average Overall Performance by Boarding Stop Map



## Comparison of Rider Satisfaction sbX and Route 2

Rider satisfaction among Route 2 riders is on par with the system average suggesting that the introduction of sbX has not affected Route 2 riders' satisfaction.

Figure 39: Mean Performance – 2011 vs 2017, sbX vs Route 2



## Bus Stop Safety

Riders were asked to rate their safety while waiting for the bus that they were riding prior to taking the survey using a seven-point scale. The overall mean rating of passenger-perceived safety at bus stops is 5.8 where seven is excellent. This equates to a rating of good.

Individuals who give a fair or below rating on bus stop safety are also more likely to have provided a negative overall satisfaction rating for Omnitrans a whole.

West Valley riders as a group are more likely to say that bus stop safety is good or better (84%) than East Valley riders (81%). Of sbX riders, 84 percent rate the safety of their bus stop as good or better, which may reflect the dedicated and lighted stations with enhanced safety features that are along the alignment. In comparison, for Route 2 riders, the positive safety rating drops to 80 percent, with 7 percent awarding a poor or very poor rating. While many of the stops on Route 2 are parallel to sbX they do not have the same amenities as sbX stops. Routes operating within the core of the City of San Bernardino were more likely to rate bus stop safety as fair or below.

Figure 40: Safety While Waiting for This Bus  
n = 4,871

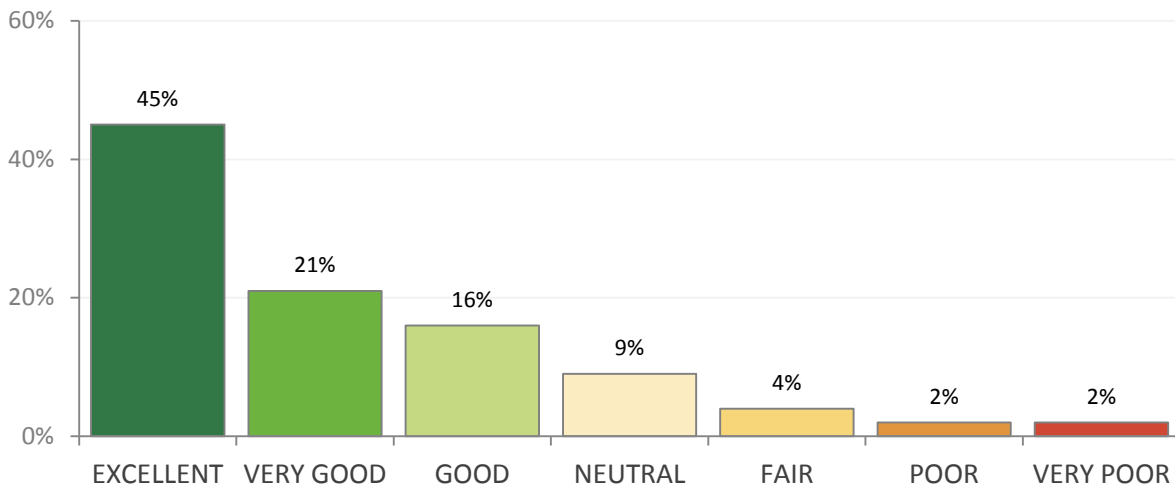


Figure 41: Safety While Waiting for This Bus by Route  
n = 4,871

ROUTE	POSITIVE	NEUTRAL	NEGATIVE	n =	MEAN
1	80%	11%	9%	359	5.6
2	80%	8%	11%	190	5.7
3	86%	6%	8%	190	5.9
4	77%	14%	9%	207	5.7
5	76%	10%	14%	146	5.5
7	77%	13%	10%	76	5.5
8	82%	11%	7%	185	5.8
10	76%	9%	14%	122	5.5
11	86%	10%	4%	89	5.8
14	83%	10%	7%	320	5.8
15	81%	11%	8%	229	5.7
19	83%	11%	7%	309	5.8
20	74%	24%	1%	39	5.6
22	85%	11%	4%	79	6.0
29	73%	0%	30%	7	5.4
61	84%	8%	8%	384	5.9
66	78%	10%	11%	291	5.6
67	91%	4%	5%	82	6.2
80	92%	3%	5%	64	6.3
81	87%	5%	8%	97	6.0
82	84%	12%	4%	95	6.0
83	84%	3%	13%	54	5.7
84	77%	6%	17%	31	5.7
85	88%	6%	6%	261	6.0
86	82%	11%	7%	36	5.8
88	83%	8%	9%	56	6.1
215	88%	8%	4%	150	6.1
290	96%	0%	4%	26	6.1
308	100%	0%	0%	4	7.0
309	89%	0%	9%	11	5.3
310	100%	0%	0%	9	6.9
325	100%	0%	0%	4	5.8
365	94%	5%	0%	20	6.5
sbX	84%	10%	6%	649	5.9
TOTAL	83%	9%	8%	4,871	5.8

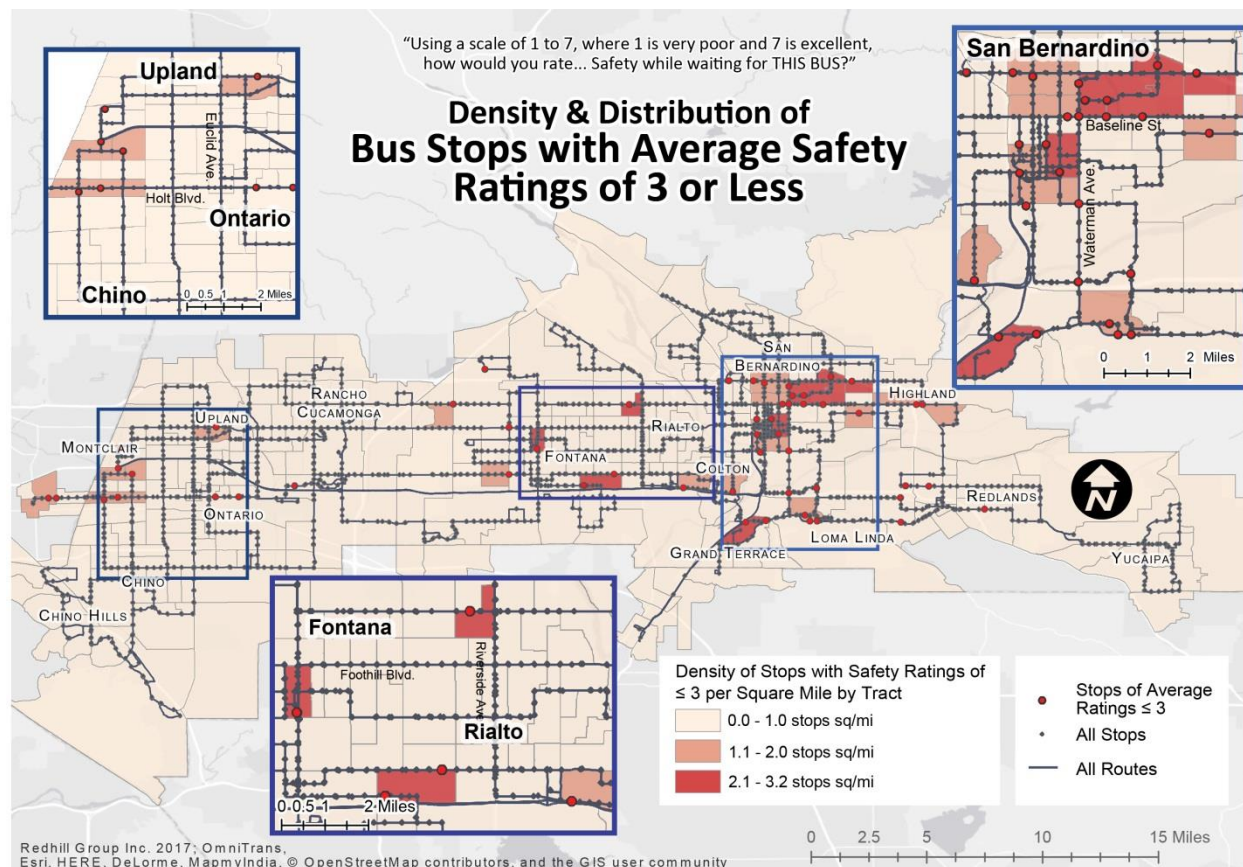
## KEY:

ABOVE  
MEAN

MEAN

BELOW  
MEAN

Figure 42: Bus Stops with Low Average Safety Ratings Map



Because data was also collected about the bus stop boarding location, stops that received a fair safety rating or below were mapped to identify areas where passengers perceive safety is a concern. The geographic area that encompasses downtown San Bernardino has the greatest density of stops with a rating of fair or below.

The overall perceived safety at stops is not statistically different by daypart, with an equal proportion (8%) of riders who travel between 10 a.m. and 4:00 p.m. or after 4:00 p.m. giving a safety rating for their boarding stop of fair or below. This suggests that the location of the stop rather than time of day is more likely to be a stronger factor in the rating.

Men were more likely than women (85% vs 81%) to give a positive bus stop safety rating. The overall positive rating for Whites is 87 percent compared to 83 percent for Blacks. The four-point difference lies in more African Americans giving a neutral or negative rating (18% vs 13%) than individuals who self-identify as White. Of individuals who self-identify as Hispanic, 83 percent provide a positive safety rating. Among individuals who self-identify as Asian/Pacific Islander, 80 percent award a positive rating.

## sbX Awareness and Satisfaction

This section discusses Omnitrans riders' awareness of sbX, and, of those who are aware of sbX, how they perceive it has affected their transit experience.

Overall awareness of sbX is high with almost two-thirds of all Omnitrans riders saying they have heard of it. The closer the proximity of a rider's route to the sbX Corridor, the higher the awareness of the service. East Valley riders are almost twice as likely to say they know about sbX (76% vs 40%), which underscores that awareness is a function of proximity to the service.

Awareness among men and women is comparable (63% vs 61%). Almost three-quarters (73%) of individuals who identify themselves as African Americans are aware of sbX. Lowest awareness is among individuals who identify themselves as Asian or Pacific Islander (52%), which is most likely a result of this group being more likely to use West Valley routes. Riders over 50 were more likely to be aware of sbX than riders who are under 50 (77% vs 60%) and individuals under 20 were least likely to be aware.

Figure 44: Awareness of sbX  
n = 4,824

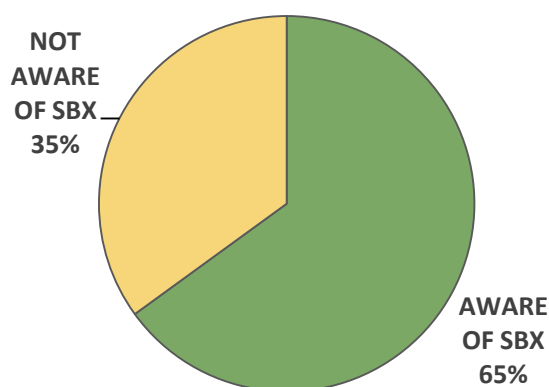
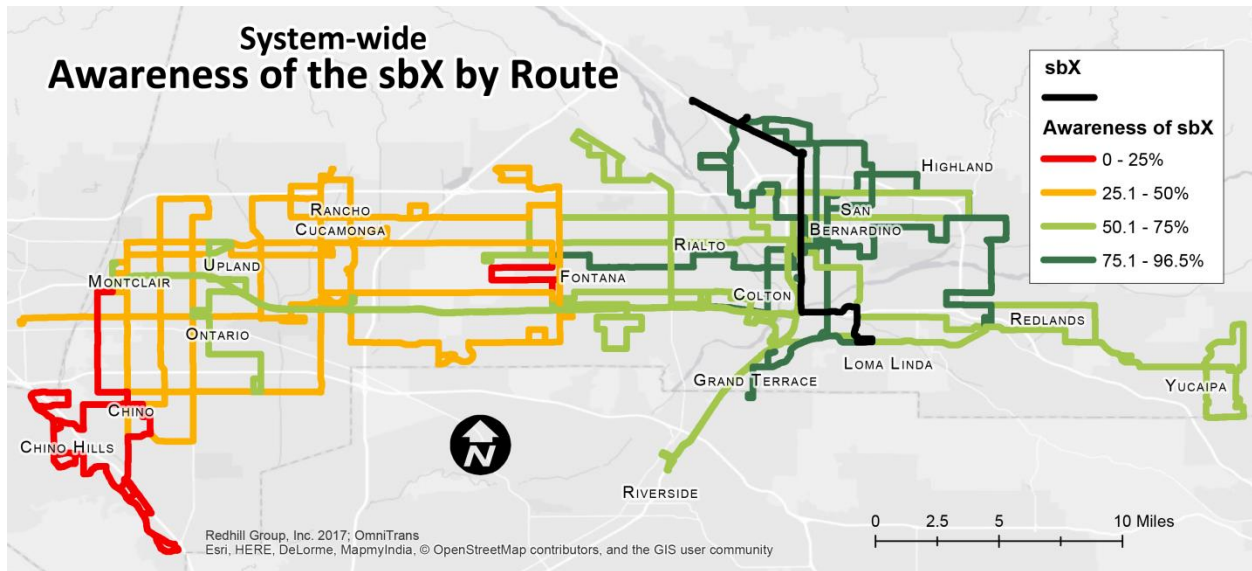


Figure 43: sbX Awareness by Route  
n = 4,824

ROUTE	NOT AWARE OF sbX	AWARE OF sbX
1	21%	79%
2	9%	91%
3	18%	82%
4	26%	74%
5	21%	79%
7	18%	82%
8	30%	70%
10	27%	73%
11	17%	83%
14	26%	75%
15	24%	76%
19	31%	69%
20	84%	16%
22	26%	74%
29	42%	58%
61	53%	47%
66	60%	40%
67	57%	43%
80	71%	28%
81	58%	42%
82	55%	45%
83	70%	30%
84	51%	49%
85	74%	26%
86	44%	56%
88	78%	22%
215	28%	72%
290	46%	54%
308	100%	0%
309	43%	57%
310	50%	50%
325	9%	89%
365	78%	21%
sbX	3%	97%
TOTAL	35%	65%



Figure 45: Map System-wide Awareness of sbX



## Frequency of Use

Of individuals riding sbX when they completed a survey, the vast majority (94%) travel on sbX at least once a week. Almost three-quarters (74%) ride sbX at least three days a week and just six percent ride occasionally.

Of individuals who are aware of sbX and were traveling on a different route on the day they completed a survey, 70 percent use sbX at least some of the time and 43 percent ride at least once a week.



Figure 46: Frequency of sbX Use  
n = 628, n = 3,140

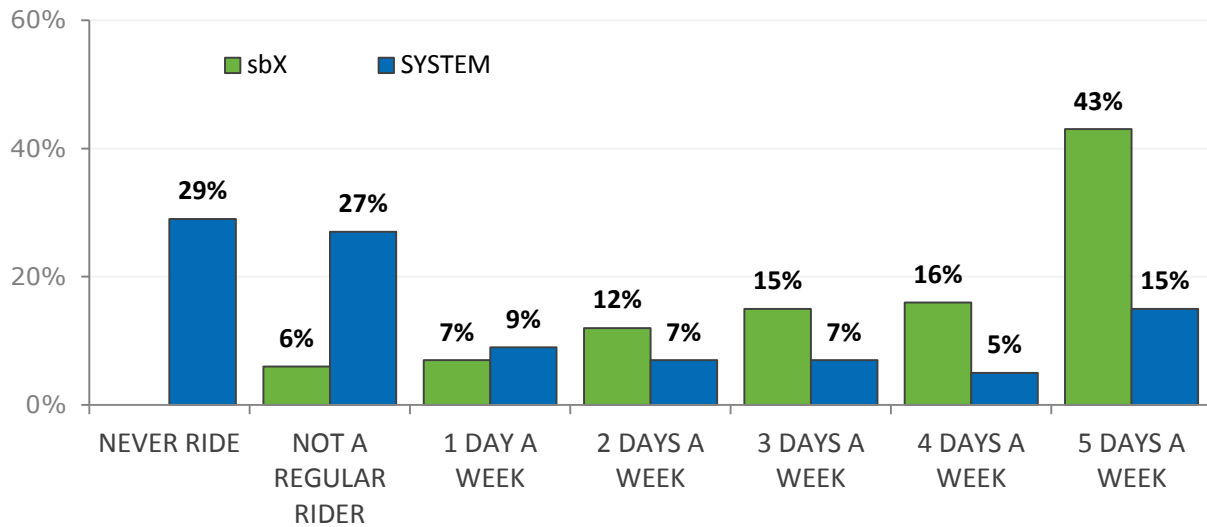
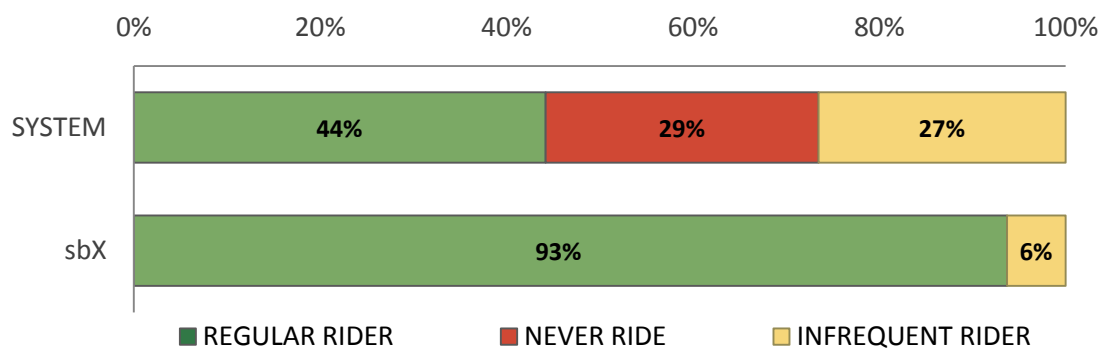


Figure 47: Frequency of sbX Use by Those Who Are Aware - System vs sbX Rider  
n = 636, n = 3,140

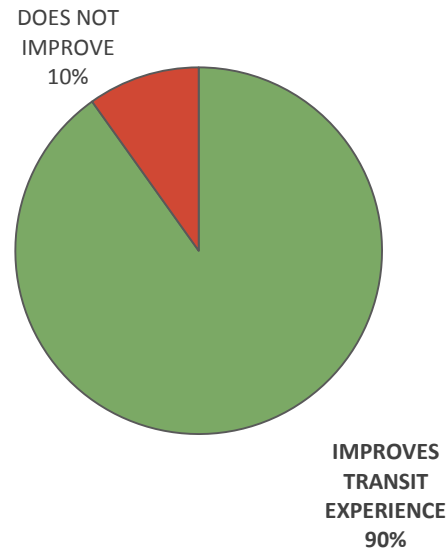


## Improves Transit Services

Among people who are aware of sbX, there is high agreement that it improves transit services with 90 percent of those who had an opinion saying it does.

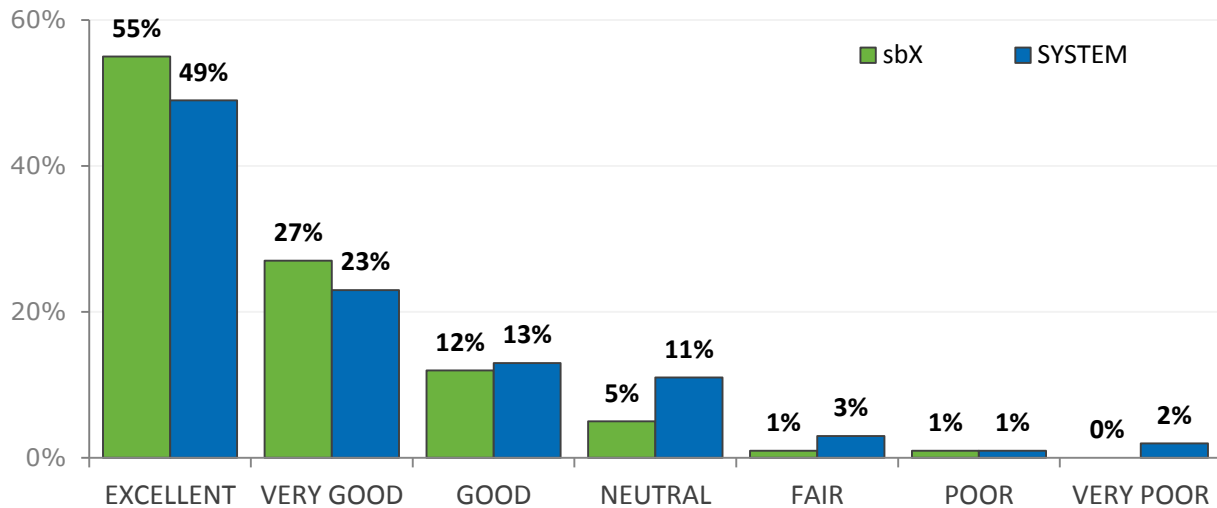
Individuals riding sbX when they completed the survey are most likely to say the sbX improved transit at 94 percent. East Valley riders were more likely than West Valley riders to agree (90% vs 85%), which is a function of the geographic proximity of the rider to the service and the opportunity to use it.

**Figure 48: sbX Improves Transit Service**  
n = 2,959, 33% DK (n = 894), effective n = 2,065



## sbX Performance

**Figure 49: Overall sbX Performance**  
n = 616, n = 2,549



Riders who are aware of sbX were asked to rate the overall performance of sbX and a bench of factors as they relate to the sbX transit experience. Only individuals who say they are aware of sbX rated the attributes that are discussed in the following sections, and only riders who rated the factor are included.

sbX scores a mean rating from riders of 5.96 where 7 denotes excellent. Mean ratings of sbX performance does not differ significantly by rider gender, age, income, or ethnicity, indicating that individuals who know about sbX give it equally high marks. Following geographic proximity to the line, of East Valley riders, 85 percent give a positive rating compared to 74 percent of West Valley residents.

Figure 50: Overall sbX Performance – System Wide  
n = 2,549

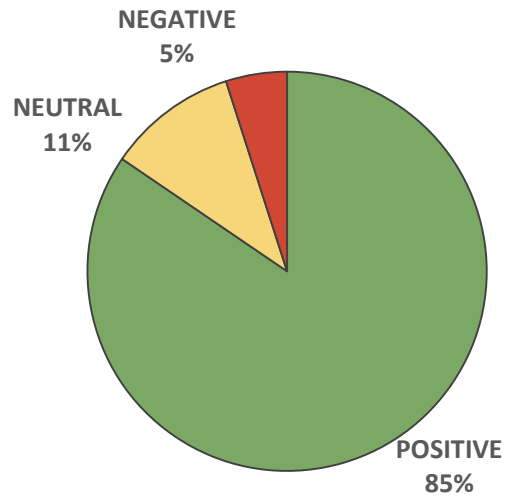
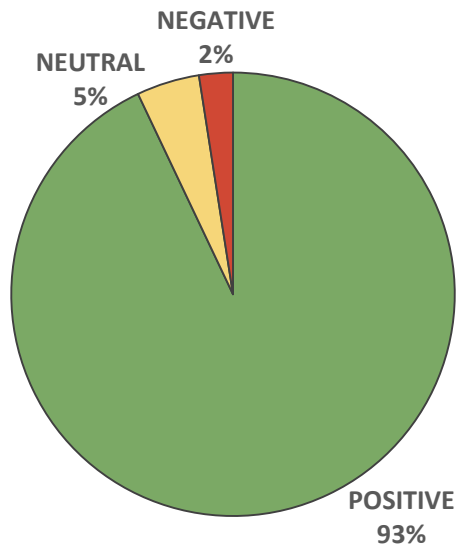


Figure 51: Overall sbX Performance – sbX Surveyed Route  
n = 661

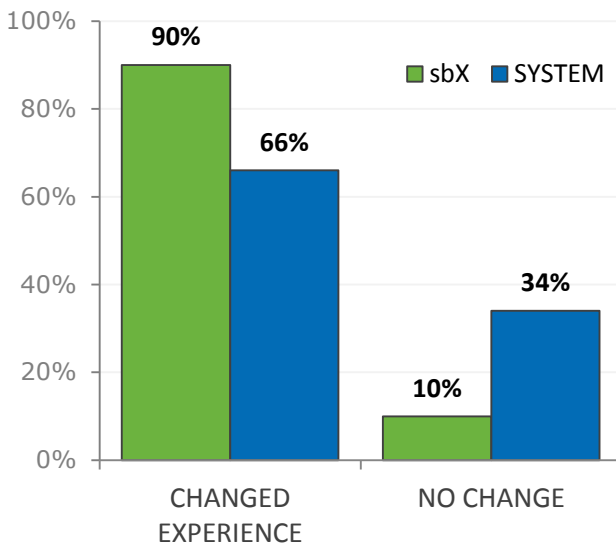


Almost all (93%) of sbX riders give a positive rating to sbX performance, with more than half (55%) saying it is excellent.

## sbX Shaping Transit Experience

Individuals who were riding sbX at the time they completed a survey were more likely to rate all factors regarding the sbX transit experience as higher than riders who are aware of sbX but completed a survey on another route. There are two factors that might result in the higher ratings among those who were riding when they completed the survey. People are more likely to be influenced by the most recent event (recency factor) which, in this instance, is riding sbX. In addition, individuals who were riding sbX when they were surveyed ride sbX more often than those who are aware of sbX but were not riding when they completed a survey.

**Figure 52: sbX Changed Transit Experience**  
n = 599, n = 2,578



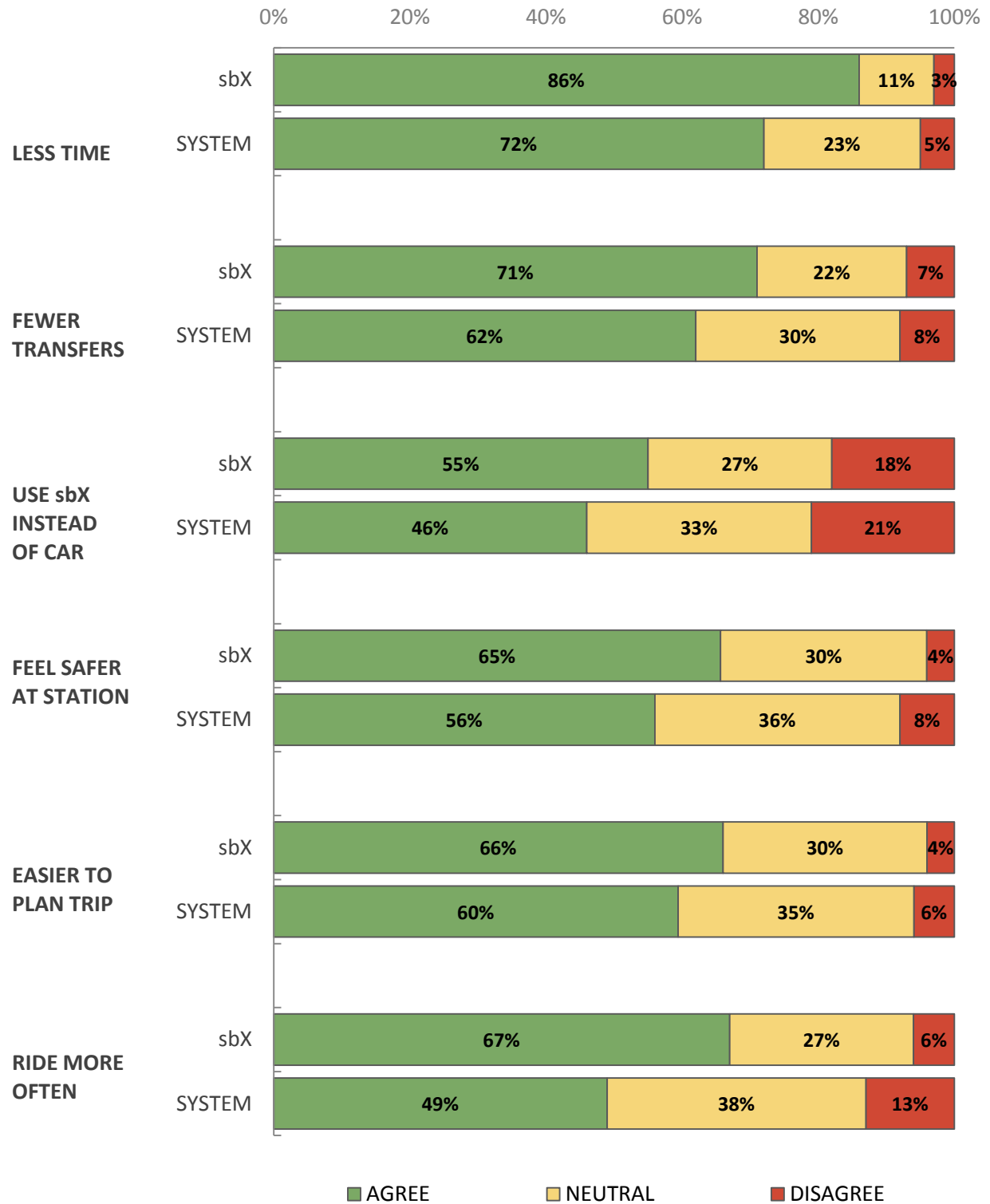
sbX riders (90%) are most likely to say that the initiation of sbX service has changed their transit experience. East Valley (65%) and West Valley (52%) also say that sbX has changed their experience.

Individuals who completed the survey while riding sbX are in higher agreement with all statements than the group of riders who are aware of sbX and completed the survey while riding another route. As with other factors, proximity to the sbX line yielded higher agreement with the statement from East Valley riders than West Valley riders.

Of all factors rated, there is most agreement among riders that sbX has resulted in less travel time (86% vs 72%) and fewer transfers than they made before sbX came on line (71% vs 62%).

Those riding on the day of the survey are also much more likely to agree (65% vs 56%) that they feel safer at sbX stations than those who are aware of sbX but completed the survey on another route. Of riders under 20, the agreement level drops to 43%, with half of this age group saying they are neutral.

Figure 53: How sbX Changed Transit Experience  
n =1,693 to 1,781



## Rider Demographics

### Employment Status

Over one-third (35%) of riders say they are employed full-time or self-employed. An additional 26 percent are employed part-time. This data cannot be compared with the 2011 study because students were also included in this category in the previous study.

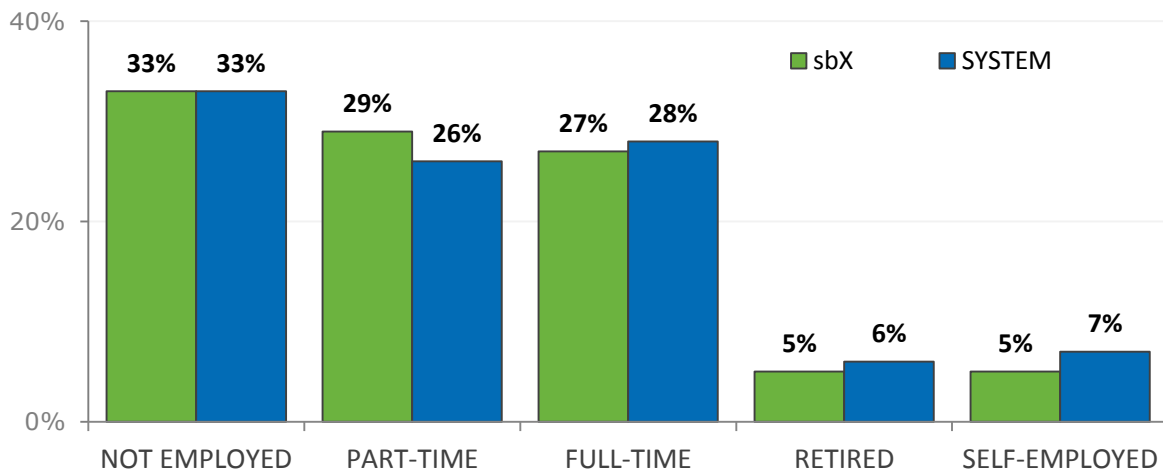
One-third (33%) say they are not employed or seeking employment. The percentage of riders who say they are not working is higher than the reported unemployment in San Bernardino County (5.3%)<sup>11</sup> when the onboard survey was conducted.

Residents of the West Valley are more likely to be employed full-time (34%) than East Valley residents (23%). The highest rate of full-time employment is among Express riders (41%).

There is no difference in employment status when sbX riders are compared to the system as a whole. In comparison, Route 2 riders are more likely to say they are not employed at 40 percent.

Figure 54: Employment Status

n = 595, n = 4,527



<sup>11</sup> California Employee Development: Department: <http://www.labormarketinfo.edd.ca.gov/>

Figure 55: Student Status  
n = 4,338

### Student Status

Forty percent of riders indicate that they are either full-time (28%) or part-time students (12%). Among riders who say they are students, almost three-quarters (71%) attend a college or university.

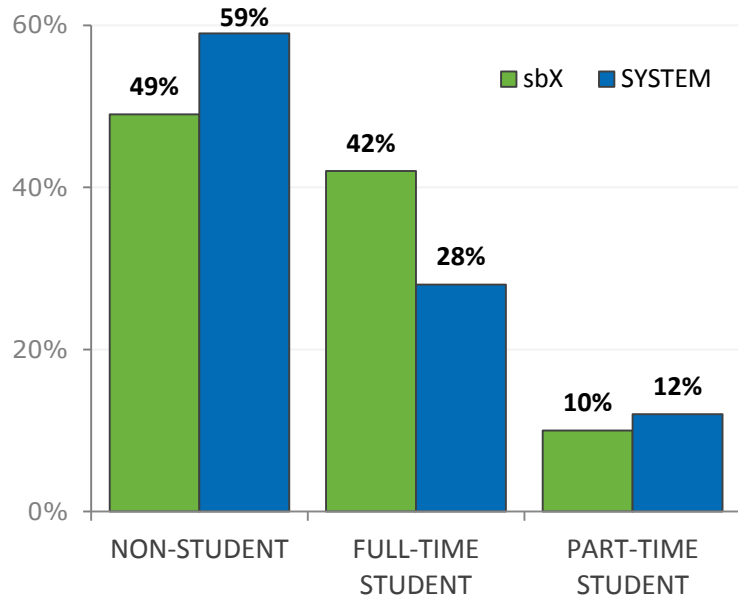
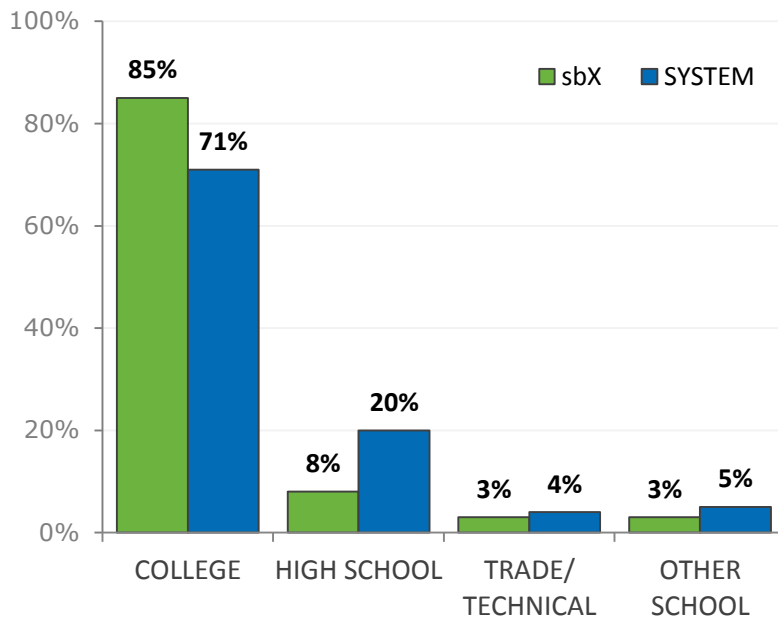


Figure 56: Type of School  
n = 1,758



### School Type

When sbX is compared to the overall system, sbX riders are more likely to report being a part-time or full-time student (52%) than riders of the overall system (40%). This high proportion of student riders on sbX is consistent with California State University - San Bernardino, Loma Linda University, and San Bernardino High School being major sbX destinations. Of Route 2 riders, 43 percent say they are a student.

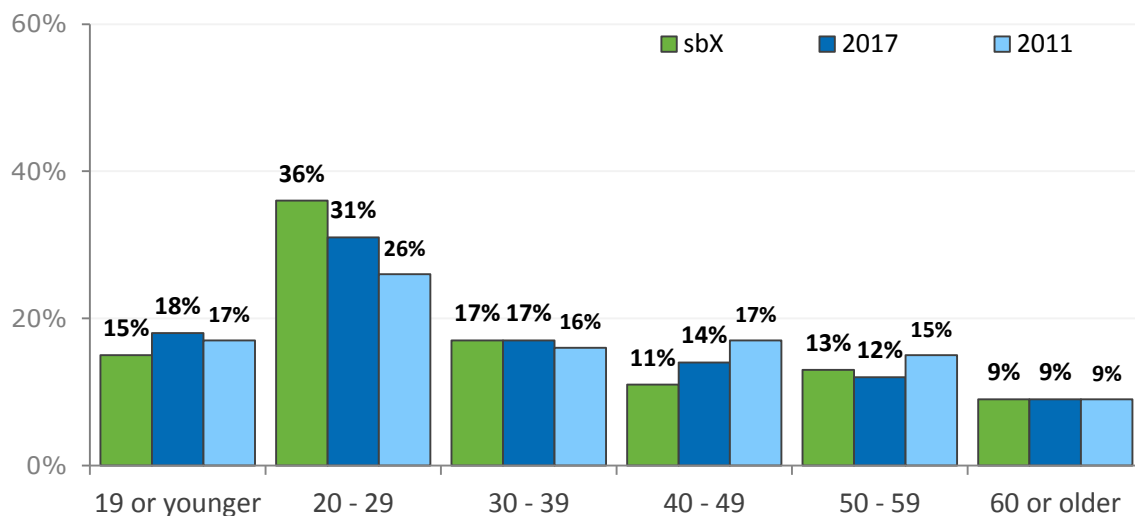
Student status is a new category for 2017, therefore data cannot be compared with 2011.

## Age

Figure 57: US Census - San Bernardino Age Demographics<sup>12</sup>

Age	2017	2011
15-19	10%	9%
20's	20%	20%
30's	18%	18%
40's	17%	18%
50's	16%	16%
60 or older	19%	18%

Figure 58: Age  
n = 4,749



Omnitrans riders, as a group, skew younger than the Census age data for San Bernardino County. This likely is driven by the route structure, including sbX, which serves major school generators. Persons 50 and older are also more likely to be eligible for Access service which also may affect the average.

The proportion of riders in their 20's is higher than in 2011 (31% vs 26%) in-part because in 2017 the survey was conducted while school was in session, and in 2011 the survey was conducted in June when some of the schools were on break.

<sup>12</sup> US Census, American FactFinder: [www.factfinder.census.gov](http://www.factfinder.census.gov)

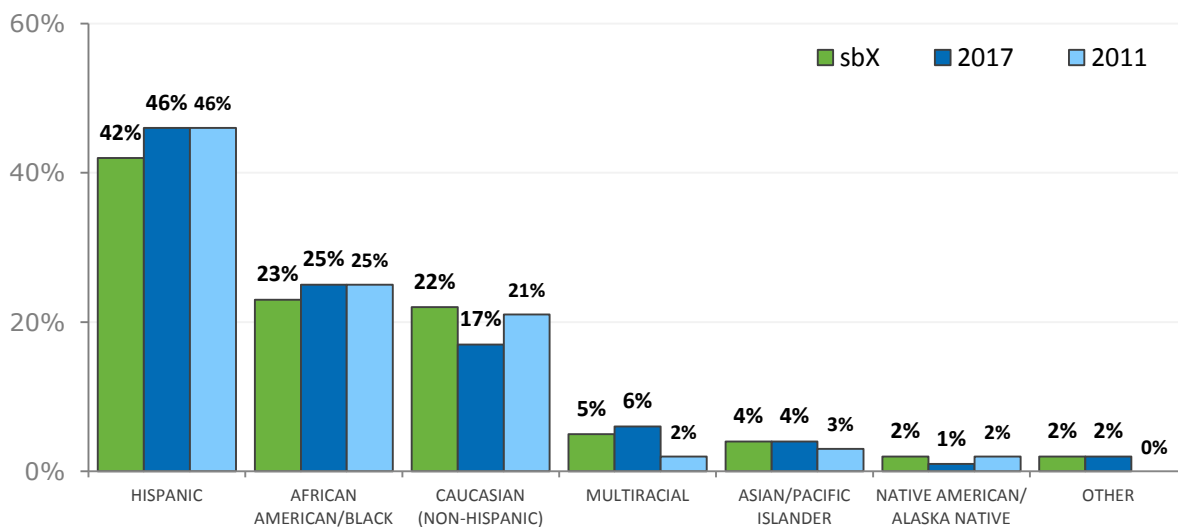


## Ethnicity

Figure 59: US Census - San Bernardino County Ethnicity Demographics <sup>13</sup>

Ethnicity	2017 Population	2017 Percentage	2011 Population	2011 Percentage
Hispanic	1,070,262	51%	1,001,145	49%
Caucasian	652,920	31%	677,598	33%
African American/Black	169,547	8%	170,700	8%
Asian/Pacific Islander	143,441	7%	129,823	6%
Native American	7,616	<1%	8,523	<1%
Other	50,983	2%	47,421	2%
County Total	2,094,769	100%	2,035,210	100%

Figure 60: Race/Ethnicity  
n = 4,566



Riders included fewer persons who self-identified as Caucasian, Hispanic, or Asian/Pacific Islander, and more African Americans than the US Census demographics of San Bernardino County.

<sup>13</sup> US Census, American FactFinder: [www.factfinder.census.gov](http://www.factfinder.census.gov)

## Spoken Language

Twenty-one percent of riders say they speak Spanish at home. Spanish is more likely to be spoken at home by West than East Valley riders (26% vs 18%). No other language made up more than one-half percent.

## English Proficiency

Of riders who speak a language other than English, 84 percent of riders indicate that they are able to speak English “very well” (65%) or “well” (19%), while 17 percent indicate that speak English “not well” (12%) or “not at all” (5%). Five routes (29, 61, 81, 84, 86) have more than a quarter of the riders who say they do not speak English well or at all.

Eighty-seven percent of East Valley residents indicate they are able to speak English “very well” (68%) or “well” (19%). This is nine points above the 78 percent of West Valley residents who indicate they are able to speak English “very well” (58%) or “well” (20%).

sbX is more likely to have riders who indicate they can speak English “very well” at 81 percent than the system overall at 65 percent. This is consistent with the prevalence of students who use the route and are more likely to have English proficiency. English proficiency is also high among Route 2 riders, with 92 percent saying they speak English either “well” or “very well.”

**Figure 61: Language Spoken at Home**  
Multiple response; Includes people who self-indicate that they are multilingual  
n = 4,633

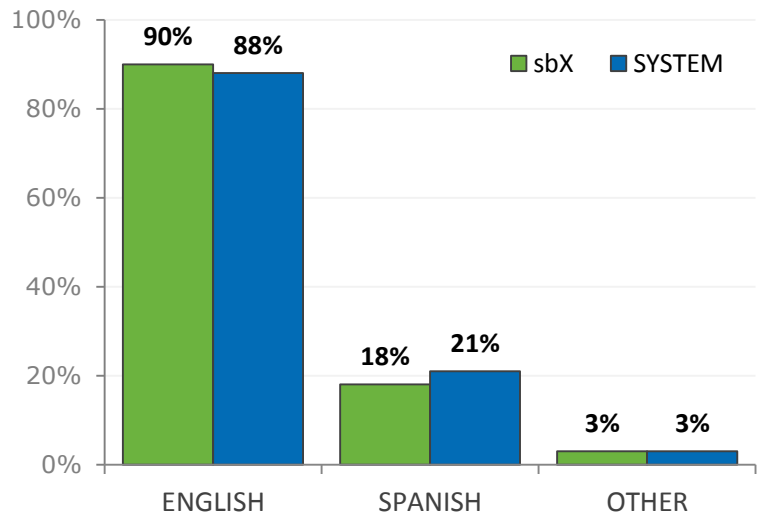


Figure 62: English Proficiency of Those Who Speak a Language Other Than English  
n = 1,246

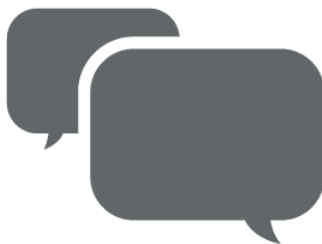
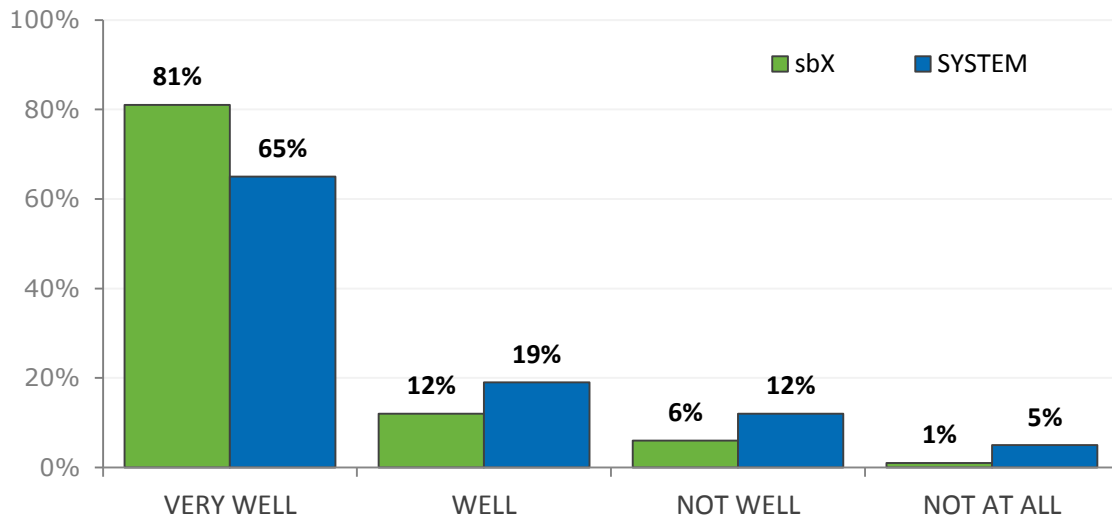


Figure 63: English Proficiency by Route

n = 4,633

Route	English Speaker	Non-English Speaker	Speaker of other language, but Speaks English "Very Well"*	Speaker of other language that speaks English less than "Very Well"	
				Spanish	Other Non-Spanish
1	90%	10%	13%	5.8%	0.0%
2	94%	6%	12%	2.7%	0.9%
3	89%	11%	13%	4.8%	0.0%
4	91%	9%	9%	3.9%	0.6%
5	93%	7%	8%	2.3%	0.0%
7	89%	11%	12%	2.5%	0.0%
8	92%	8%	10%	6.3%	1.1%
10	89%	11%	14%	8.9%	0.0%
11	84%	16%	13%	8.6%	0.0%
14	86%	14%	11%	8.8%	0.3%
15	89%	11%	13%	5.2%	0.5%
19	87%	13%	13%	5.7%	1.7%
20	71%	29%	18%	29.5%	0.0%
22	89%	11%	17%	3.2%	0.0%
29	57%	43%	28%	14.2%	0.0%
61	81%	19%	16%	13.6%	1.2%
66	86%	14%	17%	7.4%	0.6%
67	85%	15%	15%	5.3%	0.8%
80	86%	14%	11%	11.3%	0.9%
81	94%	6%	10%	3.9%	1.0%
82	84%	16%	15%	9.8%	0.0%
83	84%	16%	16%	9.0%	0.0%
84	86%	14%	21%	15.7%	0.0%
85	85%	15%	16%	9.0%	1.5%
86	85%	15%	9%	12.6%	3.3%
88	75%	25%	25%	9.0%	1.3%
215	94%	6%	13%	2.0%	0.0%
290	89%	11%	23%	0.0%	0.0%
308	100%	0%	19%	0.0%	0.0%
309	100%	0%	0%	7.1%	0.0%
310	88%	13%	13%	0.0%	0.0%
325	100%	0%	16%	0.0%	0.0%
365	78%	22%	30%	2.7%	0.0%
sbX	90%	10%	16%	3.1%	0.7%
<b>System</b>	<b>87%</b>	<b>13%</b>	<b>14%</b>	<b>7.0%</b>	<b>0.6%</b>

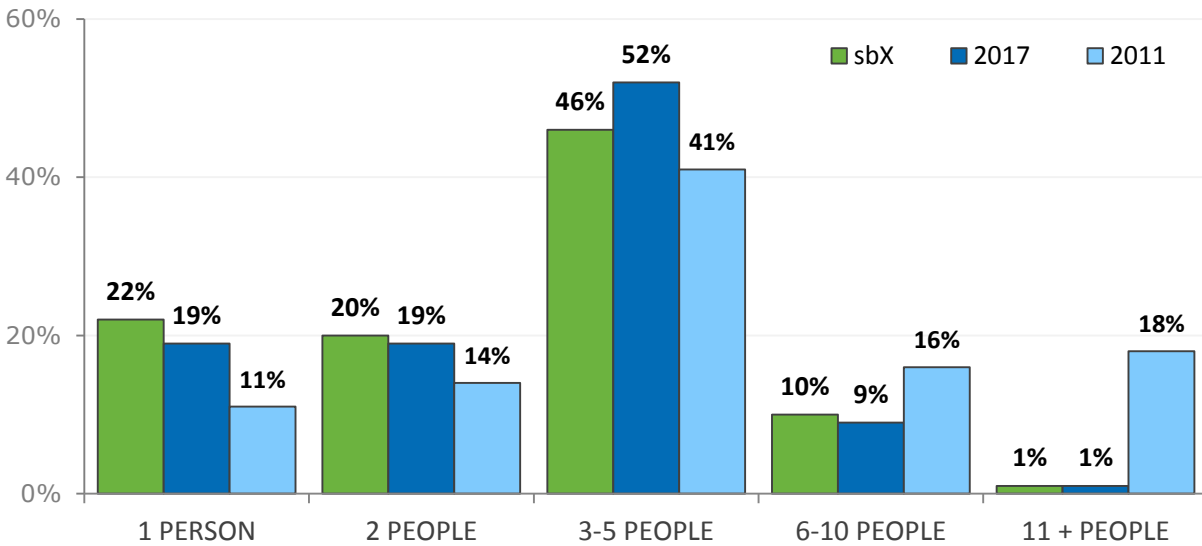
Note: row percentages may exceed 100% due to multiple responses

\*Includes people who self-indicate that they are multilingual

## Household Size

Figure 64: Household Size

n = 4,699



The mean household size that riders report is 3.22 which is comparable to the US Census data for San Bernardino County of 3.3.<sup>14</sup>

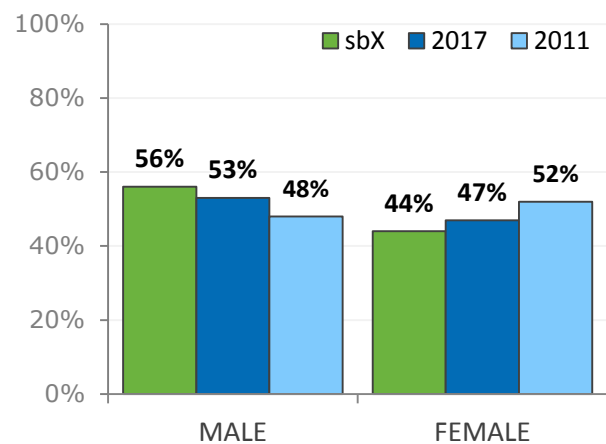
## Gender

Riders are slightly more likely to identify themselves as male than female (53% vs 47%) which is a shift from 2011 (48% male vs 52% female). Individuals who are in their 20's and 30's, which represent almost half of the sample (48%), are more to say they are male (54%).

According to US Census Data, 49.7 percent of the population of San Bernardino County is male.<sup>15</sup>

Figure 65: Gender

n = 4,285



<sup>14</sup> US Census, Quick Facts: <https://www.census.gov/quickfacts/table/PST045216/06071,00>

<sup>15</sup> US Census, American FactFinder: [www.factfinder.census.gov](http://www.factfinder.census.gov)

## Annual Household Income

The reported household income of riders has increased from the 2011 Omnitrans Onboard Survey, which is consistent with the uptick in the economy. The percentage of riders who say they have incomes of less than \$20,000 has dropped to 57 percent from 61 percent, which is offset by increases in other strata.

Households of riders with an annual income of \$20,000 to \$34,999 have increased by four points to 23 percent, while rider households that reported an annual income of \$50,000 are up two points to 11 percent.

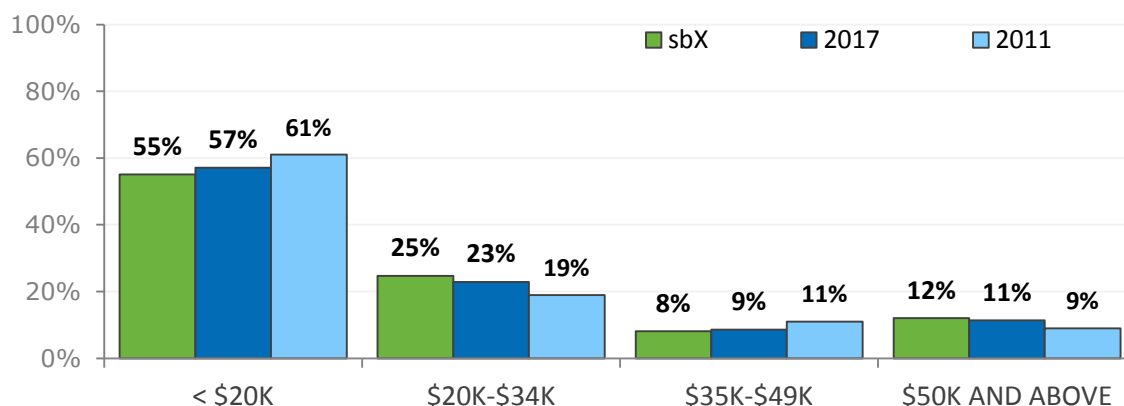
In comparison to US Census data, however, riders are significantly less affluent than San Bernardino County residents as a whole, where 18 percent of residents report annual household incomes of less than \$20,000 compared to 57 percent of riders.

Figure 66: US Census - San Bernardino County Household Income<sup>16</sup>

Income Category	2017 Onboard n=4,011	2011 Onboard n=4,705	2017 Census	2011 Census
Less than \$20,000	57%	61%	18%	16%
\$20,000 - \$34,999	23%	19%	15%	15%
\$35,000 - \$49,999	9%	11%	14%	14%
\$50,000 or more	11%	9%	53%	55%

Figure 67: Annual Household Income

n = 4,011




<sup>16</sup> US Census, American FactFinder: [www.factfinder.census.gov](http://www.factfinder.census.gov)

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## Appendix



# Exhibit A: 2017 Onboard Survey Instruments – English/Spanish



## 2017 Customer Survey

We want your input about how to improve transit services.  
Upon return of your completed survey, you will be entered in a drawing for \$500!

If you have ALREADY COMPLETED one of these surveys, please mark here >>>> ☐

☐ Correct  
☐ Incorrect

Be  
Entered in a  
Drawing for \$500!

**Please tell us about THIS ONE-WAY TRIP you are taking NOW**  
(such as going from work to home)

COMING FROM

GOING TO

**1. Where did you COME FROM BEFORE you got on THIS BUS?** (Fill in only one)

<input type="radio"/> 1 From Home	<input type="radio"/> 6 From Medical
<input type="radio"/> 2 From Work/Work Related	<input type="radio"/> 7 From Visiting Friends/Family
<input type="radio"/> 3 From Shopping	<input type="radio"/> 8 From Recreation
<input type="radio"/> 4 From School/College:	<input type="radio"/> 9 From Other: Where?

Name? \_\_\_\_\_

**6. Where will you GET OFF THE BUS YOU ARE ON RIGHT NOW?**

a. Corner of (Example: Redlands Blvd & Orange St, Redlands)

First Street Name	&	Second Street Name
City		

b. OR transfer center/station name:  
(Example: Redlands Mall Transit Center)

Transfer Center / Station Name
--------------------------------

**2. What is the STREET ADDRESS, INTERSECTION, or NAME OF WHERE YOU JUST CAME FROM?** (no P.O. boxes)

a. Address (Example: 5500 University Pkwy, San Bernardino)

Number	Street Name
City	

b. Corner of (Ex: Northpark Blvd & University, San Bernardino)

First Street Name	&	Second Street Name
City		

c. Place Name (Example: Cal State University San Bernardino)

Place Name
City

**7. Where are you GOING TO NOW?** (Fill in only one)

<input type="radio"/> 1 To Home	<input type="radio"/> 6 To Medical
<input type="radio"/> 2 To Work/Work Related	<input type="radio"/> 7 To Visiting Friends/Family
<input type="radio"/> 3 To Shopping	<input type="radio"/> 8 To Recreation
<input type="radio"/> 4 To School/College:	<input type="radio"/> 9 To Other: Where?

Name? \_\_\_\_\_

**3. Where did you GET ON THE BUS YOU ARE ON RIGHT NOW?** (for this one-way trip)

a. Corner of (Example: Rialto Ave & E St, San Bernardino)

First Street Name	&	Second Street Name
City		

b. OR transfer center/station name:  
(Example: San Bernardino Transit Center)

Transfer Center / Station Name
--------------------------------

**8. What is the STREET ADDRESS, INTERSECTION, or NAME OF WHERE YOU ARE GOING TO?** (no P.O. boxes)

a. Address (Example: 350 Terracina Blvd, Redlands)

Number	Street Name
City	

b. Corner of (Ex: Terracina Blvd & Fern Ave, Redlands)

First Street Name	&	Second Street Name
City		

c. Place Name (Ex: Redlands Community Hospital, Redlands)

Place Name
City

**4. How did you GET TO THIS BUS?** (Fill in only one)

<input type="radio"/> 1 Walked _____ minutes	<input type="radio"/> 6 Drove with someone else (carpooled)
<input type="radio"/> 2 Drove alone	<input type="radio"/> 7 Dropped off
<input type="radio"/> 3 Transferred from another bus	<input type="radio"/> 8 Bicycled
<input type="radio"/> 4 Transferred from a train	<input type="radio"/> 9 Other - Please Specify: _____

**9. How will you get FROM THIS BUS to the place that you are GOING TO?** (Fill in only one)

<input type="radio"/> 1 Walk _____ minutes	<input type="radio"/> 6 Drive with someone else (carpool)
<input type="radio"/> 2 Drive alone	<input type="radio"/> 7 Picked up
<input type="radio"/> 3 Transfer to another bus	<input type="radio"/> 8 Bicycle
<input type="radio"/> 4 Transfer to a train	<input type="radio"/> 9 Other - Please Specify: _____

**5. If you transferred, which system and route did you transfer from?** (Please indicate route number)

<input type="radio"/> 1 Another Omnitrans Route #: _____	<input type="radio"/> 6 PASS Transit: Route #: _____
<input type="radio"/> 2 Foothill Transit: Route #: _____	<input type="radio"/> 7 Metrolink Station: _____
<input type="radio"/> 3 RTA: Route #: _____	<input type="radio"/> 8 Mountain Transit: Route #: _____
<input type="radio"/> 4 VVTA/B-V Link	<input type="radio"/> 9 Other Agency: Route #: _____

**10. How MANY BUSES will you ride to get from your STARTING PLACE to where you are GOING on this one-way trip?** (Fill in only one)

<input type="radio"/> 1 One bus	<input type="radio"/> 3 Three or more buses: How many? _____
<input type="radio"/> 2 Two buses	

Please Turn Over

☐

☐

☐

☐

# OmniTrans Fixed Route Onboard Study 2017

11. What FARE did you pay when you boarded THIS BUS?  
(Fill in only one)

	1-Way Cash Fare	1-Day Pass	7-Day Pass	31-Day Pass	Other
General/Full Fare	1	2	3	4	
Senior/Disabled Fare	5	6	7	8	
Veteran Fare	9	10	11	12	
Youth Fare		13	14	15	
Go Smart: Student ID/Employee ID				16	
This trip was free					17

12. On which days did you take an OmniTrans bus last week?  
(Fill in all that apply)

☐ Monday   ☐ Wednesday   ☐ Friday   ☐ Sunday  
☐ Tuesday   ☐ Thursday   ☐ Saturday   ☐ None

13. Using a scale of 1 to 7, where 1 is very poor and 7 is excellent, how would you rate:  
(Fill in only one for each item)

13-a. OmniTrans' overall performance:

Very Poor   1   2   3   4   5   6   7   Excellent

13-b. Safety while waiting for THIS BUS:

Very Poor   1   2   3   4   5   6   7   Excellent

14. How long have you used OmniTrans? (Fill in only one)

☐ First time   ☐ 6-11 months   ☐ 3-4 years  
☐ Less than 6 months   ☐ 1-2 years   ☐ 5 or more years

15. Have you heard of sbX?   ☐ No (skip to question 20)  
☐ Yes (answer questions 16-19)

16. How often do you ride sbX?

☐ Never ride   ☐ 3 days a week   ☐ I've tried sbX but do not ride it regularly  
☐ 1 day a week   ☐ 4 days a week  
☐ 2 days a week   ☐ 5 days a week

17. Do you think the sbX improves transit service?

☐ Yes   ☐ No   ☐ Don't know

18. Using a scale of 1 to 7, where 1 is very poor and 7 is excellent, please rate the OVERALL PERFORMANCE OF SBX:  
(Fill in only one)

Very Poor   1   2   3   4   5   6   7   Excellent

19. Has the opening of the sbX changed your transit experience?

☐ No – the opening of the sbX has not changed my transit experience (skip to question 20)  
☐ Yes – Please indicate your agreement or disagreement with each of the following statements: (Fill in only one for each item)

	Disagree	Neutral	Agree
19-a. It takes me less time to make trips	1	2	3
19-b. I have fewer transfers	1	2	3
19-c. I use sbX instead of a car to make trips	1	2	3
19-d. I feel safer waiting at an sbX station	1	2	3
19-e. It is easier to plan trips	1	2	3
19-f. I ride more often	1	2	3

20. Including yourself, how many people live in your household?

☐ 1 person   ☐ 3 people   ☐ 5 people or more:  
☐ 2 people   ☐ 4 people   How many? \_\_\_\_\_

21. Does your household have a working vehicle (car, truck, van, motorcycle)?

☐ Yes: How many? \_\_\_\_\_   ☐ No

22. Was a vehicle available for this trip?   ☐ Yes   ☐ No

23. Are you a licensed driver?   ☐ Yes   ☐ No

24. Do you have a permanent disability?   ☐ Yes   ☐ No

25. Which of the following best describes your employment status? (Fill in only one)

☐ Employed full-time   ☐ Employed part-time   ☐ Not employed or not seeking employment  
☐ Self-employed   ☐ Retired

26. Are you a student?

☐ No – Not a student  
☐ Yes – Full-time student >  
☐ Yes – Part-time student >

26-a. What type of school you are attending?

☐ High School  
☐ College/University  
☐ Trade/Technical School  
☐ Other School

27. Which category best describes your age?

☐ 19 or younger   ☐ 30 – 39   ☐ 50 – 59  
☐ 20 – 29   ☐ 40 – 49   ☐ 60 or older

28. What language do you personally speak at home?

☐ English   ☐ Spanish   ☐ Other: What language? \_\_\_\_\_

28-a. How well do you speak English?

☐ Very well   ☐ Well   ☐ Not well   ☐ Not at all

29. Are you.....?   ☐ Male   ☐ Female

30. Which of the following do you most identify with?  
(Fill in only one)

☐ African American   ☐ Caucasian (non-Hispanic)  
☐ Hispanic   ☐ Multiracial  
☐ Asian/Pacific Islander   ☐ Other:  
☐ Native American/Alaskan Native

31. Which category best describes your total annual household income? (Fill in only one)

☐ Less than \$20,000   ☐ \$50,000 - \$64,999   ☐ \$100,000 or more  
☐ \$20,000 - \$34,999   ☐ \$65,000 - \$74,999  
☐ \$35,000 - \$49,999   ☐ \$75,000 - \$99,999

To be included in a DRAWING FOR \$500, please enter your name, address, and phone number so we can contact you. All information will be kept confidential.

Name: \_\_\_\_\_ Phone: (   )   -

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

**Thank you!**





# Encuesta de Pasajeros 2017

Necesitamos sus opiniones para mejorar los servicios de tránsito. Cuando termine su encuesta, su nombre será incluido para una oportunidad de ganar \$500!

Si YA HA LLENADO una de estas encuestas en otro autobús, por favor marque aquí >>>> ☐

● Correcto ☒ Incorrecto  
● Incorrecto ☒ Incorrecto

Sea parte de una oportunidad de ganar \$500!

Por favor díganos del VIAJE DE IDA que está tomando AHORA MISMO (como del trabajo a casa)

## VENGO DE

1. ¿De DÓNDE VENÍA antes de subirse a ESTE AUTOBÚS? (llene solamente uno)

- ① De Casa                      ⑤ Del Médico  
② Del Trabajo/relacionado al trabajo                      ⑥ De Visitar Familia/Amigos  
③ De ir de Compras                      ⑦ De una Actividad recreativa  
④ De la Escuela/Colegio:                      ⑧ De Otro lugar: ¿Dónde?

Nombre: \_\_\_\_\_

2. ¿Cuál es la DIRECCIÓN, INTERSECCIÓN, o NOMBRE DE DONDE VIENE? (No Apdo. postal)

a. Dirección (Ejemplo: 5500 University Pkwy, San Bernardino)

Número \_\_\_\_\_ Nombre de la Calle \_\_\_\_\_  
Cuidad \_\_\_\_\_

b. Esquina de (Ej.: Northpark Blvd & University, San Bernardino)

Nombre de primera calle \_\_\_\_\_ y Nombre de segunda calle \_\_\_\_\_  
Cuidad \_\_\_\_\_

c. Nombre del lugar (Ejemplo: Cal State University San Bernardino)

Nombre del Lugar \_\_\_\_\_  
Cuidad \_\_\_\_\_

3. ¿En dónde SE SUBIÓ A ESTE AUTOBÚS? (Para éste viaje de ida)

a. Esquina de (Ejemplo: Rialto Ave & E St, San Bernardino)

Nombre de primera calle \_\_\_\_\_ y Nombre de segunda calle \_\_\_\_\_  
Cuidad \_\_\_\_\_

b. O estación de transferencia: (Ejemplo: San Bernardino Transit Center)

Nombre de la estación de transferencia \_\_\_\_\_

4. ¿Cómo LLEGÓ A ESTE AUTOBÚS? (llene solamente uno)

- ① Caminó \_\_\_\_\_ minutos                      ⑤ Condujo con alguien más (carpooled)  
② Condujo sólo/a                      ⑥ Lo/a dejaron en coche  
③ Se transfirió de otro autobús                      ⑦ Bicicleta  
④ Se transfirió de un tren                      ⑧ Otro - Por favor especifique: \_\_\_\_\_

5. Si se transfirió, ¿de cuál sistema y ruta hizo la transferencia? (Por favor indique el número de ruta)

- ① Ruta de otro Autobús de Omnitrans: \_\_\_\_\_                      ⑥ Ruta de PASS Transit: \_\_\_\_\_  
② Ruta de Foothill Transit: \_\_\_\_\_                      ⑦ Estación de Metrolink: \_\_\_\_\_  
③ Ruta de RTA: \_\_\_\_\_                      ⑧ Ruta de Mountain Transit: \_\_\_\_\_  
④ Ruta de VVTA/B-V Link                      ⑨ Otra Agencia: \_\_\_\_\_  
# de Ruta: \_\_\_\_\_

## VOY A

6. ¿En dónde SE BAJARÁ DE ESTE AUTOBÚS?

a. Esquina de (Ejemplo: Redlands Blvd & Orange St, Redlands)

Nombre de primera calle \_\_\_\_\_ y Nombre de segunda calle \_\_\_\_\_  
Cuidad \_\_\_\_\_

b. O estación de transferencia (Ejemplo: Redlands Mall Transit Center)

Nombre de la estación de transferencia \_\_\_\_\_

7. ¿A DÓNDE VA AHORA? (llene solamente uno)

- ① A su Casa                      ⑤ Al Médico  
② Al Trabajo/Relacionado al trabajo                      ⑥ A Visitar Familia/Amigos  
③ De Compras                      ⑦ A una Actividad recreativa  
④ A la Escuela/Colegio:                      ⑧ A Otro lugar: ¿Dónde?

Nombre: \_\_\_\_\_

8. ¿Cuál es la DIRECCIÓN, INTERSECCIÓN, o NOMBRE A DONDE VA? (No Apdo. postal)

a. Dirección (Ejemplo: 350 Terracina Blvd, Redlands)

Número \_\_\_\_\_ Nombre de la calle \_\_\_\_\_  
Cuidad \_\_\_\_\_

b. Esquina de (Ej.: Terracina Blvd & Fern Ave, Redlands)

Nombre de primera calle \_\_\_\_\_ y Nombre de segunda calle \_\_\_\_\_  
Cuidad \_\_\_\_\_

c. Nombre del lugar (Ej.: Redlands Community Hospital, Redlands)

Nombre del Lugar \_\_\_\_\_  
Cuidad \_\_\_\_\_

9. ¿Cómo llegará de ESTE AUTOBÚS al lugar a DONDE VA AHORA? (llene solamente uno)

- ① Caminará \_\_\_\_\_ minutos                      ⑤ Conducirá con alguien más (carpool)  
② Conducirá sólo/a                      ⑥ Lo/a dejarán en coche  
③ Se va a transferir a otro autobús                      ⑦ Bicicleta  
④ Se va a transferir a un tren                      ⑧ Otro - Por favor especifique: \_\_\_\_\_

10. ¿CUÁNTOS AUTOBUSES tomará desde el LUGAR DE DONDE EMPEZÓ hasta el lugar a DONDE VA AHORA? (llene solamente uno)

- ① Un autobús                      ③ Tres o más autobuses: ¿Cuántos? \_\_\_\_\_  
② Dos autobuses

Siga a la siguiente página



11. ¿Qué TARIFA pagó para abordar ESTE AUTOBÚS?  
(llene solamente uno)

	Un viaje en efectivo	Un Pase de día	Pase de 7 días	Pase de 30 días	Otro
Tarifa Completa	1	2	3	4	
Personas Mayores/ Discapacitados	5	6	7	8	
Tarifa de Veteranos	9	10	11	12	
Tarifa para adolescentes		13	14		
Go Smart: ID de Estudiantes/Empleado				15	
La tarifa fue gratis					16

12. ¿Qué días usó el servicio del autobús de OmniTrans en los últimos siete días? (llene todos los días que apliquen)

- 1 Lunes 3 Miércoles 5 Viernes 7 Domingo  
2 Martes 4 Jueves 6 Sábado 8 Ninguno

13. Usando una escala de 1 a 7, con el 1 siendo muy malo y el 7 siendo excelente, ¿cómo calificaría...?:  
(llene solamente uno para cada categoría)

13-a. El rendimiento del servicio de OmniTrans:

- Muy Malo 1 2 3 4 5 6 7 Excelente

13-b. La seguridad mientras espera ESTE AUTOBÚS:

- Muy Malo 1 2 3 4 5 6 7 Excelente

14. ¿Hace cuánto tiempo que usa OmniTrans?  
(llene solamente uno)

- 1 Primera vez 3 6-11 meses 5 3-4 años  
2 Menos de 6 meses 4 1-2 años 6 5 años o más

15. ¿A oído de la ruta sbX?  
1 No (siga a la pregunta 20)  
2 Sí (responda a las preguntas 16-19)

16. ¿Qué tan seguido usa la ruta sbX?

- 1 Nunca lo he usado 3 3 días a la semana 5 He usado sbX, pero no lo uso seguido  
2 1 día a la semana 4 4 días a la semana  
3 2 días a la semana 6 5 días a la semana

17. ¿Piensa usted que la ruta sbX mejora el servicio de tránsito?

- 1 Sí 2 No 3 No sé

18. Usando una escala de 1 a 7, con el 1 siendo muy malo y el 7 siendo excelente, ¿cómo calificaría el servicio de sbX en general? (llene solamente uno)

- Muy Malo 1 2 3 4 5 6 7 Excelente

19. ¿La apertura de la ruta sbX ha cambiado su experiencia de tránsito?

- 1 No – La manera en que tomo este viaje no ha cambiado desde que se abrió la ruta sbX (siga a la pregunta 20)  
2 Sí – Por favor indique si está de acuerdo o en desacuerdo con las siguientes frases: (llene solamente uno para cada categoría)

20-a. Me tardo menos tiempo para completar mis viajes 1 2 3  
20-b. Ahora tengo menos transferencias 1 2 3  
20-c. Uso sbX en vez de mi coche para hacer mi viaje 1 2 3  
20-d. Me siento más segura/o en la estación de sbX 1 2 3  
20-e. Es más fácil planear mi viaje 1 2 3  
20-f. Viajo más seguido 1 2 3

20. ¿Cuántas personas viven en su casa (usted incluido/a)?

- 1 1 persona 3 3 personas 5 5 personas o más: ¿Cuántas?  
2 2 personas 4 4 personas

21. En su casa, ¿hay vehículos que funcionen (coches, camionetas, vanes, motocicletas)?

- 1 Sí: ¿Cuántos? 2 No

22. ¿Tenía usted un vehículo disponible para este viaje?

- 1 Sí 2 No

23. ¿Tiene usted licencia de conducir?

- 1 Sí 2 No

24. ¿Tiene usted una discapacidad permanente?

- 1 Sí 2 No

25. ¿Cuál de las siguientes opciones describe mejor su estado de empleo? (llene solamente uno)

- 1 Empleado de tiempo completo 3 Empleado de medio tiempo 5 No está trabajando o buscando trabajo  
2 Empleado por sí mismo 4 Jubilado/a

26. ¿Es estudiante?

- 1 No – No soy estudiante  
2 Sí- Estudiante de tiempo completo >  
3 Sí- Estudiante de medio tiempo >

26-a. ¿A qué tipo de escuela asiste?

- 1 High School/Secundaria  
2 Colegio/Universidad  
3 Instituto Profesional  
4 Otra Escuela

27. ¿Qué categoría describe su edad?

- 1 19 o menor 3 30 – 39 5 50 – 59  
2 20 – 29 4 40 – 49 6 Mayor de 60

28. ¿Qué idioma habla usted en su casa?

- 1 Inglés 2 Español 3 Otro Idioma: ¿Qué idioma?

28-a. ¿Qué tan bien habla el inglés?

- 1 Muy Bien 2 Bien 3 No tan bien 4 No lo hablo

29. ¿Usted es ... ? 1 Hombre 2 Mujer

30. ¿Con qué categoría se identifica?

(llene solamente una opción)

- 1 Afro Americano/a 3 Europeo (No Hispano)  
2 Hispano/a 4 Multirracial  
3 Asiático/De las islas pacíficas 5 Otra opción:  
4 Nativo Americano/ Nativo de Alaska

31. ¿Cuál de las siguientes categorías incluye sus ingresos totales del hogar? (llene solamente uno)

- 1 Menos de \$20,000 3 \$50,000 - \$64,999 5 \$100,000 o más  
2 \$20,000 - \$34,999 4 \$65,000 - \$74,999  
3 \$35,000 - \$49,999 6 \$75,000 - \$99,999

Si le gustaría ser incluido/a en el sorteo, por favor escriba su nombre, dirección, y NÚMERO de TELÉFONO para que podamos contactarlo/a.  
Toda la información es confidencial.

Nombre: Teléfono: ( ) -

Dirección:

Ciudad: Código Postal:

¡GRACIAS!



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## Exhibit B: Frequencies - Unweighted

### 1. WHERE DID YOU COME FROM BEFORE YOU GOT ON THIS BUS?

1. FROM HOME .....	47%
2. FROM WORK/WORK RELATED .....	16%
3. FROM SHOPPING .....	6%
4. FROM SCHOOL/COLLEGE .....	16%
5. FROM MEDICAL .....	5%
6. FROM VISITING FRIENDS/FAMILY .....	5%
7. FROM RECREATION .....	2%
8. FROM OTHER .....	3%
9. FROM PERSONAL BUSINESS .....	1%

### 3. OTHER: WHERE?

### 4. WHAT IS THE STREET ADDRESS, INTERSECTION, OR NAME OF WHERE YOU JUST CAME FROM?

### 5. WHERE DID YOU GET ON THE BUS YOU ARE ON RIGHT NOW?

### 6. HOW DID YOU GET TO THIS BUS?

1. WALKED .....	47%
2. DROVE ALONE .....	0%
3. BUS TRANSFER .....	45%
4. TRAIN TRANSFER .....	1%
5. CARPOOLED .....	1%
6. DROPPED OFF .....	3%
7. BICYCLED .....	2%
8. OTHER .....	0%

### 8. OTHER:

### 9. IF YOU TRANSFERRED, WHICH SYSTEM AND ROUTE DID YOU TRANSFER FROM?

1. ANOTHER OMNITRANS .....	82%
2. FOOTHILL TRANSIT .....	8%
3. RTA .....	3%
4. VVTA/B-V LINK .....	1%
5. PASS TRANSIT .....	2%
6. METROLINK STATION .....	3%
7. MOUNTAIN TRANSIT .....	0%
8. OTHER AGENCY .....	1%

### 16. OTHER AGENCY:

### 17. ROUTE:

18. WHERE WILL YOU GET OFF THE BUS YOU ARE ON RIGHT NOW?

19. WHERE ARE YOU GOING TO NOW?

1. TO HOME .....	41%
2. TO WORK/WORK RELATED .....	17%
3. TO SHOPPING .....	9%
4. TO SCHOOL/COLLEGE .....	13%
5. TO MEDICAL .....	5%
6. TO VISITING FRIENDS/FAMILY .....	7%
7. TO RECREATION .....	3%
8. TO OTHER .....	3%
9. TO PERSONAL BUSINESS .....	3%

21. OTHER: WHERE?

22. WHAT IS THE NAME OF THE STREET ADDRESS, INTERSECTION, OR NAME OF WHERE YOU ARE GOING TO?

23. HOW WILL YOU GET FROM THIS BUS TO THE PLACE THAT YOU ARE GOING TO?

1. WALK .....	72%
2. DRIVE ALONE .....	0%
3. BUS TRANSFER .....	20%
4. TRAIN TRANSFER .....	1%
5. CARPOOL .....	1%
6. PICKED UP .....	2%
7. BICYCLE .....	3%
8. OTHER .....	1%

25. OTHER - PLEASE SPECIFY:

26. HOW MANY BUSES WILL YOU RIDE TO GET FROM YOUR STARTING PLACE TO WHERE YOU ARE GOING ON THIS ONE-WAY TRIP?

1. ONE BUS .....	44%
2. TWO BUSES .....	36%
3. THREE OR MORE BUSES .....	20%

27. HOW MANY?

28. WHAT FARE DID YOU PAY WHEN YOU BOARDED THIS BUS?

1. GENERAL 1-WAY CASH .....	21%
2. GENERAL 1-DAY PASS .....	15%
3. GENERAL 7-DAY PASS .....	6%
4. GENERAL 31-DAY PASS .....	16%
5. SENIOR/DISABLED 1-WAY CASH .....	4%
6. SENIOR/DISABLED 1-DAY PASS .....	4%
7. SENIOR/DISABLED 7-DAY PASS .....	1%
8. SENIOR/DISABLED 31-DAY PASS .....	6%
9. VETERAN 1-WAY CASH .....	1%
10. VETERAN 1-DAY PASS .....	1%
11. VETERAN 7-DAY PASS .....	0%
12. VETERAN 31-DAY PASS .....	1%
13. YOUTH 7-DAY PASS .....	1%
14. YOUTH 31-DAY PASS .....	3%
15. GOSMART .....	20%
16. FREE .....	2%

29. ON WHICH DAYS DID YOU TAKE AN OMNITRANS BUS LAST WEEK?

1. MONDAY .....	58%
2. TUESDAY .....	55%
3. WEDNESDAY .....	62%
4. THURSDAY .....	56%
5. FRIDAY .....	55%
6. SATURDAY .....	27%
7. SUNDAY .....	21%
8. NONE .....	10%

30. OMNITRANS' OVERALL PERFORMANCE:

1. VERY POOR .....	1%
2. POOR .....	1%
3. FAIR .....	3%
4. NEUTRAL .....	9%
5. GOOD .....	22%
6. VERY GOOD .....	24%
7. EXCELLENT .....	40%

31. SAFETY WHILE WAITING FOR THIS BUS?

1. VERY POOR .....	2%
2. POOR .....	2%
3. FAIR .....	4%
4. NEUTRAL .....	9%
5. GOOD .....	16%
6. VERY GOOD .....	21%
7. EXCELLENT .....	45%



32. HOW LONG HAVE YOU USED OMNITRANS?

1. FIRST TIME .....	3%
2. LESS THAN 6 MONTHS .....	11%
3. 6-11 MONTHS .....	13%
4. 1-2 YEARS .....	19%
5. 3-4 YEARS .....	16%
6. 5 OR MORE YEARS .....	39%

33. HAVE YOU HEARD OF SBX?

1. NO .....	32%
2. YES .....	68%

34. HOW OFTEN DO YOU RIDE SBX?

1. NEVER RIDE .....	25%
2. 1 DAY A WEEK .....	9%
3. 2 DAYS A WEEK .....	8%
4. 3 DAYS A WEEK .....	8%
5. 4 DAYS A WEEK .....	7%
6. 5 DAYS A WEEK .....	19%
7. I'VE TRIED SBX BUT DO NOT RIDE IT REGULARLY .....	24%

35. DO YOU THINK THE SBX IMPROVES TRANSIT SERVICE?

1. YES .....	63%
2. NO .....	7%
3. DON'T KNOW .....	30%

36. PLEASE RATE THE OVERALL PERFORMANCE OF SBX:

1. VERY POOR .....	1%
2. POOR .....	1%
3. FAIR .....	3%
4. NEUTRAL .....	9%
5. GOOD .....	13%
6. VERY GOOD .....	23%
7. EXCELLENT .....	50%

37. HAS THE OPENING OF THE SBX CHANGED YOUR TRANSIT EXPERIENCE?

1. NO .....	31%
2. YES .....	69%

38. IT TAKES ME LESS TIME TO MAKE TRIPS

1. DISAGREE .....	5%
2. NEUTRAL .....	20%
3. AGREE .....	74%

39. I HAVE FEWER TRANSFERS

- |                   |     |
|-------------------|-----|
| 1. DISAGREE ..... | 8%  |
| 2. NEUTRAL .....  | 28% |
| 3. AGREE .....    | 64% |

40. I USE SBX INSTEAD OF A CAR TO MAKE TRIPS

- |                   |     |
|-------------------|-----|
| 1. DISAGREE ..... | 20% |
| 2. NEUTRAL .....  | 32% |
| 3. AGREE .....    | 48% |

41. I FEEL SAFER WAITING AT AN SBX STATION

- |                   |     |
|-------------------|-----|
| 1. DISAGREE ..... | 8%  |
| 2. NEUTRAL .....  | 35% |
| 3. AGREE .....    | 58% |

42. IT IS EASIER TO PLAN TRIPS

- |                   |     |
|-------------------|-----|
| 1. DISAGREE ..... | 6%  |
| 2. NEUTRAL .....  | 34% |
| 3. AGREE .....    | 60% |

43. I RIDE MORE OFTEN

- |                   |     |
|-------------------|-----|
| 1. DISAGREE ..... | 12% |
| 2. NEUTRAL .....  | 36% |
| 3. AGREE .....    | 52% |

44. INCLUDING YOURSELF, HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?

- |                           |     |
|---------------------------|-----|
| 1. 1 PERSON .....         | 16% |
| 2. 2 PEOPLE .....         | 16% |
| 3. 3 PEOPLE .....         | 19% |
| 4. 4 PEOPLE .....         | 20% |
| 5. 5 PEOPLE OR MORE ..... | 29% |

45. HOW MANY?

46. DOES YOUR HOUSEHOLD HAVE A WORKING VEHICLE (CAR, TRUCK, VAN, MOTORCYCLE)?

- |              |     |
|--------------|-----|
| 1. YES ..... | 62% |
| 2. NO .....  | 38% |

47. HOW MANY?

48. WAS A VEHICLE AVAILABLE FOR THIS TRIP?

- 1. YES ..... 17%
- 2. NO ..... 83%

49. ARE YOU A LICENSED DRIVER?

- 1. YES ..... 43%
- 2. NO ..... 57%

50. DO YOU HAVE A PERMANENT DISABILITY?

- 1. YES ..... 18%
- 2. NO ..... 82%

51. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EMPLOYMENT STATUS?

- 1. EMPLOYED FULL-TIME ..... 27%
- 2. SELF-EMPLOYED ..... 6%
- 3. EMPLOYED PART-TIME ..... 27%
- 4. RETIRED ..... 6%
- 5. NOT EMPLOYED OR NOT SEEKING EMPLOYMENT ..... 34%

52. ARE YOU A STUDENT?

- 1. NO - NOT A STUDENT ..... 58%
- 2. YES - FULL-TIME STUDENT ..... 30%
- 3. YES - PART-TIME STUDENT ..... 12%

53. WHAT TYPE OF SCHOOL ARE YOU ATTENDING?

- 1. HIGH SCHOOL ..... 18%
- 2. COLLEGE/UNIVERSITY ..... 73%
- 3. TRADE/TECHNICAL SCHOOL ..... 4%
- 4. OTHER SCHOOL ..... 5%

54. WHICH CATEGORY BEST DESCRIBES YOUR AGE?

- 1. 19 OR YOUNGER ..... 18%
- 2. 20-29 ..... 31%
- 3. 30-39 ..... 16%
- 4. 40-49 ..... 13%
- 5. 50-59 ..... 12%
- 6. 60 OR OLDER ..... 9%

55. WHAT LANGUAGE DO YOU PERSONALLY SPEAK AT HOME?

- 1. ENGLISH ..... 88%
- 2. SPANISH ..... 21%
- 3. OTHER ..... 3%

56. WHAT LANGUAGE:

57. HOW WELL DO YOU SPEAK ENGLISH?

- |                     |     |
|---------------------|-----|
| 1. VERY WELL .....  | 66% |
| 2. WELL .....       | 18% |
| 3. NOT WELL .....   | 11% |
| 4. NOT AT ALL ..... | 5%  |

58. ARE YOU...?

- |                 |     |
|-----------------|-----|
| 1. MALE .....   | 53% |
| 2. FEMALE ..... | 47% |

59. WHICH OF THE FOLLOWING DO YOU MOST IDENTIFY WITH?

- |                                |     |
|--------------------------------|-----|
| 1. AFRICAN AMERICAN .....      | 24% |
| 2. HISPANIC .....              | 45% |
| 3. ASIAN/PACIFIC ISLAND. ....  | 4%  |
| 4. NATIVE AMER./ALASKAN .....  | 2%  |
| 5. CAUCASIAN (NON-HISP.) ..... | 17% |
| 6. MULTIRACIAL .....           | 6%  |
| 7. OTHER .....                 | 2%  |

60. OTHER:

61. WHICH CATEGORY BEST DESCRIBES YOUR TOTAL ANNUAL HOUSEHOLD INCOME?

- |                              |     |
|------------------------------|-----|
| 1. LESS THAN \$20,000 .....  | 57% |
| 2. \$20,000 - \$34,999 ..... | 23% |
| 3. \$35,000 - \$49,999 ..... | 8%  |
| 4. \$50,000 - \$64,999 ..... | 5%  |
| 5. \$65,000 - \$74,999 ..... | 3%  |
| 6. \$75,000 - \$99,999 ..... | 2%  |
| 7. \$100,000 OR MORE .....   | 2%  |

63. O\_LAT

64. O\_LONG

65. B\_LAT

66. B\_LONG

67. A\_LAT

68. A\_LONG

69. D\_LAT

70. D\_LONG

71. SURVEYED ROUTE:

1.	1	.....	7%
2.	2	.....	4%
3.	3	.....	4%
4.	4	.....	5%
5.	5	.....	3%
6.	7	.....	2%
7.	8	.....	3%
8.	10	.....	2%
9.	11	.....	2%
10.	14	.....	8%
11.	15	.....	4%
12.	19	.....	6%
13.	20	.....	1%
14.	22	.....	2%
15.	29	.....	0%
16.	61	.....	9%
17.	66	.....	6%
18.	67	.....	2%
19.	80	.....	1%
20.	81	.....	2%
21.	82	.....	2%
22.	83	.....	1%
23.	84	.....	1%
24.	85	.....	5%
25.	86	.....	1%
26.	88	.....	1%
27.	SBX/202	.....	12%
28.	215	.....	3%
29.	290	.....	0%
30.	308	.....	0%
31.	309	.....	0%
32.	310	.....	0%
33.	325	.....	0%
34.	365	.....	0%

72. SURVEYED ROUTE DIRECTION:

1.	NORTH	.....	26%
2.	SOUTH	.....	22%
3.	EAST	.....	20%
4.	WEST	.....	22%
5.	CLOCKWISE	.....	6%
6.	COUNTERCLOCKWISE	.....	5%

73. DAYPART

1. 4:00AM-9:59AM .....	29%
2. 10:00AM-3:59PM .....	48%
3. 4:00PM-8:00PM .....	21%
4. AFTER 8:00PM .....	3%

75. ALREADY COMPLETED?

1. NO .....	100%
2. YES .....	0%

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## Exhibit C: Sampling Plan

Route	Daily Ridership					Sampling Plan				
	4:00 AM-9:59 AM	10:00 AM-3:59 PM	4:00 PM-8:00 PM	After 8:00 PM	Total Ridership	4:00 AM-9:59 AM	10:00 AM-3:59 PM	4:00 PM-8:00 PM	After 8:00 PM	Total Required by Route
1	937	1,738	761	133	3,570	94	174	76	13	357
2	186	343	157	71	757	46	86	39	18	189
3	467	1,043	497	118	2,125	47	104	50	12	213
4	509	1,112	505	85	2,212	51	111	50	9	221
5	425	695	385		1,505	42	69	32	7	150
7	155	272	166	15	608	15	27	17	2	61
8	453	655	299	58	1,465	45	65	30	6	147
10	254	392	223		869	25	39	22	0	87
11	169	293	175	34	671	17	29	17	3	67
14	790	1,397	669	127	2,983	79	140	67	13	298
15	557	913	446	39	1,955	56	91	45	4	195
19	690	1,169	559	76	2,494	69	117	56	8	249
20	69	82	53		205	7	8	5	0	20
22	265	473	195	28	961	27	47	19	3	96
29	43	105		0	148	4	8	2	0	15
61	1,275	1,958	1,050	151	4,434	128	196	105	15	443
66	764	1,224	654	115	2,758	76	122	65	12	276
67	156	253	139		547	16	25	13	1	55
80	144	280			423	14	20	7	0	42
81	207	298	161	30	695	21	30	16	3	70
82	320	436	250		1,006	32	44	23	2	101
83	140	257	147		544	14	26	12	2	54
84	96	142	90		329	10	14	8	1	33
85	503	797	399	54	1,753	50	80	40	5	175
86	130	172	104		406	13	17	10	1	41
88	137	175	92	14	418	14	18	9	1	42
SBX/202	527	1,069	527		2,123	132	267	126	6	531
215	292	422	278	38	1,029	29	42	28	4	103
290	102	112			215	10	5	6	0	21
308	47		16	0	62	2	2	2	0	6
309	23	51	35		110	2	5	3	0	11
310		37		0	37	2	2	0	0	4
325	20	42		0	63	2	3	1	0	6
365	66	121			186	7	9	2	0	19
Total	10,920	18,527	9,031	1,186	39,664	1,198	2,045	1,005	150	4,398



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## Exhibit D: Weighting Plan

Route	Geocoded Survey Weights				Complete Data Set Weights			
	4:00 AM-9:59 AM	10:00 AM-3:59 PM	4:00 PM-8:00 PM	After 8:00 PM	4:00 AM-9:59 AM	10:00 AM-3:59 PM	4:00 PM-8:00 PM	After 8:00 PM
1	7.75	10.86	10.88	6.65	6.65	7.59	6.29	5.54
2	2.90	3.61	4.90	5.10	2.24	2.43	3.92	3.25
3	7.79	9.31	11.29	16.91	6.23	6.44	8.28	10.76
4	9.09	10.49	8.55	7.12	5.59	7.00	7.53	7.12
5	12.14	8.69	8.02		7.72	6.88	6.75	
7	9.11	5.14	6.90	3.84	8.60	4.12	5.91	3.84
8	8.55	8.73	10.68	5.26	6.12	5.95	7.67	4.45
10	7.26	10.05	5.86		6.05	6.32	4.37	
11	8.05	9.77	10.27	3.81	5.28	5.98	8.31	3.81
14	8.59	8.17	10.80	4.10	5.94	5.23	6.37	2.70
15	6.19	10.26	9.70	4.85	5.36	6.81	7.69	4.31
9	7.67	10.08	7.66	75.90	5.52	6.22	4.30	10.84
20	5.78	3.16	26.57		3.30	2.00	26.57	
22	7.58	8.92	10.82	13.91	5.90	6.75	8.47	13.91
29	8.63	10.48			8.63	9.53		
61	10.54	8.33	11.17	11.58	8.12	6.40	8.34	9.41
66	8.21	10.04	8.96	14.40	6.11	8.11	5.95	10.47
67	3.25	13.30	4.47		3.00	12.63	3.65	
80	3.99	9.64			3.27	8.22		
81	5.92	7.26	11.49	7.38	5.05	5.41	8.47	4.92
82	11.42	8.23	10.00		7.99	8.07	10.00	
83	5.37	5.98	24.51		4.51	4.29	13.37	
84	8.77	7.50	9.03		4.39	4.75	5.64	
85	6.98	7.18	7.83	10.78	5.03	5.28	6.34	4.15
86	11.86	7.46	4.16		6.86	5.20	3.35	
88	12.48	5.65	6.58	6.79	7.63	4.61	5.12	6.79
SBX/202	3.12	2.89	4.03		2.45	2.13	3.42	
215	5.04	6.91	12.07	9.49	3.40	5.14	9.92	7.59
290	10.24	16.04			9.31	6.39	8.74	
308	23.27		15.62		11.86	5.70	15.62	
309	5.80	5.71	11.65		3.87	5.14	11.65	
310		9.20				3.35		
325	6.81	21.15			5.11	14.10		
365	5.97	13.40			4.11	12.06		
Total	266.11	293.57	284.47	207.86	191.19	216.24	232.01	113.86

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## Exhibit E: LEP by Route and Language Detail

(n=4,633) Multiple Response Question

Route	English Speaker	Speaker of other language, but Speaks English "Very Well"*	Speaker of Other Language that Speaks English less than "Very Well"													
			Arabic	ASL	Bengali	Chinese	French	German	Indonesian	Nepali	Persian	Portuguese	Sinhalese	Tagalog	Vietnamese	Spanish
1	90%	13%														5.79%
2	94%	12%											0.90%			2.69%
3	89%	13%														4.81%
4	91%	9%						0.56%								3.90%
5	93%	8%														2.32%
7	89%	12%														2.53%
8	92%	10%						0.55%	0.55%							6.29%
10	89%	14%														8.87%
11	84%	13%														8.63%
14	86%	11%	0.35%													8.83%
15	89%	13%											0.49%			5.24%
19	87%	13%	0.38%	0.25%								0.38%		0.71%		5.73%
20	71%	18%														29.49%
22	89%	17%														3.17%
29	57%	28%														14.17%
61	81%	16%			0.23%		0.29%							0.71%		13.64%
66	86%	17%				0.30%				0.33%						7.36%
67	85%	15%											0.82%			5.33%
80	86%	11%												0.94%		11.32%
81	94%	10%				1.02%										3.91%
82	84%	15%														9.79%
83	84%	16%														8.98%
84	86%	21%														15.65%
85	85%	16%	0.40%	0.38%				0.77%								9.00%
86	85%	9%	3.25%													12.57%
88	75%	25%											1.31%			9.01%
215	94%	13%														2.01%
290	89%	23%														
308	100%	19%														
309	100%	0%														7.05%
310	88%	13%														
325	100%	16%														
365	78%	30%														2.71%
sbX	90%	16%	0.14%					0.14%			0.14%	0.16%	0.14%			3.11%
<b>System</b>	<b>87%</b>	<b>14%</b>	<b>0.08%</b>	<b>0.03%</b>	<b>0.03%</b>	<b>0.03%</b>	<b>0.04%</b>	<b>0.03%</b>	<b>0.09%</b>	<b>0.02%</b>	<b>0.02%</b>	<b>0.01%</b>	<b>0.03%</b>	<b>0.07%</b>	<b>0.13%</b>	<b>6.97%</b>

Note: row percentages may exceed 100% due to multiple responses

\*Includes people who self-indicate that they are multilingual

May 19, 2017



## sbX Corridor Business Study



Submitted by:

**redhillgroup**

THE POWER OF INSIGHT

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# Executive Summary

## Background and Project Overview

In April 2014, Omnitrans completed a major infrastructure improvement project, known as the sbX E Street Corridor, to better connect the San Bernardino Valley and to provide increased mobility to residents using public transit.



In 2011, prior to a major construction effort for sbX, Omnitrans conducted a system-wide study to document conditions for the Omnitrans system and the corridor. Omnitrans has now completed a post-construction study of stakeholders including its riders and the business community. This report explores the business community's opinions and attitudes regarding the sbX line. Study findings will be used to:

- Determine corridor businesses' satisfaction with the sbX during and after construction.
- Guide the development of future sbX projects under consideration.

The sbX E Street Corridor Project, now known as the sbX Green Line, will be referred to as sbX in this report. sbX is a 15.7 mile route along the E Street Corridor, between California State University San Bernardino at the north and Loma Linda University and Medical Center at the south. Service is available Monday through Friday between 6 a.m. and 8 p.m. Service frequency during peak periods (6-9 a.m. and 2-6 p.m.) is every 10 minutes. During non-peak periods sbX runs every 15 minutes. There is currently no weekend service.

Articulated, 60-foot, clean-fuel vehicles operate in some locations along the route in a dedicated lane; in other areas along the alignment sbX operates in mixed flow traffic lanes. Vehicles include Wi-Fi access, self-securement wheelchair positions, interior bike racks, and power outlets. To enhance travel time, traffic signal prioritization was also introduced. The project includes dedicated station platforms, ticket vending machines, and real-time next-bus arrival information, as well as security cameras and emergency telephones.

Since the introduction of sbX, service frequency on Route 2, which operates on an alignment parallel to sbX, has been reduced to one-hour headways on weekdays. On weekends, Route 2 operates every 20 minutes.

In September of 2015, the San Bernardino Transit Center (SBTC), situated adjacent to the sbX route at West Rialto Avenue and South E Street, was opened. When SBTC opened, 12 Omnitrans routes, as well as those from adjacent transit districts, were moved from surrounding streets to SBTC to improve the customer transit experience.

## Key Findings

### Business Profile & Business Climate

- Almost two-thirds of businesses (64%) say business volume at their location has increased (36%) or remained the same (28%) compared to three years ago, which is when sbX service was initiated (April 2014).
  - Businesses who say their volume increased are most likely to attribute it to internal business changes (56%) and changes in the economy (29%).
  - Businesses who note a decrease in volume are more likely to identify the current operation of sbX (40%) and sbX construction (30%).
- Nearly three quarters (73%) of businesses along the sbX E Street Corridor have been in business six years or longer, which is before the construction and opening of sbX.
- Of businesses that have been at their location for less than six years, 6 percent say their decision to select the location was, at least in part, influenced by the sbX line.

### Satisfaction

- Businesses' satisfaction (56%) with sbX outpaces dissatisfaction (28%) by a margin of two to one. When those who are neutral (16%) are included in the mix, almost three-quarters (72%) of businesses indicate that they are satisfied. Satisfaction with sbX varies depending upon the location of the business along the sbX E Street Corridor alignment.
  - Businesses north of 9th and North E Street, and south of Waterman Avenue, have a higher level of satisfaction (68%) than businesses that lie between those points (40%).
  - When businesses which are neutral are included in the mix, 81 percent of businesses north of 9th and North E Street, and south of Waterman Avenue, are satisfied, compared to more than half (59%) of businesses located between those points.

### Impact

- More than half (57%) of businesses along the sbX E Street Corridor agree that the project has improved sidewalks and roads near their location, with an additional 20% saying they do not see a change.

- Nearly a third of businesses reported improved traffic flow and safety (31%) and 33 percent reported easier employee commutes.
- Approximately a quarter (24%) of businesses agree with the statement that sbX has attracted more business in the area, however, almost half (49%) disagree.
- Businesses are more likely to disagree (53%) than agree (21%) with the statement that sbX has increased the number of customers to their location. Approximately a quarter (27%) are neutral.
- Businesses are split on whether the elimination of left turns and U-turns has reduced access to business locations. Approximately half (49%) agree with the statement and the remaining half are neutral (20%) or disagree (31%).
  - Business location along the sbX Corridor influences agreement levels. Just over a quarter (29%) of businesses north of 9<sup>th</sup> and North E Street, and south of Waterman Avenue, agree that the elimination of left turns and U-turns has reduced access to their business location.
  - Of businesses located between these points, more than three-quarters (79%) agree that the elimination of left turns and U-turns has reduced access to their business location.
- Most businesses agree (42%) or are neutral (20%) that during construction sbX negatively impacted their business.

## Service Enhancements

- Half of the businesses (49%) along the sbX Corridor would like weekend service to be added to sbX and an additional 34% percent are neutral.
- Almost half of businesses (44%) would also like sbX to run earlier and or later in the day and an additional 41 percent are neutral.
- Most businesses do not want sbX bus stops closer to their location. Over half of businesses (53%) either disagree (45%) or strongly disagree (8%) that they would like a bus stop to be closer to their location.

## Methodology

Intercept interviews using tablets were conducted with 200 business managers and owners that are located within a 330-foot buffer of the sbX route during January and February of 2017. The sbX Corridor was canvassed on foot.

In collaboration with Omnitrans, five zones in sbX were established to allow for the exploration of results in relation to geographic location along the Corridor, as well as differences in the sbX route.

## Sampling Plan

The sampling plan was developed using Southern California Association of Governments (SCAG) spatial zoning data to determine business zoning counts. The spatial zoning data represents zoning counts, not counts of actual businesses that are currently operating. A comprehensive list of businesses that are currently open within the Corridor was not available. The zoning type was used as a guide to ensure that a mix of businesses representative of the Corridor were included in the sample.

Figure 1: Zoning Classification in sbX Corridor

ZONE TYPE	COUNT WITHIN 330 Ft Buffer
General Office	6
Retail & Commercial Services	604
Regional Shopping Center	65
Education/College	15
Light Industrial	1
Mixed Commercial/Industrial	108
Mixed Residential/Commercial	144
<b>TOTAL</b>	<b>943</b>

Source: SCAG; Represents zoning, not counts of businesses

A goal of interviewing 200 businesses within the 330-foot buffer around the sbX Corridor was established. As a contingency, a 660-foot buffer was designated in the event that 200 businesses in the primary area did not agree to participate.

## Survey Development

The survey instrument was developed jointly with Omnitrans staff. A series of questions were developed to:

- Measure overall satisfaction with sbX.
- Determine the impact of sbX on businesses within the Corridor during and after construction.
- Document changes in business volume before and after the construction of sbX.
- Determine if sbX had been a factor in choosing the location for businesses who have located on the corridor since 2014.

- Explore potential enhancements to sbX service by:
  - Increasing the frequency of service,
  - Extending the hours of service,
  - Adding weekend service, and
  - Adding bus stops.
- Determine the demographics of the businesses that participated.

## Pretest and Data Collection

The survey was programmed and pretested with business owners on January 12, 2017 prior to the actual data collection.

During the pretest, the survey was determined to be functioning correctly and that the language was generally understood by the respondents. To improve respondent comprehension, minor language adjustments were made to several questions prior to full-scale data collection. Interviews were conducted (in both English and Spanish) from January 16 to February 14, 2017 by supervisory personnel who were familiar with Omnitrans service and the sbX project.

Businesses owners and managers were approached and if a manager or owner was not available to complete the interview, a callback date and time was established. A total of 200 surveys were

Figure 2: Approaches

APPROACH SUMMARY	COUNT
Total Approaches	246
Refusals	46
Completed	200

Note: 37 surveys were completed via callback

completed throughout the Corridor. The response rate was excellent: 81 percent of businesses who were approached participated in an interview. Of the 200 completions, 163 were completed on the initial approach and 37 were completed with a follow-up call. All interviews were conducted in the 330-foot buffer zone.

## Report Organization

The detailed findings of this report are presented in six sections which discuss the profile of businesses that participated in the study, their assessment of the business climate relative to sbX, their satisfaction with sbX and the impact of factors related to the service, and potential future service enhancements. In some cases, combined percentages in this report may not equal 100 percent due to rounding or because the question allowed for multiple responses. Because some businesses were unable to respond to some questions, “Don’t Know,” “Refused,” or “Unable to Rate” responses are not included in the analysis unless specifically noted. When the number of businesses is less than 200 in any figure, the number of businesses included in each figure is designated as the “effective n.”

### Business Profiles

The characteristics of the businesses that participated in the study are explored in this section. Characteristics include business sector, length of time at location, and the number of employees.

### Business Climate

Changes in business volume compared to three years ago are discussed in this section, as well as the factors owners and managers attribute to the change.

### Satisfaction With sbX

This section explores overall satisfaction with sbX among businesses along the corridor and in each of five geographic zones.

### Impacts of sbX

This section explores a set of agreement statements regarding sbX during and after construction for the E Street Corridor as a whole.

### Impact of sbX by Zone

This section discusses a set of agreement statements regarding sbX during and after construction at the zone level.

### Potential Future Service Enhancements to sbX

In this section, potential service enhancements are discussed. They include the addition of weekend service, extending the daily span of service, increasing service frequency, and the location of bus stops relative to business locations.



## Detailed Findings

### Zone Alignments Defined

To allow for additional analysis the sbX corridor was divided into five zones. The following sections will discuss results overall and then by zone.

#### Zone 1

Zone 1 is the northernmost segment of the sbX Corridor and lies between Kendall Avenue & Palm Avenue, and Ninth Street & North E Street. This segment is approximately 8 miles in length. In addition to businesses, Zone 1 encompasses residential tracts that are adjacent to the Corridor. Businesses in this zone are located in several retail strips, separated by residential development. California State University, San Bernardino, lies at the upper end of this zone.

In Zone 1, sbX buses predominantly operate in mixed flow lanes and there are limited areas (South of 10<sup>th</sup> Street) where sbX operates in center running dedicated bus lanes. In this zone, U-turns and left turns remain unchanged following the implementation of sbX service.

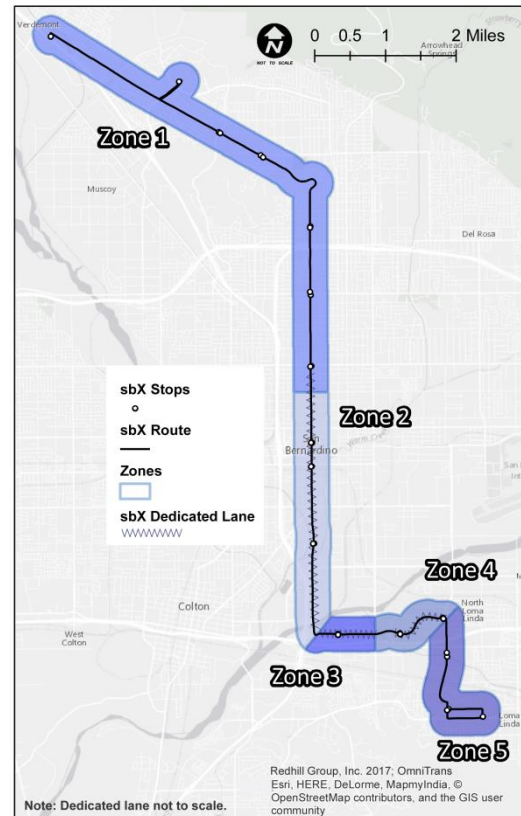
#### Zone 2

Zone 2 is delineated by E Street and Ninth Street at the northern end, and Hospitality Lane at the southern end. This zone is approximately 3.5 miles in length. Downtown San Bernardino lies predominantly within this zone and businesses are concentrated along the entire corridor. A significant number of businesses in this area are closed, including the Carousel Mall, which was closed prior to the opening of sbX.

Zone 2 is home to the San Bernardino Transit Center (SBTC) which opened in September of 2015. The opening of SBTC resulted in the restructuring of 12 Omnitrans routes, as well as the consolidation of transfer points, layover locations, and stop locations from streets adjacent to SBTC. On an average day, approximately 6,000 riders pass through SBTC.

In Zone 2, sbX primarily operates in dedicated bus lanes with priority signalization and there are dedicated passenger stations which are located in the center of the busway. The sbX lanes are

Figure 3: Business Zones



separated from mixed flow traffic in this zone. Left turns and U-turns have been reduced or eliminated in this area, and there has also been a minor reduction in parking with the greatest impact in the vicinity of downtown San Bernardino.<sup>1</sup>

### **Zone 3**

Zone 3 lies on Hospitality Lane between South E Street and Waterman Avenue. This zone is populated by restaurants, hotels, and office structures and is .8 miles in length.

sbX mostly operates in dedicated bus lanes with priority signalization in Zone 3 and passenger stations are elevated and located in the center of the bus lane. Center-running dedicated bus lanes are separated from mixed flow traffic. Left turns and U-turns have been reduced in this area.

### **Zone 4**

Zone 4 encompasses the area on Hospitality Lane between Waterman Avenue and Tippecanoe Street and is one mile in length. This area includes an active shopping center between South Carnegie Drive and East Carnegie Drive. Businesses in this area include hotels, restaurants, retail shopping, and office structures.

In Zone 4, sbX operates primarily in dedicated lanes in the center median. In portions of the area, the perimeter of the median is landscaped. The median in this area existed prior to the construction of the sbX. Bus stops in this area are located in the center median. Businesses in this zone often have dedicated parking lots that are adjacent to the roadway and include Costco, Sam's Club, and Home Depot.

### **Zone 5**

Zone 5 is the southernmost segment of the Corridor and begins at Tippecanoe Street and Hospitality Lane, terminating at the end of the sbX line. This zone is approximately 2.5 miles in length. This zone contains the only segment of the route that falls outside of the City of San Bernardino.

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<sup>1</sup> Final Report - Traffic Impact Analysis Report: sbX E Street Corridor BRT Project, Cities of San Bernardino and Loma Linda, San Bernardino County, California. 528 on-street parking spaces were removed in Zone 2 over a 3.5 mile stretch, which was offset by parking additions at Park & Ride locations. The project included 13 side-street and 144 driveways with turn restrictions along a 4.4 mile stretch in zones 2 and 3.

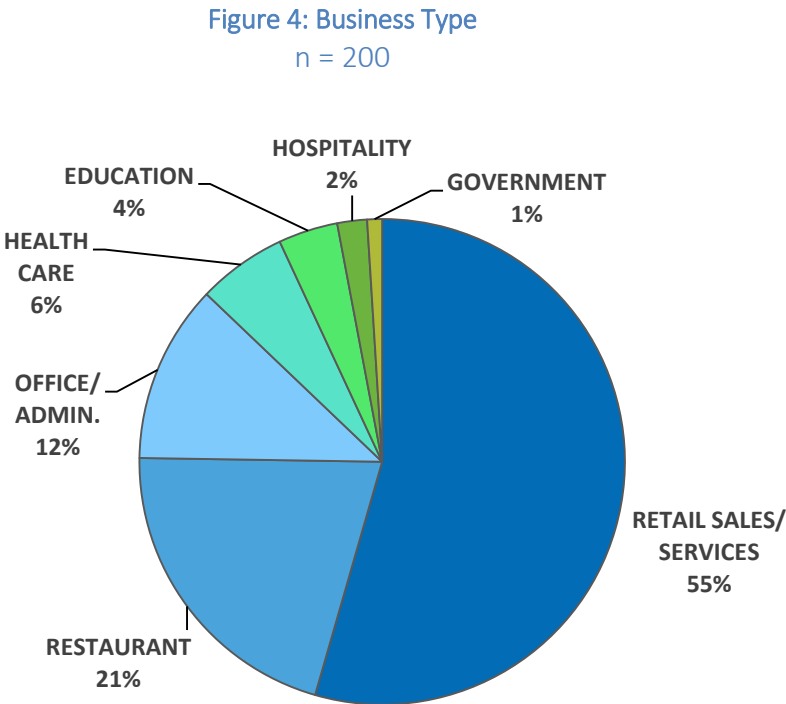
# Business Profile

## Business Type

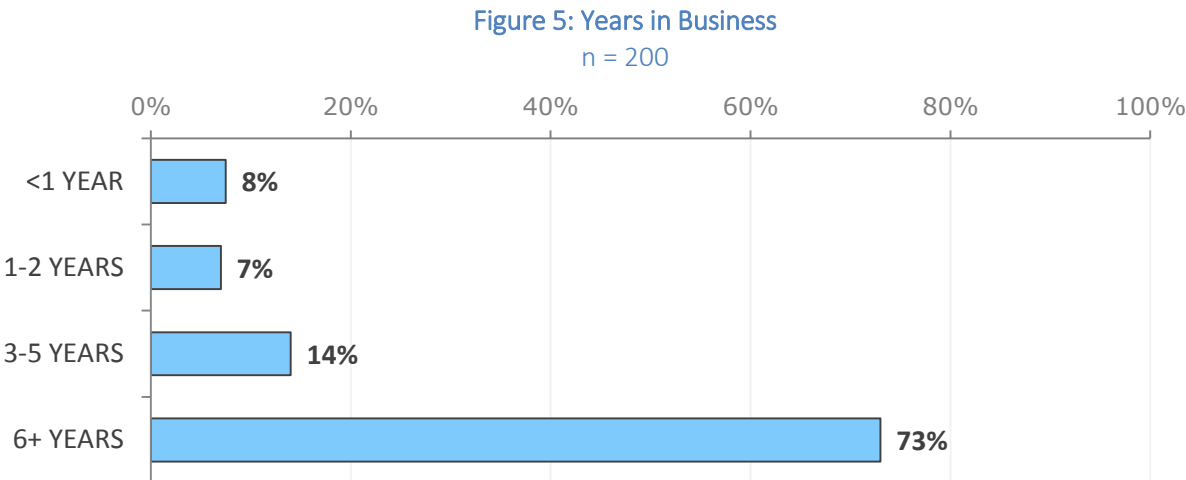
Over half (55%) of the businesses that participated in the survey were retail sales/services, and 21 percent were restaurants.

The remaining businesses included office/administrative (12%), healthcare (6%), and the combination of education, hospitality, and government (7%).

The mix of businesses that participated in the study can be considered generally representative of the businesses surrounding the sbX Corridor, given the 81 percent participation rate.



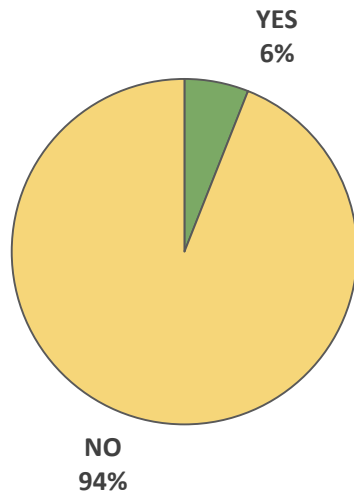
## Years in Business at This Location



## Business in Location for Less Than Six Years

**Figure 6: sbX as a Factor in Decision to Open Business at Current Location**

n = 55, 11% DK (n = 6), effective n = 49



Of the businesses interviewed, 73 percent have been at their current location for six or more years.

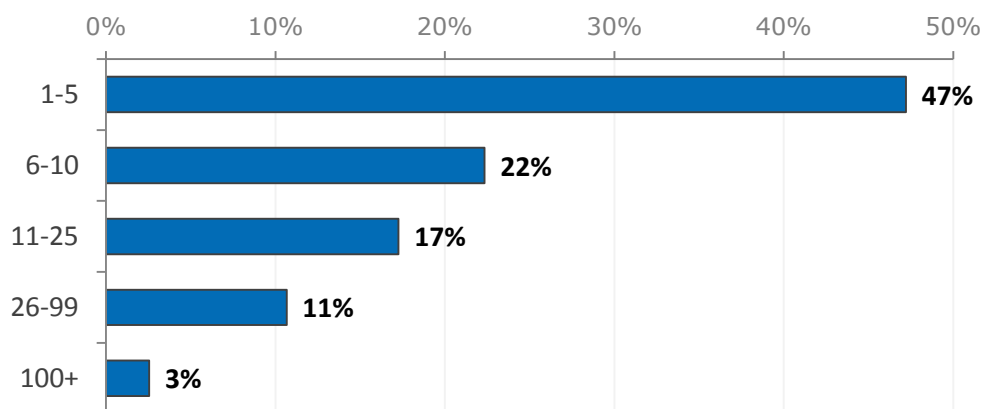
Of the businesses that have been at their location for five years or less, 6 percent said their decision to select the location was, at least in part, influenced by the sbX line.

## Number of Employees at Business Location

Of the businesses interviewed, 30 percent had 11 or more employees, and more than two-thirds (70%) had 10 or fewer employees. Just under half (47%) had fewer than five employees.

**Figure 7: Number of Employees**

n = 197



## Business Climate

### Changes in Business Volume Compared to Three Years Ago

Owners and managers of businesses that have been open for three years or longer were asked to assess their business volume compared to three years ago, prior to the opening of sbX.

Just over one-third (36%) of businesses reported an increase in business volume. Twenty-eight percent reported no change and 36 percent reported a decrease in business volume compared to three years ago.

While changes in business volume may have been affected by the opening of sbX, in the past three years there are several other factors that may have also have contributed to changes. Between 2014 and 2017 the economy was rebounding and in December of 2016, the City of San Bernardino emerged from a four-year period of bankruptcy, which may have impacted businesses along the sbX Corridor. During the same time frame (September of 2015), the San Bernardino Transit Center (SBTC) was opened and 12 Omnitrans routes were repositioned into the transit hub. On a daily basis, approximately 6,000 riders are served by the SBTC.

**Figure 8: Business Volume Changes Compared to Three Years Ago**  
n = 172, 4% DK (n = 7), effective n = 165

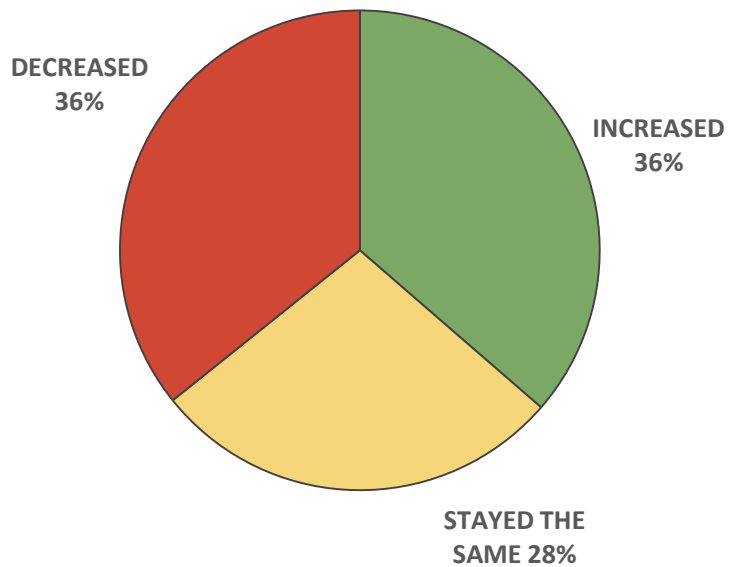
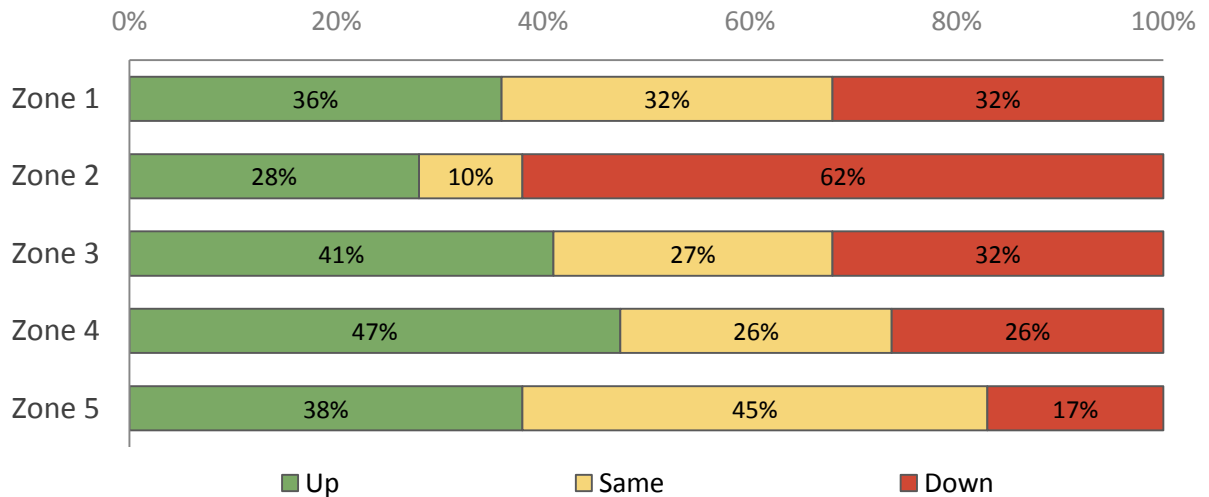


Figure 9: Business Volume Changes Compared to Three Years Ago by Zone

n = 172, 4% DK (n = 7), effective n = 165



Although sample sizes are small, restaurants (44%) and retail services (39%) are most likely to say business volume has decreased, while the healthcare (50%) and government (40%) sectors reported increases.

Businesses in Zones 3 and 4 more frequently say business volume had increased (41% and 47%, respectively), while businesses in Zone 2 more often reported a decrease in volume (62%).

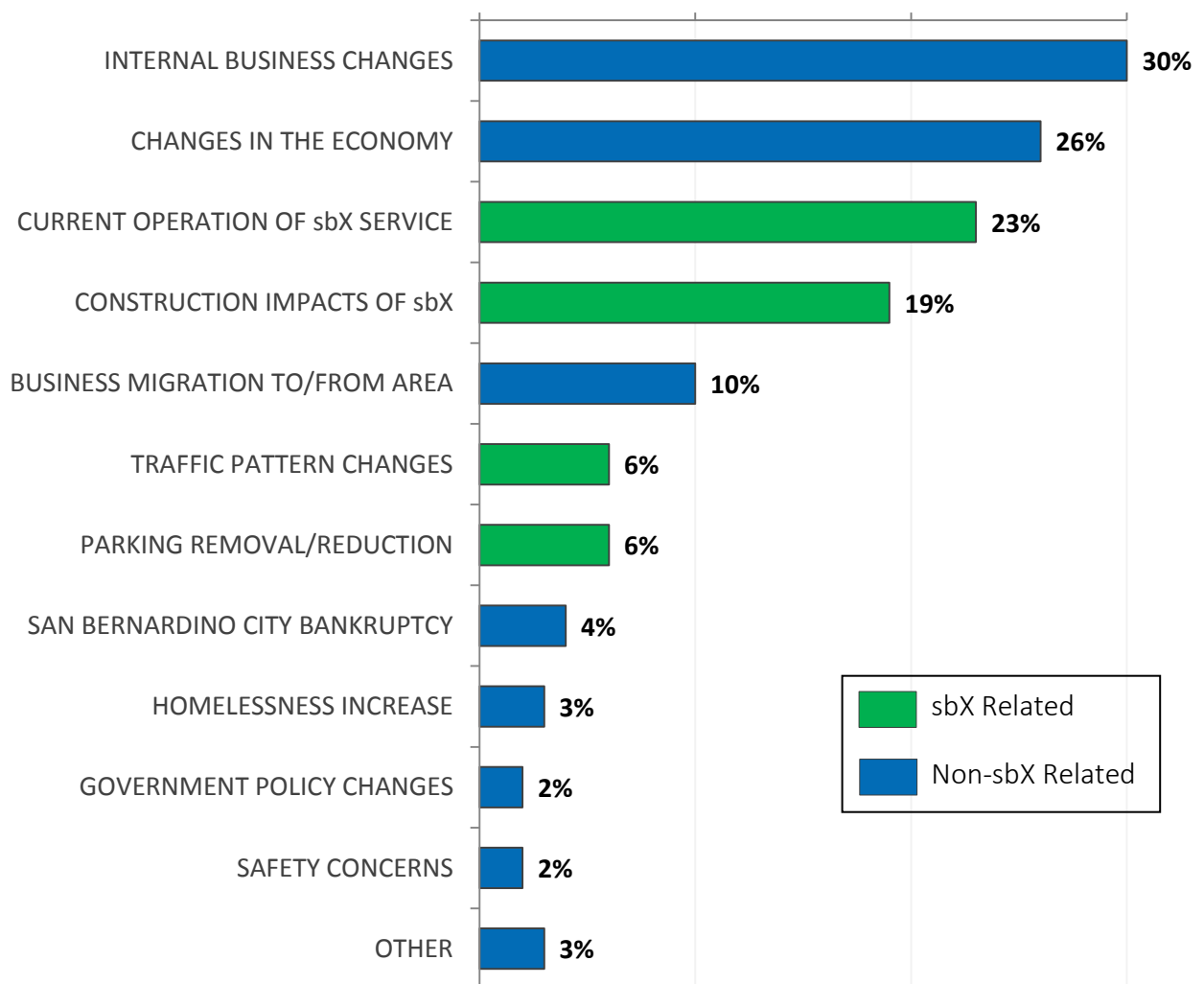
Businesses in Zone 5 (45%) were most likely to say business volume was unchanged compared to three years ago.

## Factors Contributing to Change in Business Volume

In a multiple response question, managers who reported either an increase or decrease in volume were asked what factors they attributed to the change. The top factors mentioned were internal business changes (30%), the economy (26%), sbX current operation (23%), and sbX construction impacts (19%).

**Figure 10: Reasons for Changes in Business Volume**

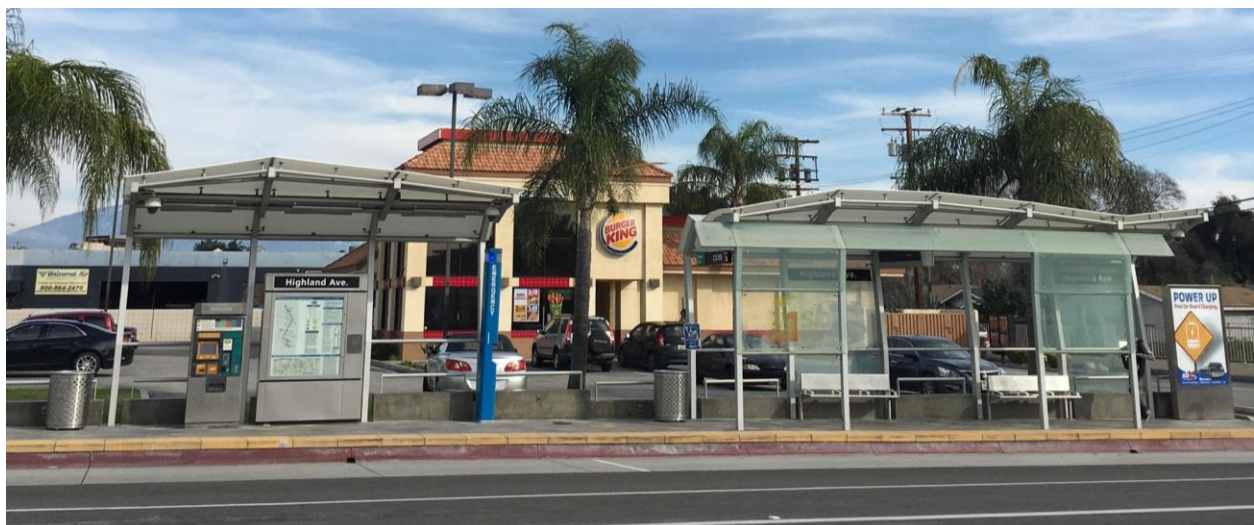
n=118, 8% DK (n = 9), effective n = 109



Individual responses and percentages may exceed 100% due to multiple responses.

Of the businesses that reported an increase in business volume and were able to identify a reason, internal business changes (56%) were the predominant reason, while changes in the economy came in second (29%).

Owners and managers who say business volume is down, and were able to identify a reason, cite some element of sbX service as contributing to the cause of the drop in business volume. The current operation of sbX service was cited at 40 percent and construction impacts of sbX were mentioned by 30 percent. Traffic pattern changes (12%) and parking reduction (12%), both of which may be attributed to sbX, were also reported as factors.

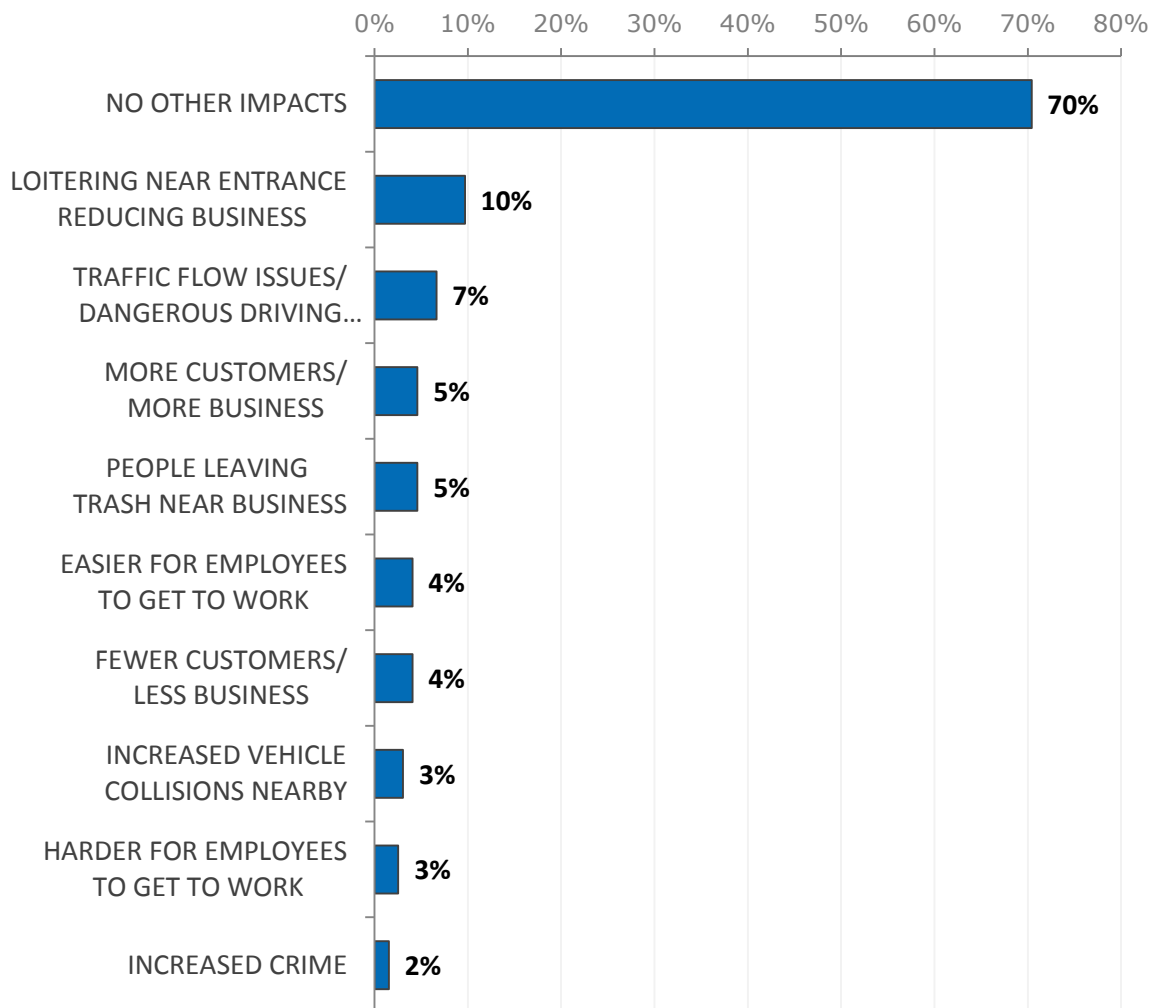




All business owners and managers were asked if they thought that sbX had affected their business in any other areas. Most businesses (70%) mention no other impacts. The top responses are increased loitering (10%), degradation in traffic flow and driving conditions (7%), an increase in customers (5%), and more trash (5%).

Figure 11: Additional Impacts on Businesses

n = 200



Individual responses and percentages may exceed 100% due to multiple responses.

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## Satisfaction with sbX

### Overall Satisfaction With sbX Impact on Businesses

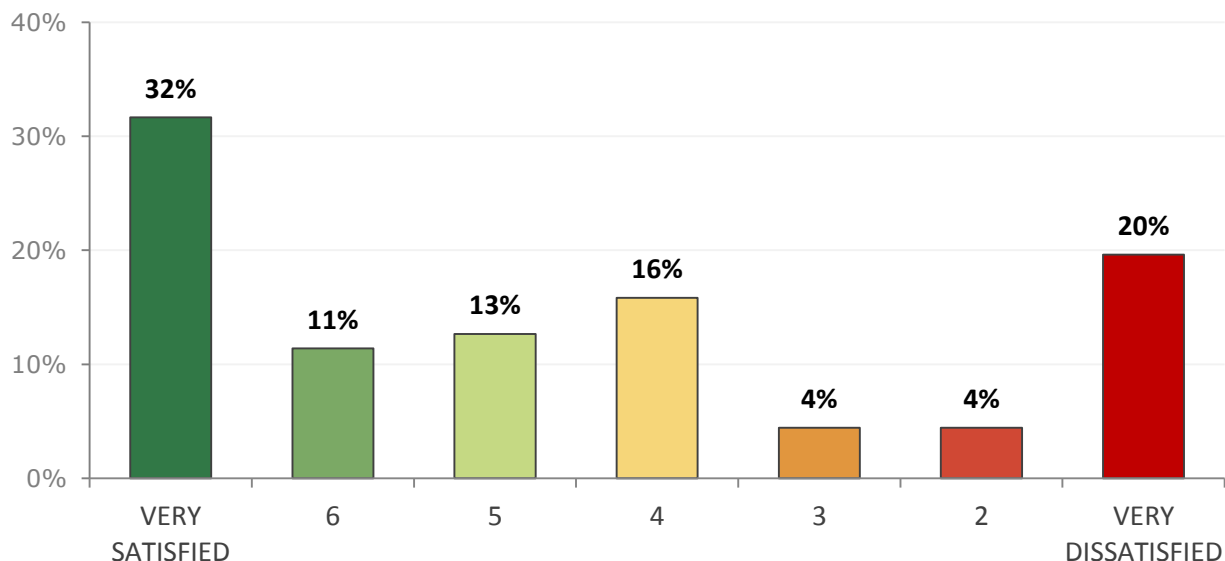
Businesses were asked to rate their overall satisfaction with the impact that sbX has had on their business. The rating was done using a seven-point scale where seven is very satisfied and one is very dissatisfied.

For purposes of this report, a rating of five, six, or seven are aggregated to be a “satisfied” rating, four is a “neutral” rating, and one, two, or three indicates a “dissatisfied” rating.



In terms of overall satisfaction, 56 percent of businesses awarded a positive rating, 16 percent were neutral, and 28 percent awarded a negative satisfaction rating. Twenty-one percent of businesses were unable to provide a rating.

**Figure 12: Overall Satisfaction With Impact of sbX on Business**  
n = 200, 21% DK (n = 42), Effective n = 158



## Overall Satisfaction With sbX Impact on Businesses by Geographic Zone

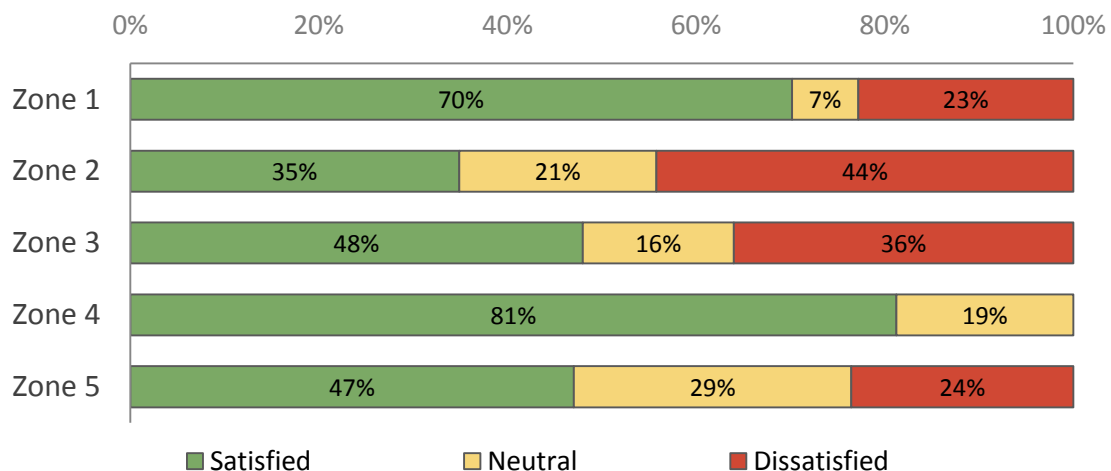
Satisfaction based on the impacts of sbX varies by the zone in which the business is located. Businesses in Zones 1 and 4 have the highest overall satisfaction (70% and 81%, respectively). In Zone 1, sbX does not predominantly operate in a dedicated bus lane and stops in this zone are curbside. This area also has more residential development adjacent to the Corridor. In Zone 4, while the buses operate in a dedicated bus lane, businesses are often set back from the Corridor and have designated parking. Additionally, in Zone 4 the median was previously landscaped independently of the sbX project which limited left turns and U-turns.

Businesses in Zones 2 and 3 express the highest level of dissatisfaction (44% and 36%, respectively). In both of these zones, the sbX operates in dedicated lanes that are separated from mixed-flow traffic which has reduced left turns and U-turns. Additionally, in Zone 2, which has the highest level of dissatisfaction (44%), areas of parking were eliminated and replaced by Park & Ride options. Prior to construction of sbX, Zones 2 and 3 had a center-turn lane throughout the alignment.

Businesses in Zone 5 are least likely to be able to rate the impact of sbX (43%), which likely suggests that sbX has had neither a positive nor negative effect on their businesses and is just seen as another part of the transportation network.

**Figure 13: Overall Satisfaction With Impact of sbX by Zone**

n = 200, 21% DK (n = 42), effective n = 158

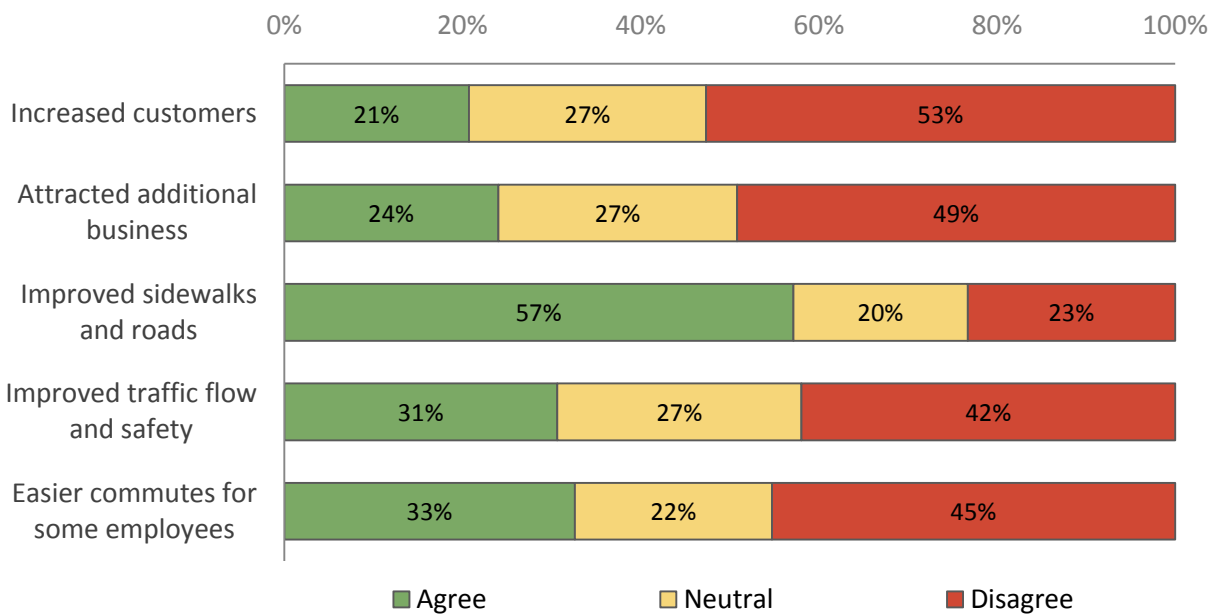


## Impacts of sbX

Businesses were asked about their agreement with a series of statements, both positive and negative, on the effects that sbX may have had on their businesses during and after construction. Questions were randomly rotated during the interview to minimize order bias.

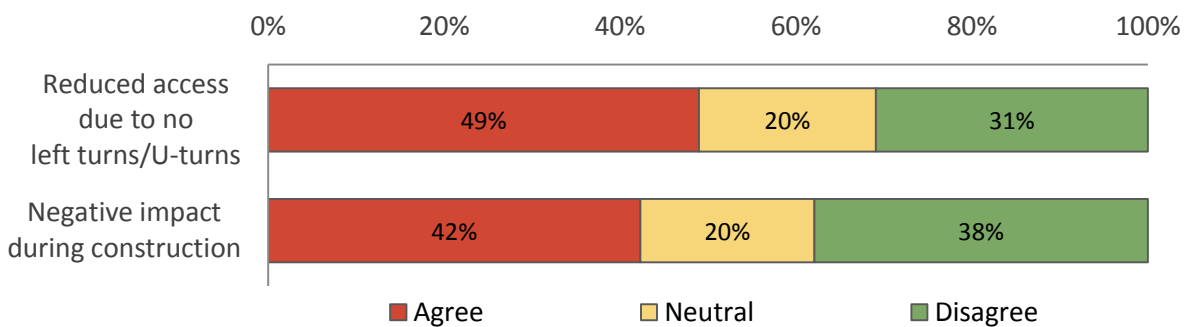
**Figure 14: Positive Impacts of sbX**

n = 200, 5%-11% DK (n = 10-21), effective n = 179-190



**Figure 15: Other Impacts of sbX**

n = 200, 3%-9% DK (n = 6-18), effective n = 182-194



The factors will be discussed for the Corridor as a whole, and by each factor across zones. Statements are shown in the same order in all figures for ease of comparison between zones and the Corridor as a whole.

## Overall Corridor Impacts of sbX

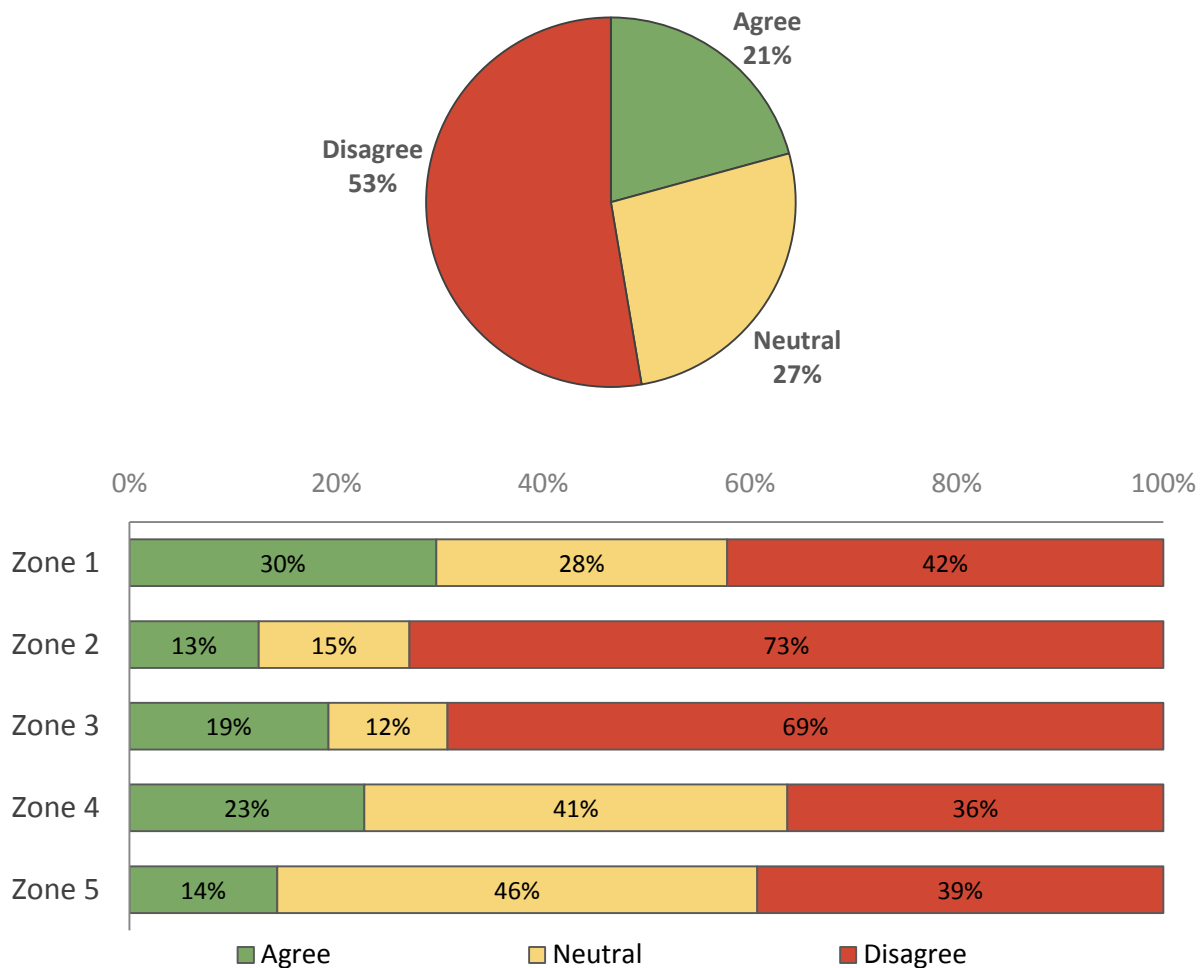
Of the positive statements, business managers and owners have the highest level of agreement (57%) regarding improvements to sidewalks and roads near their location. Managers and owners are least likely to agree that sbX has increased the number of customers at their location (53%) or attracted additional businesses to the area (49%).

Of the negative statements, the highest level of agreement (49%) is that sbX service reduced access to their business location due to elimination of left turns and U-turns. Nearly half (42%) of the business owners and managers say the business was negatively impacted during the construction period.

## Increased Customers

**Figure 16: Increased Number of Customers**

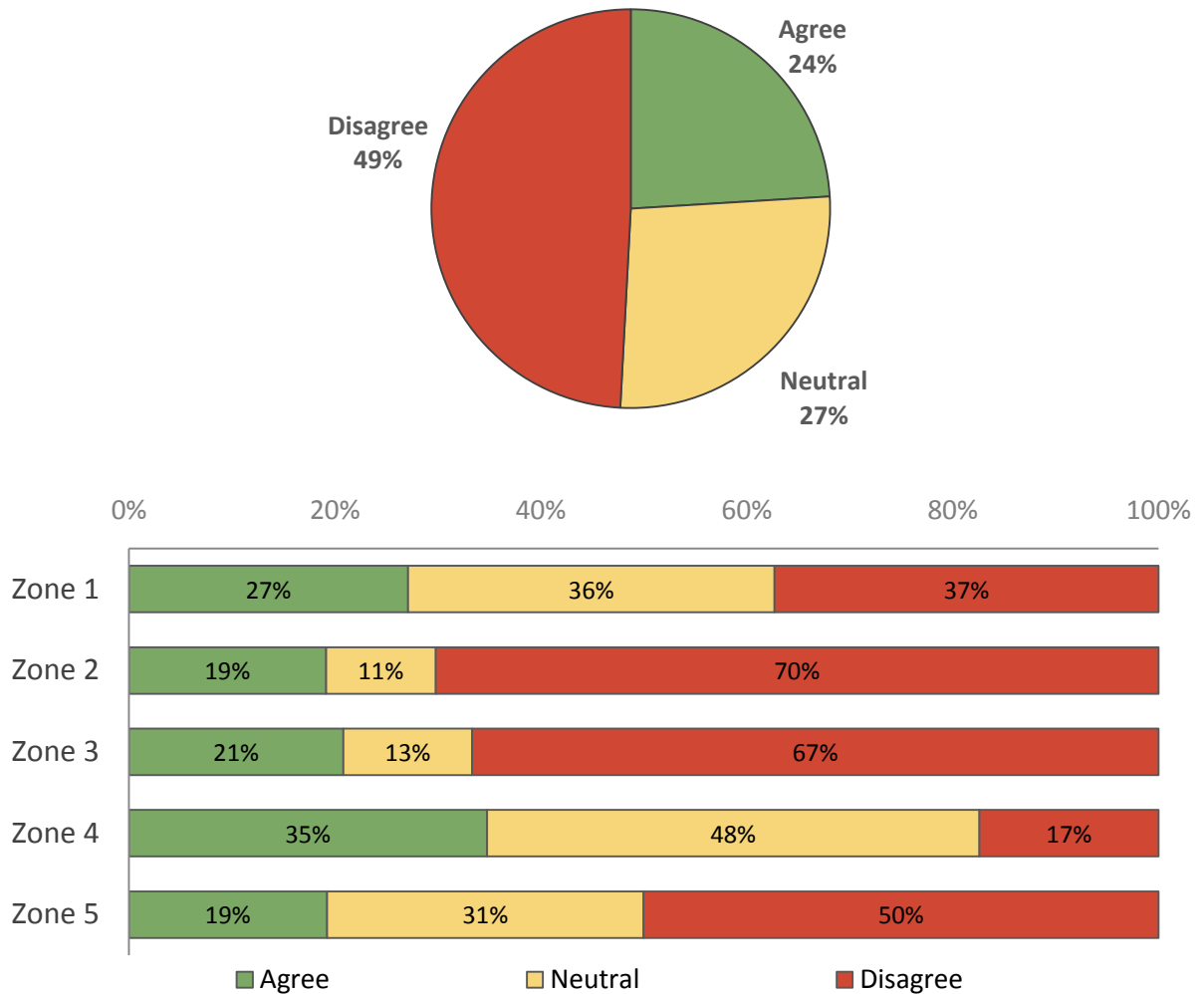
n = 200, 6% DK (n = 12), effective n = 188



Businesses in all zones are least likely to agree with the statement that the introduction of sbX has increased the number of customers coming to their business location. The majority of businesses in Zones 2 and 3 disagree with the statement (73% and 69%, respectively). Businesses in Zones 4 and 5 are most likely to be neutral (41% and 46%, respectively). The highest level of agreement with the statement is from businesses in Zone 1, where over a quarter of them agree (30%) that sbX had resulted in additional customers.

## New Business Development

**Figure 17: Attracted More Businesses**  
 n = 200, 11% DK (n = 21), effective n = 179



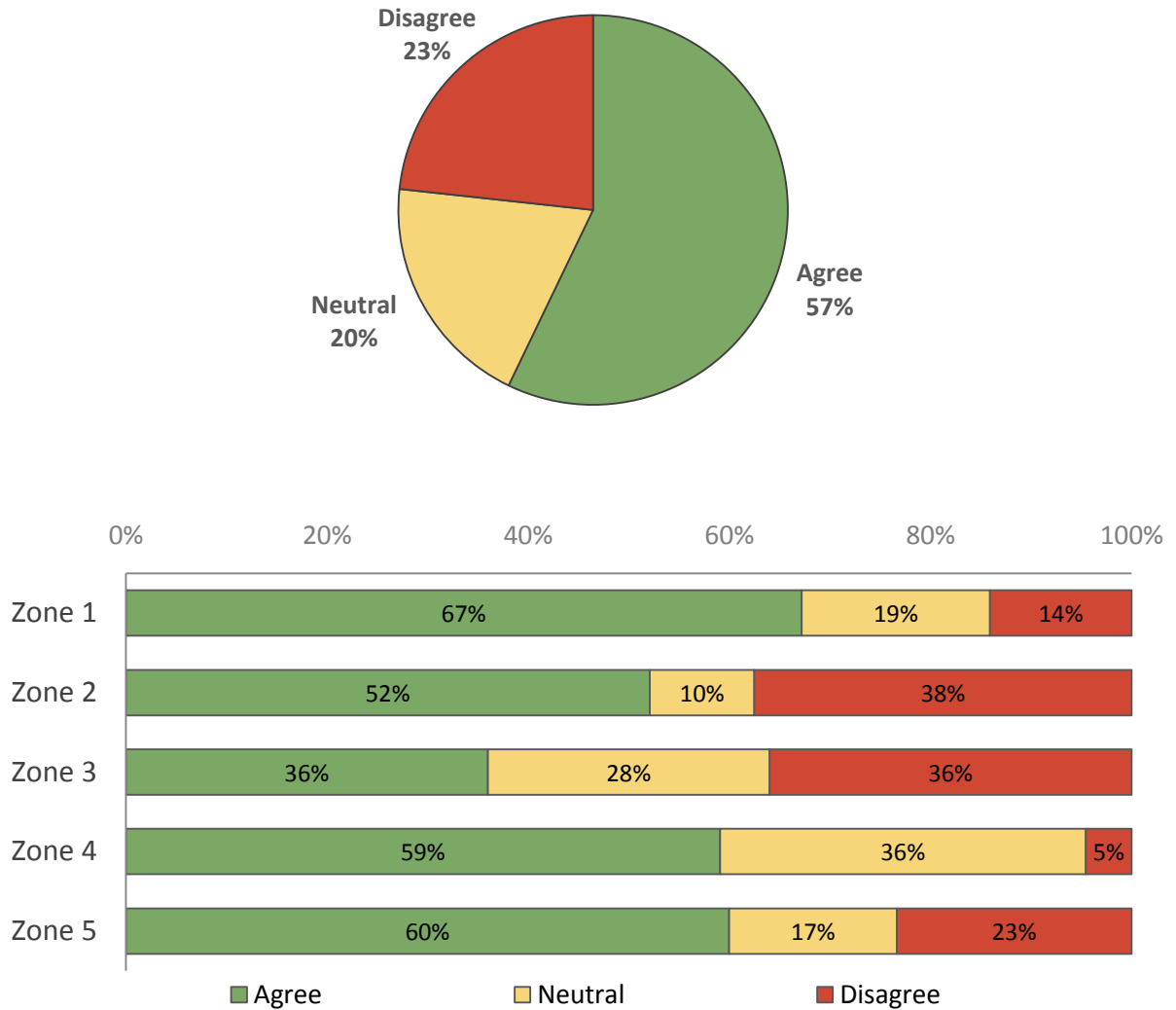
Businesses in all zones are more likely to be neutral or disagree with the statement that the sbX project has helped attract additional businesses in the area. Among all zones, businesses in Zone 4 are most likely to be neutral (48%), while businesses in all other zones are more likely to disagree. The highest level of disagreement is seen in Zones 2 and 3 (70% and 67%, respectively).



## Sidewalk and Roadway Improvements

**Figure 18: Sidewalk and Roadway Improvements**

n = 200, 6% DK (n = 11), effective n = 189

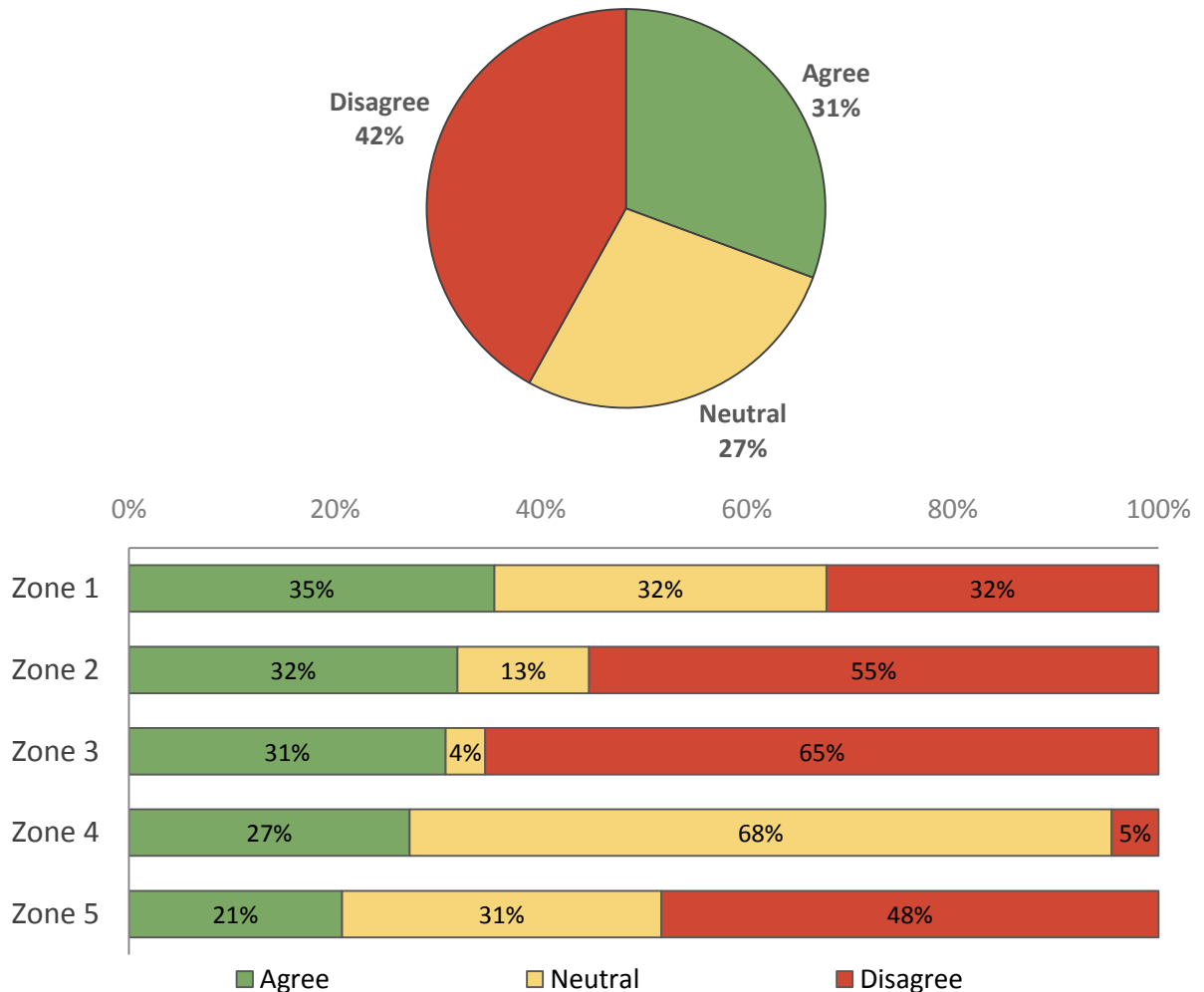


There is general agreement in all zones, with the exception of Zone 3, that the sbX project has led to sidewalk and roadway improvements. Businesses in Zone 1 were most likely to agree at 67 percent. Businesses in Zone 3 were the most evenly divided in their agreement to the statement.

## Traffic Flow and Safety

**Figure 19: Improved Traffic Flow and Safety**

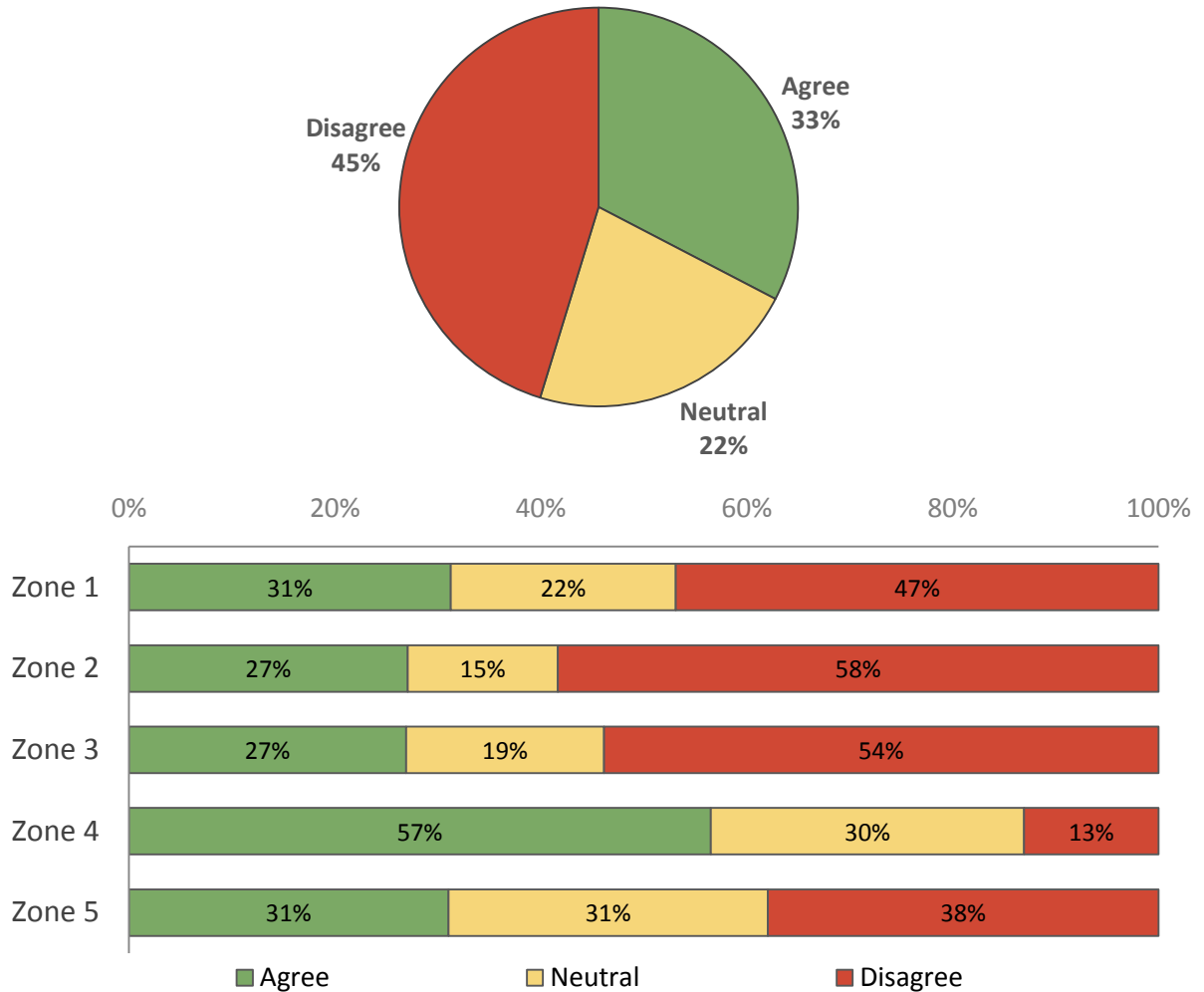
n = 200, 7% DK (n = 14), effective n = 186



There is a divergence of opinion among zones whether the sbX project has improved traffic flow and safety. While opinion is divided, businesses are more likely to disagree (42%) that traffic flow and safety has improved as result of sbX. The majority of businesses in Zones 2 and 3 have the strongest disagreement with the statement (55% and 65%, respectively), as do almost half (48%) of the businesses in Zone 5.

## Effect on Employee Commute

**Figure 20: Employee Commute**  
n = 200, 5% DK (n = 10), effective n = 190

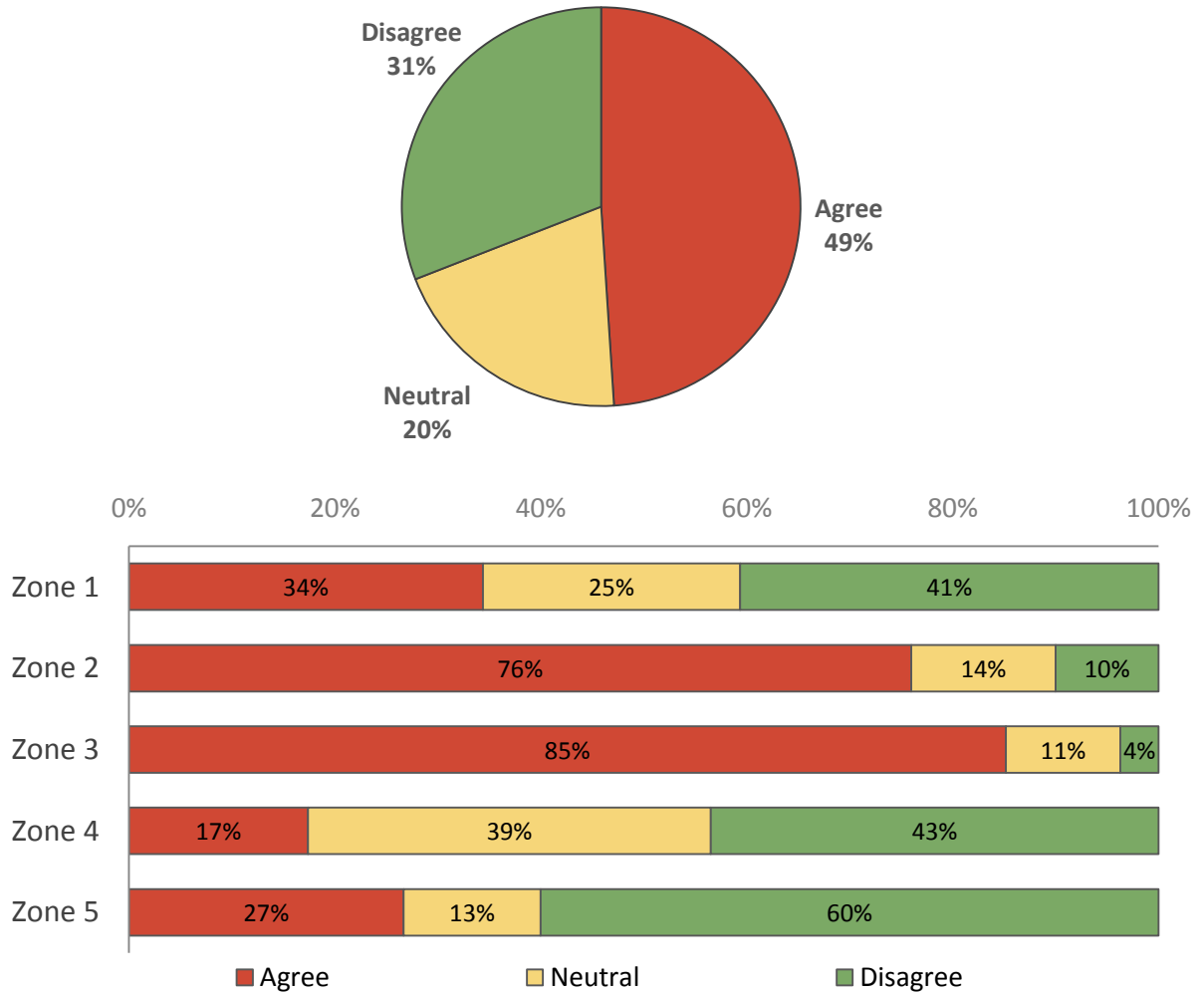


Businesses in Zone 4 are most likely to agree (57%) that sbX has made it easier for some employees to get to work at their location. However, more than half of the businesses in Zones 2 and 3 (58% and 54%, respectively) disagree that the commute for employees has improved.

## Reduction of Left Turns and U-turns

**Figure 21: Reduction of Left Turns and U-Turns**

n = 200, 3% DK (n = 6), effective n = 194



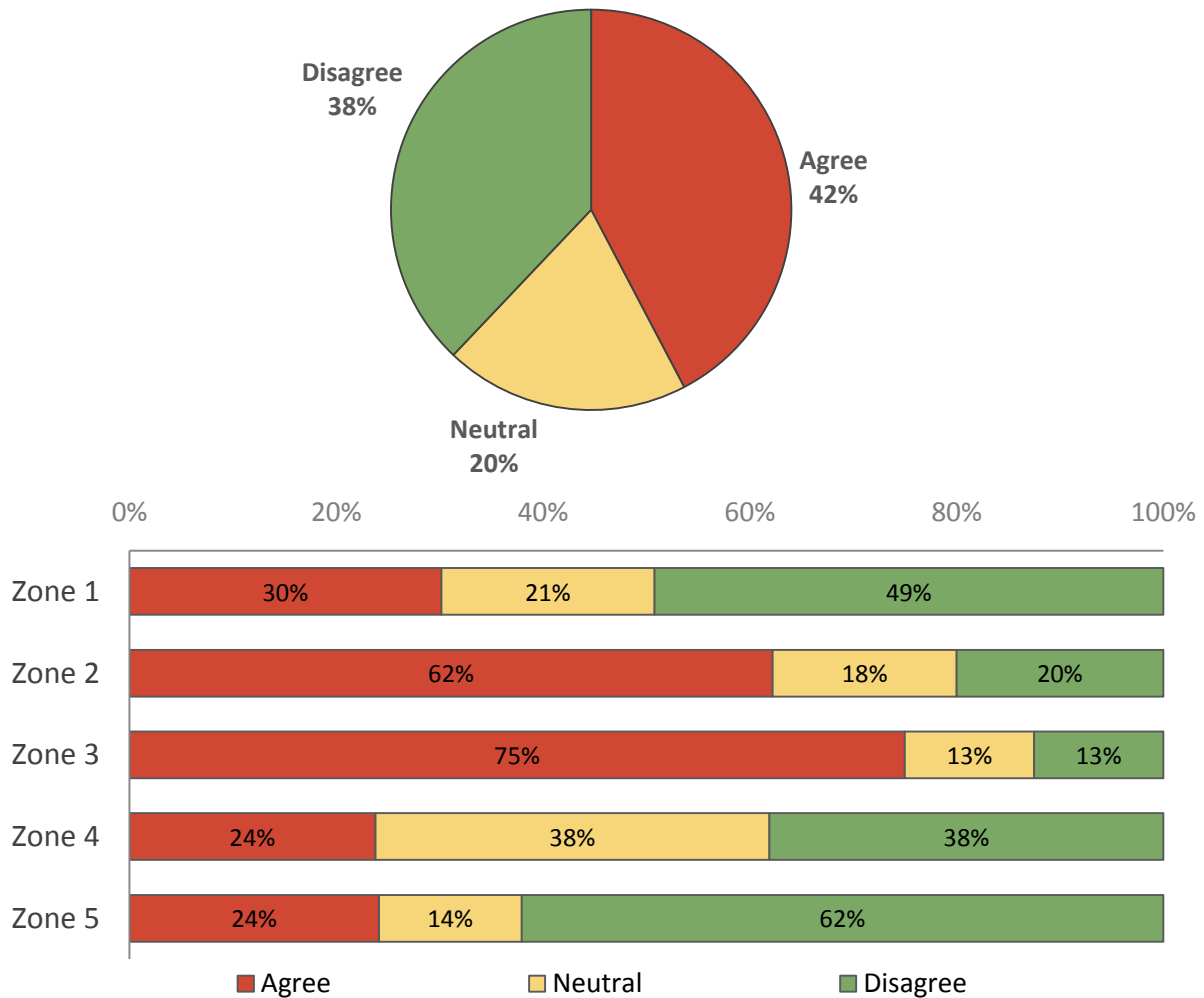
Businesses in Zone 2 (76%) and Zone 3 (85%) are in strong agreement that the elimination of left turns has reduced access to their businesses which were most affected by the reduction.

Businesses in Zone 5 are most likely to disagree (60%) as they saw no change in direct access to their businesses. Of those in zones that had essentially no change in access, the dissatisfaction may be a result of business-related trips, such as deliveries, that are made along the Corridor in sections that have seen changes.

## Impact of sbX During Construction

**Figure 22: Impact of sbX During Construction**

n = 200, 9% DK (n = 18), effective n = 182



Businesses in Zone 3 are most likely to agree that while sbX was under construction, it had negatively affected their businesses, with 75 percent agreeing with the statement. Nearly two thirds (62%) of the businesses in Zone 2 also agree with the statement. Businesses in Zones 1 and 5 disagreed (49% and 62%, respectively) that during the construction of sbX, their business had been negatively impacted. Businesses in Zones 1 and 5 were least affected by construction because dedicated lanes were not introduced in these zones.

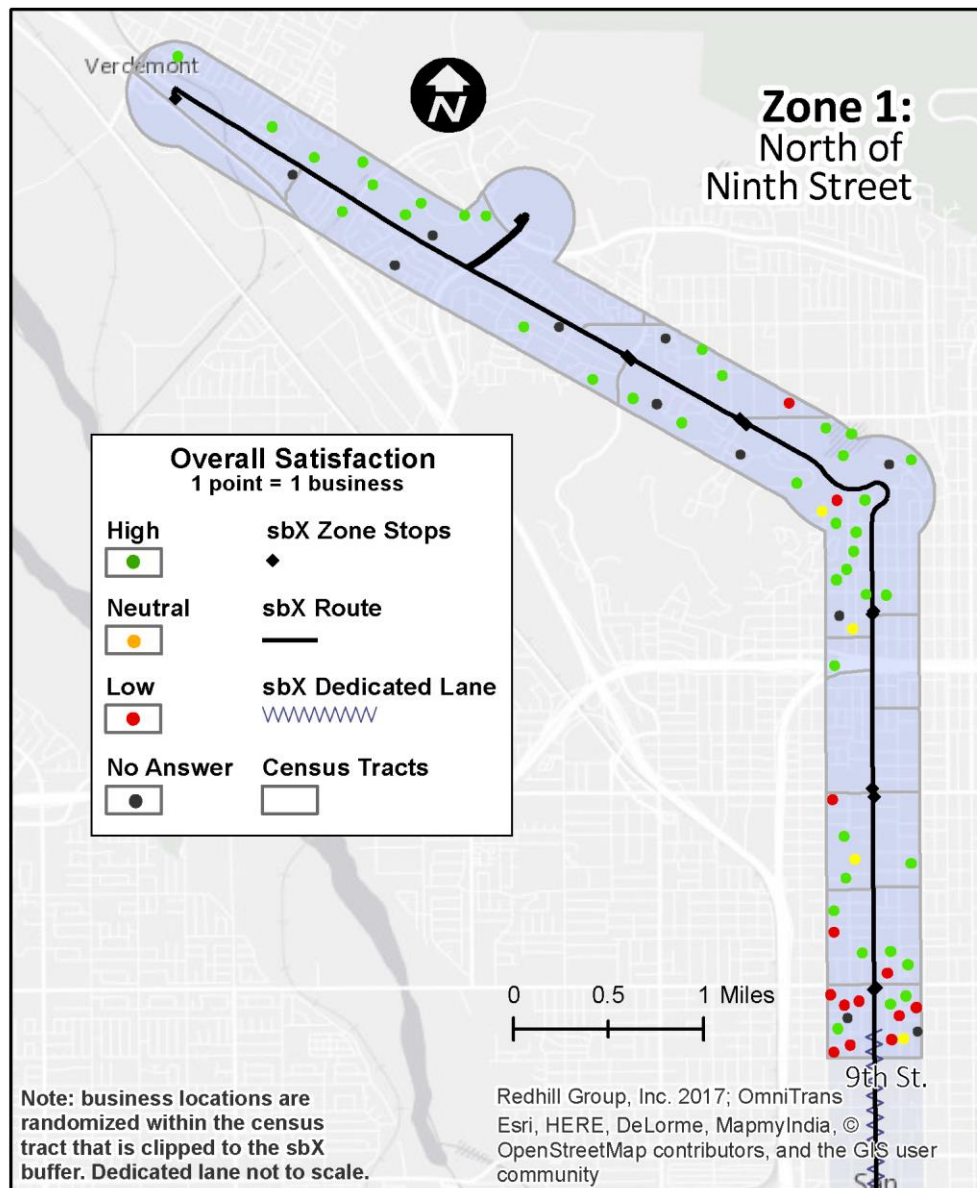
## Impacts by Zone

This section of the report discusses the impacts of sbX in relationship to five segments along the Corridor which are referred to as zones.

### Zone 1: Impacts

Figure 23: Zone 1 Overall Satisfaction

n = 68



Zone 1 has the second highest overall satisfaction rating with a mean of 5.19 where seven indicates a rating of very satisfied. Seventy percent of owners and managers say that their overall satisfaction with sbX is positive. Seven percent have a neutral rating and 23 percent provided a negative rating. Businesses in the southern segment of the zone, where dedicated bus lanes limit left turns and U-turns, were more likely to be dissatisfied than other businesses in this zone.

Figure 24: Zone 1 Positive Impacts of sbX

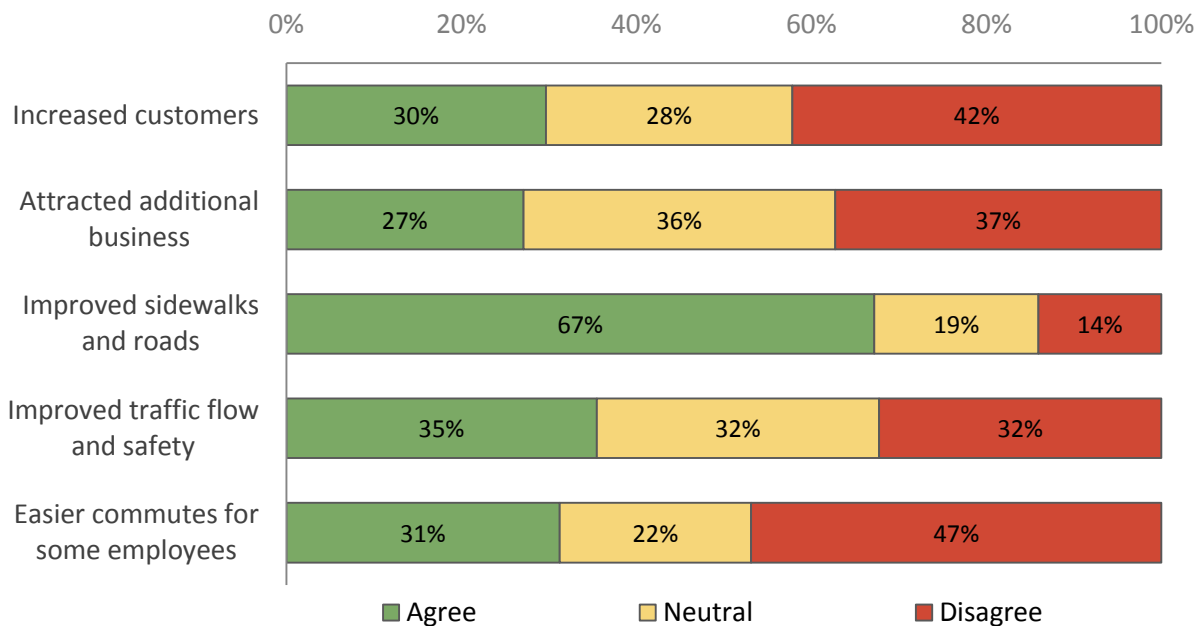
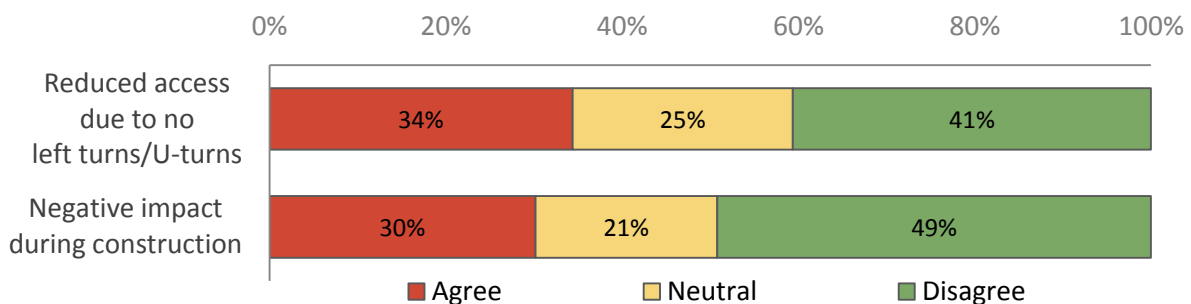


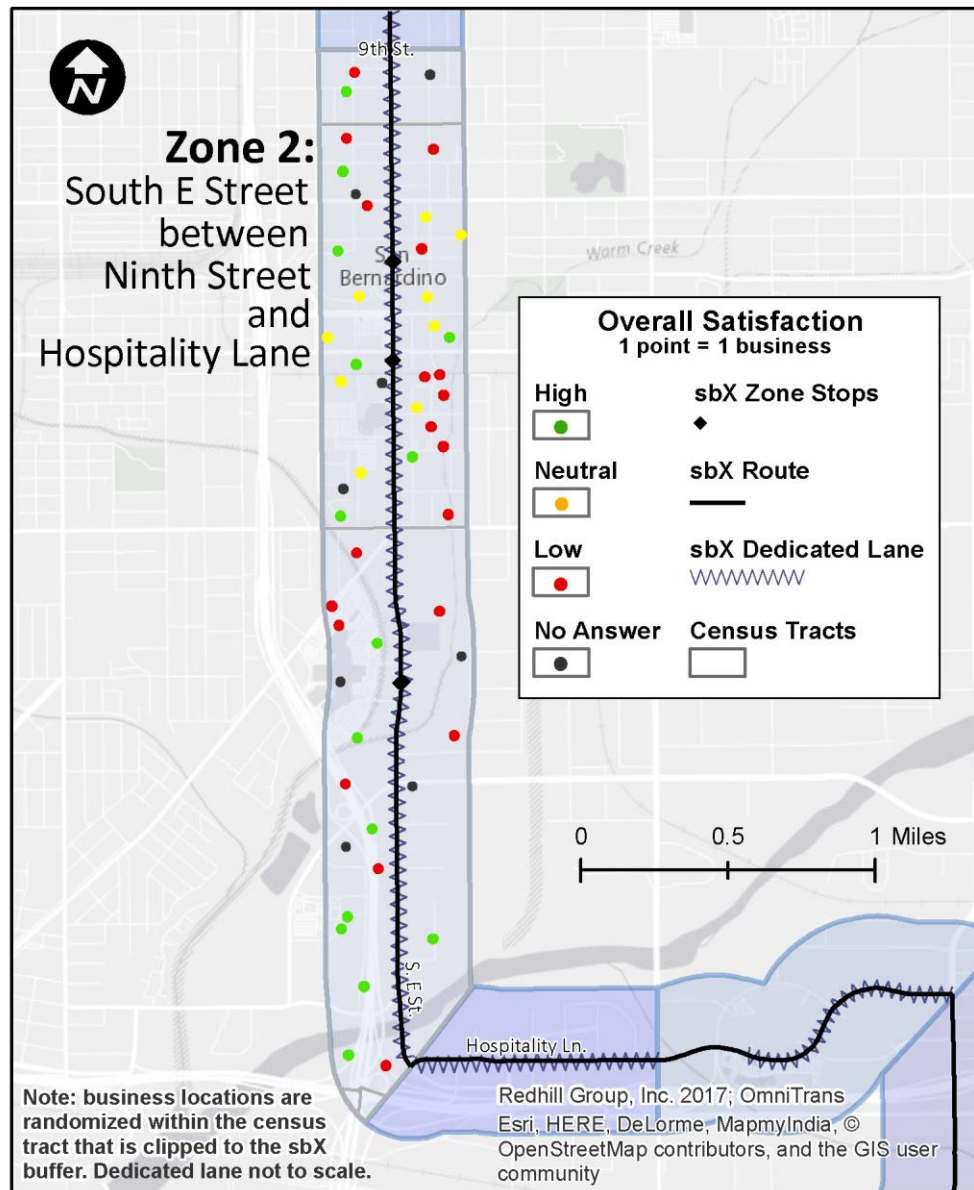
Figure 25: Zone 1 Other Impacts of sbX



Looking at all factors in relation to businesses in Zone 1, the majority of owners and managers agree that the sbX project has improved the sidewalks and roads near their location (67%). As a group, businesses in Zone 1 are least likely to agree with the statements that the sbX project has helped attract additional businesses in the area, increased the volume of customers, and improved employee commutes.

## Zone 2: Impacts

Figure 26: Zone 2 Overall Satisfaction  
n = 51



Zone 2 has the lowest overall mean satisfaction rating of all zones at 3.63, where seven indicates a very satisfied rating. Forty-four percent of the businesses interviewed are not satisfied with the impact of sbX on their business, 21 percent provide a neutral rating, and 35 percent say the impact is positive.



A comparison of factors among businesses in Zone 2 show that restricted left turns and U-turns are a source of dissatisfaction, and represent the highest rate of impact (76%). It follows that they do not agree that the traffic flow is improved by sbX. Managers and owners in Zone 2 also do not agree that sbX has attracted additional business (70%), or led to an increase in customers (73%).

Nearly two-thirds of the businesses (62%) in Zone 2 agreed with the statement that the construction of sbX negatively impacted their business.

Of the five positive statements, businesses located in Zone 2 have the highest level of agreement that the sbX project has resulted in improvements to sidewalks and roadways near their locations.

Figure 27: Zone 2 Positive Impacts of sbX

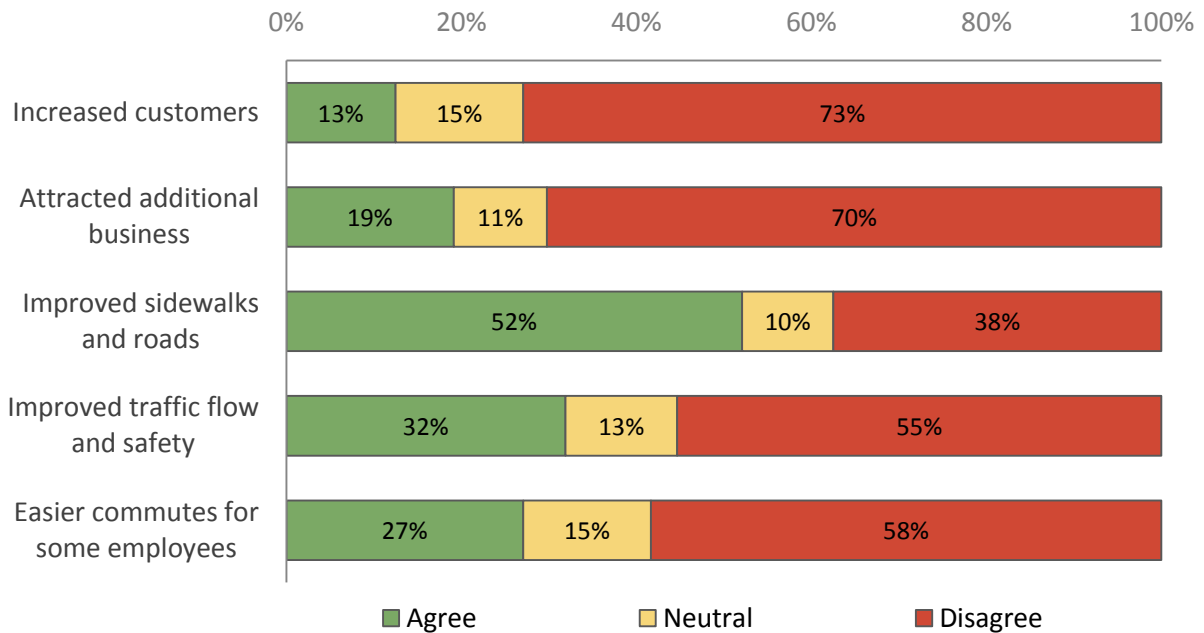
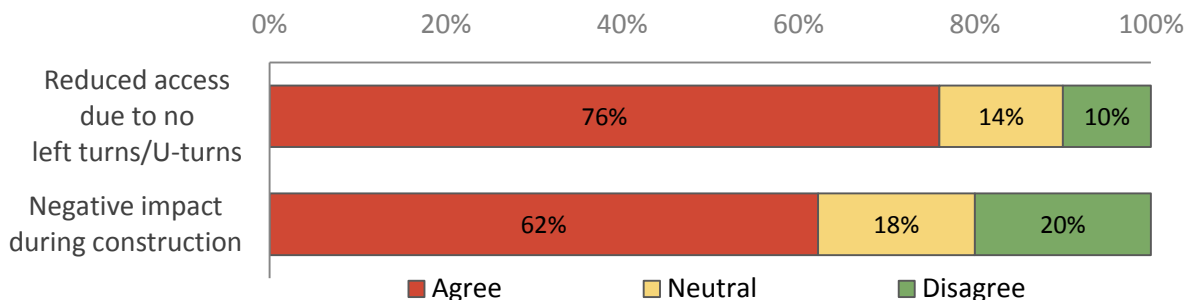


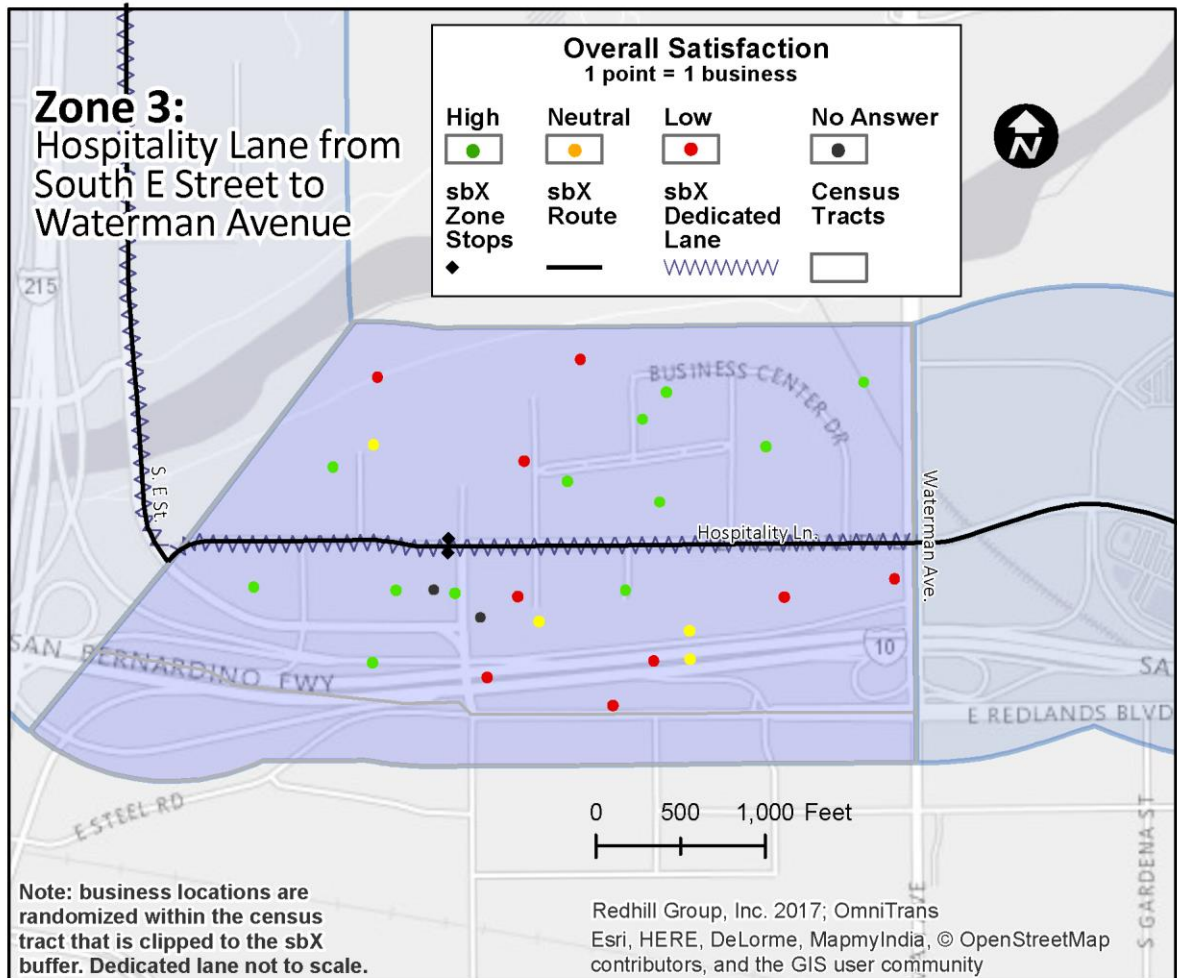
Figure 28: Zone 2 Other Impacts of sbX



## Zone 3: Impacts

Figure 29: Zone 3 Overall Satisfaction

n = 27



Businesses in Zone 3 have the second highest level of dissatisfaction with a mean rating of 4.20, where seven is very satisfied. Forty-eight percent of the businesses awarded a positive satisfaction rating, sixteen percent were neutral, and 36 percent gave a negative rating.

Figure 30: Zone 3 Positive Impacts of sbX

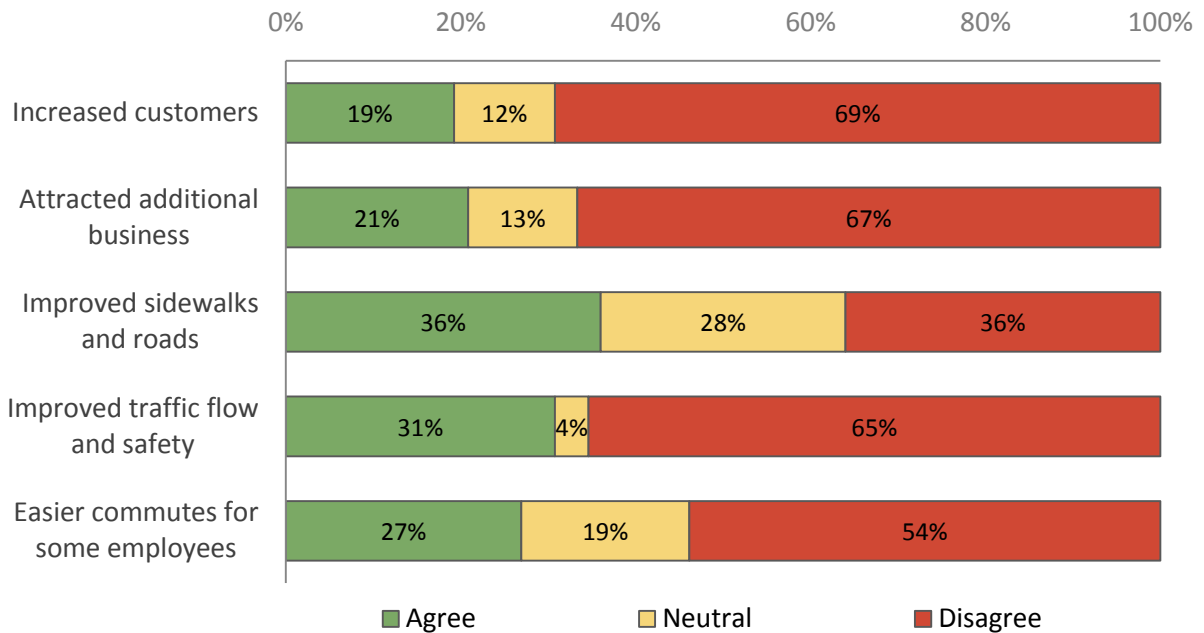
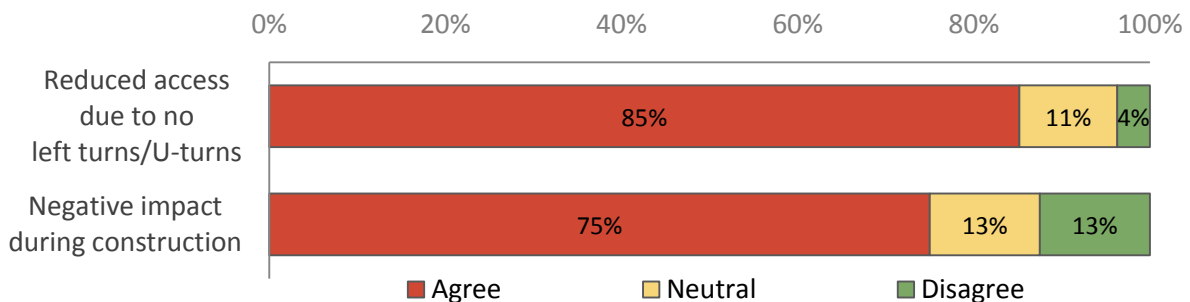


Figure 31: Zone 3 Other Impacts of sbX



Businesses in Zone 3 had the highest overall agreement with the statements that the elimination of left turns and U-turns has reduced access to their location (85%), and that during construction their businesses had been negatively impacted (75%). These businesses also have the strongest disagreement with the statement that the sbX project has improved traffic flow and safety (65%).

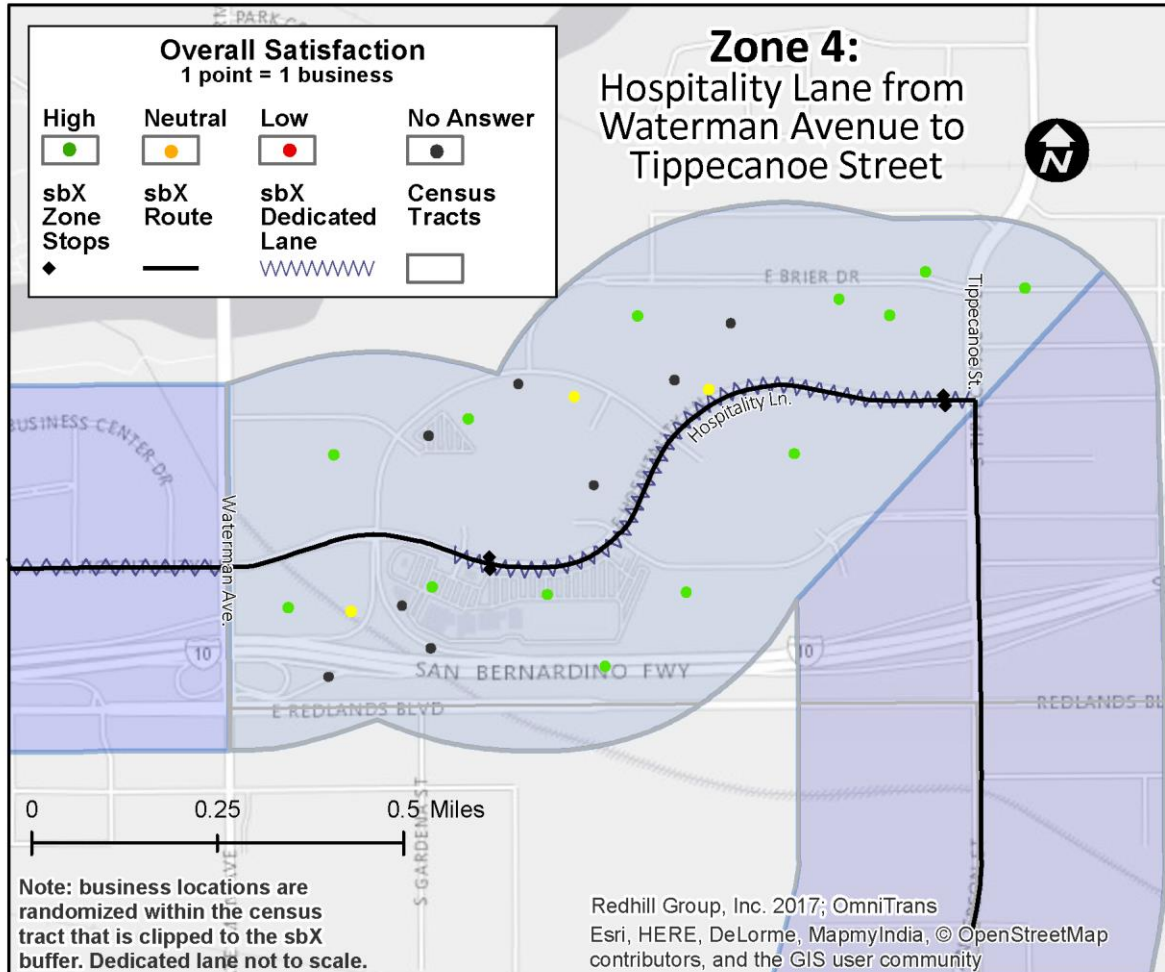
Among businesses in Zone 3, just over two-thirds (69%) disagree that the introduction of sbX has increased the number of customers at their location.

The most positive impact of the sbX project on businesses in Zone 3 is that the project has improved sidewalks and roadways near their location (36%).

## Zone 4: Impacts

Figure 32: Zone 4 Overall Satisfaction

n = 24



Zone 4 has the highest level of satisfaction with a mean rating of 5.94, where seven is very satisfied. All businesses in this zone report a satisfaction rating of neutral or higher, with more than four-fifths (81%) of the businesses saying that the impact of sbX is positive.

Businesses in Zone 4 most strongly agree with the statement that sbX has improved sidewalks and roads near their location (59%) and that sbX has made it easier for some employees to get to work (57%).

At 43 percent, businesses in this zone mostly disagree with the statement that the elimination of left turns and U-turns has reduced access to their location.

Figure 33: Zone 4 Positive Impacts of sbX

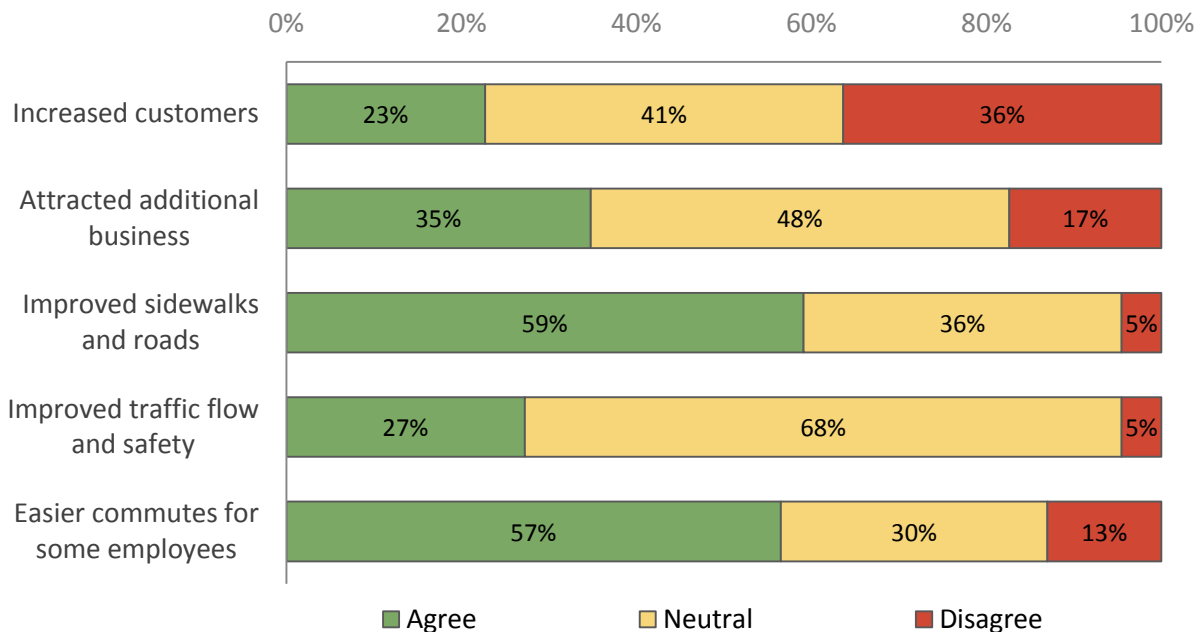
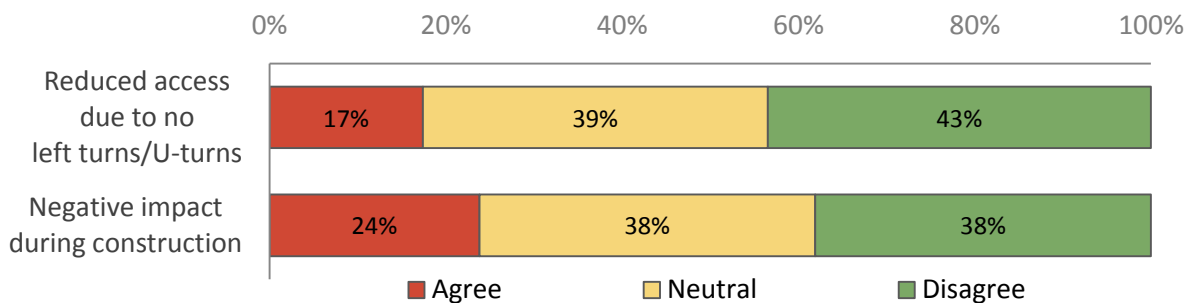


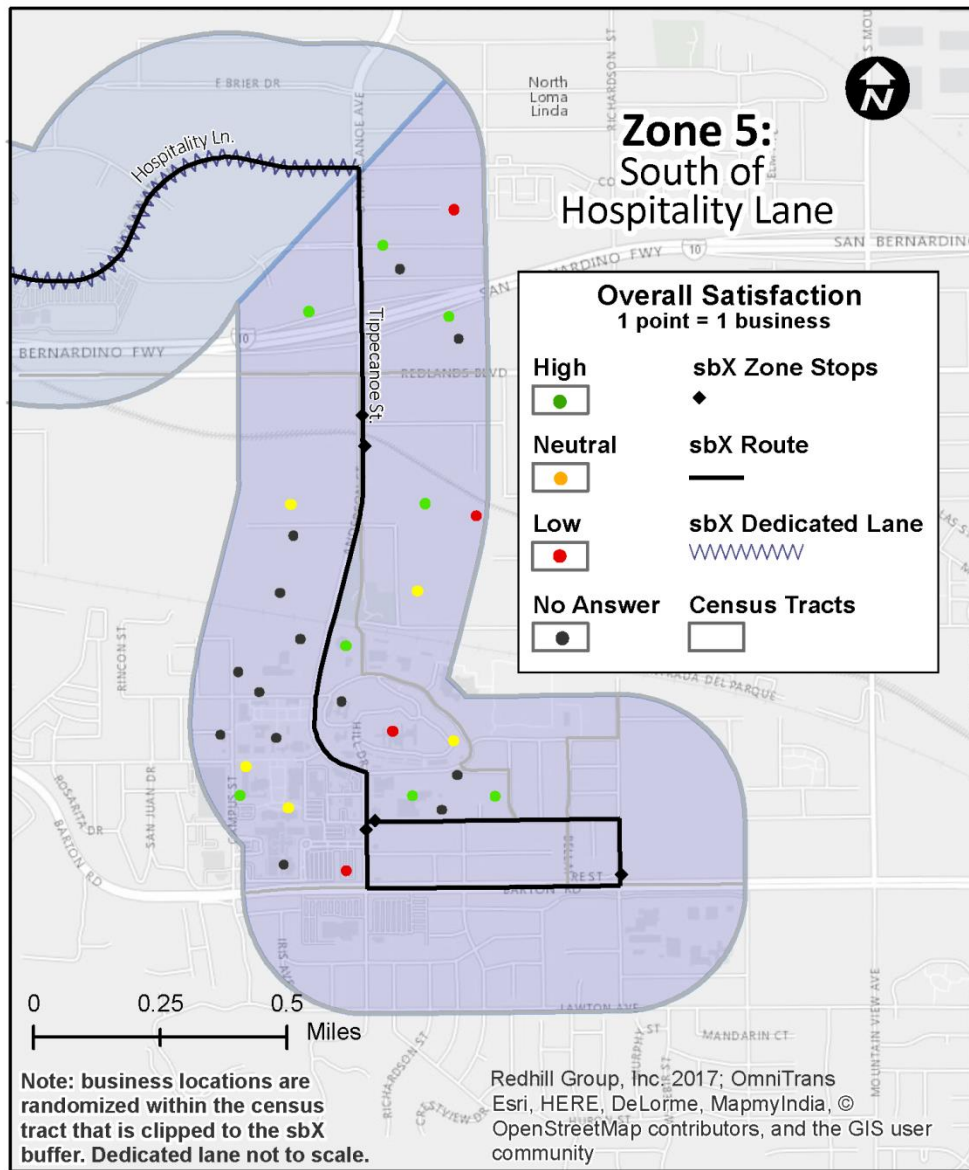
Figure 34: Zone 4 Other Impacts of sbX



## Zone 5: Impacts

Figure 35: Zone 5 Overall Satisfaction

n = 30



Businesses in Zone 5 have an overall mean satisfaction rating of 4.24, where seven is very satisfied. Nearly half (47%) of the businesses in this zone give a positive satisfaction rating, 29 percent are neutral, and 24 percent are dissatisfied.

Figure 36: Zone 5 Positive Impacts of sbX

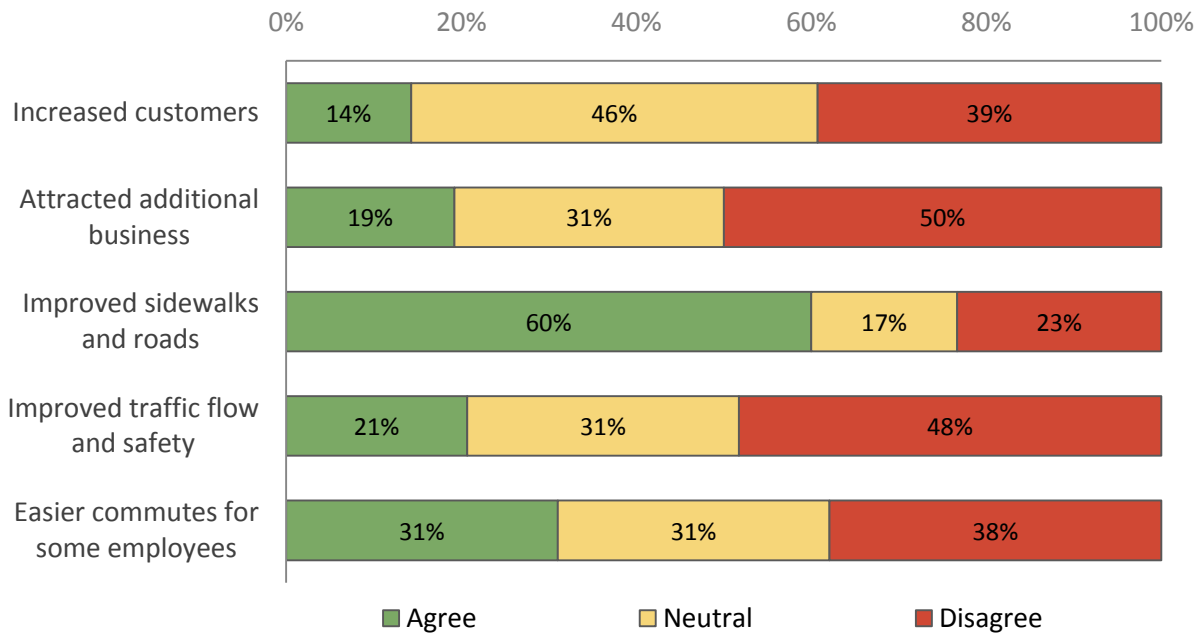
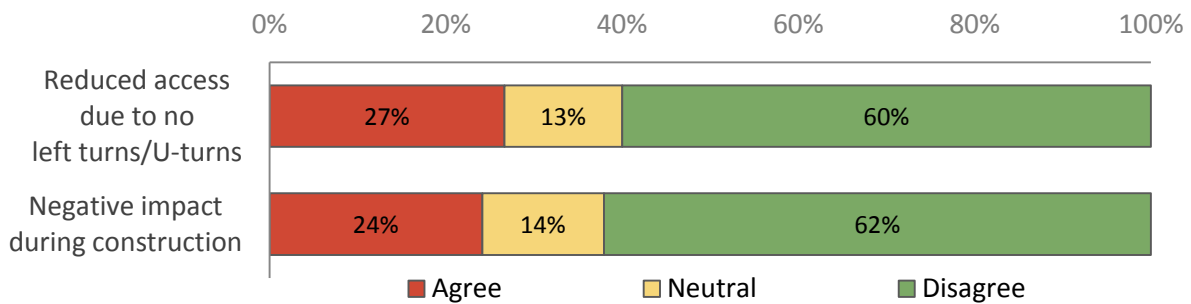


Figure 37: Zone 5 Other Impacts of sbX



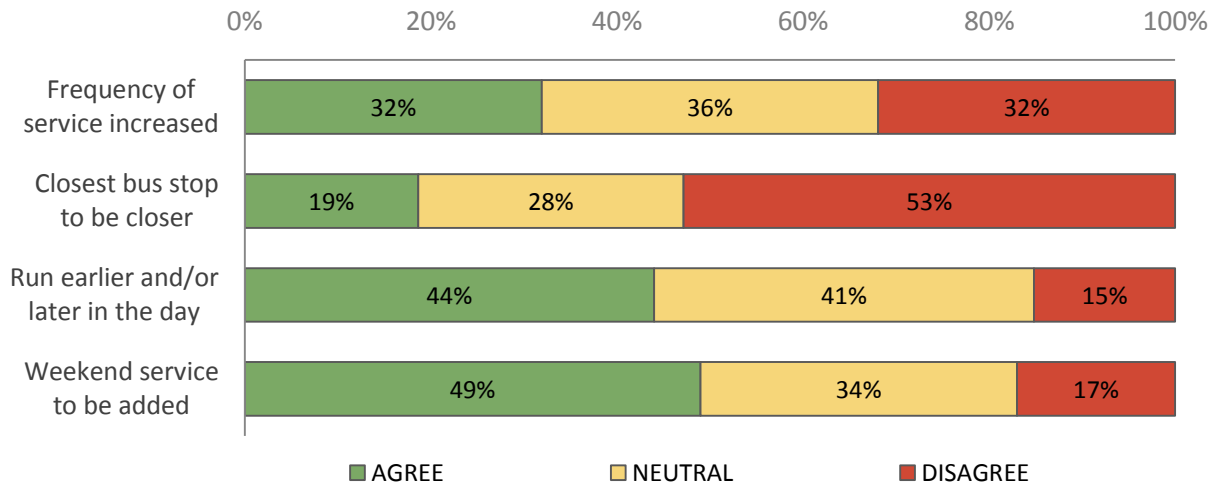
When asked about specific impacts regarding sbX, businesses in Zone 5 most strongly agree with the statement that sbX has improved sidewalks and roads near their location (60%).

Businesses in this zone most strongly disagree with the statement that the elimination of left turns and U-turns has reduced access to their location (60%), and that sbX negatively affected their business during construction (62%).

## Interest in Potential sbX Service Enhancements

Businesses were asked about their agreement with four statements about potential service enhancements to sbX service. Questions were randomly rotated to avoid bias.

**Figure 38: Future sbX Service Enhancements**  
n = 200, 3%-5% DK (n = 6-9), effective n = 191-194



Of the proposed changes to sbX, the strongest agreement is for the addition of weekend service (49%) and having sbX run earlier and/or later in the day (44%). Nearly a third (32%) would like to see the frequency of service increased. Businesses are least likely to agree with having bus stops located closer to the businesses' location (19%).



# Appendix

## Survey Instrument

**OMNITRANS**  
**sbX Corridor Business Survey 2017 SURVEY INSTRUMENT**

1. ARE YOU A MANAGER OF THIS BUSINESS ?
  1. NO - NON-MANAGEMENT EMPLOYEE
  2. MANAGER/MANAGEMENT
  3. OTHER
  
2. ARE YOU A MANAGER OF THIS BUSINESS (OTHER) ?
  
3. IS NOW A GOOD TIME TO COMPLETE THIS QUICK SURVEY ?
  1. YES
  2. NO - RETURN ANOTHER DATE/TIME
  3. NO - CALL ANOTHER DATE/TIME
  4. NO - REFUSED
  
4. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BUSINESS AT THIS LOCATION ?
  1. RETAIL SALES/SERVICES
  2. RESTAURANT
  3. INDUSTRIAL
  4. OFFICE/ADMINISTRATIVE
  5. HEALTH CARE
  6. EDUCATION
  7. GOVERNMENT
  8. HOSPITALITY
  9. OTHER
  
5. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BUSINESS AT THIS LOCATION ?  
(OTHER)
  
6. HOW MANY YEARS HAS THIS BUSINESS BEEN AT THIS LOCATION ?
  1. <1 YEAR
  2. 1-2 YEARS
  3. 3-5 YEARS
  4. 6+ YEARS
  5. DON'T KNOW/REFUSED

7. HOW MANY EMPLOYEES ARE AT THIS LOCATION ?

1. 1-5
2. 6-10
3. 11-25
4. 26-99
5. 100+
6. REFUSED

8. COMPARED TO THREE YEARS AGO, WOULD YOU SAY THAT BUSINESS VOLUME AT THIS LOCATION HAS...?

1. INCREASED
2. STAYED THE SAME, OR
3. DECREASED
4. REFUSED/DON'T KNOW

9. WHAT IS THE MAIN REASON FOR THIS BUSINESS VOLUME (MULTIPLE RESPONSE) ?

1. CHANGES IN THE ECONOMY
2. GOVERNMENT POLICY CHANGES
3. SB CITY BANKRUPTCY
4. SAFETY CONCERNS
5. sbX CONSTRUCTION IMPACTS
6. CURRENT OPERATION OF THE sbX
7. OTHER BUSINESSES MOVING HERE
8. INTERNAL BUSINESS CHANGES
9. TRAFFIC PATTERN CHANGES
10. PARKING REMOVAL/REDUCTION
11. HOMELESSNESS INCREASE
12. DON'T KNOW
13. OTHER

10. WHAT IS THE MAIN REASON FOR THIS (MULTIPLE RESPONSE) ? (OTHER)

11. OVERALL, HOW WOULD YOU RATE YOUR SATISFACTION WITH THE IMPACT THE SBX HAS HAD ON YOUR BUSINESS USING A 7-POINT SCALE WHERE 1 IS VERY DISSATISFIED AND 7 IS VERY SATISFIED?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. (UNABLE TO RATE)

12. THE INTRODUCTION OF THE sbX HAS INCREASED THE NUMBER OF CUSTOMERS COMING TO OUR BUSINESS AT THIS LOCATION.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

13. THE sbX PROJECT HAS HELPED ATTRACT ADDITIONAL BUSINESS IN THIS AREA.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

14. THE sbX PROJECT HAS IMPROVED THE SIDEWALKS AND ROADS NEAR OUR LOCATION.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

15. ELIMINATION OF LEFT TURNS AND U-TURNS HAS REDUCED ACCESS TO OUR LOCATION.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

16. THE sbX PROJECT HAS IMPROVED TRAFFIC FLOW AND SAFETY NEAR OUR LOCATION.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

17. THE sbX HAS MADE IT EASIER FOR SOME EMPLOYEES TO GET TO WORK AT THIS LOCATION.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

18. WHILE THE sbX WAS BEING BUILT, IT NEGATIVELY EFFECTED OUR BUSINESS.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

19. HAS THE sbX HAD ANY OTHER POSITIVE OR NEGATIVE IMPACTS ON YOUR BUSINESS SINCE IT HAS BEEN FULLY OPERATIONAL (MULTIPLE RESPONSE[C[C[C[C ? (MULTI RESP)

1. NO
2. YES - MORE CUSTOMERS
3. YES - EASIER FOR EMPLOYEES TO GET TO WORK
4. YES - HARDER FOR EMPLOYEES TO GET TO WORK
5. YES - PEOPLE LOITERING NEAR THE ENTERANCE REDUCING BUSINESS
6. YES - PEOPLE LEAVING TRASH NEAR OUR BUSINESS
7. YES - INCREASED VEHICLE COLLISIONS NEARBY
8. YES - TRAFFIC FLOW ISSUES/DANGEROUS DRIVING CONDITIONS
9. YES - FEWER CUSTOMERS/LESS BUSINESS
10. YES - INCREASED CRIME
11. YES - OTHER

20. HAS THE sbX HAD ANY OTHER POS. OR NEG. IMPACTS ON YOUR BUSINESS SINCE IT HAS BEEN FULLY OPERATIONAL (MULT RESP) ? (OTHER)

21. DID THE INTRODUCTION OF THE sbX PLAY A ROLE IN THE DECISION TO OPEN THE BUSINESS AT THIS LOCATION...?

1. YES
2. NO
3. DON'T KNOW

22. I WOULD LIKE TO SEE THE FREQUENCY OF SERVICE FOR THE sbX INCREASED.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

23. I WOULD LIKE THE CLOSEST BUS STOP FOR THE sbX TO BE CLOSER TO OUR LOCATION.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

24. ON WEEKDAYS I WOULD LIKE THE sbX TO RUN EARLIER AND/OR LATER IN THE DAY.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

25. I WOULD LIKE WEEKEND SERVICE TO BE ADDED FOR THE sbX.

1. STRONGLY AGREE
2. AGREE
3. NEUTRAL
4. DISAGREE
5. STRONGLY DISAGREE
6. DON'T KNOW/REFUSED

29. COMMENTS

30. POINT Y

31. POINT X

34. BUSINESS ZONES

1. ZONE 1
2. ZONE 2
3. ZONE 3
4. ZONE 4
5. ZONE 5

## Frequencies

### OMNITRANS sbX Corridor Business Survey 2017 FREQUENCIES (03/30/17)

1. ARE YOU A MANAGER OF THIS BUSINESS ?

1. NO - NON-MANAGEMENT EMPLOYEE .....	0.0%
2. MANAGER/MANAGEMENT .....	100.0%
3. OTHER .....	0.0%

2. ARE YOU A MANAGER OF THIS BUSINESS (OTHER) ?

3. IS NOW A GOOD TIME TO COMPLETE THIS QUICK SURVEY ?

1. YES .....	100.0%
2. NO - RETURN ANOTHER DATE/TIME .....	0.0%
3. NO - CALL ANOTHER DATE/TIME .....	0.0%
4. NO - REFUSED .....	0.0%

4. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BUSINESS AT THIS LOCATION ?

1. RETAIL/SERVICES .....	55.0%
2. RESTAURANT .....	20.5%
3. INDUSTRIAL .....	0.0%
4. OFFICE/ADMINISTRATIVE .....	12.0%
5. HEALTH CARE .....	5.5%
6. EDUCATION .....	4.0%
7. GOVERNMENT .....	1.0%
8. HOSPITALITY .....	2.0%
9. OTHER .....	0.0%

5. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BUSINESS AT THIS LOCATION ?  
(OTHER)

6. HOW MANY YEARS HAS THIS BUSINESS BEEN AT THIS LOCATION ?

1. <1 YEAR .....	7.5%
2. 1-2 YEARS .....	6.5%
3. 3-5 YEARS .....	13.5%
4. 6+ YEARS .....	72.5%
5. DON'T KNOW/REFUSED .....	0.0%

7. HOW MANY EMPLOYEES ARE AT THIS LOCATION ?

1. 1-5 .....	46.5%
2. 6-10 .....	22.0%
3. 11-25 .....	17.0%
4. 26-99 .....	10.5%
5. 100+ .....	2.5%
6. REFUSED .....	1.5%

8. COMPARED TO THREE YEARS AGO, WOULD YOU SAY THAT BUSINESS VOLUME AT THIS LOCATION HAS...?

- |                             |       |
|-----------------------------|-------|
| 1. INCREASED .....          | 34.9% |
| 2. STAYED THE SAME .....    | 26.7% |
| 3. DECREASED .....          | 34.3% |
| 4. REFUSED/DON'T KNOW ..... | 4.1%  |

9. WHAT IS THE MAIN REASON FOR THIS CHANGE IN BUSINESS VOLUME ?

- |                                   |       |
|-----------------------------------|-------|
| 1. CHANGES IN ECONOMY .....       | 23.7% |
| 2. GOVT POLICY CHANGES .....      | 1.7%  |
| 3. SB CITY BANKRUPTCY .....       | 3.4%  |
| 4. SAFETY CONCERNS .....          | 1.7%  |
| 5. sbX CONSTRUCTION IMPACTS ..... | 17.8% |
| 6. sbX CURRENT OPERATION .....    | 21.2% |
| 7. BIZ MOVING HERE .....          | 9.3%  |
| 8. INTERNAL BIZ CHANGES .....     | 28.0% |
| 9. TRAFFIC PATTERN .....          | 5.9%  |
| 10. PARKING REMOVAL .....         | 5.9%  |
| 11. HOMELESS INCREASE .....       | 2.5%  |
| 12. DON'T KNOW .....              | 7.6%  |
| 13. OTHER .....                   | 2.5%  |

10. WHAT IS THE MAIN REASON FOR THIS (MULTIPLE RESPONSE) ? (OTHER)

11. OVERALL, HOW WOULD YOU RATE YOUR SATISFACTION WITH THE IMPACT THE SBX HAS HAD ON YOUR BUSINESS ?

- |                           |       |
|---------------------------|-------|
| 1. 1 .....                | 15.5% |
| 2. 2 .....                | 3.5%  |
| 3. 3 .....                | 3.5%  |
| 4. 4 .....                | 12.5% |
| 5. 5 .....                | 10.0% |
| 6. 6 .....                | 9.0%  |
| 7. 7 .....                | 25.0% |
| 8. (UNABLE TO RATE) ..... | 21.0% |

12. THE INTRODUCTION OF THE sbX HAS INCREASED THE NUMBER OF CUSTOMERS COMING TO OUR BUSINESS AT THIS LOCATION.

- |                             |       |
|-----------------------------|-------|
| 1. STRONGLY AGREE .....     | 3.0%  |
| 2. AGREE .....              | 16.5% |
| 3. NEUTRAL .....            | 25.0% |
| 4. DISAGREE .....           | 39.5% |
| 5. STRONGLY DISAGREE .....  | 10.0% |
| 6. DON'T KNOW/REFUSED ..... | 6.0%  |

13. THE sbX PROJECT HAS HELPED ATTRACT ADDITIONAL BUSINESS IN THIS AREA.

1. STRONGLY AGREE .....	2.0%
2. AGREE .....	19.5%
3. NEUTRAL .....	24.0%
4. DISAGREE .....	30.5%
5. STRONGLY DISAGREE .....	13.5%
6. DON'T KNOW/REFUSED .....	10.5%

14. THE sbX PROJECT HAS IMPROVED THE SIDEWALKS AND ROADS NEAR OUR LOCATION.

1. STRONGLY AGREE .....	10.5%
2. AGREE .....	43.5%
3. NEUTRAL .....	18.5%
4. DISAGREE .....	16.5%
5. STRONGLY DISAGREE .....	5.5%
6. DON'T KNOW/REFUSED .....	5.5%

15. ELIMINATION OF LEFT TURNS AND U-TURNS HAS REDUCED ACCESS TO OUR LOCATION.

1. STRONGLY AGREE .....	24.5%
2. AGREE .....	23.0%
3. NEUTRAL .....	19.5%
4. DISAGREE .....	26.0%
5. STRONGLY DISAGREE .....	4.0%
6. DON'T KNOW/REFUSED .....	3.0%

16. THE sbX PROJECT HAS IMPROVED TRAFFIC FLOW AND SAFETY NEAR OUR LOCATION.

1. STRONGLY AGREE .....	3.5%
2. AGREE .....	25.0%
3. NEUTRAL .....	25.5%
4. DISAGREE .....	27.0%
5. STRONGLY DISAGREE .....	12.0%
6. DON'T KNOW/REFUSED .....	7.0%

17. THE sbX HAS MADE IT EASIER FOR SOME EMPLOYEES TO GET TO WORK AT THIS LOCATION.

1. STRONGLY AGREE .....	9.5%
2. AGREE .....	21.5%
3. NEUTRAL .....	21.0%
4. DISAGREE .....	32.5%
5. STRONGLY DISAGREE .....	10.5%
6. DON'T KNOW/REFUSED .....	5.0%



18. WHILE THE sbX WAS BEING BUILT, IT NEGATIVELY AFFECTED OUR BUSINESS.

1. STRONGLY AGREE .....	15.0%
2. AGREE .....	23.5%
3. NEUTRAL .....	18.0%
4. DISAGREE .....	30.5%
5. STRONGLY DISAGREE .....	4.0%
6. DON'T KNOW/REFUSED .....	9.0%

19. HAS THE sbX HAD ANY IMPACTS ON YOUR BUSINESS SINCE IT HAS BEEN FULLY OPERATIONAL ?

1. NO .....	70.4%
2. MORE CUSTOMERS .....	4.6%
3. EASIER TO GO TO WORK .....	4.1%
4. HARDER TO GO TO WORK .....	2.6%
5. PEOPLE LOITERING .....	9.7%
6. PEOPLE LEAVING TRASH .....	4.6%
7. MORE VEH COLLISIONS .....	3.1%
8. TRAFFIC FLOW ISSUES .....	6.6%
9. FEWER CUSTOMERS .....	4.1%
10. INCREASED CRIME .....	1.5%
11. OTHER .....	0.0%

20. HAS THE sbX HAD ANY OTHER POS. OR NEG. IMPACTS ON YOUR BUSINESS SINCE IT HAS BEEN FULLY OPERATIONAL (MULT RESP) ? (OTHER)

21. DID THE INTRODUCTION OF THE sbX PLAY A ROLE IN THE DECISION TO OPEN THE BUSINESS AT THIS LOCATION...?

1. YES .....	18.8%
2. NO .....	75.0%
3. DON'T KNOW .....	6.3%

22. I WOULD LIKE TO SEE THE FREQUENCY OF SERVICE FOR THE sbX INCREASED.

1. STRONGLY AGREE .....	5.5%
2. AGREE .....	25.0%
3. NEUTRAL .....	34.5%
4. DISAGREE .....	23.5%
5. STRONGLY DISAGREE .....	7.0%
6. DON'T KNOW/REFUSED .....	4.5%

23. I WOULD LIKE THE CLOSEST BUS STOP FOR THE sbX TO BE CLOSER TO OUR LOCATION.

- |                             |       |
|-----------------------------|-------|
| 1. STRONGLY AGREE .....     | 6.0%  |
| 2. AGREE .....              | 12.0% |
| 3. NEUTRAL .....            | 27.5% |
| 4. DISAGREE .....           | 43.0% |
| 5. STRONGLY DISAGREE .....  | 8.0%  |
| 6. DON'T KNOW/REFUSED ..... | 3.5%  |

24. ON WEEKDAYS I WOULD LIKE THE sbX TO RUN EARLIER AND/OR LATER IN THE DAY.

- |                             |       |
|-----------------------------|-------|
| 1. STRONGLY AGREE .....     | 9.5%  |
| 2. AGREE .....              | 32.5% |
| 3. NEUTRAL .....            | 39.0% |
| 4. DISAGREE .....           | 10.0% |
| 5. STRONGLY DISAGREE .....  | 4.5%  |
| 6. DON'T KNOW/REFUSED ..... | 4.5%  |

25. I WOULD LIKE WEEKEND SERVICE TO BE ADDED FOR THE sbX.

- |                             |       |
|-----------------------------|-------|
| 1. STRONGLY AGREE .....     | 10.5% |
| 2. AGREE .....              | 37.0% |
| 3. NEUTRAL .....            | 33.0% |
| 4. DISAGREE .....           | 10.0% |
| 5. STRONGLY DISAGREE .....  | 6.5%  |
| 6. DON'T KNOW/REFUSED ..... | 3.0%  |

29. COMMENTS

30. POINT Y

31. POINT X

34. BUSINESS LOCATION ZONE

- |                 |       |
|-----------------|-------|
| 1. ZONE 1 ..... | 34.0% |
| 2. ZONE 2 ..... | 25.5% |
| 3. ZONE 3 ..... | 13.5% |
| 4. ZONE 4 ..... | 12.0% |
| 5. ZONE 5 ..... | 15.0% |

November 21, 2017



# Focus Groups 2017



Submitted by:

**redhillgroup**

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# Executive Summary

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## Background and Project Overview

In April 2014, Omnitrans completed a major infrastructure improvement project, known as the sbX E Street Corridor, to better connect the San Bernardino Valley and to provide increased mobility to residents using public transit.

Prior to the construction of the sbX E Street Corridor, Omnitrans conducted a system-wide quantitative study to document conditions for the Omnitrans system and the sbX E Street Corridor. In the first quarter of 2017 Omnitrans conducted a post-construction study of stakeholders including its fixed route riders, ACCESS riders, and the business community. As part of the



post-construction study, to better understand riders' needs, a series of six focus groups were conducted with riders to gain additional insight into some of the findings and to better understand customer's wants and needs to guide the development of future transit initiatives. This report explores the focus group findings for fixed route riders and ACCESS riders.

## Methodology

A series of six focus groups were conducted with riders on October 11-12, 2017 to explore:

- Riders' current use of fixed route services, ACCESS and sbX, trip planning
- Information sources riders use for wayfinding
- Perceptions of safety while waiting and riding Omnitrans services
- Adoption and use of the recently implemented Token Transit App
- Student awareness of the GoSmart pass

To allow for the exploration of topics in a meaningful way, the groups were organized as follows:

- Two student groups to gather feedback from Valley College and California State University, San Bernardino students where the GoSmart Pass is available
- Two groups with riders to determine perceptions of safety
- One group with sbX riders to explore rider perceptions of sbX and other service concepts
- One group with ACCESS riders to better understand changes in rider satisfaction.

The discussions were held at a transit accessible facility in San Bernardino and were moderated by professionals with experience moderating transit, safety and student groups. A series of discussion guides were developed around core topic areas which were reviewed and approved by Omnitrans (Appendix 1: Focus Group Guides).

Individuals who had participated in the 2017 Onboard survey and ACCESS telephone survey were selected for participation based on the profile of the selected group to allow for a meaningful exploration of topics. Participants for the discussion were selected to represent the diverse community of Omnitrans customers including sbX, fixed route bus riders and ACCESS Riders and represented a wide range of ages and ethnicities as well as persons with disabilities. Two sessions to discuss safety were gender preference based to create an environment that was conducive to open communications. Participant profiles are shown in each focus group discussion section.

Individuals were recruited using a standardized recruitment questionnaire (Appendix 2 - Recruitment Questionnaire) and were selected from a list of riders who had completed the Omnitrans Rider Origin-Destination Survey. All potential participants were contacted by telephone and screened to ensure that they fit the group profile. Individuals who agreed to participate received an email confirmation and a follow-up call to confirm their willingness to participate in the groups. Fourteen to 16 individuals were recruited for each group to ensure that each group had a minimum of eight participants.

## Key Findings

### Current Use of Omnitrans

Most of the participants are Omnitrans core riders and depend on Omnitrans for the majority of their trips. In addition to using Omnitrans many participants also used other regional systems with RTA, Metrolink and Foothill Transit most often cited. Making trips that require transfers is a common part of the trip making process.

Most individuals used the bus between 6 a.m. and 8 p.m., although some participants travelled as early as 4:40 a.m. and as late as 11 p.m.

Students were more likely to have other travel options although they typically used Omnitrans to travel to school because a valid GoSmart Pass enables them to ride free.

### Overall Satisfaction with Omnitrans

The majority of focus group participants who use the bus awarded Omnitrans satisfaction ratings of eight or above on scale of 1 to 10 where 10 is very satisfied. Students were more likely to provide lower ratings than other customers with six of 20 individuals providing a rating between five and seven.

Participants said Omnitrans provides reliable service and pursues transit innovations and new technologies, often referencing sbX as an example. Improved vehicle cleanliness and monitoring safety factors particularly related to waiting for the bus were mentioned as ways that Omnitrans could improve the riding experience.

Participants generally agree that planning trips on Omnitrans is easy with most awarding a rating of eight or higher, (10 is very easy), however participants say that there are some challenges. Common challenges for trip planning are the accuracy of information provided by the Next Bus App/Text and coordinating transfers to avoid long wait times at transfer points and buses not stopping to pick-up passengers at designated stops.

## Perceptions and Use of sbX

Most riders are aware of sbX and many have used it. Omnitrans riders who use sbX give it high marks citing that it is newer, cleaner, runs more frequently and has more amenities such as Wi-Fi. Station safety features such as lighting, camera and security monitoring and the emergency buttons are viewed positively. Omnitrans riders would also like to see additional sbX services added in other corridors.

The most frequently mentioned dislikes are that sbX does not run on weekends, coach operators sometime drive too quickly especially when leaving a stop, the Wi-Fi doesn't work consistently and the accuracy of the next bus arrival signs is inconsistent.

## Perceptions of Safety

Safety is an important factor to both men and women when waiting and or riding the bus with all individuals rating safety at a 9 or above where 10 is very important. The perception of safety, however, while waiting and riding the bus is influenced by gender with women more often than men, saying they feel unsafe or have experienced a situation where they thought their personal safety was at risk.

Individuals are almost evenly divided as to whether they feel safe while waiting for the bus. The location of the stop, time of day and lighting are key factors that riders use to determine personal safety while waiting for the bus. To ensure personal safety participants maintain a high level of awareness when waiting for the bus and prefer not to wait for the bus alone. Women are likely to carry some form of protection including whistles, pepper spray or Tasers.

Riders are more likely to say they feel safe than not while riding the bus, although the majority of participants have personally or know of someone else who has experienced an unsafe situation while riding the bus. Involved driver presence and onboard surveillance adds to the feeling of safety. Most participants have developed a personal strategy for ensuring their safety while riding which includes maintaining a high level of awareness, favoring seating locations, often in close proximity to the driver. People on the bus who were causing trouble for the driver and other passengers make participants feel unsafe as does being left alone on the bus with other passengers when the driver is not onboard. Some riders recalled experiences where they thought that the coach operators were not responsive to incidents that involved personal passenger safety.

The vast majority of riders who use the sbX say they feel safer while waiting for the sbX citing lighting, the emergency button, camera surveillance and security patrols as adding to their feeling of increased safety. However, even with sbX certain stop locations specifically Highland and Baseline are not considered safe by some riders. In terms of riding sbX, participants generally feel personally safe; however, a repeated theme throughout the focus groups was concern about excessive speed and sudden starts from bus stops which participants perceive as being unsafe.

When safety is a concern for riders they consider walking if the trip distance is not too long. For longer trips they most often ask someone for a ride and if a ride is not available then taking Uber or Lyft is also an option.

Riders are not likely to report situations to Omnitrans when they feel their personal safety has been compromised because they do not consider it to be significant or think that Omnitrans could not do anything about it. Participants in the safety group recalled seeing ads for the campaign “see something, say something.”

## Ranking of Service Attributes

Participants were asked to rank service frequency, span of service, longer hours for weekend service and amenities in order of preference. The majority of riders say that service frequency is most important, followed by longer weekend service hours. Although riders like amenities such as Wi-Fi and plug-ins to recharge cellphone on the list of priorities, amenities rank last.

## Time to Get to Destination

Time to destination is important to riders and they are willing to make tradeoffs to reach their destination faster. For most riders travel time to their destination is more important than the distance they have to walk to a stop or the number of transfers they have to make to complete a trip. Riders are willing to walk further to a stop and make a transfer, even if it is not a transit center, providing their trip is faster and the transfer location meets their safety criteria.

## Trip Planning and Information Sources

Most riders plan at least part of their trip prior to starting their journey and the more time sensitive the trip purpose such as work or scheduled appointment, the more likely the individual is to pre-plan it. Ad-hoc trip planning is more often used for non-time sensitive trips.

The phone is the most common connector to transit information. With the exception of ACCESS riders who speak with a reservation operator, smartphones are most often used to obtain via trip planning information by connecting to Google Transit/Maps and the Omnitrans website or the Next Bus App.

Of individuals that use the Omnitrans website for information, they are more likely to use the online bus book than the trip planner citing that the trip planner is difficult to use and not reliable. Frustrations concern excess data usage, non-user friendly navigation and difficulty in selecting route direction, particularly if they are planning a trip to an un-familiar area.

Riders generally think that planning a trip on Omnitrans is easy (rating of 7 or above on a scale of 1 to 10 where 10 is very easy), however, riders say the Next Bus App is sometime unreliable as are the next bus arrival signs for sbX.

## Students, Car Availability and Campus Parking

Access to a car and parking at the campus are major consideration for students when deciding between using the bus and driving. Of the seven who had a car four use the bus at least some of the time to travel to school. Three of the seven participants stopped taking transit when they obtained a car.

## Use of Uber/Lyft

Many bus riders also use Uber and Lyft and the decision to use these services is based on trip purpose, perceived safety issues surrounding the bus stop and time of day, the availability of Omnitrans service at the desired time, and knowledge of the area in which the person is traveling. The availability of discretionary funds to make the trip influences the decision to use Uber/Lyft for some.

Individuals who also use Uber/Lyft think it is easy to use and of those who were asked to rate it, satisfaction ratings were eight of higher on a scale of 1 to 10 where 10 is very satisfied.

ACCESS riders do not currently use Uber or Lyft. Only one of the participants had tried it and a friend arranged the trip.

## Fare payment

Frequent riders most often use a pass, favoring a monthly pass if funds are available. Student use the GoSmart pass but do not necessarily know it by name.

## Token Transit App

The Transit Token App was introduced by Omnitrans in August 2017. Current awareness of the App among focus group participants is low; however, individuals who had downloaded the App liked it. Of those who are aware of the app and use it, the “half-off the seven-day pass or 31-day pass” incentivized them to try it. Riders who are using the App are ready promoters of it and their testimonials are viewed as peer endorsements by other riders.

When the Token Transit App was explained to riders who were not aware of it there was a high degree of interest in it. The biggest concern surrounding the use of the App was related to loosing or breaking a smartphone and potentially loosing unused fare media.

Students had the least interest in the App which was related to their access to the GoSmart pass which allows them to ride free. However, some of the group would consider using Token Transit if they were riding the bus and no longer had access to a GoSmart pass.

## GoSmart Pass

Un-aided recall of the GoSmart name is low among students and most think of the GoSmart pass as their student ID. Recall increased when students were shown samples of posters and bus shelter advertising. The posters that the participants most often recall are “Ride Free with your CSUSB ID”, seen by 13 participants, followed by “Ride FREE with your college ID”, seen by 12 participants.

There is limited awareness of how GoSmart is funded, however, after learning of how the GoSmart Pass is funded all students indicate that they would vote to continue funding the GoSmart Pass at their college. Although two participants remembered voting for funding it during their college elections they could not recall details of the program.

Several participants suggested additional outreach efforts to increase awareness of GoSmart and school email and large posters on campus in high foot-traffic areas, such as the library, and cafeteria were suggested. One participant suggested promoting it through a rewards program that is connected with their student ID, giving prizes for a certain number of times they use the sbX or Omnitrans.

## ACCESS Riders

Participants are divided on whether ACCESS service is the same, improved or worse than it was two years ago. Slightly more than half of the participants (7 of 13) agree that Omnitrans ACCESS has improved over the last two years. Access riders are generally complimentary about the coach operators and that ACCESS supports their independence. The most common areas for improvement were transparency in communications and better trip routing.

ACCESS riders say that it is often difficult to get the reservation at the time they want it and often game the system by saying that their appointment is earlier than it is so that they can arrive in time for their appointment. Riders generally agree that reservation operators lack transparency in providing accurate information about their trips. Inaccurate information on the initial pick-up time and the updated status of their ACCESS rides are received multiple mentions. Most often individuals are told the bus will arrive in 15-20 minutes, but that was generally not the ACCESS riders' experience. Riders rarely receive notification that the bus is running late and most call when they need to know.

There is interest in an app that would allow an individual to determine when a ride will arrive. Riders are also interested in an automated message that would let them know that their bus is 10 minutes away. As long as the information is accurate, a text, or automated message announcement is an acceptable way to receive the notification.

Of the four riders that have been through the recertification process all were satisfied with the experience and no suggestions were offered to improve it.

ACCESS riders know how to use the city bus but only two currently use it. The most common reasons for not considering the bus are related to the individual's disability and architectural barriers. A number of individuals cited the lack of benches, shade and sidewalks as other factors that were impediments to using the city bus.

There is little interest in travel training. Two participants had been through the program and one of them was still using the bus for selected trips. However, when Access riders were offered a free seven day pass, six of them accepted it mentioning that perhaps a friend would ride with them.

One ACCESS rider had used sbX and “loved it” saying the proximity of the sbX route to her home and final destination were factors that prompt her to use it.

Postal mail and texting are the preferred communication methods for most of the ACCESS riders.

# sbX Focus Group

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## Composition of sbX Group

The sbX group was selected from riders who had completed an Onboard Survey in March of 2017 and indicated that they ride sbX. The group consisted of riders who had been Omnitrans customers prior to the initiation of sbX in April 2014 as well as individuals who started riding following the introduction of the service. A total of 16 individuals were recruited to participate in the discussions. Twelve individuals participated, seven women and five men. Four participants said they had a disability.



Figure 1: sbX Participant Profiles

Participant	Primary Trip Type	Frequency of Omnitrans (days/week)	Use Length	Frequency of sbx (days/week)	Employment Status	Student Status	Gender	Age	Ethnicity
1	Work, School, Shopping	4	6-11 months	4	Not employed	Full time	F	20-29	African American
2	Work, School, Shopping, Visiting	3	5+ years	3	Employed, part-time	Part time	F	20-29	Asian/ Pacific Islander
3	Work	4	5+ years	Tried sbX but does not ride it regularly	-	Not a student	M	50-59	Asian/ Pacific Islander
4	Shopping, Medical, Visiting, Recreation	3	1-2 years	3	Not employed	Not a student	F	30-39	African American
5	Work	7	1-2 years	5	Employed, part-time	Part time	M	30-39	Multiracial
6	Work, School, Shopping, Medical, Visiting, Recreation	7	1-2 years	5	Employed, part-time	Full time	F	30-39	Caucasian
7	Work, School	6	1-2 years	Tried sbX but does not ride it regularly	Not employed	Full time	M	18-19	Hispanic/ Latino
8	School	4	3-4 years	3	Employed, full-time	Full time	M	20-29	Hispanic/ Latino
9	Work	5	5+ years	5	Employed, full-time	Not a student	F	40-49	Hispanic/ Latino
10	School	3	5+ years	4	Not employed	Full time	F	18-19	African American
11	Work	3	3-4 years	1	Not employed	Not a student	M	30-39	African American
12	Recreation	3	3-4 years	3	Not employed	Not a student	F	30-39	Caucasian

## Current Use of Omnitrans

All of the sbX focus group participants were frequent Omnitrans riders who use the bus three or more times a week and nine participants also use the bus, at least occasionally, on the weekends. All of the individuals use sbX at least occasionally and nine ride the line three or more times a week. In addition to riding sbX, participant mentioned using 16 additional Omnitrans routes. The wide distribution of routes used by participants supports their statements that they travel throughout the service area. Most of the participants (10 of 12) also use adjacent transit systems and the most frequently mentioned were RTA and Metrolink, followed by Foothill Transit and MTA which suggests that the group was generally transit savvy. Of the 12 participants, eight had a driver's license and four had an operating vehicle that was available from them to drive at least some of the time.

Work and school were the most commonly cited trip purpose and it follows that five of the participants were employed at least part-time. Seven said that they were students and of those four were also employed. Three individuals were neither employed or a student.

*"I usually ride the 1. When I feel adventurous I jump on this bus (5) and catch the 19 toward Colton."*

*"I usually ride the sbX, 8 and 215."*

*"I usually ride the sbX."*

*"I live in Rialto I take the 14 to sbX and the 215 to Riverside. For volunteering I take the 22 to 1 and transfer to the 215."*

*"I take the bus everywhere I go."*

Most individuals use the bus between 6 a.m. and 8 p.m., however one participant used the bus as early as 4:30 a.m. and as late as 11 p.m.

*"I get on the bus around 6 a.m. and come back about 6 p.m."*

*"It depends upon my appointments but usually the morning and I try to be home by 9 p.m."*

*"I do a lot of different things throughout the day but (I use the bus) generally starting around 9 a.m. and finishing around 9 p.m."*

*"I am normally on the buses as early as 4:30 a.m. until 10 a.m., multiple buses and then in the evening from 6 p.m. to 11 p.m."*

## Trip Planning and Information Sources

### Travel Planning

Individuals were asked to consider which of the following three options best described the way they plan a transit trip.

- I generally plan all of the details of the trip before I start
- I generally plan part of the trip and find out more information along the way, if I need it
- I just go and know that I will find be able to find the information that I need as I need it (wing-it)

The majority (seven of 12) of participants say they pre-plan their trip before they start and the remaining five plan some or their entire trip depending upon the trip purpose and travel day. However all individuals say they are aware of their options before they start on a trip. If trips are time sensitive, such as appointments, work or school they are pre-planned, while less time sensitive trips or weekend travel is planned as the trip evolves. Of individuals who are flexible in their approach, they all, by virtue of being a frequent rider, have a good understanding of the Omnitrans system.

*"For work related trips, I plan it but if I am hanging out with my friends or partner, I wing-it."*

*"It is planned because my schedule is so rigid and I have to know what my secondary options are. I know my ideal route but want to have options in case the bus does not come."*

*"It is always planned but I constantly use the Next Bus App since sometimes the buses are late."*

*"It depends on the day, if I have an appointment it is planned but if it is the weekend and I am enjoying myself...it is a total wing-it. Sometimes I just get on Metrolink and go places."*

*"For work related trips, I plan it but if I am just going places, I wing it."*

## Information Sources

All participants had a cell phone and 11 of the 12 used a smartphone. For the majority of riders, the phone is most likely to be the conduit to information and participants use a variety of tools to plan trips with Google Transit/Maps, Omnitrans website and the Next Bus App most often mentioned. Four individuals used the physical bus book and of those two rely solely on the book. Two individuals say that they sometimes confirm information through customer information.

Although individuals often consult the Omnitrans website for information, they are more likely to use the online bus book than the trip planner citing that the trip planner is difficult to use and not reliable.

*"I use the Internet mostly like Google (Maps) or the Omnitrans website; sometimes I call the number and put in the stop number to see what time the bus will be there."*

*"I use Google Transit all the way. I have the Omnitrans App on my phone sometimes I go to the bus book but I don't really use it."*

*"I use Google, the bus book and the website online book."*

*"I use Google and I call in a lot and use the App a lot to make sure (of the times)."*

*"I use the Google Maps, the books and sometimes I go onto the Omni site just to look at the schedules, I don't plan my trips through it."*

Many of the individuals who had tried the Omnitrans website trip planner were frustrated by its lack of functionality and some participants were challenged by having to select a direction for travel, especially if the trip was to a new location.

*"The trip planner gets all jumbled, it messes up. It gives you the wrong information. I think the trip planner is terrible, so I just use the (online) bus book. I use the pages in bus book on the website."*

*"I have tried to use the trip planner a couple of times, you have to use drop down boxes and there a thousand choices. It is not very easy to navigate. It always messes up in some shape or form."*

*"It gives you the wrong times, fake information."*

*"It was hard to navigate. If I don't know where I am going, picking the direction is really hard."*

*"Route 3 and 4 are circular so at some point you are going east, west, south and north so picking a direction is frustrating."*

## Ease of Trip Making

While most individuals agree that planning trips on Omnitrans is easy with 10 of the 12 awarding a rating of eight or higher, (10 is very easy), participants say that there are some challenges. Common challenges for trip planning were the accuracy of information provided by the Next Bus App/Text and coordinating transfers to avoid long wait times at transfer points and buses not stopping to pick-up passengers at designated stops. Of the eight individuals who used texting to find out next bus information, six of the group did not think it was reliable. Five of the 12 participants said that the coach operators sometimes leave the bus unattended with passengers on the bus while they go into a restaurant. Two individuals mentioned that not all the bus stops are in the bus book so they have to determine when the bus will be at their stop.

Buses' failing to stop to pick passengers up was a shared frustration with all twelve of the participants mentioning that a bus has passed them by. Seven of the 12 said a bus had passed them by in the past week.

*"Sometimes Google has the incorrect times for the buses and the Next Trip on the signs usually does not work. Sometimes the Next Bus app will tell you that your bus is coming and nothing comes and then it says next bus 30 minutes and no bus has passed you."*

*"Certain routes connect really well and others do not especially some at the Transit Center."*

*"I have to connect to Riverside and sometimes if the bus is late I miss my connection. That's why I leave way earlier than I have to make sure that I am not late for work. The time stop for the 215 is supposed to be at Lemon and University and some drivers make it at the Metrolink, almost none of the RTA buses go to the Metrolink station. We are checking the time for the 215 and it says it is here (Lemon and University) and it's not. It is at the Metrolink."*

*"The buses drive right by you if they are running late and there is just one person at the stop."*

*"Texting for Next Bus information is reliable on some routes but not on others."*

*"They (coach operators) get off the bus and walk into a restaurant especially on a weekend when no one is looking."*

## Travel Alternatives

The decision to use the bus is based on a variety of factors including trip purpose and whether the buses are operating at the time of the trip. Individuals who reported they had disabilities say that their decision to use the bus also depends upon the day and how they are feeling.

*"It depends on what I am going to do. If I am going grocery shopping I get a ride. If I am going to work or something else, I take the bus:"*

*It's all money with me, if I have the money to give someone - \$5 to take me to where I want to go - then I do that. If not, I take the bus."*

## Uber/Lyft Satisfaction and Use

Six participants had used Uber or Lyft. Reasons for using Uber/Lyft were based on time of travel, perceived safety of bus stop locations and whether drinking alcohol was involved.

*"I use Uber late at night if I have to take my kids to the hospital or something."*

*"I use it late at night as well because some of the locations where you have to wait for the bus are kind of creepy."*

*"I take Lyft when I am taking my kids anywhere because I don't like them to be on the bus or if I am running late."*

*"I use it if I am going out with friends to intake alcohol."*

Participants who use Uber/Lyft think it is very easy to use giving it a rating of 10 where 10 is very easy. The rating was based on advanced knowledge of all elements of the trip from fare to arrival time at the destination.

*"It's 10 because you know your fare upfront. You know exactly where you are going and you know exactly when your ride is going to come. You know exactly when you will get to your destination."*

Riders generally have a high level of satisfaction with five of the six individuals rating the service at an eight or above with 10 being the most frequently awarded rating.

## Payment of Trip

All of the participants used some form of pass and the use of the monthly pass was most prevalent. Nine of the 12 used a monthly pass at least some of the time, two used a student pass and the remaining individual used a day pass. Although all individuals used a pass, the availability of funds was most often cited as the deciding factor in which type of pass was purchased.

## Token Transit App

Three of the participants currently had downloaded the Token Transit App and two were actively using it. The half-off incentive was the reason they tried it. Omnitrans was the source of information for all three individuals. Two of the three learned about the App on the bus and one person had received an email from Omnitrans.

*"I decided to use it because the first one was half off and that decided it for me. I like it because sometime I don't have time (to physically buy a pass). The passes wear out and are flimsy."*

*"I used it on the East Coast (Jersey) so when I saw it (advertised) on the bus, I downloaded it."*

A brief overview of the Token Transit App was provided to all participants and they were then asked for feedback and the likelihood that they would consider trying it. Of the individual who were not previously aware of Token Transit and had a smartphone, five would use it and two would consider it. Replacement of the pass if the phone was lost or damaged was the concern for two of the individuals.

## Perceptions of Safety

### Waiting

All participants consider safety to be important while waiting for Omnitrans, with nine of 12 rating it a 10 on a 10-point scale where 10 is very important. Overall, participants were equally divided as to whether they generally felt safe (6) or unsafe (6) while waiting for the bus. Nine of the twelve individuals said they had personally experienced a situation at a bus stop where they felt unsafe.

### Differences in Safety between Bus and sbX

All of the participants used sbX and all feel safer waiting for the sbX than other Omnitrans buses. Lighting, the emergency call button, cameras, security patrols and the response time were factors cited for feeling safer while waiting for sbX. There was agreement among several participants that two sbX stops (Baseline and Highland) were not safe because they perceived that sometimes security patrols were not actively enforcing incidents involving alcohol and or drugs.

*"I think the sbX is much safer, besides the lighting and the security cameras and the button, it is also newer."*

*"It depends on the location. There are some stops (baseline and Highland) where I won't get off. My partner was robbed at the Highland stop and it was in the day."*

*"I don't feel safe at either. It's San Bernardino and all of the stops are dangerous. But I like sbX more because there are cameras and they get there real fast."*

## Riding

Safety is also important while riding the bus and is a factor in whether or not some individuals use the bus. Nine of the twelve participants say they generally feel safe while riding the bus. Ten of the 12 individuals said they had personally experienced a situation while riding the bus that made them feel unsafe.

"There was someone who was participating in an illegal activity and they were trying to include me in it."

"I was followed by three men to multiple bus stops so I decided to go into a public area and I called my Mom to pick me up."

"A man tried to talk sexually to me at Baseline and Gilbert."

## Deciding to Ride on Omnitrans Relative to Safety:

Four individuals had decided not to use Omnitrans because of a safety concern and three of the four were women. Being followed, propositioned or encountering lewd remarks were the cited as reasons.

## Transit Service Options

### sbX

All of the participants had used sbX stating they liked because it is newer, cleaner, runs more frequently and has amenities such as Wi-Fi. Participants dislike that sbX does not run on weekends, coach operators sometime drive too quickly and that the Wi-Fi doesn't work consistently. Two individuals cited that the next bus arrival signs are not reliable.

"It's new and seems faster. But I do not like the seating some of them face backwards."

"I don't like that it doesn't run on the weekends."

"It doesn't have a set time so even though it has a time but the bus did not come for 30 minutes."

"Half the buses with Wi-Fi don't work."

"I don't trust the signs when they tell you when it comes."

## Service Frequency

Service frequency is very important to riders with all twelve awarding an importance rating of nine or higher and eight of the twelve saying it was a 10. The majority of individuals are willing to wait between 10-20 minutes for a bus.

## Span of Service

Span of service is important to riders. Half of the riders would like to 24 hour service. The minimum span of service suggested by the group was 5 a.m. to 11 p.m.

## Weekend Service

Ten of the twelve participants use the bus on the weekend and correspondingly the majority of the (nine of 12) participants say that the importance of weekend service is a 10 where 10 is very important.

## Amenities

Participants were asked what amenities that they would like to see on the bus. The most frequently mentioned amenities were Wi-Fi and power outlets. Two participants stated that they would like to see additional room for persons with disabilities and bicycles.

Although not an amenity, there were multiple mention of the desire to have clean seats, fresher smelling buses and better temperature control. Bus temperature was a topic with participants agreeing that it was often either too hot or too cold.

## Ranking of Attributes

Participants were asked to rank service frequency, span of service, longer hours for weekend service and amenities. Service frequency was most important with eight of the 12 ranking it in the top spot. Three participants ranked longer weekend hours as their top choice and one selected extended span of service. Amenities on the bus received the lowest rankings.

**Figure 2: Attribute Ratings**

Participant	How Often the Bus Runs	How late & early the bus runs	Longer weekend service	Amentities on the bus
1	2	3	1	4
2	1	-	-	-
3	1	-	-	-
4	2	3	1	4
5	2	4	1	3
6	1	2	4	3
7	1	2	4	3
8	1	4	3	2
9	1	3	2	4
10	1	-	-	-
11	2	1	4	3
12	1	-	-	-

## Transfers

Eleven of the 12 participants regularly make a transfer as part of their trip. There was variation in the amount of time that individuals are willing to wait for a transfer ranging from 10 to 30 minutes; however, the majority (seven of 11) is willing to wait 20 minutes or less. All of the participants said they would be willing to transfer if the overall trip time would be shorter, even if the transfer was not at a transit center.

Timing of the arrival of the transfer bus, and safety while waiting for the next bus are most important to riders. Seating also received multiple mentions.

“Safety and I want the stops to be close not like Route 3 and 4 stops.

“Seating is important to me because I have balance issues. Also timing (is important).

“Seating and shade, the cement benches get so hot.”



## Cross County Connections

Participants say that cross county connections are very important to them. Nine of the twelve participants use either the 215 or 290. Seven of the nine have used the 215 and three have used the 290.

## Distance Between Stops and Time of Trip

Eleven of the 12 individuals would favor fewer stops if it makes the trip time shorter and of those nine were willing to wait longer for the bus as a trade-off for a shorter trip. The range was 10 to 30 minutes, with most saying 15-20 minutes.

"I want both, in Denver on the 15 they had some buses that stopped on every block and others that made limited stops. I want both!"

"I feel like 15-20 minutes is a reasonably time to wait but I am not willing to wait longer."

## Fewer Stops But Walk Longer

Nine of the 12 individuals are willing to walk longer to a bus stop if the bus makes fewer stop and most were willing to walk 10 minutes or less.

## Omnitrans: Impressions and Overall Satisfaction

Participants rated their overall satisfaction with Omnitrans and all participants rated their overall satisfaction at seven or above. Eight of the twelve awarded a score of eight or higher. Participants gave high marks for reliability, innovation and concern for persons with disabilities.

"Omnitrans tries to keep up with the technology and get things to us faster." (8)

"Omnitrans does well with getting me to point B." (8)

"Omnitrans is reliable when you don't have your own transportation." (9)

"They are good about access to other transit companies and to major facilities maybe not so much so with fares." (7)

"They are very reliable and get me where I need to go." (10)

"They offer benefits for the veterans and the disabled. Timing is pretty decent, reliability is pretty decent. Access to major facilities is good." (7)

"I think they take customer service seriously. I have a complaint I can call it in or I can call in and praise a driver for doing something really well." (7)

"Timing and reliability is good." (8)

"It gets me where I am going." (10)

"Omnitrans has done a great job of innovating and the way they have introduced the sbX. It is really nice." (9)

"I think they give a lot of benefits for disabled riders like reduced fare. They cater to people in wheelchairs." (8)

"They are good about connections to other agencies." (7)

Participants said that improving the cleanliness of the buses, safety (especially monitoring the homeless), buses running on time and extending the service hours would improve their riding experience.

# Safety Focus Groups

## Composition of Safety Groups

Participants for the safety focus group were selected from riders who had completed an Onboard Survey in March of 2017. To facilitate open and honest communication on safety issues, one group was conducted with men and the other with women. In this section, supporting quotes are sometimes shown by gender when it better reflects the opinions of the groups.

A total of 33 individuals, 17 women and 16 men, were recruited to participate in the safety groups. Nineteen individuals participated in the sessions. All individuals used Omnitrans bus and all but four participants use the sbX before and more than half use the sbX weekly.

**Figure 3: Safety Participants Profiles (Women)**

Participant	Primary Trip Type	Frequency of Omnitrans (days/week)	Use Length	Used sbX	Employment Status	Student Status	Gender	Age	Ethnicity
1	Medical	5	1-2 years	No	Retired	Not a student	F	60 +	African American
2	School	7	3-4 years	Yes	Not employed	Full-time	F	18-19	Hispanic/Latino
3	Shopping	5	5+ years	-	Not employed	Not a student	F	60 +	-
4	Shopping, medical	1	5+ years	No	Not employed	Part-time	F	40-49	Hispanic/Latino
5	Work	5	5+ years	Yes	Not employed	Not a student	F	20-29	African American
6	School, shopping, medical, recreation	7	1-2 years	Yes	Not employed	Full-time	F	40-49	Multiracial
7	Work	6	5+ years	Yes	Employed, part-time	Not a student	F	40-49	African American
8	Work	5	5+ years	Yes	Not employed	Not a student	F	60 +	Asian/Pacific Islander
9	School	7	5+ years	Yes	Not employed	Not a student	F	30-39	African American
10	Work, school, shopping, medical, visiting	7	5+ years	Yes	Employed, full-time	Not a student	F	20-29	Hispanic/Latino
11	Work	2	5+ years	Yes	Employed, full-time	Not a student	F	60 +	Caucasian

**Figure 4: Safety Participant Profiles (Men)**

Participant	Primary Trip Type	Frequency of Omnitrans (days/week)	Use Length	Used sbX	Employment Status	Student Status	Gender	Age	Ethnicity
1	Medical, visiting	5	5+ years	Yes	Not employed	Not a student	M	40-49	Hispanic/Latino
2	Shopping, medical	6	3-4 years	Yes	Not employed	Not a student	M	60 +	Hispanic/Latino
3	Work, school	7	5+ years	Yes	Employed, full-time	Part-time	M	20-29	Hispanic/Latino
4	Shopping, medical, visiting, recreation	6	5+ years	Yes	Self-employed	Part-time	M	60 +	African American
5	Medical, recreation	5	1-2 years	Yes	Not employed	Not a student	M	50-59	African American
6	Work, school, shopping, visiting	3	3-4 years	Yes	Employed, part-time	Full-time	M	20-29	African American
7	Work	3	< 6 months	No	Retired	Not a student	M	60 +	Asian/Pacific Islander
8	Work	4	5+ years	Yes	Self-employed	Not a student	M	40-49	Hispanic/Latino

## Current Use of Omnitrans

Both female and male participants resided in and traveled throughout the Omnitrans service area and all rode the bus or rail at least once a week with the majority riding five days per week. All participants used the regular Omnitrans bus and fifteen had used the sbX, and over half use it weekly. All but one participant had been using Omnitrans for over one year and most had been using Omnitrans for five years or more.

Participants used Omnitrans for multiple trip purposes including work and medical (eight participants), shopping (seven participants), school (five participants) and recreation. Trip purpose was generally similar between both gender groups.

The vast majority usually travel within San Bernardino County with some trips traveling into Riverside. Participants used a wide variety of routes including sbX. Traveling between 7:00 a.m. and 6:00 p.m. was most commonly mentioned. Women were less likely to travel late or early than men.

*"I'm retired, I have been riding Omnitrans for two years and I mostly ride it because I have medical appointments all over. I live in Upland."*

*"I live in San Bernardino, I'm a student. I'm also disabled and I ride the bus because I can't drive anymore, and I have been riding the bus for a little over a year."*

*"I mostly use it for work and going to the store."*

*"I live in San Bernardino. I've been riding the bus for about 10 years. I live on E street so I use the number 2 quite frequently and on occasion the sbX."*

*"I live in Fontana. I have been taking the bus for 17 years off and on. I am self-employed. I use the bus to get to work."*

*"I live in Pomona; I have been riding Omnitrans for about five years. I am disabled and not employed and I ride the bus quite often to the doctors and social offices."*

*"I usually take the 3 and the 4 from Highland. I go all the way down to the sbX and I catch the sbX to Hospitality to go to school."*

*"I take the 215 from Riverside to the transit center, and I catch the 1 or the 2. I go to Colton or San Bernardino."*

*"I take the 14 to downtown San Bernardino and I either take the sbX to the VA, or the 2 or the 8. But the sbX is most frequent, because that's the quickest one."*

## Trip Planning and Information Sources

### Travel Planning

When traveling to a new location, all but one (10 of 11) of the female focus group participants plan their trips in advance, and the participant who does not still plans part of the trip ahead and gets further information along the way. All but one (seven of eight) of the male participants plan their trip ahead of time and one just starts and learns as he goes.

*"Usually I start off knowing where I am going the whole way, but sometimes I'll find faster trips [while on the bus during my trip] and in-between [my transfers] I'll be on the bus trying to figure out which route I should take, but most of the time I already have it planned out."*

### Information Sources

Eight of the eleven female participants own a smartphone, and four use it as the method to plan their trip, with three using it all day and one using it only when a trip is unfamiliar to her. Seven of the eight male participants own a smartphone; six men use the phone often when planning their trip and one uses it for planning when traveling to a new area.

Seven of eleven females use the Bus Book to plan and six use Next Trip App, six use Google maps and three call-in for information. The majority of the female participants (8 of 11) did not know about the Trip Planner on the website. When in need of information, the male focus group participants used Google maps, the Omnitrans app, downloadable timetables, coach operators, and bus books.

*“The website for me sometimes can be a little hard to navigate. It’s slow, when I try to click on a schedule- it kind of takes up the whole page; I have to move back and forth. It’s really hard to use so therefore I don’t use it that often. So, I typically use the bus book or just call because the website could really use some updating.”*

## Ease of Trip Making

Participants in the female focus group noted several planning challenges: the website is hard to use because it is slow which causes frustration; on-time performance concerns, with either the bus coming too early, coming infrequently or not at all, bus coming late, or two or more buses arriving back-to-back (sbX). They also noted the App gives information that is inaccurate about when the bus will arrive, and this also happens with the electronic leaderboards.

When planning a trip, three key aspects were mentioned in the male focus group: what bus will get you to the exact location, what bus will get you there on time, and what is the quickest trip. A challenge that one two participants faced in the male focus group when deciding their trip is choosing if they want to arrive more quickly by using the sbX, or arrive at the exact location by using Route 2. A student participant is more concerned about arriving on time and the time spent on the bus.

*“sbX is supposed to be every 15 minutes ...how do they get back-to-back? They are supposed to be at least 15 minutes apart. One bus is packed with people and the other isn’t.”*

*“It frustrates me. I use my smartphone to see if those busses are coming, if they are on time, because if they’re going to be late then I’ll pop into the store and get something to eat or something, you know ...but the 84, I’ll be sitting at the bus stop and it’ll say [the smartphone] it is due in seven minutes and then I’ll look at my phone and it’ll say it is not due for an hour! Like what happened to the one that was due in seven minutes? So, I’ll go and pop in the store and I’ll turn my back and the one that was gone passes me. So, it disappears off the schedule completely.”*

*“sbX will get you there quicker but it will drop you off further [away]. So, if you are not able to walk like me, I can’t walk that far. So that is the biggest problem that I have as far as: where I’m going to be dropped off and how far I have to go to get me to my destination.”*

When asked to rate Omnitrans on ease of use, from 1 to 10, with 10 being very easy to use. Ratings from both men and women are both positive overall, however male participants were more likely to rate Omnitrans easier to use than female participants. The ratings from women ranged from 5 for easy to 10 for very easy to use, with most women rating in-between. The ratings for ease of use by men ranged from 8 to 10.

## Travel Alternatives

For both groups the decision on whether to use Omnitrans or an alternative form of transportation was related to Omnitrans service hours. The decision to take the bus, or use another form of transportation for men was based on: Omnitrans’ service hours not covering the trip, the bus trip’s length of time

(efficiency), ability to get to location, cost, and avoiding traffic. One man has no alternative but the bus only. For women participants the decision to take the bus or an alternative was also based on: Omnitrans' service hours (eight of 11 noted no buses at night). Trip time, bus connection issues, bus stop location to destination with resulting distance required to walk to destination, bus stop geographic location being a concern, weather some bus stops do not have the shade covers; (unanimous agreement that shade and benches are desired) and personal energy level were also factors in their decision making process.

## Use of Uber/Lyft

Approximately half of the individuals said they sometimes use Uber or Lyft instead of the bus. Four of eight males had used Uber or Lyft. Three had used Uber or Lyft instead of the bus when they could not be late for work, and when the timing of the bus would not work for them.

Six of the women had used Uber or Lyft. Reasons for selecting Uber/Lyft centered around time management and the immediacy of Uber/Lyft, the shorter time needed make a trip, the distance of the journey, the number of bus transfers required and Omnitrans' service hours.

Men:

*"The bus routes that I wanted to use, the 3 and the 4, did not start running until like 4:30 a.m. and I wasn't going to make it there [to my job] at 5:00 a.m. I would probably make it there by 5:30 a.m. or 6:00 a.m. so I just decided to take Uber there instead."*

*"If the one bus runs late and I miss that last bus I have to have another alternative [Uber]."*

Women:

*"I work the early shift so I always take a Lyft to work and take the bus back home. "*

*"For me it's also the walking distance. For example, if it's an interview and I know I'm going to look professional then I know I'm not going to walk like a long distance and be sweating at my interview."*

## Payment of Trip

Fare payment method shows some variation between men and women. Four men used cash, the remaining four used some type of pass. (two used a monthly pass, one used a student ID and one used the Transit Token app. Of the women, three used cash, six used a monthly bus pass with one using it via the Token Transit app, and one used a student and another used an employee ID (CSUSB).

## Token Transit

Two of the individuals had downloaded the Token Transit app and were actively using it.

After being shown the Token Transit app and the positive review from a female participant, three women would consider using it based on eliminating the frustration of having to have exact fare. Of the women who would not try the Token Transit app based their decision on possible phone issues such as it breaking, losing power, malfunctioning or forgetting it at home. For the male focus group members, one

was already using the app and said it was easy to use. When asked, five of the eight men said they would use the app and two would not, because they had a GoSmart pass, or did not need it.

*"I found out about Token Transit app on Omnitrans website. I got some kind of notice that it was available and I love technology so I jumped on it. And it was very easy to install, very easy to get my information and get my pass. I loved it. The first couple of days the bus drivers had a hard time with it because it was new, but now it's like a piece of cake. I just get on, show my phone, the bus driver waves me through and I'm in my seat. It's really nice, and it's cheaper! You save money by buying it....and if you are a senior citizen you can buy that discounted rate there also. It's really easy."*

*"I liked it (Token Transit app), I really liked it."*

## Perceptions of Safety

These focus groups included an extended section on safety to gauge riders' perception of safety related to using Omnitrans. The section included topics of discussion regarding their perception of safety while waiting for and while riding Omnitrans, and participant suggestion to improve the feeling of safety.

### Factors for a Safe Environment

Lighting, camera surveillance and thinking the coach operator was operating the vehicle safely were key factors for both men and women in feeling the environment was safe. Rapid acceleration by the coach operator and driving too fast were factors that made participants feel unsafe. Additionally, people on the bus who were causing trouble for the coach operator and other passengers made participants feel unsafe as did being alone with other passengers when the coach operator exited and was not on the bus.

Women:

*"One of the things that I love about the bus is that they have video cameras on the bus. [And that makes you feel safer?] Absolutely."*

*"There was person being kind of verbal ... for example the bus driver got off and the actual cops came. But the person who was being verbal like actually got onto the bus driver's seat and tried to kind of drive the bus and I kind of freaked out because I was like you know if he were able to do this, this is super bad."*

*"I do not like when the bus drivers goes off the bus for fast food and leaves me on the bus with strangers. I don't want to be closed in when you [driver] get off the bus and tell me 'I'll be back in 15 minutes' ... I don't like when you close the door on me with three other men and just me (on the bus). I want to get off."*

Men:

*"The bus driver, he knows what he's doing, he's taking the route he's supposed to (makes me feel safe). The fact that there are random people that do take the bus, just people you don't know, I have seen it where those people cause trouble to the bus drivers. That's the only thing that I feel is*



*unsafe is that you don't know who's catching the bus, and those are the people that can cause harm."*

*"Other than (the fast acceleration that's dangerous once people board) I feel safe on the bus."*

*"I slide my senior citizen card and there should be something stressed to them (coach operators) to never ever take off until you have a seat. I think there should be no reason in the world [to take off without people being seated] they should know that it can jeopardize their job or something for doing that, it's so inconsiderate, it's inconsiderate. They do it like it's the thing to do."*

## Waiting

The importance of safety while waiting for the bus is important for both men and women. Using a scale of one to 10 with 10 being very important the rating, nine of 11 women gave it a 10, one gave an eight, and one a five. For male participants six out of eight participants rated the importance of safety when waiting for Omnitrans as a 10 and one rated it a nine while one rated it an eight.

## Differences in Perceived Safety between Bus and sbX

Of those who have used sbX, the majority, regardless of gender, feel safer waiting for sbX than for other buses. Nine of the eleven women have used the sbX and seven of the nine feel safer while waiting for sbX compared to the bus. The increased perception of safety with sbX is due to good lighting, cameras, emergency call buttons, and the frequency of service. Six of the male participants have used sbX and five of them feel safer waiting for sbX. The male participants feel safer waiting for sbX because there are seats, the stops have lighting, and there are emergency call buttons.

Women:

*"sbX stops are always very well lit. The regular bus stops, they tend to not pay as much attention to them as the sbX but every stop on the sbX is lit up like a Christmas tree."*

Men:

*"[I feel safer waiting for the sbX] because it's lit and has seats and they have a button you can push for emergencies."*

## Ensuring Personal Safety while Waiting

Women and men both check their surroundings to ensure their own personal safety. Women are also likely to carry some form of protection ranging from pepper spray to Tasers.

While waiting for the bus, female participants ensure their own safety by checking their surroundings. One stated she carries a weapon, two carry a Taser, two carry pepper spray, two hold their phone with 911 ready to dial and two put earphones on, and one has a police whistle. When asked if they have ever felt unsafe while waiting the women unanimously agreed that at some point they all had felt unsafe. Six of the female participants knew of someone that has felt unsafe while waiting for the bus.

Male participants check their surroundings, stay in the light and while waiting for the bus stay where the coach operators can see them. Two male participants have experienced a situation where they felt

unsafe while waiting and three male participants know of people who have felt unsafe while waiting (a friend, wife, and girlfriend). Male participants feel safer when other passengers are also waiting for the bus and the area is well lit.

Women:

"I actually had a bus driver tell me once to carry a gun. It was a bus stop in downtown San Bernardino...there were shootings there [in that area]."

Men:

"(To ensure my own safety when waiting for the bus) I just always look at my surroundings."

"Stay where the bus driver can see you as they're pulling up."

"Staying in the light (of the bus stop)."

## Overall Feeling of Safety While Waiting

When asked if overall they felt safe or unsafe while waiting for Omnitrans, two women out of eleven said they felt safe, and nine said they sometimes felt safe and sometimes felt unsafe. Six of the eight male participants feel safe while waiting for Omnitrans and for the two sometimes feel safe and sometimes feel unsafe. Lack of lighting and concern about individuals who use the bus stop as a resting place were factors that contributed to feeling unsafe while waiting for the bus.

In addition to adequate lighting, time of day and access to a store or gas station at the stop where they could seek shelter and the presence of camera surveillance also enhanced the feeling of personal safety for both men and women. The presence of law enforcement also enhanced women participants feeling of safety when waiting for the bus.

Women:

*"I would have normally said daytime (feeling safe) but I was harassed in the daytime [at the bus stop]. Someone started to physically come at me in the daytime, at a bus stop, so I don't think there's a good answer for that for me. I don't think there's any one time when I feel safe (waiting for the bus)"*

Men:

*"(I feel safe) when I can go inside of a location (business) and come out when the bus is coming."*

## Riding

Both female and male participants feel safety while riding is very important. For the female participants, the importance of safety while riding the bus is high, using a 10-point scale where 10 is very important, nine of 11 women said safety is very important, rating it a 10 on the 10-point scale. When riding on the bus, the importance of safety was rated 10 on the 10-point scale by six of eight male participants.

## Ensuring Personal Safety while Riding

Seat location is important to passengers in creating a feeling of safety. To insure their own safety while riding some female participants try to stay close to the front of the bus, stay attuned to what is happening, look around and sit where they feel it is ok and they feel most comfortable near familiar faces, use their earphones to prevent someone from bothering them, and get up and change their seat or get off the bus if they feel it is not safe.

The majority of male participants ensure their safety while riding by checking their surroundings and those around them, and if they see something unsafe said you should tell someone. They also are likely to sit in the front of the bus near the driver but one sits in the back of the bus so he can see everything that is happening on the bus.

Women:

*"I try to stay close to the front of the bus and I always have my hand on one of my weapons."*

*"I keep all my bags close to me, I stay by the window and I just keep looking around"*

*"I don't make a lot of eye contact. I sit there stone-faced"*

*"I don't ever sit against the window because I don't want someone sliding in and trapping me in. I sit on the aisle."*

*"Sometimes they (the bus drivers) don't respond. I had my daughter with me and a lady, she was acting crazy, and the bus driver ignored it. Like straight ignored it. So, I got my daughter and I just went to the back. They let dangerous people sometimes on the bus."*

Men:

*"I always sit in the front of the bus, the first three seats, never past that upstairs part (towards the end of the bus.)"*

*"I like to sit in the back of the bus, because I like to see everybody in front of me-what they're doing. That's what I do for the majority of the time."*

*"Sit where you can watch everyone around you, just watch your surroundings, that's all you really need to do."*

*"If you feel that somebody's unsafe, that you've seen something on the bus, you should talk, you should let somebody know. Because you don't want anything to happen to you."*

## Overall Feeling of Safety While Riding

Regardless of gender most individuals say they generally feel safe while riding the bus. Nine out of eleven women participants feel safe and two feel unsafe. When women say they feel unsafe it is generally because of other passengers. Four women had personally experienced a situation where they felt unsafe but none of them reported it to Omnitrans. Two women mentioned they were followed by another passenger when they exited the bus, one woman said her cell phone was stolen by a person following her

and another recalled passengers smoking marijuana and the lack of driver intervention. Two of the women knew of someone else that had a negative experience where they had felt unsafe while riding Omnitrans. Seven of the eight male participants feel safe while riding the bus and the one sometimes feels safe and sometimes unsafe. Four of eight of the male participants have felt unsafe at some point while riding and seven of eight know of someone that has experienced a situation where they felt unsafe.

Women:

*"There was some guy talking about, kind of racist, I guess he thought I was white. So, he was saying something about Hispanics, and then like, to me I was just like, I was holding it in because I wanted to tell him something just because, like, I felt really offended. The thing that hurt more was that the bus driver was sitting really close ... so I'm pretty sure the bus driver heard it (but said nothing)."*

Men:

*"Safety is very important], but I've already witnessed like three fights on the bus. I didn't know if this guy was going to knock this girl out. I didn't have a clue. He jumped on her, busted her phone in half. And there happened to be a lot of guys on the bus and we didn't want him to hit the woman, and we said 'you need to get off this bus,' and he just escorted himself off the bus."*

## Deciding to Ride on Omnitrans Relative to Safety

For the majority of women lighting at the bus stop is the key factor in whether or not they make a trip on the bus. When asked about factors that would affect them deciding to take the bus, 10 women said poor lighting would be a factor in not riding, nine said the location of a destination, seven stated trip distances, six stated the time of day, six stated transferring would be a factor, two stated past unsafe experiences, two would be influenced by an incident where someone else had an unsafe experience. Traveling alone or with others was not a deciding factor for any of the women. Walking, if the trip length was not too long was the most likely choice of for women participants who decided to not use Omnitrans for safety reasons. If the distance was too long to walk, seven would get a ride from friends or family, four people would use Uber or Lyft, three would drive a car, one would take a taxi. Five would simply not make the trip if they had no other alternative other than Omnitrans and were concerned about their safety.

For men, five would consider the starting or ending location, four would consider past experience of an unsafe situation, two would consider lighting, two would feel safer traveling with others, one man said time of day, one said distance traveled, and past peer unsafe experiences or stories would be a factor for one person. If concerned about safety the alternatives men mentioned were family, car, Uber or Lyft or a taxi, and one did not have an alternative besides Omnitrans.

## Improving Safety

Individuals, regardless of gender, say stop locations and lighting improve their feeling of personal safety. Other factors noted by women to improve their feeling of safety while riding or waiting for the bus were; increased coach operator awareness, periodic presence of security personnel on the buses, cameras, emergency buttons. Safer driving was also mentioned and included: driving slower and accelerating from stops at a slower rate with Route 14 and sbX specifically mentioned. All female riders experienced agreed

that driving too fast is a concern for them. One woman said she reported an incident involving speeding to personnel at the Transit Center to complain and although she gave an immediate report with route number and time, she said she did not receive a follow up from Omnitrans. Eleven of the 12 women also say that coach operators sometimes do not stop at bus stops when requested. Only one male participant had decided not to ride the bus because of safety issues. Stops that were concern to riders because of dim lighting are on Valley going towards Hermosa, E street and Highland and Del Rosa and Highland. When asked what would make the male participants feel safer when waiting, groups of people waiting made them feel safer, lighting was mentioned and agreed on by most.

Women:

*"Riding the bus-- what would make me feel safer is I think if the bus driver paid a little bit more attention to what was actually going on, on the bus. A lot of times they don't seem to care. "*

*"Waiting for the bus, I'll say it again; they have to do something about this lighting on the bus stops, especially just right around, near the station. I can't think of which street, maybe G Street? near Arby's....It is SUPER dark right there and it's a whole bunch of trees and it's really, really dangerous."*

*"Hire security that would be on the bus ...for certain, some hours...when sometimes people see authority, they second guess what they're going to do before they do it. "*

*"Cameras to deter people. I mean if I know I'm going to be on camera, I know I'm going to be a better citizen."*

*"The driver doesn't care. I've already rang the bell and the driver didn't stop, and I have to walk and go way back."*

Men:

*"A lot of times I have to use my phone's flashlight so drivers can see me (at the bus stop). In Fontana they used to drive right by me because they couldn't see me and now I use my phone's flashlight."*

## Reporting Incidents to Omnitrans

Individuals do not generally report incidents to Omnitrans because they think the incidents are not of sufficiently significance to report them or they do not think that Omnitrans can do anything about the situation. Only three of the female participants have reported safety issues to Omnitrans. One was followed up by Omnitrans and one was not. The third complaint was made to someone at Omnitrans informally, not through the office, and there appeared to be some action taken. Of the men, no one has contacted Omnitrans about a situation that they felt was unsafe.

Participants in the men's group had seen several safety tips promoted by Omnitrans. The group was familiar with the saying "if you see something, say something." Two have seen that specific saying and

one viewed it on a poster. Five out of eight have seen “if you see something, text something,” one viewed it outside of the bus on a poster and the other saw it inside the bus.

Women:

*“I reported the driver on my phone while still riding on the bus... and they told me they were going to write it down and it would go into her permanent file and I did get a very nice letter and a postcard from them with my complaint number on it, letting me know they had received the complaint and that it had gone into her file. And I actually still have that.”*

Men:

*“I didn’t feel it to be a big enough issue so that’s why I didn’t call Omnitrans.”*

*“The issue with my wife, there was nothing they (Omnitrans) could do about it. It was just a crazy guy down the street. So, I didn’t want to call it in and say ‘Hey!’ you know, there’s nothing they could do about it, it’s not like they could have a security guard right there or nothing at the stop. So, we just let it go and I have my wife just be aware of her surroundings.”*

*“I have seen posters, saying ‘if you see something...’ and they’ll even give safety tips like: ‘stand next to the bus stop so you won’t get passed up in the middle of the night.’”*

## sbX

Participants like sbX. sbX received a very positive set of comments by the female participants, with three saying they “loved” it citing the service is fast and more frequent, lighting at the stops and security cameras. Male participants also like sbX mentioning quicker trip time to travel to destination, seating and amenities (Wi-Fi and charging ports). Female participants did not like the distance between the stops which increased walking distance to destinations, and the lack of weekend service. Men were more likely to mention that the Wi-Fi and charging ports do not work consistently.

*“I love the frequency of the sbX. “*

*“I love the sbX. It’s really fast.”*

*“What I don’t like is the large gaps in between the stops.”*

*“The problem is that during Saturdays and Sundays it doesn’t run. Then I have to take the #2...and the #2 is horrible.”*

*“I do love the sbX because of the lighting.”*

*“I like it a lot. I like it so much because I get to school a lot faster.*

*“I wish they had the USB (outlets)..., instead of having the plugs.”*

*“I like the speed, frequency and that it has chargers.”*

## Omnitrans: Impressions and Overall Satisfaction

Omnitrans generally received satisfaction ratings of seven or above where 10 is very satisfied. One woman rated it nine, three rated it eight, and seven rated it a seven on the 10-point scale. The female participants had a number of things they felt Omnitrans did well, including customer service, service, helpful staff and getting people to the places they need to go. Female participants made several suggestions for Omnitrans improvements, including staff interactions, particularly the patience of telephone operators and friendly driver greetings with customers and service frequency improvements to Route 2 and 15. They also wanted more sbX stops and weekend service.

Of the male participants: four rated it 10, two rated it nine, one man gave it an eight, and one gave it a seven. Men commented that coach operators were generally helpful and alert and courteous, the fares are reasonable and there is a Transit Center. Suggestions for improvements from the male participants were all related to service offerings: they wanted buses on holidays, buses later at night, they want more buses on weekends and later on weekends, Transit Center should be opened later, # 2 and #15 should come more often.

# Student Focus Groups

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## Composition of Student Groups

Participants were selected from students at Valley College and California State University, San Bernardino (CSUSB). A total of 29 individuals, were recruited to participate in the roundtable discussions, twenty were current Omnitrans riders and four were non-riders. Sixteen men and men and four women, participated in the sessions. Students were recruited from individuals who had participated in the 2017 Onboard Survey and those who agreed to participate were invited to bring a friend who was not currently an Omnitrans rider.

## Current use of Omnitrans

Of the twenty participants, sixteen were current riders and all but one had used Omnitrans before. Eighteen of the 20 use or had tried sbX. An expanded participant profile is shown in Figure 5 (Student Participant Profiles). Of the 19 who use or had used Omnitrans all but four have been Omnitrans customers for at least a year. Students were generally frequent riders. Three participants use Omnitrans every day, 12 ride the bus at least three times a week. Four also use the bus, at least some of the time on weekends.

The primary trip purpose for all participants is school related travel. Four participants also ride Omnitrans to travel to work. In addition to traveling to school, students also ride the bus in other geographic areas including: Fontana, Highland, Loma Linda, Ontario, Redlands, and Riverside. sbX and Route 2 are widely used among those who travel to school. Other routes mentioned included Routes 3, 5, 7, 11, 15, and 82. Participants predominantly travel in the early mornings at 7:00 a.m. and 6 p.m. with some traveling as late as 10 p.m.

*"I'm using it pretty much on a daily basis."*

*"Work and school, and sometimes just maybe I'm doing some small errands nearby."*

*"I've been to several different areas, I've took it all the way to Fontana, near Ontario mills, I take it all the way to Redlands, to um I've taken it to riverside, I've taken it to Highland area, I've taken pretty much a big portion...the most often place is from San Bernardino where Kendall is, to San Bernardino Valley College."*

*"I live in Highland, and I take the bus from home to San Bernardino Valley College for school, and then for work I go all the way to Redlands"*

*"Predominantly it's just from home to school...so from Loma Linda to Cal state"*



Figure 5: Student Participant Profiles

Participant	Primary Trip Type	Frequency of Omnitrans (days/week)	Use Length	Used sbX	Employment Status	Student Status	Gender	Age	Ethnicity
1	School	5	3-4 years	Yes	Not Employed	Full time	M	18-19	Hispanic/Latino
2	School	4	1-2 years	Yes	Not Employed	Full time	M	40-49	Caucasian
3	School	2	1-2 years	Yes	Employed, Part-time	Part time	F	20-29	Hispanic/Latino
4	School	4	1-2 years	Yes	Not Employed	Full time	M	20-29	Hispanic/Latino
5	School	3	6-11 months	Yes	Not Employed	Full time	M	20-29	Asian
6	School, Work	5	3-4 years	Yes	Employed, Part-time	Full time	M	30-39	Hispanic/Latino
7	School	7	1-2 years	Yes	Employed, Part-time	Part time	M	20-29	Multiracial
8	School	5	3-4 years	Yes	Employed, Part-time	Part time	M	20-29	Hispanic/Latino
9	-	Do Not Ride	Do Not Ride	Do Not Ride	Not Employed	-	M	20-29	Hispanic/Latino
10	School, Work	Do Not Ride	6-11 months	No	-	-	M	-	-
11	Shopping	7	1-2 years	Yes	Employed, Part-time	Full time	M	20-29	Hispanic/Latino
12	School	5	5+ years	Yes	Employed, Part-time	Full time	F	20-29	Caucasian
13	Shopping	4	1-2 years	Yes	Employed, Part-time	Full time	M	20-29	African American
14	School	<1	6-11 months	Yes	Employed, Full-time	Full time	M	30-39	African American
15	Medical	1	3-4 years	Yes	Not Employed	Full time	M	20-29	Hispanic/Latino
16	School	Do Not Ride	5+ years	Yes	Employed, Part-time	Full time	F	20-29	Other
17	School	Do Not Ride	1-2 years	Yes	Employed, Full-time	Full time	M	20-29	African American
18	School, Work, Shopping, Visiting, Recreation	7	6-11 months	Yes	Employed, Part-time	Full time	M	20-29	Asian
19	School	6	5+ years	Yes	Employed, Part-time	Full time	M	20-29	Hispanic/Latino
20	School, Work	1	1-2 years	Do Not Ride	-	-	F	-	-

## Trip Planning and Information Sources

### Travel Planning

When traveling on frequently used and familiar routes, most student participants prefer to plan in advance, either the night before or the morning of their trip, and then adjust if needed. One participant gauges the importance of the trip purpose, and if important they plan in advance, but otherwise they plan as they go. Three participants plan their trip when they board their bus.

Student participants use more than one information source. All participants own a smartphone and the majority of them frequently use their phone to access information to plan their trip. The Next Bus app and Google Maps are the most used sources when seeking information. Other sources students mentioned were the phone number on a sign to text the location of the upcoming bus, Omnitrans website schedule, or Omnitrans trip planner page. In conjunction with using a smartphone, a physical copy of the brochure/bus book and calling into Omnitrans are sometimes used to plan a trip. None of the students follow Twitter or Instagram to acquire additional bus information.

*"I usually use, like, the number that you text on the sign that tells you how far the bus is coming or like which one is coming next. That helps a lot in the morning because that way I don't have to like skate there and wait for 20 minutes; I can wait until its five minutes away."*

*"I use Google Maps before I go to bed just to make sure what the time the bus is going to show up, and in the mornings, I use Omnitrans app"*

*"I use the paper brochure and the Omni online they have the schedule online as well"*

*"I'll use the App or use the phone number to call"*

*"I actually use all of them...but a lot of time my phone is super slow or the App is not working, I tend to go to the website or the brochure, but the brochure is my last resort"*

### Availability of a Vehicle and Parking

Parking at the campus is a major consideration for students when deciding between using the bus and driving. Seven participants have access to a vehicle, but take Omnitrans when traveling to school because parking availability, locations and cost on campus are issues for them. Of those who have a car, one participant continues to use Omnitrans on selected days, and the other participants continue to use the sbX and Omnitrans as their main mode of transportation when traveling to and from school. Three of the seven participants stopped taking transit when they obtained a car.

*"Parking is impossible to get at Cal State...if I'm on a Tuesday or Thursday schedule for sure, because I just can't find parking, I'll be driving around from 30 minutes to an hour."*

*"Cost and space, because when most times when I do take my car on a couple of days, I find difficult to see parking space and also because of getting a ticket."*

*"I do have a car as well but I don't use it because of the cost of the parking for CSUSB, also availability of parking."*

## Ease of Trip Making

Although there are challenges when planning their trip, all student participants generally think it is easy for them to plan a trip.

Typical challenges students face when trip planning are problems with the accuracy of the Omnitrans information available electronically and issues associated with bus timing and schedules. Students mentioned that the Next Bus app sometimes gives inaccurate information, buses are late, transfer connections are not synchronized and service on the weekend is limited. When using the Next Bus app, participants are confused when reading the time of the upcoming bus, viewing the real-time location of the upcoming bus, retrieving accurate real-time arrivals, and retrieving information through the app because it is not working. When the app states the bus will arrive within the next 15 minutes, the bus does not always arrive at the said time, and when checking the location of the upcoming bus, only one direction is shown rather than both directions on that route.

Participants who generally plan their trip in advance know when to be at the bus stop for their transfer. But student participants noted the buses can be as much as 10 minutes late, and this resulted in them being late because they missed their connecting bus. Many participants face the challenge of limited weekend schedules saying service ends too early. Some students stated that they have been stranded forcing them to find an alternative way to get home or to their next destination.

*“When it tells you at the bus stop station (the next arrival time), it’ll tell you the bus will arrive every 10 minutes or the next one will arrive in the next 10 minutes or 15 minutes; and you might wait and you don’t see it coming.”*

*“When I’m waiting for the bus to my home...the App is not showing where it [the bus] is at, only showing for the south-bound buses.”*

*“The weekend schedule, it’s horrible... the schedule is very limited on the weekend”*

*“I would go to work and get on a shift 7 p.m. – 10 p.m., and I would be stuck there because no more buses were running during the weekend. So, I’d have to skate five miles home or try to call someone for a ride.”*

*“The buses end a lot sooner (on the weekends.)”*

*“It gets really frustrating and a lot of times the bus is 10 minutes late and I get late to class”*

*“I had connecting buses so I was on a schedule and I would make sure I was here, here, here, at these exact times just to make it in time for class, and if I miss one bus or that bus is late then that means my whole schedule is off and I’m going to be completely late for class.”*

## Travel Alternatives

### Deciding on Alternatives

Timing constraints are a key factor students' use when deciding on whether to use the bus or an alternative means of transportation for to make a particular trip. Students also consider alternatives to the bus because schedule information is not correct. Uber/Lyft and calling a friend are the most frequently used ride alternatives. Uber/Lyft is also considered as an alternative depending upon the length of the trip, time of travel, importance of on-time arrival at their destination and if they are unfamiliar with the location. Nine of 20 participants had used Uber/Lyft and these students are generally satisfied with the service and say it is easy to use.

*"When I was in dire need... late to work, or if I'm late to class, or don't have... cash for the bus."*

*"Weekends the bus is not available after 7:30 p.m."*

*"Depends on where I'm going... I'll take Lyft. But if it's closer and if I know where to... I take the bus."*

*"Distance, how far my location would be and also how fast I'm trying to get there."*

*"Every couple of days out of the week I'll get out of class at 10 p.m. I'll be there for a full day (so) I'll choose to... drive."*

## Payment of Trip

### Token Transit App

Of those participants who used the bus, all use their student ID as fare media. Three participants sometimes also use cash when their student ID's magnetic strip has worn down and will not process, or if they have forgotten their student ID.

None of the student participants currently have the Token Transit app on their phone. Five out of the 20 participants had heard or seen mention of the Transit Token app but were unaware of the App's purpose. After explaining the Token Transit app students generally favored it, but only seven would consider using it. Seven of the 20 participants said if they no longer had a student ID they would pay each fare individually.

*"I usually swipe my ID, but there have been a couple of times where I had to buy an actual bus pass."*

*"I've always used my ID."*

*"Personally, I wouldn't use it (Token Transit) if I didn't have to but I would tell someone I know who uses the bus like every day regularly."*

*"I would use it if I had to, but I would preferably pay my fare cash."*

## GoSmart Pass

### Awareness and Use

There is low un-aided recall of the GoSmart name among students and only two of 20 participants recalled the name when asked. Students think of the GoSmart pass as their student ID and until informed by the moderator, none of the students knew that their student ID pass was also the GoSmart pass.

The students were shown samples of posters and bus shelter ads which increased their recall. Four participants remembered seeing a GoSmart poster; three had heard it on the bus and one had seen it on a brochure. Other recollections included seeing advertisements of the GoSmart Pass on campus, at a bus stop, on the way to sbX, and hearing about it through the college promotion 'Vote Yes' regarding the GoSmart funding program. No participant had heard about GoSmart or seen it electronically. The posters that the participants most often recalled seeing were the "Ride Free with your CSUSB ID", seen by 13 participants, followed by "Ride FREE with your college ID", seen by 12 participants.

There was limited awareness of how GoSmart was funded, however, after learning of how the GoSmart Pass is funded; all participants indicated they would vote to continue funding the GoSmart Pass at their college. Two participants voted for funding it during their college elections but still were not aware of the details of the program.

### Message of GoSmart Ads

All participants were generally impressed with the ads. Two participants perceived the ad as a political advertisement "Vote YES for Unlimited Rides!" because of the red, white and blue colors and the urge to vote. Student participants were positive about the GoSmart posters they were shown, simply suggesting they include "Students" in the beginning of the phrase.

To improve awareness of GoSmart students suggested a campus-wide outreach through a school email, and large posters in high foot-traffic areas, such as the library, and cafeteria. One participant suggested promoting it through a rewards program that is connected with their student ID, giving prizes for a certain number of times they use the sbX or Omnitrans.

*"Free is always positive."*

*"It would have been easier if they put the word 'Students' so we know it was for us."*

*"It's so cost effective. I'm so happy that it goes through the school because I wouldn't have any other way to go to school."*

*"It's a safe-guard knowing that we have a means of transportation... we can always rely on having transportation there to help you to get moving."*

*"I don't think very many students are aware of it at school, so I would do more outreach...encourage students more."*

*"Maybe if you have the school sending an email, advertising it."*

## Perceptions of Safety

### Waiting

All student participants consider safety to be important while waiting for Omnitrans, with 17 of 20 rating it a 10 on a 10 point scale, where 10 is very important. Seventeen of the 20 participants used sbX and all feel safer waiting for the sbX than other Omnitrans busses. Student who use sbX feel safer while waiting citing a long list of reasons including: better lighting, camera surveillance, emergency buttons, the frequency of the busses, more people at the sbX bus stops, locations of the sbX bus stops, more security trucks, and other amenities in the newer structures, including protection from weather and improved cleanliness.

*“What’s a good feature at the sbX stops is that they have an emergency button right there near the little thing where you pay for your fare. “*

*“It’s very well lit up... there’s an easy way to call for somebody if you need help, its cleaner... I see more people (and) more activity through that area with security.”*

*“Security trucks, they’re frequently (at sbX), which you don’t see at the regular bus stops. It seems like they’re only at sbX stops.”*

*“Cameras are at [the] sbX, but not at the big bus stops.”*

*“If there were lights at the bus stop... I would... (feel) a lot safer.”*

### Riding

When riding Omnitrans, eight student participants feel safe, four feel safe a majority of the time, and eight only feel safe sometimes. Concerns about safety focus on coach operators not responding to incidents on the bus, driving too fast, and the behavior of other riders. Seat selection is used by students as a safety precaution. Some students choose aisle seats in order to not be “blocked in” when put in an unsafe situation. Students were clear that they check their surroundings and they relocated to avoid contact with passengers that seem threatening.

Reports on coach operator responses to safety incidents were mixed with some situations being addressed swiftly and others appear to be ignored. One student described being harassed by a passenger and he kept changing seats to get away from the harasser and said the coach operator kept looking behind to the situation but he did nothing. Other safety concerns related to fast driving and rapid acceleration following a stop.

*“Sometimes you feel like you have to sit at the aisle seat ... you never know.”*

*“The driver has no control over other people’s behaviors... sometimes people have outburst of how they feel and their reactions to situations and they can lash out verbally and physically.”*

*“There’s a couple times a guy tries to get really close to me and tried to touch me on the bus and because there’s so many people around and because of the cameras I always felt extremely safe because I knew I could shout and someone would help.”*

*"I was actually harassed on the bus ... it was on the sbX ...it was both verbal and physical ...it was just pretty bad ...and there were people around, and I was making it very obvious that I was very uncomfortable but I couldn't leave because I was in the inside seat."*

*"We're all students and we spend a full day at school and sometimes get tired and fall asleep on the bus. I've had things stolen out of my bag that I have right next to me. "*

*"I feel uncomfortable because especially when you're coming down the hill it's as though the back (of sbX) wants to pull out because it's bouncing."*

*"I ran across a couple of, like, people that 've gotten, like, really wasted on the bus, and just loud, starting stuff with people. That should be something they should enforce (no drinking on the bus.) They usually see everybody that swipes their card on the bus, and if they see somebody with an open alcoholic beverage then they shouldn't let them on the bus."*

## Unsafe Experiences

Nine of the 20 student participants said they have been in an unsafe situation while riding as a result of the behavior from other customers, three participants said they witnessed other customers' experiences. Six student participants knew of someone who has been put into an unsafe situation on Omnitrans, either a verbal attack or physical contact. Only one student had called and reported an incident. Another participant did not report the incident because he/she perceived that no action would be taken. Another confronted the offender and threatened to shout for assistance if they persisted; the offender then discontinued his/her attempt.

*"At the Transit Station, the lady came...and tried touching people, trying to kiss people...for like 30 minutes... she tried to pour beer on people... I'm literally sitting...with my back, against the glass where the security is, and there's two of them in there, and she tries to pour beer on me, so I get up and I tell her to back away and she keeps walking towards me and I tell her back away again and she's still going around...after like 40 minutes that's when they (the security) finally come out and do something."*

*"I said one thing and threatened to scream if he continued, and he got off the bus...I did not report it because it stopped."*

*"Yes, I reported the incident...I called and identified all of the factors."*

*"If everybody sees it and the driver sees and there's no response there's no point of really reporting because...it's just going to be a failed attempt."*

*"For one of my friend...there was a situation where there was this drunk guy acting all crazy with one of my friends, who was trying to be cool with them, and he's all talking about pulling a knife on him; and my friend grabbed his knife and pulled it out on him first."*

## Safety Concerns and Bus Usage

The time of day is taken into consideration when student participants are deciding to use the bus and students feel safer during daylight hours. Bus stop locations and lighting at the stops are also a consideration when deciding whether or not to ride.

*"Location is as factor of getting here because I'm thinking about the time, night time and day time... I leave early because of safety."*

*"Many of the stops are in really dark areas with no lights."*

## sbX: Thoughts and Impressions

The majority of student participants (17 of 20) had used sbX, and liked the service. Reasons given included: fewer people so more seats on sbX, air conditioning, chargers and Wi-Fi. Students liked that sbX is a cleaner (although some say cleanliness has declined), it runs more frequently, has seats at the bus stop and multiple entry points that save time boarding and dedicated bus lanes with fewer stops that decrease travel time.

Students recommended a few improvements to the schedule including additional stops to areas that are popular such as shopping centers and additional routes particularly on Waterman Ave and to Valley College, and following a set time schedule. One participant said they would use sbX instead of their car to travel to school if an additional route was added to Valley College.

Other requested improvements focus on reducing speed and inconsistently functioning amenities. Students say that some coach operators drive too fast and make abrupt lane changes specifically citing a hill near Cal State that is curved and when the vehicle speed is high there is substantial fishtailing at the rear of the vehicle. Non-working amenities such as fare card readers, Wi-Fi and plug-ins are a source of frustration. One student mentioned ad-hoc detours that were made because the pre-emptive signaling was not working and coach operators want to maintain the time schedule.

*"I really enjoy sbX; I'm glad that they put it in."*

*"I like the frequency... I like how there are seats (at the bus stops)."*

*"I like that I can swipe my card to pay for the fare."*

*"Love it, but the Wi-Fi never works."*

*"A lot of bikes knock over...there doesn't seem to be enough room to put more than two bikes."*

*"Some outlets don't work, and usually the Wi-Fi doesn't work."*

*"The bus can just move a lot because it has that thing in the middle...and some people might lose their footing or slide off their seat."*

*"It would be a lot easier if there are more stops...wherever there are places to shop and stuff there... should be a stop there."*



*"Set time schedule other than approximate 10-15 minutes arrivals."*

*"Create an additional route...on Waterman Ave."*

*"It's when they just floor it automatically. There's been three times where they've done that and I've just like fallen straight off my seat. And on top of that they should at least wait like for ...ladies with like strollers and stuff because I've seen it happen a lot where they just take off and they fall and they drop everything and stuff."*

*"I think it's great, enjoy it."*

*"I like it sbX as opposed to riding the other bus."*

## **sbX or Route 2**

Two student participants discussed using Route 2 instead of the sbX both decisions were primarily based on the distance to access a sbX stop.

*"It's just closer to my house; I'd have to walk probably about half a mile to get to the sbX so that's, you know, if I miss the 2 then I'm either debating do I do the walk or get a ride, yeah because of the distance."*

*"From my house to the sbX it's about a 15 to 20-minute walk so I usually ride it out for that, but I mean, I do have a number 2 stop that is closer but the reason why I do not ride it (Route 2) is because it doesn't ride as frequently as the sbX."*

## **Omnitrans: Impressions and Overall Satisfaction**

Student rated Omnitrans at five or above one scale of one to 10 where 10 is very satisfied. Two students provided a rating a 10, four participants a nine, one participant rating an 8.5, seven students rated an 8, two a seven, three a five and one a 5 on a 10-point scale, with 10 being very satisfied.

Student participants are satisfied with the broad geographic service area, overall service reliability, accessibility, the number of stops, connections between routes, updated sbX structures, customer service, and beginning to go digital/incorporate technology.

Student participants recommended Omnitrans cover more areas such as Yucaipa and Moreno Valley, provide additional quick routes to Valley College, additional bike racks, add more space for those who are disabled, improve cleanliness, start a rating system app to rate the coach operators, universal fare payment system (Tap Card), accurate real-time information on app, add schedule readout/text at all bus stops, physical bus stop sign improvements, more lighting at bus stops, and later bus schedules.

*"I think they make themselves very accessible."*

*"I think the connection between the different routes is good."*

*"Transporting people."*

*"Updating their infrastructure."*

*"They acknowledge passengers that get on the bus, customer service."*

*"Going digital."*

*"Cover more areas, because it takes me about half an hour...to get to Yucaipa."*

*"I'd come with my bike and it's already full, so I'd have to wait."*

*"Improve the way for transportation for the handicap people."*

*"An app for the smartphone to type in the bus number, the bus driver number, to rate them."*

*"Older generations are mostly the customers that ride the bus...so they need to invest more in like a Tap card. "*

*"Improve and make the stops safer, lighting, cover, seats and clean the seats."*

*"Getting from one point to another."*

# ACCESS Focus Group

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## Composition of Access Group

Participants for the ACCESS focus group were selected from ACCESS customers who had participated in a telephone interview on customer satisfaction in February of 2017. Fifteen riders were recruited and 13 individuals participated.

## Current Use of Access

All but two participants have been riding Omnitrans Access for at least 10 years and two been riding Omnitrans Access for at least five years. Medical trips are the most common reason for making a trip on Access with nine of the 13 participants citing it as their primary reasons for using Omnitrans Access Services. None of the participants actively use Uber or Lyft, however, one person had someone else book an Uber or Lyft ride when she was stranded. Eleven of the 13 participants had cell phones and of those just three were smartphones

*"I use ACCESS for basically everything but mostly doctor's appointments."*

*"I've been using ACCESS for about 13 years and I use it mostly for medical appointments and just about any time I need to get somewhere."*

*"I've been using ACCESS for 10-12 years and I mostly use it for doctor's appointments and shopping."*

*I have used ACCESS for 20 years; I use it for almost anytime I need a ride (for the movies, church.)"*

Figure 6: ACCESS Participants Profiles

Participant	Trip Type	Frequency of Omnitrans (days/week)	Use City Bus	Smartphone Use	Gender	Age	Ethnicity
1	Medical, Recreational	< 1	Yes	No	F	60 +	Caucasian
2	Medical	1	No	No	F	60 +	African American
3	Medical, Recreational	1	No	No	M	60 +	Hispanic
4	Medical	< 1	No	No	M	60 +	Asian/Pacific Islander
5	Shopping, Medical, Visiting, Recreation	2	No	No	F	60 +	Caucasian
6	Medical	2	No	No	F	60 +	African American
7	Medical	4	Yes	No	F	60 +	Hispanic
8	School	2	Yes	Yes	F	30-39	Hispanic
9	Shopping, Medical, Visiting, Recreation	1	No	No	F	60 +	Other
10	Medical	2	Yes	Yes	F	-	-
11	Recreation	3+	Yes	Yes	M	-	-
12	Medical	< 1	Yes	Yes	F	-	-
13	Shopping	< 1	Do Not Remember	No	F	-	-

## Overall Assessment of Access

Participants are divided on whether Access service is the same, improved or worse than it was two years ago. Of those who had an opinion, seven say ACCESS is better than two years ago, two did not notice any difference and three say it is worse. Common themes were that participants like the drivers but that rides were often late. Two individuals wanted more personal assistance from the drivers and wanted them to be more aware of the variety of disabilities that affect current Access riders.

*"Years ago, I would wait an hour or so waiting for the driver to pick me up and sometimes too I call and they say, 'Wait.' And, I wait a day for it to show up, and now it is not that bad. It surprises me that they are even early!"*

*"There are some young ones who really do care what you are telling them."*

*"The drivers are conscious and very helpful."*

*"I have never been disappointed."*

*"I have been riding since 2000 and the old-time drivers were a lot more considerate than the drivers you have today. There are some that really do care."*

*"They don't personalize... me being visually impaired. They expect, when the bus shows up that I right walk up. I don't see it. They don't recognize I need help."*

*"We need a little more personal help."*

*"For me it's better. For the last three years, I have had better experiences."*

*"The picked me up late."*

*"For the past two years they tell me that the bus will be right there and it's late."*

*"One driver told me he had to have breakfast before he picked me up."*

## Reservation Center

### Reservation Booking Time

ACCESS riders do not have issues with the length of time it takes to place a reservation and all but two participants say they can make a reservation in five minutes or less.

### Availability of Reservations

ACCESS riders say that it is often difficult to get the reservation at the time they want it and participants agreed that reservation associates lack transparency in providing accurate information about their trips. Seven of the 13 participants were able to get the reservations at the time they want, and these ACCESS riders had successfully found a way to make the system work for them by saying they needed to be at their destination earlier than they have to really be there. These riders routinely request earlier arrival times (15 to 45 minutes before the actual time) to ensure they are on time for their appointments. Six of

the 13 ACCESS riders said that they cannot get a ride at the time they want it. When reservation associates asked for the time they want to be picked-up, participants prefer to state the time they need to arrive at their destination.

*"I can (get the reservation) but that's because I don't mind being two hours early. I am flexible really flexible."*

*"I take what's available."*

*"I never give them the actual time of my appointment; I say it is 30 minutes before it really is."*

*"They tell me the bus broke down, and they send the old raggedy buses. Some other driver comes in, and I get all kinds of excuses...You just have to wait."*

*"They say they don't have enough drivers or buses. I heard they have new buses but they are not using them. They always change your time."*

*"I think the reason is: I don't mind being some place two hours early and leave two hours after it's done. I am flexible...They say, 'What time I want to the pick-up? I just know what time I want to be there... I usually get it.'"*

*"I never give them the actual time of my appointment. I always book it for 30 minutes before my actual appointment. Sometimes I get there just in time, but I usually get there."*

## Alternatives Travel Options

When individuals are unable to get a ride, friends and family are asked for help. Of those who are unable to get assistance from friends or family they adjust their reservation time so that they can get a ride. Of those who shared an opinion, six of the 13 ACCESS participants are able to call family and friends to help them get to their destination when they are unable to get a reservation. For the six participants who were unable to get the reservation they need, four of them were able to call for a ride, and two changed their plans or settled for an earlier or later pick-up time.

*"I call other people."*

*"If it's for church I just let it go. But if it's a doctor's appointment I take an early or a later time."*

*"Make other plans."*

*"I usually take an earlier time (to get picked-up.)"*

## Travel Times

### Punctuality of Pick-up Times

Nine of the 13 ACCESS participants said their ride usually arrives on time. Four said their rides are mostly late. Although most say the ride is on time, eight participants recalled a ride not running on time at least

once in the past month and five participants say of that they have had two or more rides that arrived late in the past month. Six participants have had to call to inquire about the status of their trip.

*"Reservation associates say, 'Bus broke down.'"*

*"I am on the bus for an hour while they drop off the day people."*

*"Sometimes they change your pick-up time and they don't let you know. I know because I always write down who the person is and the time (I will be picked-up)"*

*"The drivers say that they get add-ons which makes them late."*

## Communication of Updated Trip Information

Reaching an operator at ACCESS is not an issue and only one of the 13 ACCESS riders said they had a problem, however, many ACCESS riders expressed difficulty obtaining accurate and trust-worthy information on the actual status of their pick-up.

Of those participants who had a late bus just three said they received a call to notify them that the bus was running late. Three people said that they have never received a call when their ACCESS ride is running late.

*"Yes (I have received a call), and I have been very lucky."*

*"When you call (ACCESS) they tell you that it is not past your time."*

Seven ACCESS riders expressed they would have some interest in using an ACCESS app that allowed them to track the arrival time of their bus providing they were shown how to use it. Others preferred to receive a phone call. All thought that notification of late arrival times would be beneficial, riders say a recorded automated message would also be good. In the end what is important to all riders is to know with a fair degree of accuracy what time the bus will arrive to pick them up.

*"If they had something (an app) it would probably save them a lot of phone calls. "*

*"I don't have the app but my roommate has an app (for riding Omnitrans) and the bus is pretty much on time."*

*"They could GPS the bus (so I could see where it was)."*

*"It would be great if they called you 10 minutes before your bus was actually going to arrive so you could get your stuff and be ready."*

## Accuracy of Information

ACCESS participants repeatedly mentioned there is an issue receiving accurate information on the status of their ride. Six participants of 13 said that the ACCESS associates did not tell them the bus is running late. When seeking an update regarding the status of their trip, they think the information provided to them was inaccurate because it proved to be false. Most often individuals were told the bus will arrive in

15-20 minutes, but that was generally not the riders' experience. ACCESS riders agree that they would appreciate a phone call was made to inform them of any changes in trip information.

*"They'll tell you 'The bus is around the corner' and the bus is nowhere around."*

*"The area was secluded and they said the bus is right here and it was not. They told me to wait 15 minutes and I did and nothing came so I called back at this time it was 7:30 p.m. and the place where I was waiting was closed. Finally, (after another call) the bus came and the driver told me he was back in the yard and had to come and get me."*

*"When they say 15 minutes late it is half an hour."*

*"They always say 15 minutes away."*

*"They say 15-20 minutes and it has been an hour, one time I waited 2 hours past my pick-up time and that was last month (in September)."*

When asked about an app to check on ACCESS buses, three of the 13 would like it, and five would like it if it showed a map with the bus location. Overall the ACCESS participants did not express a strong preference if an app was provided or if a person was calling them, they simply wanted whichever method was most accurate about the status of their ride.

## Trip Travel Time

Most ACCESS riders are satisfied or neutral about the travel time for ACCESS to reach their destination. Five participants of the 13 are satisfied with trip travel time on ACCESS, and three participants had no opinion. Four participants mentioned that they are dissatisfied with their travel time on ACCESS, because they said that the trip routing was inefficient and they had to make trips that were un-necessarily longer than needed.

*"The good times outweigh the bad."*

*"We know it is a shared ride. If I am going right here to Kaiser and then you going to take me over to Central and then bring me back [over to Kaiser] that doesn't make sense to me. I live four blocks from Kaiser and you going to take me home from Kaiser to Rancho Cucamonga instead of taking me around the corner before you take me home from Kaiser."*

## Re-certification Process

Of those riders who have been the recertification process and there is agreement that the re-certification process for ACCESS is excellent. Four of the 13 participants had gone through the recertification process and all agreed that the process worked well. No suggestions were offered to improve it.

*"It went beautifully."*

*"The person who recertified me was a very sweet person."*



## Riding the Bus

Many ACCESS riders recalled riding the bus (10 of 13) but for most it was before they became eligible for ACCESS. Five riders mentioned that they took the bus 10 or more years ago. Within the past five years, three participants said they have taken the fixed route bus. Two people use the bus some of the time and one had uses sbX.

All but the person who was currently using the city bus said they would not consider using it. Most ACCESS riders said they know how to use the city bus but do not use it because their disability or lack of accessible amenities prevents them from doing so. ACCESS participants mentioned barriers including lack of sidewalks in some areas, no benches to sit at stops, weather concerns, long waiting periods at the stop. Two participants said they do not know how to use the city bus.

*"There are no benches."*

*"There is no bus that I can get to."*

*"Last time I rode the bus (it was before) I had 2 strokes and me personally I can't remember where I am going or why I got on there. When I use ACCESS, they have information to where I am going."*

*"I get anxiety attacks. I can't remember how to get where I am going. I get confused and then the anxiety attacks come on."*

*"It's too hard for me."*

## Travel Training

Interest in a personal travel trainer is low and ACCESS riders generally say there is nothing that Omnitrans could do to encourage them to use the bus. Two individuals had used a personal travel trainer and it worked for them. For one individual the bus no longer runs near their home. Eleven of the 13 participants said there is nothing Omnitrans could do to encourage ACCESS riders to take the bus. Two participants said that they have trouble finding the stop to reach their destination. One participant said if the bus announcements were louder and clearer it would be useful. One participant mentioned that they want someone to go with them on the bus to make sure they do not get lost while riding the bus. When a free 7-Day Passes was offered, six participants decided to take a pass saying they would try the bus.

*"The road is now under construction so the bus doesn't come there anymore."*

*"The mobility trainer worked with me. He rode with me until I knew how to make the trip."*

*"Well my problem was some of the drivers at the time are not courteous in the pouring rain and they flying... I can't see where my stop is. Twice I have been taken way past and I have to take a walk for quite a distance back."*

*"If the announcements were louder and the driver helped you get to the stop that would help."*

## sbX: Thoughts and Impressions

One participant said she liked the sbX because it was convenient. The sbX took them directly from their block straight to Loma Linda Hospital and has continued to use it instead of the ACCESS bus. When the moderator offered to have information sent to everyone regarding the sbX, several expressed their appreciation to hopefully ride the sbX. However, one participant said there are not enough necessary amenities on the sbX bus for ACCESS riders need a space for walkers and more wheelchairs.

*"I love it. I'll go in (the sbX bus), and before I get onto a street (the bus stop) they will say, 'Ma'am (to get off there). I have been very grateful. What I love more they come every 10 to 20 minutes."*

*"It's a wonderful thing, but there is no spot for walkers. We kept asking about spots for walkers."*

## Ways to Get Information

Eight of the 13 ACCESS participants own a cellphone, and four participants have a computer or tablet. When ACCESS riders need information, they use they call for information. Most ACCESS riders in the group preferred mail delivered to their home about Omnitrans ACCESS Services. Seven of the 13 ACCESS riders said they favored letters mailed to them about Omnitrans ACCESS Services. Five participants preferred a text message to their phone, while only two participants preferred an email. Only two riders in the group used Facebook and one participant used Twitter.

## ACCESS Rider Impressions

Participants were asked to share any additional comments that they had about ACCESS service. Positive comments centered on most drivers being helpful, likable and courteous. There was agreement that ACCESS is inexpensive and it fosters independence. Riders like the service in their area and that ACCESS gets them out of the house and to the places they need and want to go.

*"It is a blessing in my life."*

*"It gives me my independence to have ACCESS, it really does. I get to live with the peace of mind that I can go to a place when I need to."*

*"Keep up the good work and train reservationists more thoroughly."*

*"I like to get out and go where I want to go."*

*"I like it is inexpensive, it would cost a lot to take a taxi."*

*"I love ACCESS."*

*"The drivers are courteous."*

*"I love ACCESS because it gets me where I need to go."*

Riders also commented on ways to improve ACCESS. Specifically, they asked about informing the rider when the bus will arrive, extending the wait time at busy medical facilities, updating riders when pick-up times change, more accurate communications from reservationists, providing an app with a schedule of times, having all buses be 'good' busses and a longer span of service.

*"I would like an app on that app I would like GPS tracking, be able to schedule a ride, to check while ride is late."*

*"I would like the drivers to use common sense in dropping you off."*

*"I would like the drivers to be on-time."*

*"I would them to send the new buses instead of the old ones and to be on-time and to not stay on the bus so long."*

*"I wish they would run later. They want to pick up us at 8:15 pm and the city bus runs later but it's too late and not safe and there are only two wheelchair places on the bus"*

*"It would be nice if the driver could blow the horn or ring a bell, saying they have arrived."*

*"I am visually impaired. The person shouldn't assume you know they're there. Identify that the person is usually impaired say, 'Hey (name) it's time to go.'"*

*"I would like the waiting time extended to longer than 10 minutes twice I have been left behind."*

*"Keep up the work and train the reservationists."*

*"Reservations could be nicer. It would be nice if they told you the truth."*

*"The reception could be a lot nicer, some get nasty get pretty mad at you like it's your fault. And, it's not."*

*"I have a problem with the reservation people. The actual driver I good with the driver it doesn't happen often but once in a while I will get someone who probably is new they have no clue of the place (it happened last week). She said [the lady at reservations], 'It's not showing up. We have a problem we cannot find the cross-streets and the lady on the phone said the driver will be late. The driver was here before I know it. The driver said, "I knew where it was the whole time". That stressed me out."*

*"It happens to me every time, but it doesn't bother me. (The operator said) 'We can never find your place'. It happened (again) this morning"*

# Appendices

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## Appendix 1: Focus Group Guides

### sbX and Service Options

#### **sbX-New Rider Group Guide**

**October 12, 2017**

#### **Moderator Introduction and Welcome (5 minutes)**

Welcome- Self introduction (independent) Welcome! OmniTrans really appreciates your willingness to participate in this roundtable discussion and your generosity with your time. I do not work for OmniTrans but they have asked me to facilitate this discussion and write up the results for them.

#### **Purpose of Group:**

OmniTrans wants to learn more about its riders. Earlier this year OmniTrans conducted an onboard survey with riders like you to learn more about what riders think about a variety of topics. OmniTrans is now interested in understanding more about some of the results and getting your feedback on how to make the service better for you and other riders. We will be talking about a variety of different topics such as how you use OmniTrans as well as other transportation options. After the discussion you will each receive \$125 as a token of appreciation for taking the time to share your thoughts.

#### **What is a Focus Group?**

A roundtable discussion which is sometimes called a focus group is a way for OmniTrans to explore ideas in more depth with its riders. The word focus is a good way to explain it because we will talk about a variety of topics but remained focused on each topic so OmniTrans can understand what riders like you really think about an idea. A Focus Group is a way to explore ideas and it is not a forum for complaints.

You may have noticed that there is a camera in the room. There are some people in another room (Shannon and John who you checked you in) who are listening to this discussion and taking notes so that we can write a report for OmniTrans. The discussion is also being recorded so that we can refer to it when writing up the results. None of your individual comments will be identified with you by name.

#### **Rules of Conduct:**

I will be leading the discussion about a number of different topics. Since it is important to explore each topic fully, my role is to keep the discussion focused on the issue that we are discussing. This might mean that sometimes you may be asked to hold on to an idea for a

later part of the discussion rather to discuss it right then. I also might ask you to repeat or provide more detail on a response to make sure that I fully understand what you are thinking.

There is no right or wrong answer to any of the questions. It is very important that everyone has an opportunity to participate in the discussion, because everyone's opinion is valuable and people have different ideas. Again, there is no right or wrong answer to any question. This is not a group think. I want to know what YOU really think and we are not trying to reach a consensus but want to make sure that we explore a variety of viewpoints on the different topics we are going to discuss. Again, thank you for agreeing to participate.

### **Participant Introductions: (5 minutes)**

To get started-by going around the room and introducing yourself. Please tell us your:

- A. Name (first name is fine)
- B. How long have you been riding OmniTrans or if you are not a current rider let me know that too?
- C. What city do you live in?
- D. If you are retired, work or are a student?

### **1. Current Use of OmniTrans (10 minutes) Let's start by talking about**

- A. How often do you use OmniTrans and why do you use it? (school, work, shopping, medical, etc.)
- B. If you are not currently a rider, why don't you currently ride the bus?
- C. In what geographic areas do you travel most often?
- D. What OmniTrans buses do you ride? (Please give me the bus routes you ride most often)
- E. What time of day do you most frequently travel?

### **2. Trip Making and Planning and Information (15 minutes)**

- A. When you make a trip using OmniTrans that you do not normally make which of the following statements best describes the way you plan your trip and why?
  - I generally plan all of the details of the trip before I start
  - I generally plan part of the trip and find out more information along the way, if I need it
  - I just go and know that I will find be able to find the information that I need as I need it
- B. What information do you use to plan a trip (and how would you find it)?
  - Omnitrans Website

- 1-(800) 9-OMNIBUS (1-800-966-6428)
  - Print materials
  - Twitter/Instagram – social media
  - YouTube
  - Google Transit
  - App on phone
- C. Do you have a smart phone? How often do you use it to help plan where you are going or to find directions?
- D. What are the challenges you typically face when you are trying to plan a trip?
- E. On a scale of 1-10 where 10 is very easy and one is very difficult: how easy is it to use OmniTrans? (write down – and then I will ask you to show your number.

### **3. Topic: Travel Alternatives (15 Minutes)**

- A. When you have a trip to make how do you decide whether you will take the bus, get a ride from someone else, drive, or use some other form of transportation of transportation?
- B. When you take the same trip that you have taken before, how often do you check and see if there is another way to make that trip?
- C. How many of you ever use Uber or Lyft? (Show of hands)
- D. When do you use Uber/ Lyft?
- E. Do you ever use Uber/Lyft instead of using the bus and why?
- F. On a scale of 1-10 where 10 is very easy and one is very difficult: how easy is it to use Lyft/Uber? (write down – and then I will ask you to show your number.)
- G. And using a scale of 1-10 where 10 is very satisfied, how would you rate your satisfaction with Uber/Lyft? (write down and I will ask you to show your number)

### **4. Topic: Payment of Trip (10 minutes)**

- A. How do you generally pay for your fare?
- B. Has anyone here heard of the Token Transit app that allows you to pay your fare with your smartphone?

Explanation (Use Board)

- C. For those who have used it, how was your experience?
- D. For those who have not. Would you consider using this app? (why/ why not)

**5. Topic: Perceptions of Safety (10 minutes)**

- A. How important is safety to you when **waiting** for OmniTrans? (Scale 1-10, 10 very important) and
- B. Let's have a show of hands again for those of you who have use the sbX.
  - o Thinking about the sbX and the regular bus. Do you feel safer
    - Waiting for the sbX or the big bus? Why
- C. Overall, when you are **riding** OmniTrans do you personally feel safe or unsafe? Probe why?
- D. Have you recently decided not to take OmniTrans because you were concerned about your personal safety? (describe)

**6. Topic: Service Options. Now I would like to get your thoughts on some different service options. (30 minutes)**

- A. Has anyone here ever used the sbX? (Show of hands)
  - What was your overall impression of the sbX
  - What did you like most about sbX
  - What did you not like about the sbX
- B. Okay now let's talk about how often the bus runs using a scale of 1-10 where 10 is very important, how important is frequency of service to you?
  - How long are you willing to wait for a bus to arrive?
- C. Okay now let's talk about how early and late the bus runs using a scale of 1-10 where 10 is very important, how important is it to you to have late and or early service? What is more important service that runs earlier in the morning or later at night using a scale of 1-10 where 10 is very important?
- D. How important is weekend service to you?
- E. Let's talk for a few minutes on amenities such as shelters, Wi-Fi, power etc. what is important to you in terms of amenities and why?
- F. Thinking about the following four factors
  - How often the bus runs,
  - how late/early the bus runs,
  - longer hours for weekend service and
  - amenities on the post-it note please rate them in order of importance to you.
- G. How many people here make a transfer as part of their trips? (show of hands)
- H. What do you think about making transfers?
  - How long are you willing to wait for a transfer?
- I. If you could make a trip faster but to do so it would involve a transfer what would you think?

- J. What is important for you at a transfer location?
- K. How likely would you be to consider a trip that was faster if it involved a transfer that was not at a transit center?
- L. How often does anyone use a cross county connection (215, 290)?
  - How important is it that OmniTrans offer cross county connections and why?
- M. Let's spend a few minutes talking about the distance between stops. It is a trade of between how long a trip will take on the bus and how many stops it will make. Generally, the more stops the bus makes the longer the trip. However, if you make fewer stops the trip takes a shorter amount of time but you may have to walk further to or from the bus stop.
  - Let's have a show of hands first from people who would rather have more stops on a route knowing the trip will take longer.
  - Okay how much longer are you willing to wait for a bus if there are fewer stops?
  - Now let's have a show of hands from people who would rather have fewer stops on a route but may have to walk a longer distance to a stop?
  - Okay- now let's go around the room and tell me how many minutes are you willing to walk to or from a bus stop?

**7. Topic: Overall Satisfaction with OmniTrans Experience: (10 minutes)**

- A. What does OmniTrans do well?
- B. Using a scale of 1-10 where 10 is very satisfied, how would you rate your satisfaction with OmniTrans? (write down and I will ask you to show your number)
- C. Do you have any final comments that you would like to share with OmniTrans on how they could improve your riding experience (30 second per person limit)

**8. Wrap Up – 5 Minutes**

**Thank you for your participation.**



**Safety Focus Group Guide**  
**October 11-12, 2017**

**Moderator Introduction and Welcome (5 minutes)**

Welcome- Self introduction (independent) Welcome! OmniTrans really appreciates your willingness to participate in this roundtable discussion and your generosity with your time. I do not work for OmniTrans but they have asked me to facilitate this discussion and write up the results for them.

**Purpose of Group:**

OmniTrans wants to learn more about its riders. Earlier this year OmniTrans conducted an onboard survey with riders like you to learn more about what riders think about a variety of topics. OmniTrans is now interested in understanding more about some of the results and getting your feedback on how to make the service better for you and other riders. We will be talking about a variety of different topics such as how you use OmniTrans as well as other transportation options. After the discussion you will each receive \$125 as a token of appreciation for taking the time to share your thoughts.

**What is a Focus Group?**

A roundtable discussion which is sometimes called a focus group is a way for OmniTrans to explore ideas in more depth with its riders. The word focus is a good way to explain it because we will talk about a variety of topics but remained focused on each topic so OmniTrans can understand what riders like you really think about an idea. A Focus Group is a way to explore ideas and it is not a forum for complaints.

You may have noticed that there is a camera in the room. There are some people in another room (Shannon and John who you checked you in) who are listening to this discussion and taking notes so that we can write a report for OmniTrans. The discussion is also being recorded so that we can refer to it when writing up the results. None of your individual comments will be identified with you by name.

**Rules of Conduct:**

I will be leading the discussion about a number of different topics. Since it is important to explore each topic fully, my role is to keep the discussion focused on the issue that we are discussing. This might mean that sometimes you may be asked to hold on to an idea for a later part of the discussion rather to discuss it right then. I also might ask you to repeat or provide more detail on a response to make sure that I fully understand what you are thinking.

There is no right or wrong answer to any of the questions. It is very important that everyone has an opportunity to participate in the discussion, because everyone's opinion is valuable and people have different ideas. Again, there is no right or wrong answer to

any question. This is not a group think. I want to know what YOU really think and we are not trying to reach a consensus but want to make sure that we explore a variety of viewpoints on the different topics we are going to discuss. Again, thank you for agreeing to participate.

**Participant Introductions: (5 minutes)**

To get started-by going around the room and introducing yourself. Please tell us your:

- A. Name (first name is fine)
- B. How long have you been riding OmniTrans or if you are not a current rider let me know that too?
- C. What city do you live in?
- D. If you are retired, work or are a student?

**9. Current Use of OmniTrans (10 minutes) Let's start by talking about**

- A. How often do you use OmniTrans and why do you use it? (school, work, shopping, medical, etc.)
- B. If you are not currently a rider, why don't you currently ride the bus?
- C. In what geographic areas do you travel most often?
- D. What OmniTrans buses do you ride? (Please give me the bus routes you ride most often)
- E. What time of day do you most frequently travel?

**10. Trip Making and Planning and Information (15 minutes)**

- A. When you make a trip using OmniTrans that you do not normally make which of the following statements best describes the way you plan your trip and why?
  - I generally plan all of the details of the trip before I start
  - I generally plan part of the trip and find out more information along the way, if I need it
  - I just go and know that I will find be able to find the information that I need as I need it
- B. What information do you use to plan a trip (and how would you find it)?
  - Omnitrans Website
  - 1-(800) 9-OMNIBUS (1-800-966-6428)
  - Print materials
  - Twitter/Instagram – social media
  - YouTube
  - Google Transit
  - App on phone

- C. Do you have a smart phone? How often do you use it to help plan where you are going or to find directions?
- D. What are the challenges you typically face when you are trying to plan a trip?
- E. On a scale of 1-10 where 10 is very easy and one is very difficult: how easy is it to use OmniTrans? (write down – and then I will ask you to show your number.)

#### 11. Topic: Travel Alternatives (5 Minutes)

- A. When you have a trip to make how do you decide whether you will take the bus, get a ride from someone else, drive, or use some other form of transportation of transportation?
- B. How many of you ever use Uber or Lyft? (Show of hands)
- C. Do you ever use Uber/Lyft instead of using the bus and why?

#### 12. Topic: Payment of Trip (10 minutes)

- A. How do you generally pay for your fare?
- B. Has anyone here heard of the Token Transit app that allows you to pay your fare with your smartphone?
- C. Explanation (Use Board)
- D. For those who have used it; how was your experience?
- E. For those who have not used it, would you consider using this app? (why/ why not)

#### 13. Topic: Perceptions of Safety (40 minutes)

- A. Tell me about your thoughts on safety when using OmniTrans? Probe for what constitutes safety (area, lighting amenities) vs (personal -theft, bodily harm, sexual harassment, bullying) First we will talk about safety when waiting for the bus and then we will talk about safety while riding the bus.
- B. How important is safety to you when **waiting** for OmniTrans? (Scale 1-10, 10 very important)
- C. Let's have a show of hands again for those of you who have use the sbX.
  - o Thinking about the sbX and the regular bus. Do you feel safer
    - Waiting for the sbX or the big bus? Why
- D. What do you do to ensure your own safety when waiting for OmniTrans? Probe method (whistle, pepper spray, other?)
- E. Over, all when you are waiting for OmniTrans do you feel safe or unsafe? Probe why?
- F. Has anyone here personally experienced a situation where you have felt unsafe while waiting for the bus? (show of hands)

- G. Does anyone here personally know someone who has experienced a situation where they felt unsafe while waiting for the bus? (show of hands)
- H. Where do you generally feel most safe when waiting for a bus?
- I. How important is safety to you when riding OmniTrans? (Scale 1-10, 10 is very important)
- J. What do you do to ensure your safety when riding OmniTrans?
- K. Overall, when you are **riding** OmniTrans do you personally feel safe or unsafe? Probe why?
- L. Has anyone here personally experienced a situation where you have felt unsafe while riding for the bus? (show of hands)
- M. Does anyone here personally know someone who has experienced a situation where they felt unsafe while riding for the bus? (show of hands)
- N. Have you recently decided not to take OmniTrans because you were concerned about your personal safety? (describe)
- O. What safety factors do you consider when deciding whether or not to use OmniTrans?
  - Time
  - Distance
  - Location
  - Whether I am travelling alone or with others
  - Number of other people riding
  - Lighting
  - Past experience (personal)
  - Heard story of unsafe personal situation
- P. If you decide not to use OmniTrans, when you are concerned about your personal safety, what is your transportation alternative? (i.e. Friends, Uber/Lyft/Wingz, taxi, car, bike, walk, no alternative – I don't make the trip)
- Q. Thinking about personal safety what would make you feel safer when riding or waiting for OmniTrans?
- R. For those of you who have felt unsafe while waiting or riding the bus, have you ever contacted OmniTrans about your concerns?
  - For those who have not, why did you decide not to contact OmniTrans
  - For those who have, how did OmniTrans respond to you? Were you satisfied with OmniTrans response?

**14. Topic: Service Options. Now I would like to get your thoughts on the sbX. (5 minutes)**

- A. Has anyone here ever used the sbX? (Show of hands)
  - What was your overall impression of the sbX
  - What did you like most about sbX
  - What did you not like about the sbX

**15. Topic: Overall Satisfaction with OmniTrans Experience: (10 minutes)**

- A. What does OmniTrans do well?
- B. Using a scale of 1-10 where 10 is very satisfied, how would you rate your satisfaction with OmniTrans? (write down and I will ask you to show your number)
- C. Do you have any final comments that you would like to share with OmniTrans on how they could improve your riding experience (30 second per person limit)

**16. Wrap Up – 5 Minutes**

**Thank you for your participation.**

**Student Focus Group Guide**  
**October 11-12, 2017**

**Moderator Introduction and Welcome (5 minutes)**

Welcome- Self introduction (independent) Welcome! OmniTrans really appreciates your willingness to participate in this roundtable discussion and your generosity with your time. I do not work for OmniTrans but they have asked me to facilitate this discussion and write up the results for them.

**Purpose of Group:**

OmniTrans wants to learn more about its riders. Earlier this year OmniTrans conducted an onboard survey with riders like you to learn more about what riders think about a variety of topics. OmniTrans is now interested in understanding more about some of the results and getting your feedback on how to make the service better for you and other riders. We will be talking about a variety of different topics such as how you use OmniTrans as well as other transportation options. After the discussion you will each receive \$125 as a token of appreciation for taking the time to share your thoughts.

**What is a Focus Group and how were you selected to participate?**

A roundtable discussion which is sometimes called a focus group is a way for OmniTrans to explore ideas in more depth with its riders. The word focus is a good way to explain it because we will talk about a variety of topics but remained focused on each topic so OmniTrans can understand what riders like you really think about an idea. A Focus Group is a way to explore ideas and it is not a forum for complaints.

You may have noticed that there is a camera in the room. There are some people in another room (Shannon and John who you checked you in) who are listening to this discussion and taking notes so that we can write a report for OmniTrans. The discussion is also being recorded so that we can refer to it when writing up the results. None of your individual comments will be identified with you by name.

**Rules of Conduct:**

I will be leading the discussion about a number of different topics. Since it is important to explore each topic fully, my role is to keep the discussion focused on the issue that we are discussing. This might mean that sometimes you may be asked to hold on to an idea for a later part of the discussion rather to discuss it right then. I also might ask you to repeat or provide more detail on a response to make sure that I fully understand what you are thinking.

There is no right or wrong answer to any of the questions. It is very important that everyone has an opportunity to participate in the discussion, because everyone's opinion is valuable and people have different ideas. Again, there is no right or wrong answer to

any question. This is not a group think. I want to know what YOU really think and we are not trying to reach a consensus but want to make sure that we explore a variety of viewpoints on the different topics we are going to discuss. Again, thank you for agreeing to participate.

**Participant Introductions: (5 minutes)**

To get started-by going around the room and introducing yourself. Please tell us your:

- A. Name (first name is fine)
- B. How long have you been riding OmniTrans or if you are not a current rider let me know that too?
- C. What city do you live in?
- D. If you are retired, work or are a student?

**17. Current Use of OmniTrans (10 minutes) Let's start by talking about**

- A. How often do you use OmniTrans and why do you use it? (school, work, shopping, medical, etc.)
- B. If you are not currently a rider, why don't you currently ride the bus?
- C. In what geographic areas do you travel most often?
- D. What OmniTrans buses do you ride? (Please give me the bus routes you ride most often)
- E. What time of day do you most frequently travel?

**18. Trip Making and Planning and Information (15 minutes)**

- A. When you make a trip using OmniTrans that you do not normally make which of the following statements best describes the way you plan your trip and why?
  - I generally plan all of the details of the trip before I start
  - I generally plan part of the trip and find out more information along the way, if I need it
  - I just go and know that I will find be able to find the information that I need as I need it
- B. When planning a trip to school, how, if at all, does parking fit in to your decision on whether or not to take the bus?
  - Is it the cost of parking or the availability of parking?
  - How about other trips (is parking a consideration)
- C. What information do you use to plan a trip (and how would you find it)?
  - Omnitrans Website
  - 1-(800) 9-OMNIBUS (1-800-966-6428)
  - Print materials

- Twitter/Instagram – social media
  - YouTube
  - Google Transit
  - App on phone
- D. Do you have a smart phone? How often do you use it to help plan where you are going or to find directions?
- E. What are the challenges you typically face when you are trying to plan a trip?
- F. On a scale of 1-10 where 10 is very easy and one is very difficult: how easy is it to use OmniTrans? (write down – and then I will ask you to show your number.

**19. Topic: Travel Alternatives (15 Minutes)**

- A. When you have a trip to make how do you decide whether you will take the bus, get a ride from someone else, drive, or use some other form of transportation of transportation?
- B. When you take the same trip that you have taken before...how often do you check and see if there is another way to make that trip?
- C. How many of you ever use Uber or Lyft? (Show of hands)
- D. When do you use Uber/ Lyft?
- E. Do you ever use Uber/Lyft instead of using the bus and why?
- F. On a scale of 1-10 where 10 is very easy and one is very difficult: how easy is it to use Lyft/Uber? (write down – and then I will ask you to show your number.)
- G. And using a scale of 1-10 where 10 is very satisfied, how would you rate your satisfaction with Uber/Lyft? (write down and I will ask you to show your number)

**20. Topic: Payment of Trip (10 minutes)**

- A. How do you generally pay for your fare?
- B. Has anyone here heard of the Token transit app that allows you to pay your fare with your smartphone?

Explanation (Use Board)

- C. For those who have used it...how was your experience?
- D. For those who have not. Would you consider using this app? (why/ why not)

**21. Topic: GoSmart (20 minutes)**

- A. Okay let's see a show of hands again from those of you who use the GoSmart pass?



- B. In the past three months have you seen or heard anything about the GoSmart Program?
- What do you recall seeing or hearing? (Unaided awareness)
  - Where did you see or hear the information? (Probe: school, bus shelter, newspaper, online, You Tube, other)

Show samples of previous/current campaign (aided) Boards

- Do you recall seeing any of these ads? (show of hands yes, no, not sure)
  - Now that everyone has seen the ads:
  - What are your first impressions?
  - What, if anything, would you do to improve the ad? (probe for specifics)
- C. What do you like about the program?
- D. How would you improve it (aside from making it totally free)
- E. Does anyone know how the program is funded?

(after answers) *For those who are not familiar with GoSmart it is a discounted fare program in which OmniTrans negotiates pricing with schools like CSUSB, Valley College and other schools. Funding comes from student fees and/or administrative sources. At each college students vote whether or not the school should participate in the GoSmart program.*

- F. Knowing that the program needs student approval, how likely would you be to support the program in upcoming years?

## 22. Topic: Perceptions of Safety (10 minutes)

- A. How important is safety to you when **waiting** for OmniTrans? (Scale 1-10, 10 very important) and
- B. Let's have a show of hands again for those of you who have use the sbX.
- Thinking about the sbX and the regular bus. Do you feel safer
    - Waiting for the sbX or the big bus? Why
- C. Overall, when you are **riding** OmniTrans do you personally feel safe or unsafe? Probe why?
- D. Have you recently decided not to take OmniTrans because you were concerned about your personal safety? (describe)

## 23. Topic: Service Options. Now I would like to get your thoughts on some different service options. (5 minutes)

- A. Has anyone here ever used the sbX? (Show of hands)
- What was your overall impression of the sbX

- What did you like most about sbX
- What did you not like about the sbX

**24. Topic: Overall Satisfaction with OmniTrans Experience: (10 minutes)**

- A. What does OmniTrans do well?
- B. Using a scale of 1-10 where 10 is very satisfied, how would you rate your satisfaction with OmniTrans? (write down and I will ask you to show your number)
- C. Do you have any final comments that you would like to share with OmniTrans on how they could improve your riding experience (30 second per person limit)

**25. Wrap Up – 5 Minutes**

**Thank you for your participation.**

**Access Focus Group Guide**  
**October 11, 2017**

**Warm-up Introduction (5 minutes)**  
**Moderator Introduction and Welcome**

Welcome- Self introduction (independent) Welcome! OmniTrans really appreciates your willingness to participate in this roundtable discussion and your generosity with your time. I do not work for OmniTrans or Access but they have asked me to facilitate this discussion and write up the results for them.

**Purpose of Group:**

OmniTrans wants to learn more about its riders. Recently, Access conducted a telephone survey with riders like you to learn more about what riders think about a variety of topics. Access is now interested in understanding more about some of the results and getting your feedback on how to make the service better for you and other riders. We will be talking about a variety of different topics such as how you use Access as well as other transportation options. Finally, we will be talking about smartphones, laptops, tablets and the Internet and how you use them. After the discussion you will each receive \$125 as a token of appreciation for taking the time to share your thoughts. There will be also someone to help you with your ride when we are finished with the discussion.

**What is a Focus Group and how were you selected to participate?**

A roundtable discussion which is sometimes called a focus group is a way for OmniTrans to explore ideas in more depth with its riders. The word focus is a good way to explain it because we will talk about a variety of topics but remained focused on each topic so OmniTrans can understand what riders like you really think about an idea. A Focus Group is a way to explore ideas and it is not a forum for complaints.

You were selected to participate because you participated in a telephone survey about Access earlier this year and shared your thoughts on Access. OmniTrans really appreciates your willingness to participate and your generosity with your time.

You may have noticed that there is a camera in the room. There are some people in another room (Shannon and John who you checked you in) who are listening to this discussion and taking notes so that we can write a report for OmniTrans. The discussion is also being recorded so that we can refer to it when writing up the results. None of your individual comments will be identified with you by name.

**Rules of Conduct:**

I will be leading the discussion about a number of different topics. Since it is important to explore each topic fully, my role is to keep the discussion focused on the issue that we are discussing. This might mean that sometimes you may be asked to hold on to an idea for a

later part of the discussion rather to discuss it right then. I also might ask you to repeat or provide more detail on a response to make sure that I fully understand what you are thinking.

There is no right or wrong answer to any of the questions. It is very important that everyone has an opportunity to participate in the discussion, because everyone's opinion is valuable and people have different ideas. Again, there is no right or wrong answer to any question. This is not a group think. I want to know what YOU really think and we are not trying to reach a consensus but want to make sure that we explore a variety of viewpoints on the different topics we are going to discuss. Again, thank you for agreeing to participate.

**Participant Introductions: (10 minutes)**

To get started- let's go around the room and have everyone introduce them. Please

- A. Tell everyone your first name.
- B. How long you have been an Access rider
- C. How you primarily use Access- for example to go to work, or to the doctor or for recreational purposes
- D. Finally tell us if you ever use the big bus or any other form of transportation like a cab or Uber/Lyft.

**26. Topic: Overall Assessment of Access (15 Minutes) Let's start by talking about**

- A. What you think Access does well? At the end of the discussion I will be asking you about what could Access do to improve your riding experience, so please jot down those thoughts as we go through our discussion.
- B. Let's have a show of hands of those who have used Access for more than two years. Thank you. Compared to two years ago would you say the service is the same, better or worse? Let's go around the room and please briefly tell me why.

**27. Topic: Reservation Center (10 Minutes)**

- A. How long does it typically take for you to make a reservation (including the time you spend waiting for a reservationist?)
- B. Are you usually able to get the reservation time that you want? How often are you not able to get a trip at the time that you want it?
- C. If you are not able to get the reservation for a trip what do you do?
- D. If any, remind me again who uses Uber or Lyft? (show of hands)
  - When do you use Uber/Lyft?
  - Why do you use Uber/Lyft?
- E. How could Access make the reservation process more convenient for you?

## **28. Topic: Travel Times (20 Minutes)**

- A. Now let's talk about an actual trip that you make on Access and the time it takes to make that trip.
- How timely are your pickup and drop offs? If they are not timely are they more likely to be late or early?
  - What happens if your pick-up is early or late?
  - Are there any days or times when the rides are more likely to be late or early?
  - How do you check on your ride if it is late?
    - If your ride is running late do you get a call letting you know that it is late?
    - If you call Access how easy/hard is it to reach someone who can tell you the status of your pick-up?
    - When you get the information how accurately is it generally?
- B. Once your ride arrives what do you think about the amount of time it takes to make your trip (travel time) using Access? Why?

## **29. Topic: Re-certification Process (10 Minutes)**

- A. Now let's talk about the certification renewal process. How many people have had a recertification in person-interview/assessment (show of hands)
- How easy was the re-certification process for you? (Probe)
  - How were the communications with you about the status of your certification
  - Is there anything that would have improved the process for you? (Describe)

## **30. Topic: Riding the Bus (15 Minutes)**

- A. How many of you ride the big bus? (show of hands)

### **IF Yes (Of those who may have taken the bus)**

- B. How do you decide when to take a trip on Access and when to use the bus?
- C. What do you see as the benefits for riding the bus?
- D. What would be your advice to someone who was riding the big bus for the first time?
- E. Has anyone ever used the new sbX bus? (show of hands) Tell me about your experience?

### **IF No (Explore)**

- F. Do you know anyone who has used the big bus? (show of hands) What did they think about using it?

- G. Have you ever considered using the big bus to make a trip? Why not?
  - perceptions, physical barriers, concern about how it works (fear), confusion, difficulty
- H. Do you think it would be easy or hard for most Access riders to use the big bus? Why
- I. Do you think your trip would take longer, shorter or about the same amount of time if you used the big bus?
- J. What incentives could Access provide to have you consider using the big bus for some of your trips?
  - Free travel training with no requirement that you use the bus after completing the training and no change to your eligibility
  - Free pass for 10 rides on the big bus
  - Other

**31. Topic: Ways to Get Information (10 Minutes)** There are different ways to get information about Access.

- A. How many people have a cell phone? (Show of hands)
  - How about a smartphone (Show of hands)
- B. Does anyone have a tablet
- C. How about a personal computer (show of hands)
- D. When you want information about Access how do you typically get that information?
- E. What types of information do you generally need?
- F. How would you like to be able to get that information?
- G. What about – Online, recorded lines, monthly bulletins, email blasts, telephone blasts, Facebook, Twitter, Riders Guide, notices on the vehicles, messages while you are holding for a reservationist.

**32. Wrap Up – 5 Minutes**

- A. Do you have any final comments that you would like to share with OmniTrans on how they could improve your riding experience (30 second per person limit)

**Thank you for your participation.**

## Appendix 2: Recruitment Questionnaires

### ACCESS

#### OmniTrans Focus Group Access Rider Recruit Instrument

1. OBSERVATION: LANGUAGE (MUST BE ABLE TO SPEAK ENGLISH WELL ENOUGH TO PARTICIPATE IN A LONG AND DETAILED DISCUSSION, IF NOT CONVERSATIONAL IN ENGLISH, MARK THE LANGUAGE THEY DO SPEAK)
  1. ENGLISH
  2. SPANISH
2. PLEASE STOP ME WHEN I REACH YOUR AGE CATEGORY.
  1. UNDER 18
  2. 18-34
  3. 35-64
  4. 65 OR OLDER
3. APPROXIMATELY WHEN DID YOU MAKE YOUR LAST TRIP ON OMNITRANS ACCESS ?
  1. WITHIN THE LAST THREE MONTHS (JULY-SEPTEMBER)
  2. 3-6 MONTHS AGO (APRIL-JUNE)
  3. MORE THAN SIX MONTHS AGO (MARCH 2017 OR BEFORE)
4. HOW OFTEN DO YOU RIDE OMNITRANS ACCESS ?
  1. 3 OR MORE TIMES A WEEK
  2. AT LEAST ONCE A WEEK
  3. LESS THAN ONCE A WEEK
  4. NEVER
5. HOW OFTEN DO YOU RIDE THE REGULAR OMNITRANS BIG BUS ?
  1. 3 OR MORE TIMES A WEEK
  2. AT LEAST ONCE A WEEK
  3. LESS THAN ONCE A WEEK
  4. NEVER
6. GENDER (OBSERVED)
  1. MALE
  2. FEMALE
7. YOU ARE QUALIFIED TO PARTICIPATE IN THE ROUND TABLE DISCUSSION. THE DISCUSSION WILL TAKE PLACE WEDNESDAY, OCTOBER 11TH AT 10:30 AM AT THE DOUBLETREE INN IN SAN BERNARDINO. IT WILL TAKE 1-1/2 TO 2 HOURS AND EACH PERSON WILL BE GIVEN \$125 TO THANK THEM FOR THEIR PARTICIPATION.  
  
TYPE "XX" TO CONTINUE
8. ARE YOU AVAILABLE ON WEDNESDAY, OCTOBER 11TH AT 10:30AM ?

1. YES-WEDNESDAY, OCTOBER 11TH, 10:30AM
  2. NO-TIME NOT CONVENIENT
9. SO THAT WE CAN SEND YOU CONFIRMATION INFORMATION WHAT IS THE BEST PHONE NUMBER TO REACH YOU WITH ?
10. IS THAT A MOBILE, HOME OR WORK NUMBER ?
1. MOBILE
  2. HOME LANDLINE
  3. WORK
11. TO MAKE SURE WE HAVE YOUR NAME WRITTEN CORRECTLY, WHAT IS YOUR FIRST AND LAST NAME ?
12. AND WHAT IS THE BEST E-MAIL ADDRESS FOR YOU THAT YOU CHECK FREQUENTLY SO WE CAN SEND YOU DIRECTIONS TO THE ROUND-TABLE ?
13. DO YOU HAVE ANY SPECIAL COMMUNICATION NEEDS ?
1. YES-VISUAL
  2. YES-OTHER (SPECIFY)
  3. NO
14. WILL YOU NEED ACCESS TO PROVIDE TRANSPORTATION TO AND FROM THE FOCUS GROUP ?
1. YES - WE WILL CONTACT YOU DIRECTLY TO MAKE THE ARRANGEMENTS FOR YOUR TRIP
  2. NO
15. THANK YOU FOR AGREEING TO PARTICIPATE IN THE OMNITRANS ROUND TABLE DISCUSSION! YOU WILL RECEIVE AN E-MAIL WITH THE CONFIRMATION INFORMATION WITHIN THE NEXT 48 HOURS.
- TYPE "XX" TO CONTINUE
16. WE APPRECIATE YOUR HELP. AT THIS TIME THERE ARE NO GROUPS THAT ARE AVAILABLE THAT MATCH YOUR QUALIFICATIONS. HAVE A NICE DAY/EVENING!



## Fixed Route

### OmniTrans Focus Group Fixed Route Rider Recruit Instrument

1. OBSERVATION: LANGUAGE (MUST BE ABLE TO SPEAK ENGLISH WELL ENOUGH TO PARTICIPATE IN A LONG AND DETAILED DISCUSSION, IF NOT CONVERSATIONAL IN ENGLISH, MARK THE LANGUAGE THEY DO SPEAK)
  1. ENGLISH
  2. SPANISH
2. PLEASE STOP ME WHEN I REACH YOUR AGE CATEGORY.
  1. UNDER 18
  2. 18-34
  3. 35-64
  4. 65 OR OLDER
3. HOW OFTEN DO YOU RIDE THE sbX ?
  1. 3 OR MORE TIMES A WEEK
  2. AT LEAST ONCE A WEEK
  3. LESS THAN ONCE A WEEK
  4. NEVER
4. WHAT IS THE PRIMARY REASON YOU DON'T USE THE sbX ?
  1. HAVE A CAR NO LONGER NEED IT
  2. TIMES DON'T WORK
  3. SAFETY
  4. COST
  5. USE UBER/LYFT
5. HOW OFTEN DO YOU RIDE OMNITRANS BUS ?
  1. 3 OR MORE TIMES A WEEK
  2. AT LEAST ONCE A WEEK
  3. LESS THAN ONCE A WEEK
  4. NEVER
6. WHAT IS THE PRIMARY REASON YOU DON'T USE OMNITRANS BUS ?
  1. HAVE A CAR NO LONGER NEED IT
  2. TIMES DON'T WORK
  3. SAFETY
  4. COST
  5. USE UBER/LYFT
  6. OTHER
7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EMPLOYMENT STATUS ?
  1. EMPLOYED FULL-TIME
  2. SELF-EMPLOYED
  3. EMPLOYED PART-TIME
  4. RETIRED

5. NOT EMPLOYED
8. ARE YOU A STUDENT ?
1. NO-NOT A STUDENT
  2. YES-FULL-TIME STUDENT
  3. YES-PART-TIME STUDENT
9. WHAT SCHOOL DO YOU ATTEND ?
1. CSUSB
  2. VALLEY COLLEGE
  3. OTHER
10. WITH WHICH OF THE FOLLOWING ETHNICITIES DO YOU MOST CLOSELY IDENTIFY ?
1. AFRICAN AMERICAN/BLACK
  2. ASIAN
  3. CAUCASIAN/WHITE
  4. LATINO/HISPANIC
  5. MULTI-RACIAL
11. GENDER (OBSERVED)
1. MALE
  2. FEMALE
12. YOU ARE QUALIFIED TO PARTICIPATE IN ONE OF THE ROUND TABLE DISCUSSIONS. THE DISCUSSIONS WILL TAKE PLACE WEDNESDAY, OCTOBER 11TH AND THURSDAY, OCTOBER 12TH AT THE DOUBLETREE INN IN SAN BERNARDINO. IT WILL TAKE 1-1/2 TO 2 HOURS AND EACH PERSON WILL BE GIVEN \$125 TO THANK THEM FOR THEIR PARTICIPATION AS WELL AS BE ENTERED INTO A DRAWING FOR A 10-RIDE BUS CARD.
- TYPE "XX" TO CONTINUE
13. ARE YOU AVAILABLE ON WEDNESDAY, OCTOBER 11TH AT 3:00PM ?  
(STUDENT RIDERS)
1. YES-WEDNESDAY, OCTOBER 11TH, 3:00PM
  2. NO-THURSDAY NO LONGER AVAILABLE!
  3. NO TIME-THOSE ARE NOT CONVENIENT
14. ARE YOU AVAILABLE ON THURSDAY, OCTOBER 12TH AT 7:00PM ?  
(sbX RIDERS)
1. YES-THURSDAY, OCTOBER 12TH, 7:00PM
15. ARE YOU AVAILABLE ON WEDNESDAY, OCTOBER 11TH AT 5:00PM ?  
(MALE RIDERS)
1. YES-WEDNESDAY, OCTOBER 11TH, 5:00PM
  2. NO-TIME NOT CONVENIENT

16. ARE YOU AVAILABLE ON THURSDAY, OCTOBER 12TH AT 5:00PM ?  
(FEMALE RIDERS)
1. YES - THURSDAY, OCTOBER 12TH, 5:00PM
17. SO THAT WE CAN SEND YOU CONFIRMATION INFORMATION WHAT IS THE BEST  
PHONE NUMBER TO REACH YOU WITH ?
18. IS THAT A MOBILE, HOME OR WORK NUMBER ?
1. MOBILE  
2. HOME LANDLINE  
3. WORK
19. TO MAKE SURE WE HAVE YOUR NAME WRITTEN CORRECTLY, WHAT  
IS YOUR FIRST AND LAST NAME ?
20. AND WHAT IS THE BEST E-MAIL ADDRESS FOR YOU THAT YOU CHECK  
FREQUENTLY SO WE CAN SEND YOU DIRECTIONS TO THE ROUND-TABLE ?
21. DO YOU HAVE ANY SPECIAL COMMUNICATION NEEDS ?
1. YES-VISUAL  
2. YES-OTHER (SPECIFY)  
3. NO
22. WOULD YOU LIKE TO BRING A FRIEND WITH YOU WHO IS ALSO  
A STUDENT AT VALLEY COLLEGE OR CSUSB AND DOES NOT  
CURRENTLY RIDE THE BUS ?
1. YES  
2. NO
23. WHEN YOU RECEIVE YOUR CONFIRMATION E-MAIL, WE WILL FOLLOW-UP  
WITH YOU FOR THE NAME, ADDRESS AND PHONE NUMBER OF YOUR FRIEND.
- TYPE "XX" TO CONTINUE
24. THANK YOU FOR AGREEING TO PARTICIPATE IN THE OMNITRANS ROUND  
TABLE DISCUSSION! YOU WILL RECEIVE AN E-MAIL WITH THE  
CONFIRMATION INFORMATION WITHIN THE NEXT 48 HOURS.
- TYPE "XX" TO CONTINUE
25. WE APPRECIATE YOUR HELP. AT THIS TIME THERE ARE NO GROUPS  
THAT ARE AVAILABLE THAT MATCH YOUR QUALIFICATIONS. HAVE  
A NICE DAY/EVENING!