



PLANS AND PROGRAMS COMMITTEE

WEDNESDAY, JULY 25, 2018, 9:00 A.M.

OMNITRANS METRO FACILITY

1700 WEST 5TH STREET

SAN BERNARDINO, CA 92411

The meeting facility is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids or Limited English Proficiency Services are needed in order to participate in the public meeting, requests should be made through the Recording Secretary at least three (3) business days prior to the Committee Meeting. The Recording Secretary's telephone number is 909-379-7110 (voice) or 909-384-9351 (TTY), located at 1700 West Fifth Street, San Bernardino, California. If you have comments about items on the agenda or other general concerns and are not able to attend the meeting, please mail them to Omnitrans at 1700 West Fifth Street, San Bernardino, California, Attention Board Secretary. Comments may also be submitted by email to BoardSecretary@omnitrans.org.

THIS MEETING IS AVAILABLE BY TELECONFERENCE AT THE FOLLOWING LOCATIONS AND WILL BE CONDUCTED IN ACCORDANCE WITH GOVERNMENT CODE SECTION 54953(B).

**CITY OF CHINO HILLS, GOVERNMENT CENTER, COUNCIL OFFICE – 2ND FLOOR
14000 CITY CENTER DRIVE, CHINO HILLS, CA 91709**

CITY OF ONTARIO, 303 EAST B STREET, ONTARIO, CA 91764

THESE LOCATIONS ARE ACCESSIBLE TO THE PUBLIC AND MEMBERS OF THE PUBLIC MAY ADDRESS THE COMMITTEE FROM THESE TELECONFERENCE LOCATIONS

1. Pledge of Allegiance
2. Roll Call

A. ANNOUNCEMENTS/PRESENTATIONS

1. Next Committee Meeting: October 31, 2018

B. COMMUNICATIONS FROM THE PUBLIC

This is the time and place for the general public to address the Board for items that are not on the agenda. In accordance with rules applicable to meetings of the Plans & Programs Committee, comments on items not on the agenda and on items on the agenda are to be limited to a total of three (3) minutes per individual.

C. POSSIBLE CONFLICT OF INTEREST ISSUES

Disclosure – Note agenda items contractors, subcontractors and agents, which may require member abstentions due to conflict of interest and financial interests. Board Member abstentions shall be stated under this item for recordation in the appropriate item.

N/A

D. DISCUSSION ITEMS

1. Approve Plans & Programs Committee Minutes – April 25, 2018
2. Receive and Forward to the Board of Directors, West Valley Connector Project Update – Anna Jaiswal & Victor Lopez, SBCTA
3. Receive and Forward to the Board of Directors, OmniConnects Short-Range Transit Plan FY2019-2025 Status Update – Jeremiah Bryant

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D. DISCUSSION ITEMS CONTINUED

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 4. Recommend to the Board of Directors, Adoption of the Triennial Title VI Report for Submission to the Federal Transit Administration (FTA) – <i>Jeremiah Bryant</i> | 12 |
| 5. Recommend to the Board of Directors, Authorization of a One-Year Pilot Adopt-A-Stop Program – <i>Anna Jaiswal</i> | 14 |
| 6. Receive and Forward to the Board of Directors, Customer-Based Ridesharing and Transit Interconnectivity Study Presentation – (<i>Jeremiah Bryant & Consultant</i>) | 20 |

E. REMARKS AND ANNOUNCEMENTS

F. ADJOURNMENT

ITEM # E1

**PLANS AND PROGRAMS COMMITTEE
MINUTES
APRIL 25, 2018**

A. CALL TO ORDER

The Plans & Programs Committee Meeting was called to order by Committee Chair Penny Lilburn at 9:01 a.m., April 25, 2018.

Committee Members Present

Mayor Penny Lilburn, City of Highland – Committee Chair
Council Member David Avila, City of Yucaipa
Vice Mayor Cynthia Moran, City of Chino Hills – Via Teleconference
Supervisor Janice Rutherford, County of San Bernardino
Mayor Pro Tem Sylvia Robles, City of Grand Terrace
Council Member Sam Spagnolo, City of Rancho Cucamonga
Mayor Pro Tem Alan Wapner, City of Ontario - Via Teleconference

Committee Members Not Present

Council Member Ron Dailey, City of Loma Linda
Mayor Deborah Robertson, City of Rialto

OmniTrans Administrative Staff Present

P. Scott Graham, CEO/General Manager
Erin Rogers, Deputy General Manager
Diane Caldera, Director of Operations
Marge Ewing, Director Human Resources/Safety & Regulatory Compliance
Sam Gibbs, Director of Internal Audit
Jacob Harms, Director of Information Technology
Eugenia Pinheiro, Interim Director of Procurement
Connie Raya, Director of Maintenance
Doug Stanley, Director of Special Transit Services
Wendy Williams, Director of Marketing - Planning
Anna Jaiswal, Development Planning Manager
Scott Begg, Planner 1
Jeremiah Bryant, Service Planning Manager
Melissa Castillo, Customer Service Manager
Maurice Mansion, Treasury Manager
Julienne Overland-Villegas, Senior Executive Assistant to CEO/General Manager

B. ANNOUNCEMENTS/PRESENTATIONS

There were no announcements.

C. COMMUNICATION FROM THE PUBLIC

There were no communications from the public.

D. POSSIBLE CONFLICT OF INTEREST ISSUES

There were no Conflicts of Interest Issues.

E. DISCUSSION ITEMS

1. Approve Plans & Programs Committee Minutes – January 24, 2018

M/S (Spagnolo/Robles) that approved the Committee Minutes of January 24, 2018. Roll call vote was taken and the motion was passed unanimously by Members present.

2. Recommend the Board of Directors Authorize the CEO/General Manager to Execute the Bus Stop Improvement Project Cooperative Agreement with County of San Bernardino

Development Planning Manager, Anna Jaiswal, provided a brief background on this item as detailed in the staff report.

Supervisor Rutherford arrived at 9:05 a.m.

M/S (Spagnolo/Avila) that recommended the Board of Directors authorize the CEO/General Manager to execute the Bus Stop Improvement Project Cooperative Agreement with the County of San Bernardino. Roll call vote was taken and the motion was passed unanimously by Members present.

3. Recommend the Board of Directors Adopt Omnitrans Fiscal Year 2018-2019 Annual Service Plan

Service Planning Manager, Jeremiah Bryant, provided a brief background on this item as detailed in the staff report.

A brief discussion ensued regarding the plan to eliminate pennies for fare payment on buses. Jeremiah stated that pennies can be used to purchase bus passes at the Transit Center or ticket outlets; however, not on board the buses.

Member Wapner joined the meeting at 9:20 a.m. via teleconference during Item #E3.

M/S (Spagnolo/Robles) that recommended the Board of Directors adopt the Omnitrans Fiscal Year 2018-2019 Annual Service Plan. Roll call vote was taken and the motion was passed unanimously by Members present.

4. Recommend the Board of Directors Adopt Omnitrans Fiscal Year 2018-2019 Annual Marketing Plan

Director of Marketing-Planning, Wendy Williams, provided a brief background on this item as detailed in the staff report.

The Committee had some questions as to why the decrease in advertisement revenue compared to 2016. Ms. Williams stated that the revenue is driven by Lamar's advertisement sales. She explained that under the new contract, Omnitrans will receive a 2% increase year-over-year for the next five years.

The Committee asked about digital advertisement and Ms. Williams responded that the current contract includes an option for digital advertisement.

Supervisor Rutherford asked if any items from last year's Marketing Plan were not included in the new Plan. Ms. Williams responded that she did not have that information available but would look into it.

Member Moran asked if Omnitrans coordinated with the cities on providing special discounts or promotions for large events. Ms. Williams responded that no opportunities have come up recently; however, staff is open to those discussions. Member Moran suggested that the Board provide staff with potential event partnership recommendations for each of their respective cities. She also suggested that further efforts be made to identify potential partnerships with non-profit companies that subsidize transportation for their clients. Lastly, she recommended that Buster, the Omnitrans mascot, be updated to appeal more to millennial and young adults.

Member Wapner suggested that perhaps looking into the large music festival in Devore as a potential coordination opportunity. He also suggested that staff focus on cross-marketing with Metrolink to ensure seamless connectivity from one system to the other. He also noted the importance of robust advertising for those connections.

M/S (Spagnolo/Avila) that recommended the Board of Directors adopt the Omnitrans Fiscal Year 2018-2019 Marketing Plan. Roll call vote was taken and the motion was passed unanimously by Members present.

F. REMARKS AND ANNOUNCEMENTS

There were no announcements.

G. ADJOURNMENT

The Plans & Programs Committee meeting adjourned at 9:42 a.m. The next Committee Meeting is scheduled Wednesday, July 25, 2018, at 9:00 a.m., with location posted on the Omnitrans website and at Omnitrans' San Bernardino Metro Facility.

Prepared by:

Araceli Barajas, Executive Staff Assistant

ITEM # E2

DATE: July 25, 2018

TO: Committee Chair Penny Lilburn and
Members of the Plans and Programs Committee

THROUGH: P. Scott Graham, CEO/General Manager

FROM: Wendy Williams, Director of Marketing & Planning

SUBJECT: WEST VALLEY CONNECTOR PROJECT UPDATE

FORM MOTION

Receive and forward to the Board of Directors a project update for the West Valley Connector project.

BACKGROUND

On January 4, 2017, the Omnitrans Board of Directors and the San Bernardino County Transportation Authority (SBCTA) Board of Directors both approved motions directing staff to develop a cooperative agreement between Omnitrans and SBCTA, designating SBCTA as the lead agency for environmental clearance, design, right-of-way acquisition, and construction of the West Valley Connector Project.

Subsequent to this decision, SBCTA staff conducted an independent assessment of the West Valley Connector Project to review the Project's schedule, risks, design progress, capital costs, phasing, and right-of-way (ROW) needs. In addition, SBCTA staff reached out to the cities of Fontana and Rancho Cucamonga regarding their concerns about transit signal priority, buses stopping in mixed flow lanes, and frequency of service. SBCTA staff presented the assessment findings at the April 2017 SBCTA Transit Committee meeting, including six of the alignment alternatives that were previously studied.

SBCTA staff and Omnitrans staff also held a task force meeting in April 2017 with elected officials and staff of the five cities involved (Fontana, Montclair, Ontario, Pomona, and Rancho Cucamonga). At the meeting, all cities agreed to split the Project into two phases, with the first phase following the "Milliken Alignment" from Pomona to Rancho Cucamonga and ending at Victoria Gardens, and the second phase following the "Haven Alignment" and continuing along Foothill Boulevard into the City of Fontana. (A map is included in Attachment A). The parties

also agreed to increase the frequency of local service on Haven Avenue (Omnitrans' Route 81) simultaneous with the first phase.

In May 2017, the SBCTA Board directed its staff to proceed with environmental clearance for both phases of the West Valley Connector project; and to proceed with design, right-of-way, and construction of Phase I from the Downtown Pomona Metrolink Station to Victoria Gardens, with the understanding that a Federal Transit Administration (FTA) Small Starts Capital Improvement Grant is needed to proceed with substantial right-of-way acquisition.

On November 1, 2017, the Omnitrans Board of Directors and the SBCTA Board of Directors both approved a cooperative agreement, which designated SBCTA as the lead agency for the West Valley Connector Project and formalized the roles of the two agencies on the Project. Omnitrans will operate the sbX bus rapid transit line that will result from the Project; Omnitrans staff participates in weekly meetings with SBCTA staff to provide input on the Project.

On January 10, 2018, the SBCTA Board of Directors authorized SBCTA staff to circulate the draft Environmental Impact Report/Environmental Assessment (EIR/EA) for the West Valley Connector Project for the mandated 45-day public comment period, and to hold a public hearing.

On March 14, 2018, SBCTA staff presented a project update to the SBCTA Transit Committee, stating that FTA had provided direction that SBCTA must include the Operations & Maintenance (O&M) facility (needed for the 60' articulated vehicles being purchased for the project) in the draft EIR/EA, as it is a required component of the West Valley Connector Project.

On April 4, 2018, the SBCTA Board of Directors approved an amendment for Parsons Transportation Group to complete the additional design and environmental work needed to incorporate the O&M facility into the environmental document.

Operations & Maintenance Facility

Omnitrans operates and maintains its existing bus fleets out of two major Operations and Maintenance (O&M) facilities: East Valley Vehicle Maintenance Facility (EVVMF) and West Valley Vehicle Maintenance Facility (WVVMF). EVVMF is a Level III facility capable of full maintenance of buses and WVVMF is a Level II facility suitable for light maintenance. These facilities do not have sufficient operational capacity to accommodate the additional maintenance and storage requirements of the anticipated fleet expansion associated with the proposed project.

The purpose of the new O&M facility is to provide operations and maintenance support to the existing full-service EVVMF. The new facility would be designed and constructed to provide Level I service maintenance with a capacity to be upgraded to provide Level II service maintenance as needs arise. The new Level I facility would be capable of accommodating light maintenance work for bus upkeep, such as bus service and inspection, vehicle washing and fueling, interior cleaning, and light repair. Heavy repair functions would remain at the EVVMF.

An area of approximately five (5) acres would be required to construct the new O&M facility, which would primarily include the parking, maintenance, and administrative areas. Fueling and

bus washing areas would also be provided. Exterior perimeter lighting and landscaping would be furnished. Depending on the service level to be performed, approximately 50-100 staff would be using this facility, including bus operators and O&M staff.

Part of the City of Ontario's in-kind contribution to the Project is the use of a City-owned property, on which the O&M facility will be constructed and operated. Preliminary discussions with City staff identified three potential suitable locations approximately a mile south of the proposed corridor alignment on Holt Boulevard. The City is currently working on a master plan of its properties to determine which property/properties it can make available to Omnitrans. SBCTA staff, in coordination with Omnitrans staff, will negotiate with the City of Ontario staff to ensure that the ultimate location of the O&M facility meets Omnitrans' needs. SBCTA will develop a cooperative agreement with the City of Ontario with respect to the City's in-kind contribution to the Project, as well as an O&M agreement between the City and Omnitrans to address the responsibilities of each entity relative to the O&M facility/property. The Board of Directors will be updated as more information becomes available.

Three nearly adjacent sites in the City of Ontario, located slightly more than a mile south of the proposed corridor alignment on Holt Boulevard (Attachment 1), are currently under consideration for the placement of the O&M facility, including:

- Site 1: 1516 S. Cucamonga Avenue, 6 acres
- Site 2: 1440 S. Cucamonga Avenue, 4.77 acres
- Site 3: 1333 Bon View Avenue, 6.59 acres

All of these potential sites are owned by the City of Ontario and are zoned for industrial uses. The O&M facility will be constructed during the same period as Phase I and will be open for operation at the same time as Phase I of the Project. Construction duration is estimated at 12 months.

Schedule

Due to the addition of the O&M facility information in the environmental document, the environmental schedule has been delayed from what was previously anticipated. SBCTA's anticipated schedule for environmental clearance for the West Valley Connector Project is shown in the table below.

Task	Start	Finish
FTA final draft legal review and approval of EIR/EA	6/26/2018	7/10/2018
Circulation of EIR/EA and public meetings (Public meetings planned 8/21, 8/23, 8/29 and 9/11)	7/24/2018	9/11/2018
FTA and State Historic Preservation Officer (SHPO) review and concurrence of the Finding of Effect	9/12/2018	11/02/2018
FTA review and approval of draft Finding of No Significant Effect	11/05/2018	12/26/2018

(FONSI)		
Filing of Notice of Determination / complete CEQA approval	12/05/2018	12/06/2018

SBCTA has begun to seek grant funds for the West Valley Connector Project, including an application recently submitted for electric vehicles. SBCTA plans to submit an application in September 2018 for FTA Small Starts capital grant funding for the Project.

Strategic Initiative Supported – Omnitrans Strategic Plan FY2017-2020 Service and Operations Goal, Strategy 1.1 Introduce new service modes and/or adjust service to address needs of non-riders.

CONCLUSION

Receive and forward to the Board of Directors a project update for the West Valley Connector Project.

PSG:WW:AMJ

ITEM # E3

DATE: July 25, 2018

TO: Committee Chair Penny Lilburn and
Members of the Plans and Programs Committee

THROUGH: P. Scott Graham, CEO/General Manager

FROM: Wendy Williams, Director of Marketing & Planning

**SUBJECT: OMNICONNECTS SHORT-RANGE TRANSIT PLAN FY2019-2025
STATUS UPDATE**

FORM MOTION

Receive and forward to the Board of Directors this status update on the OmniConnects Short-Range Transit Plan (SRTP) FY2019-2025 to the Board of Directors.

BACKGROUND

Short-Range Transit Plans (SRTPs) are 5-7 year business plans for a transit agency. Omnitrans current SRTP is the OmniConnects SRTP covering FY2015-2020. It was adopted by the Board of Directors in May 2014. A current SRTP is required by the Federal Transit Administration in order to receive federal funding.

The Board of Directors kicked off the SRTP update process in April 2017, which will cover FY2019-2025. SRTPs typically take one to two years to complete. Including the kickoff, this is the fifth SRTP update presented to Board/Board Committees. Previous updates covered:

- Timeline
- Key Goals
- Public Outreach: call for public meetings & results of those meetings
- Stakeholder and JPA member outreach: meeting invitations & results of those meetings
- Existing Conditions of Omnitrans Family of Services
- Demographic Trends Analysis: Current Conditions & Projections
- Planned Developments within Omnitrans Service Area
- Key Performance Indicator Strategy and,
- Highlights from an unconstrained Operating Plan.

Once the items above were developed, staff's SRTP focus transitioned to the Financial White Paper, which was developed and delivered to the Board of Directors in May 2018. The Financial

White Paper showed that additional funding sources or cost reduction strategies such as service reductions may be needed beyond Fiscal Year 2021.

Omnitrans staff is now focusing on developing constrained service plan options and fare policy in light of the findings of the Financial White Paper. The SRTP must present options to maintain a projected balanced budget throughout the SRTP period.

To that end, Omnitrans and SBCTA staff will work collaboratively to review constrained plan options while also seeing if any of the proposed changes may qualify for additional funding options through grants or other funding sources. A draft unconstrained plan will be developed and presented at the October 2018 Plans and Programs Committee Meeting.

Completion of the OmniConnects SRTP is a component of the FY2019 Management Plan and is slated for the third quarter of the fiscal year. The current status and upcoming milestones for the SRTP can be seen in the table below:

SRTP Timeline per Chapter			
#	Chapter	Status	Target Completion
1	Executive Summary		January 2019
2	Introduction	Component Elements Completed	January 2019
3	Our Community	Draft Completed	January 2018
4	Our Riders	Draft Completed	February 2018
5	Our Services	Draft Completed	May 2018
6	Our Partners	Draft Completed	February 2018
7	Financial Plan	White Paper Completed. It identified issues; working on Constrained Plan to feed into Financial Plan	December 2019
8	Performance Measures and Standards	Component Elements Completed	October 2018
9	Sustainability		October 2018
10	Unconstrained Plan	Component Elements Completed	August 2018
11	Constrained Service Plan	In Process	October 2018
12	Fare Policy	In Process	December 2018
13	Title VI Fare and Service Equity	In Process	December 2018
14	Public Hearings	Initial Public Hearings Held; Final Public Hearings to be scheduled at end of year.	December 2018- January 2019
Final Report to Plans and Programs Committee & Board of Directors			Third Quarter FY2019

CONCLUSION

Receive and forward to the Board of Directors this status update on the OmniConnects Short-Range Transit Plan (SRTP) FY2019-2025 to the Board of Directors.

PSG:WW:JB

ITEM # E4

DATE: July 25, 2018

TO: Committee Chair Penny Lilburn and
Members of the Plans and Programs Committee

THROUGH: P. Scott Graham, CEO/General Manager

FROM: Wendy Williams, Director of Marketing & Planning

SUBJECT: TRIENNIAL TITLE VI REPORT FOR SUBMISSION TO THE FTA

FORM MOTION

Recommend to the Board of Directors the adoption of the Triennial Title VI Report for submission to the Federal Transit Administration (FTA).

BACKGROUND

As a recipient of FTA funding, Omnitrans is required to fulfill Title VI requirements as outlined in the FTA Circular FTA C 4702.1B, dated October 1, 2012, and as originally set forth in Section 601 of Title VI of the Civil Rights Act of 1964. These requirements include reporting at a minimum triennially regarding compliance with Title VI, by demonstrating that the Agency does not discriminate, exclude from, or deny service based on race, color, or national origin.

The attached Triennial Title VI Report (Attachment A) demonstrates that Omnitrans is in compliance with the FTA's Title VI requirements. It shows that the Agency serves minority and low-income populations equitably and does not impose either a disparate impact or disproportionate burden by way of discriminatory actions, planning or policies.

Included with this report are all equity analyses performed over the last three years, record of all discrimination and potential Title VI complaints made against the Agency over the same period, and record of efforts taken to meet our Limited English Proficiency (LEP) and Language Assistance Plan mandates.

In each previously performed and board approved equity analysis, Omnitrans demonstrated compliance with its Title VI obligations. Each reported case of potential Title VI complaint resulted in an unsubstantiated Title VI claim.

For the triennial period of 2015 to 2018, an overall spatial analysis was conducted comparing populations of Low-Income and Minority groups (LIM) with the presence of transit services to determine whether Omnitrans met Title VI regulations. GIS analysis was used to map the service area including all fixed routes and stops. One-half-mile buffers were generated about all route

stops, and demographic analysis was performed by using data from the US Census' American Community Survey (ACS) 2014 and 2015 5-Year Estimates. The results of the overall analysis are shown in Exhibit 1.

Exhibit 1 Low-Income / Minority (LIM) Proportion Determination by Buffering of Route Stops

COMPARISON TO STOPS	TOTAL POP	Minority	% Minority	Low-Income White (Adjusted)	LIM	% LIM
Population of County (ACS 2015 data)	2,128,000	1,492,674	70.1%	67,850	1,560,524	73.3%
Population of Service Area (Includes Area within ALL JPA Cities' Limits)	1,413,330	1,023,192	72.4%	64,265	1,087,457	76.9%
Population of ADA/Access Service Area	1,392,466	1,050,151	75.4%	57,791	1,107,942	79.6%
3/4-Mile of Any Stop (May, 2018)						
Within	1,369,572	1,032,419	75.4%	57,220	1,089,639	79.6%
Not-Within	758,428	460,255	60.7%	10,630	470,885	62.1%
County Total	2,128,000	1,492,674	70.1%	67,850	1,560,524	73.3%
1/2-Mile of All Stops						
Within	1,256,270	958,010	76.3%	51,386	1,009,396	80.3%
Not Within	871,730	534,664	61.3%	16,464	551,128	63.2%
1/2-Mile of Stops with Benches						
Within	1,027,723	797,106	77.6%	41,593	838,699	81.6%
Not-Within	1,100,277	695,568	63.2%	26,257	721,825	65.6%
1/2-Mile of Stops with Shelters						
Within	739,839	584,722	79.0%	29,975	614,697	83.1%
Not-Within	1,388,161	907,952	65.4%	37,875	945,827	68.1%

The results of the overall analysis show that the numbers and proportion of Low-Income and Minority (LIM) residents found within the established buffer regions around stops clearly exceed, in each case, that found within San Bernardino County as a whole, within the larger Service Area defined by the JPA city boundaries, and within the ADA/Access Service Area boundary. Omnitrans' distribution of bus stop amenities also shows a higher proportionality of LIM residents.

The percent minority and percent LIM values for the ADA/Access Service Area are 75.4% and 79.6%, respectively; the same percentages for ½-mile buffers from all stops, for stops with benches, and for stops with shelters all exceed them (76.3%, 77.6%, and 79.0%, in the first case; and 80.3%, 81.6%, and 83.1% in the second). This evidence demonstrates that Omnitrans is not discriminating in its actions or in its service planning against minority populations within its service area.

Submitting this Triennial Title VI Report allows Omnitrans to remain in compliance with its Title VI requirements.

CONCLUSION

An adopted Triennial Title VI Report is required by the FTA for Omnitrans to continue to receive federal funding. Staff recommends that the Plans and Programs Committee recommend to the Board of Directors the adoption of the Triennial Title VI Report.

PSG:WW:JB:SB

ITEM # E5

DATE: July 25, 2018

TO: Committee Chair Penny Lilburn and
Members of the Plans and Programs Committee

THROUGH: P. Scott Graham, CEO/General Manager

FROM: Wendy Williams, Director of Marketing & Planning

SUBJECT: ADOPT-A-STOP PILOT PROGRAM

FORM MOTION

Recommend the Board of Directors authorize a one-year pilot of an Adopt-a-Stop program, including Volunteer Litter Pickup and Paid Sponsorship program components.

This item has been reviewed by Omnitrans legal counsel.

BACKGROUND

On November 1, 2017, the Omnitrans Board of Directors requested information regarding best practices for bus stop maintenance and cleanliness, including Adopt-a-Stop Programs.

At the January 24, 2018 meeting of the Plans and Programs Committee, staff presented three program models found in research from the Transportation Research Board and transit agencies across the country: 1) paid sponsorship of bus stops; 2) volunteer litter pickup at bus stops; and 3) beautification projects.

The PPC members recommended that Omnitrans pursue a multi-pronged strategy for improving the appearance and cleanliness of Omnitrans' bus stops, including the following:

1. Contact property owners at problem locations and ask them to remove non-standard trash cans that they installed at bus stops in front of their properties. The non-standard trash cans typically aren't serviced frequently enough by the property owner and are much more time-consuming for Omnitrans to service than Omnitrans' standard trash cans.
2. Work with cities to develop non-traditional funding sources, such as development impact fees, to supplement bus stop maintenance budget.
3. Develop a pilot program for Adopt-a-Stop volunteer litter pickup at particular problem locations.
4. Develop a pilot program for Adopt-a-Stop paid sponsorship.

The following sections outline Omnitrans staff's proposed approach to implement these strategies.

Ongoing Omnitrans Efforts

The later sections of the memo will discuss Omnitrans' proposed Adopt-a-Stop Program. Listed below are some additional strategies beyond the Adopt-a-Stop Program that are currently being implemented by Omnitrans staff to address the concerns discussed at the January 24, 2018 Plans and Programs Committee Meeting related to bus stop maintenance.

1. Removing private trash cans – Omnitrans staff has attempted to make contact with retail establishments that have installed non-standard trash cans at bus stops, which are regularly overflowing with trash and are difficult for Omnitrans staff to service. These efforts resulted in the removal of three problematic non-standard trash cans at two bus stops in front of Stater Brothers locations, one in the City of Colton and one in the City of San Bernardino. The private trash cans are being replaced with Omnitrans standard trash cans where capacity is needed.
2. Larger trash cans – Omnitrans' local bus stops typically have 20-gallon trash cans, while sbX stations, premium shelters, and transit centers have 32-gallon trash cans. Staff has placed orders for more 32-gallon trash cans to be placed at highly used bus stops that have experienced the most issues with trash.
3. Operator Stop Watch – In the research, staff found that Tri Delta Transit in Antioch, California implemented a Driver Stop Watch Program. This Program used a quarterly cash prize drawing to incentivize transit operators to report locations that were in need of graffiti cleanup or trash pickup. Omnitrans staff intends to implement this Program through its existing hazard reporting system, using the Operations Department's existing gift card budget. By offering a \$25 gift card drawing every quarter, Omnitrans will be able to incentivize Coach Operators to notify management quickly when there is graffiti or hazardous materials at the bus stops. This way, the Stops and Stations Team will be able to respond quickly to hazards or maintenance issues at bus stops.
4. Public Awareness Campaign – Omnitrans staff also plans to implement a public awareness campaign over the next year, to encourage passengers not to litter and to help keep their bus stops clean. The public awareness campaign will use existing channels of advertising, on-board information, website, social media, etc.

Staff recommends going forward with a one-year pilot program for two types of Adopt-a-Stop Programs – Volunteer Litter Pickup and Paid Sponsorship. At the end of one year, staff will evaluate the outcomes of the pilot program and will present an update to the Plans & Programs Committee with recommendations on which components of the program to carry forward beyond the one-year pilot. The outcomes that will be evaluated include: amount of participation; amount of revenue brought in; satisfaction with cleanliness of bus stops (such as from surveying passengers and member agencies); and efficient use of staff resources.

Program Type 1: Adopt-a-Stop Volunteer Litter Pickup

Of the 30 Adopt-a-Stop Programs studied in the Transportation Research Board's *Transit Station and Stop Adoption Programs* publication (2013), 73% of agencies reported that their volunteer litter pickup programs were successful overall. Although the programs did not see a substantial monetary savings, the primary benefits seen from the program were improved community relations and cleaner, safer stops. The volunteer litter pickup efforts supplement but do not replace the Agency's bus stop maintenance efforts.

Because volunteer attraction/retention and budget were the biggest challenges cited in the research, Omnitrans staff recommends a one-year pilot program with a limited budget focusing on some of Omnitrans' most challenging bus stop locations for maintenance. Efforts to recruit volunteers will focus on schools, churches, senior groups, scouting organizations, veteran organizations, and service clubs, particularly organizations that are located nearby to the target bus stop locations. These types of organizations often have built-in community service programs.

Local businesses will also be approached, for both the volunteer litter pickup program and the paid sponsorship program discussed in the next section. Staff will also coordinate with JPA member agencies to help reach out to service organizations and local businesses in their communities.

Volunteer groups will be asked to sign a one-year contract and to clean up their selected bus stop at least once per week. Groups will have one designated contact person who will interface with Omnitrans, who will be responsible for all the members of their group. All individual members of the group will be asked to sign a liability waiver.

All members will be provided with initial safety training and supplies such as a safety vest, gloves, trash pick-up stick, and trash bags. Omnitrans' Safety and Security staff, as well as agency legal counsel, have been involved with developing the safety guidelines, liability waiver, and volunteer agreements. Volunteer groups will also be recognized on Omnitrans' website and social media platforms, and may be provided other possible incentives, such as free bus passes, as supplies are available.

For safety and liability reasons, Omnitrans staff recommends asking volunteers to bag up litter and leave the bag at the bus stop, and then report it to the agency coordinator so that the agency can pick up the bag. Volunteers will be asked to report to Omnitrans any discovery of hazardous materials, graffiti, damage, etc. so that Omnitrans staff can address it or coordinate with law enforcement as needed. Volunteers will be asked not to make any alterations to the bus stops. (These were also common practices among other agencies found in the research.)

Omnitrans staff will coordinate with the volunteer groups and will monitor the groups' performance. After two months of satisfactory performance, Omnitrans will install a decal with the group's name and logo at the bus stop. If the decal becomes damaged, staff will make its best effort to replace the decal within two weeks. If Omnitrans finds the volunteer group is not

upholding the contract, Omnitrans will have the right to remove the decal and terminate the contract.




Program Type 2: Adopt-a-Stop Paid Sponsorship


Each of Omnitrans' Stops and Stations Workers developed a list of their top 20 most difficult bus stop locations for maintenance; many of them were at intersections with grocery stores, discount retail, and fast food establishments. Food wrappers and shopping carts being left at the bus stops are among the most commonly cited problems. For this reason, staff plans to reach out to retailers for sponsorships, particularly locally-owned businesses who may be interested in investing in their community.

Staff suggests offering a menu of options for paid sponsorship, all of which are directly tied to an improvement in the cleanliness of a particular bus stop. Because this sponsorship program most likely will not fund the fully burdened cost of an additional Stops and Stations Worker, Omnitrans will remain limited to the staff resources it currently has, and will have to dedicate additional staff time to the coordination of the Adopt-a-Stop Program.

Thus, staff recommends the options outlined in the table on the following page to maximize efficiency of trash pickup and improve cleanliness at bus stops through paid sponsorships of individual bus stops. The options include both one-time sponsorship options and ongoing (such as monthly or annual) sponsorship options.

Paid Sponsorship Program Menu of Options

Option	How it improves cleanliness	How it would be paid for	Incentives for sponsor
Solar compacting trash can 	Has higher capacity, reduces frequency of trash pickup	One-time sponsorship payment for purchase of trash can (around \$4,000) or ongoing sponsorship for lease of trash can (cost to sponsor TBD)	Graphic wrap on trash receptacle, recognition on Omnitrans' website, social media/advertising*
Large trash can 	Reduces frequency of trash pickup	One-time sponsorship to pay for \$1,300 trash can (cost to sponsor TBD)	Decal on trash can recognizing sponsor; one-time recognition in Omnitrans' social media/advertising*
Large trash can and bench 	Reduces frequency of trash pickup and improves amenities for passengers	One-time sponsorship to pay for bench and trash can (\$2,300, actual cost to sponsor TBD)	Decal on trash can recognizing sponsor; one-time recognition in Omnitrans' social media/advertising*
Premium shelter	Reduces frequency of trash pickup, improves	One-time sponsorship to pay for premium shelter	Free advertising message on e-sign at premium

	amenities for passengers, and enhances aesthetic appeal of bus stop	(\$40,000, actual cost to sponsor TBD)	shelter; large decal on shelter recognizing sponsor; one-time recognition in Omnitrans' social media/advertising*
Sponsorship of volunteer program	Improves cleanliness of bus stop through volunteer trash pick-up	Monthly paid sponsorship of \$300/year, which provides supplies for volunteers for a particular stop (Omnitrans will recruit volunteers)	Decals on shelter / at bus stop recognizing both paid sponsor and volunteer group
Annual or quarterly cleanup day	Improves cleanliness of bus stop through volunteer trash pick-up, and raises community awareness of the need to keep stops clean	Private sponsors could sponsor food or giveaways to attract volunteers	Recognition in event materials (press release, website, social media, printed materials or promotional items). Instagram contest with prize drawing.

* Omnitrans could put out annual ads recognizing all of the Adopt-a-Stop sponsors for that year.

Staff proposes implementing the Adopt-a-Stop Program in tandem with the Premium Shelter Program that Omnitrans is currently rolling out. Many of the bus stop locations identified as challenging for maintenance (the ideal “Adopt-a-Stop” locations) are also some of the highest-ridership bus stops in Omnitrans’ system, which have also been identified as ideal candidates for premium bus shelters. The premium shelters come with larger trash cans; so in addition to being more aesthetically pleasing and having a higher level of amenities, stops with premium shelters will also need less frequent trash pickup. Thus, staff proposes trying to gain sponsors for premium shelters at high-ridership locations. Some property developers have already expressed interest in funding premium shelters in front of their developments, and this is a practice that staff recommends promoting and pursuing further.

NEXT STEPS

Staff recommends the following next steps to implement the Program:

- Designate staff person to serve as liaison to sponsors, manage budget, and track staff time required to manage pilot programs.
- Establish budget for supplies and order supplies, including Adopt-a-Stop recognition decals, safety vests, litter pickup sticks, and trash bags.
- Develop program webpage and promotional materials.
- Identify and reach out to potential sponsors and volunteer groups in person and through correspondence, and promote on social media.
- Monitor success of pilot programs, measured by revenue brought in, reduction in complaints about bus stop cleanliness, and surveys of Stops and Stations Workers to gauge improvements in bus stop cleanliness from Volunteer Litter Pickup Program.

- Report back to the Plans and Programs regarding the success of the pilot program.

FUNDING SOURCE

The revenues from the paid sponsorship portion of the program will be put into a dedicated fund, which will be used to purchase the recognition decals and could fund some of the supplies for volunteers. Additional funds for supplies for volunteers (i.e., trash bags, litter pick-up sticks, safety vests, gloves, and safety glasses) are budgeted in the Marketing & Planning Department's existing budget, at a maximum of \$5,000 for the one-year pilot program.

Department Number	1400
Expenditure Codes	505230

_____ Verification of Funding Source and Availability of funds
(Verified and initialed by Finance)

Strategic Initiative Supported – Omnitrans Strategic Plan FY2017-2020 Marketing Goal, Strategy 3.1 Improve passenger amenities.

CONCLUSION

Staff recommends that the Board of Directors authorize a one-year pilot of an Adopt-a-Stop Program, including Volunteer Litter Pickup and Paid Sponsorship Program components, in order to improve cleanliness of bus stops.

PSG:WW:AMJ

ITEM # E6

DATE: July 25, 2018

TO: Committee Chair Penny Lilburn and
Members of the Plans and Programs Committee

THROUGH: P. Scott Graham, CEO/General Manager

FROM: Wendy Williams, Director of Marketing & Planning

**SUBJECT: CUSTOMER-BASED RIDESHARING AND TRANSIT
INTERCONNECTIVITY STUDY**

FORM MOTION

Receive and forward to the Board of Directors the *Customer-Based Ridesharing and Transit Interconnectivity* study presentation.

BACKGROUND

In 2015, San Bernardino Associated Governments (SANBAG, now known as SBCTA) and Omnitrans agreed to apply for and were ultimately awarded a Caltrans Sustainable Transportation Planning Grant through the Southern California Association of Governments (SCAG) to complete a Customer-Based Ridesharing and Transit Interconnectivity Study. In May 2016, SCAG awarded a contract to AMMA Transit Planning to complete this study.

This study was designed to investigate how to maximize the use of San Bernardino Valley's transit assets and San Bernardino County's ridesharing, vanpooling, and active transportation initiatives. The goal of the study was to make recommendations for a more fully integrated, customer-focused system that increases both the choices of transportation modes and the visibility of those choices.

SBCTA, Omnitrans and SCAG have co-managed this study and undergone a discovery process to more fully understand customer needs and technological solutions in order to maximize the success of current and future transit investments in the San Bernardino Valley.

AMMA Transit Planning completed a series of surveys aimed at potential customers and followed up with a series of focus groups by engaging with large employers and colleges in the San Bernardino Valley. The results of this potential-customer engagement allowed AMMA to develop an action plan that is being recommended in order to maximize the use of both ridesharing and transit options. AMMA also engaged with technology companies to determine

which technology enhancements, and data standardizations would enable customers to more easily get information about rideshare and transit options.

The final outcome of this study is a seventeen item Customer-Focused, Technology Enabled Multi-Modalism Action Plan. The action plan focuses on four key areas with several sub-strategies each:

1. **Rider Support:** Safety, Incentives, Guaranteed Ride Home, Fare Payment;
2. **First and Last Mile:** Subsidized Ride Hail, Flex Service, Warehouse Tripper, West Valley Feeder Service, Bike Share, Bike/Pedestrian Infrastructure;
3. **Information:** Wayfinding, Transit Apps, Multi-Modal Portals, Real-time info; and,
4. **Institutional:** Multimodal Employee Transportation Coordinators (ETCs), Technology Interoperability, Multimodal Facilitator.

Each strategy has its own timeline for implementation. Omnitrans and SBCTA have already implemented some of the recommended strategies including the adoption of mobile fares with Token Transit, safety enhancements at bus stops, and tripper service for warehouse locations.

The two agencies will strive to implement additional strategies as timing, funding and policy decisions allow. Although some may be farther into the future than others, the pace of change in transportation technology makes it imperative that the agencies pay attention to developments in order to take advantage of opportunities and to influence the regional discussion, where appropriate. Both agencies have agreed to hold quarterly meetings to maintain momentum and track progress.

AMMA Transit Planning will deliver the attached presentation to the Plans and Programs Committee to allow for further discussion of this action plan.

CONCLUSION

Receiving and filing this report and presentation will allow Omnitrans staff to work to include many of the recommendations into the OmniConnects Short Range Transit Plan.

PSG:WW:JB

Attachment A: Power Point Presentation



*Customer-Focused,
Technology-Enabled
Multi-Modalism*





Purposes

- This Study - Identify *customer-based* strategies for the San Bernardino Valley:
 - To grow use of alternate mode transportation
 - To find new riders, retain existing riders
 - To help users navigate an expanding, potentially complex network
- UCLA Study –
 - Loss of traditional transit users to their own cars
 - Shift focus to current non-users, for occasional trip-making
 - **BUT THIS IS NOT LOS ANGELES**
- Today –
 - Study's Market Research
 - "Wheel of Possibilities" 4 Strategy Areas
 - Introduce the ACTION PLAN



A Study Over Two Years

- Phased Work Effort
 - Volume 1: Existing Conditions – The Transportation Network
 - Volume 2: Three-phased Market Research
 - Interviewed: 14 of the Valley's largest employers
 - E-survey: 5,769 employees and 1,446 CSUSB students
 - Focus groups: Nine settings and 77 commuters
 - 7 Strategy Workshops
 - Volume 3: Multimodal Strategies
- ACTION PLAN

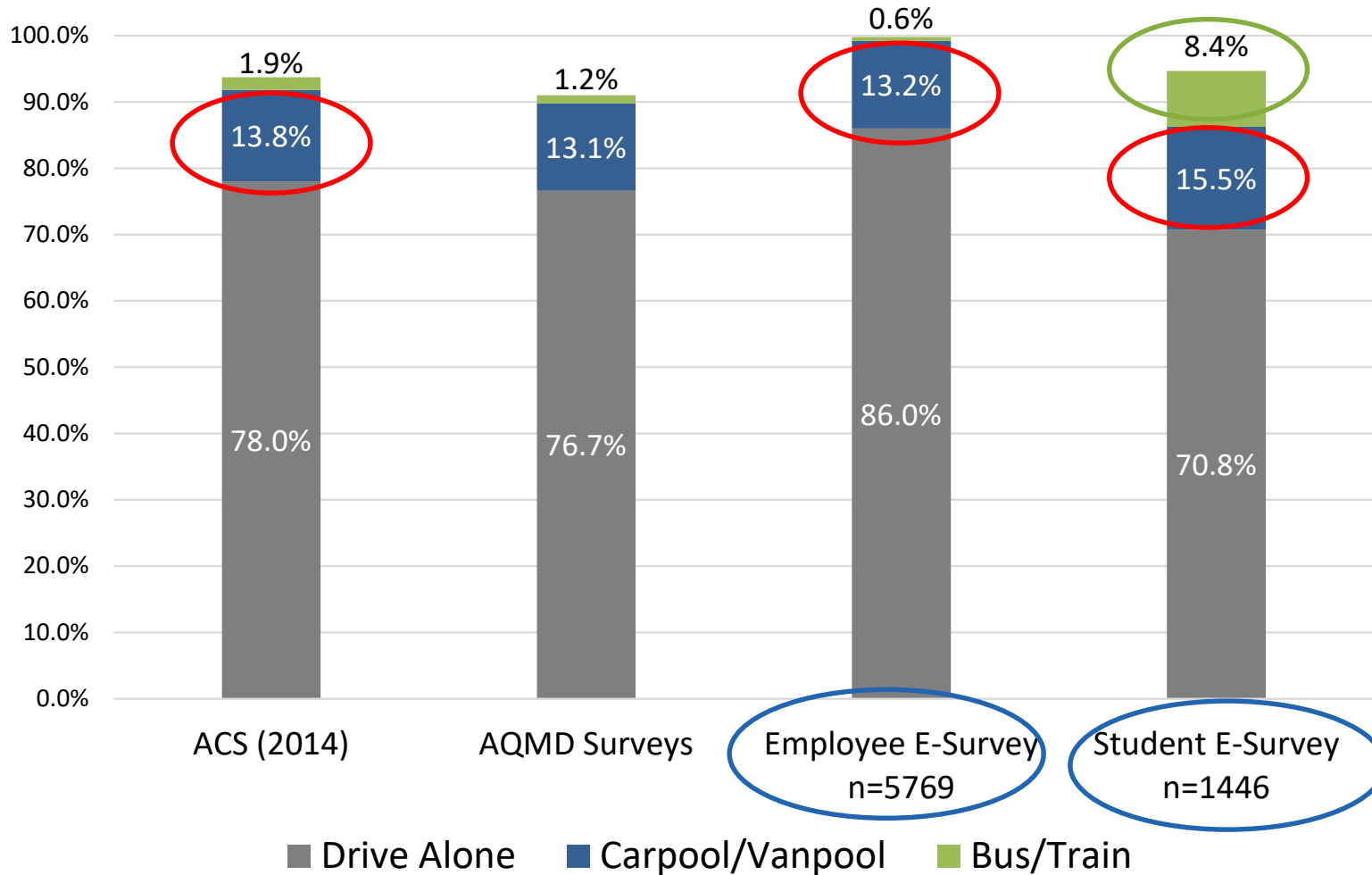
Customer-Focused,
Technology-Enabled,
Multi-Modalism



MARKET RESEARCH

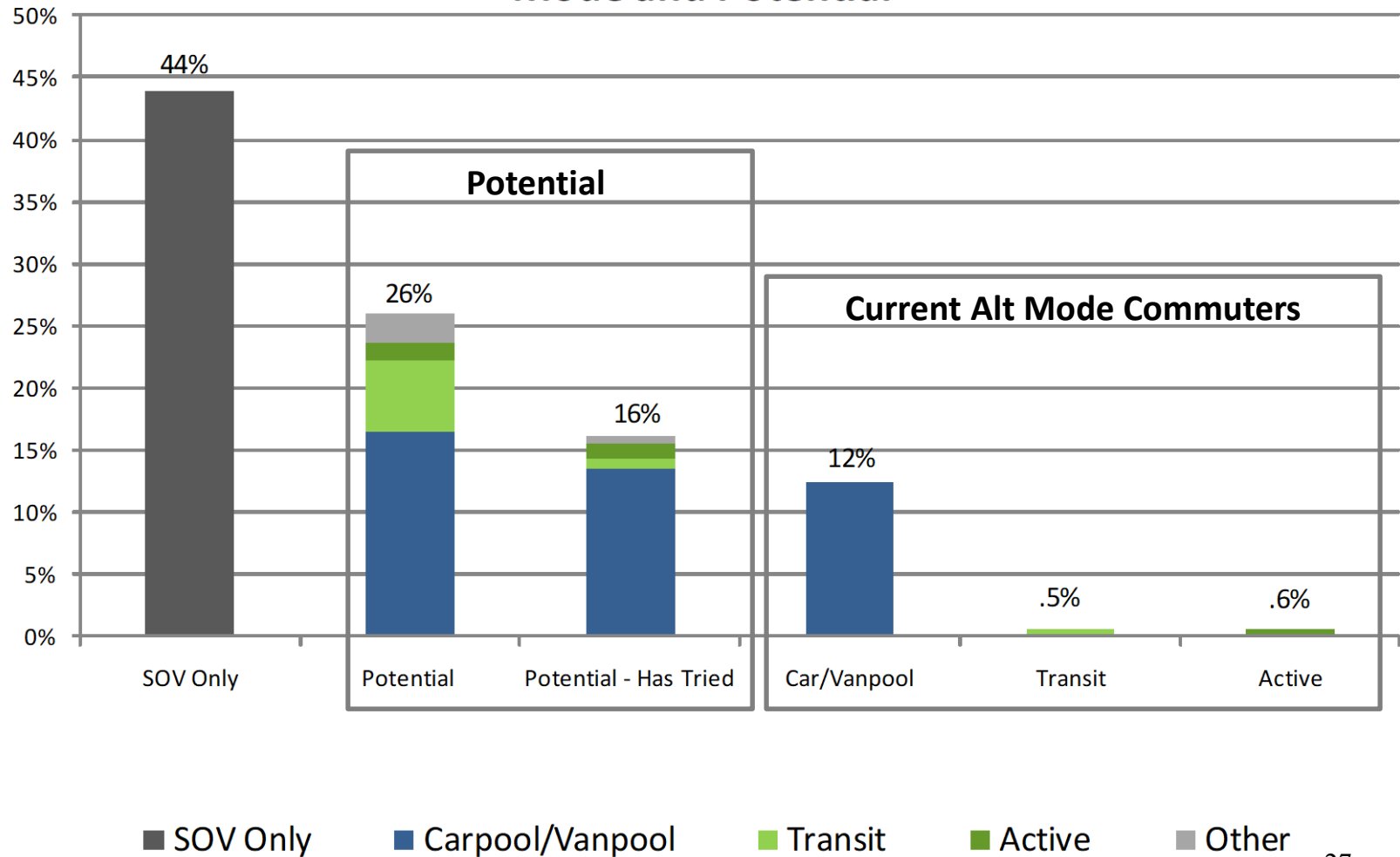
Current Commute Modes – San Bernardino Valley

Commute Mode



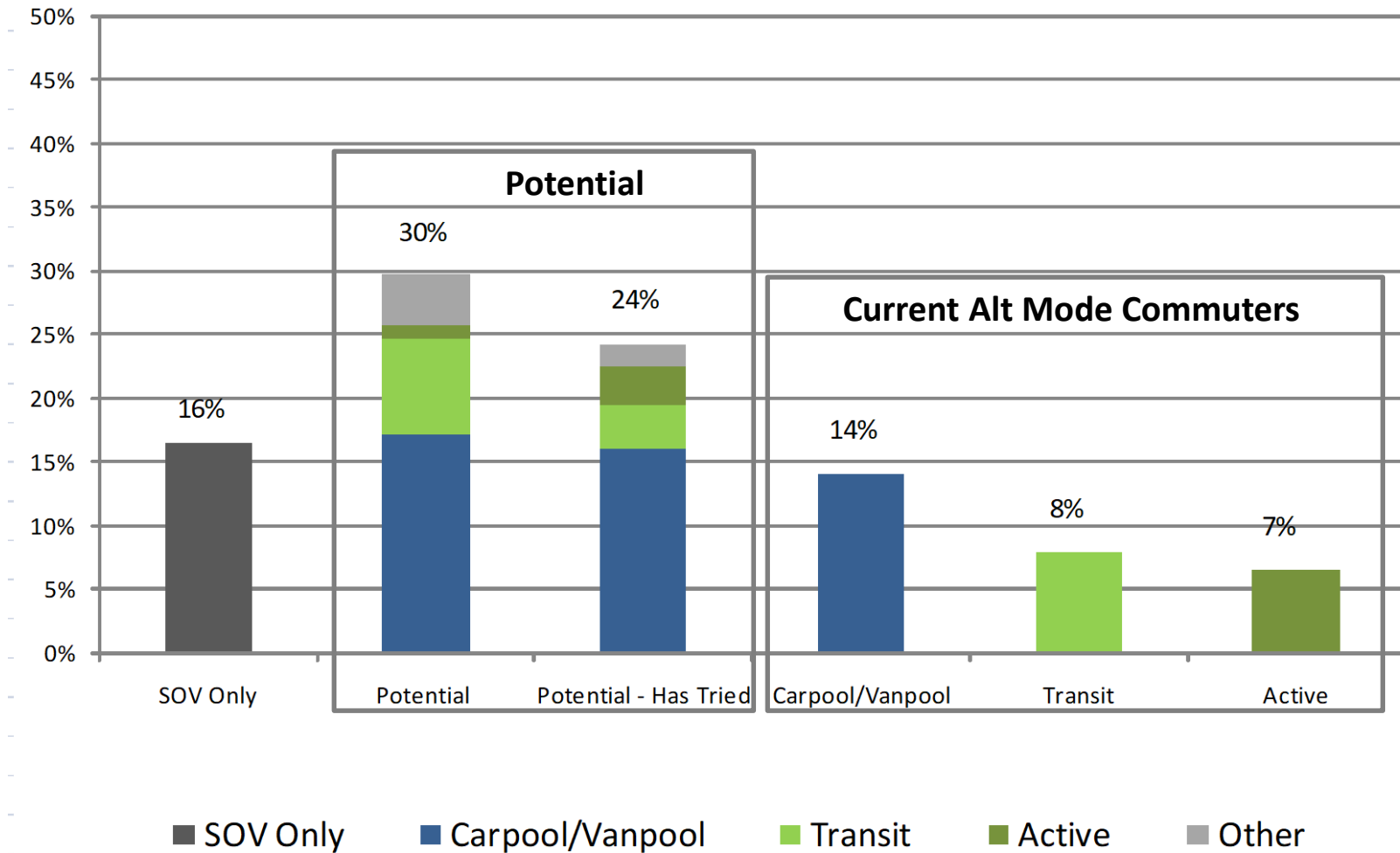
E-Survey Mode Use Segments

Employees Mode and Potential



E-Survey Mode Use Segments

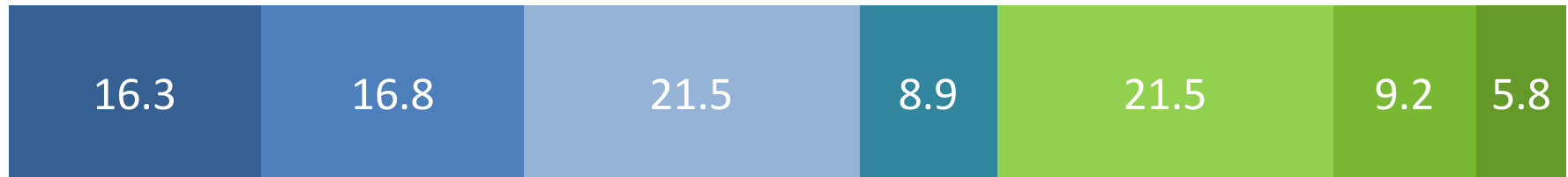
CSUSB Students Mode and Potential





Motivational Continuum

Employee Commuters



CSUSB Students



Independent & Flexibility Focused

Enjoy driving
Privacy/time alone
Flexibility to make stops before & after work
Access to vehicle during day for emergencies

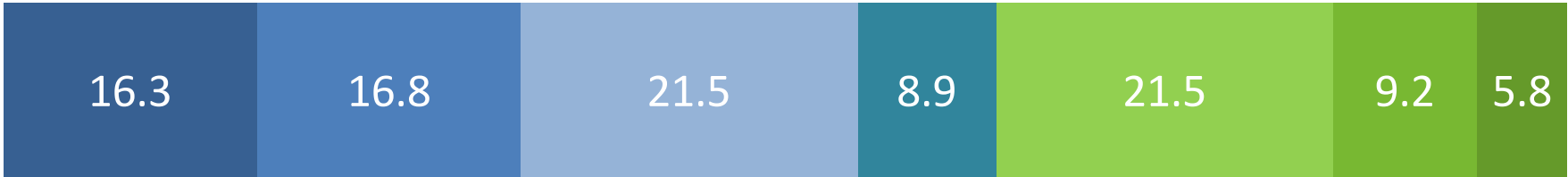
Practical & Cost Conscious

Cost
Wear and Tear on Vehicle
Accommodates my Work Hours



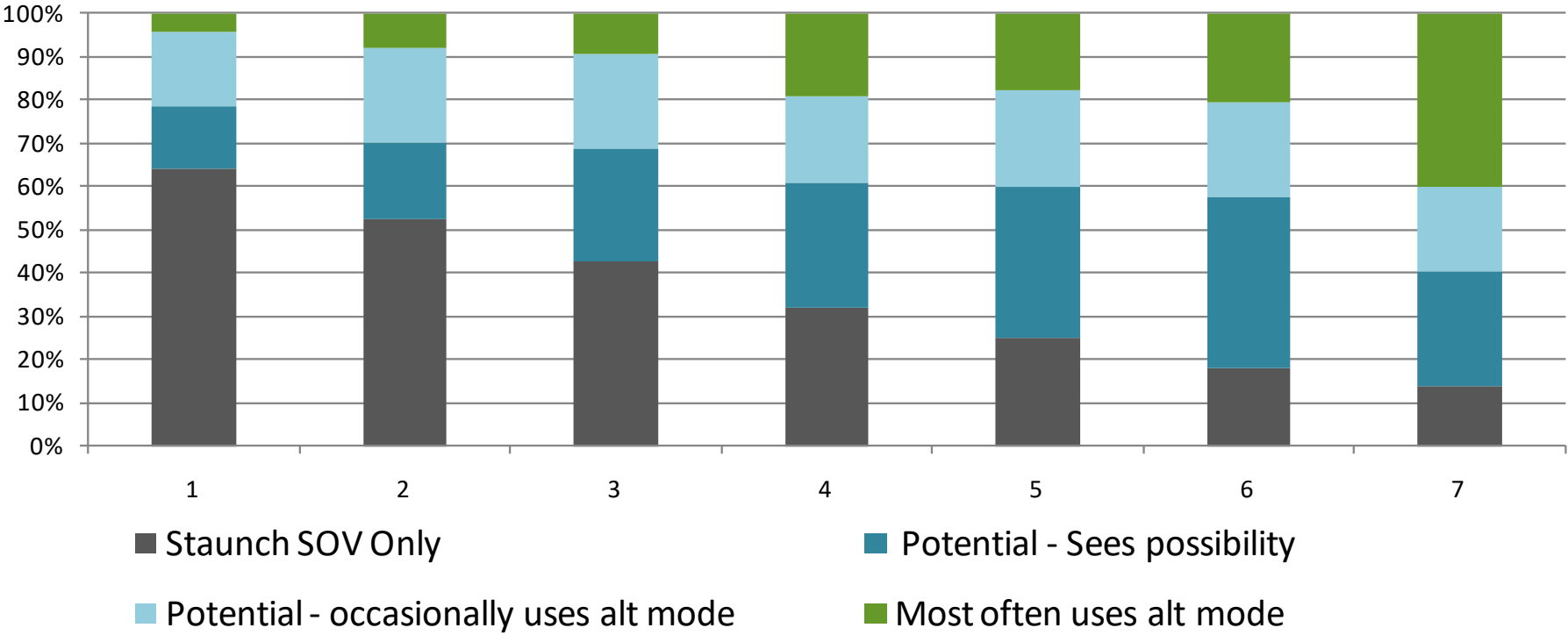
Motivational Continuum & Alt. Mode Potential

Employee Commuters



Independent & Flexibility Focused

Practical & Cost Conscious





Principles

■ Customer-focused

- Provides options meeting varying needs & motivations:
 - Easy to use
 - Accessible
 - Reliable
 - Immediate
 - Engaging
 - Fun
- Promotes cost savings, fast travel and safety
- Enables easy multimodal choices
- Promotes incentives and challenges
- Supports healthy lifestyles

■ Institutionally-focused

- Organizes & collaborates on:
 - Multimodal planning tools
 - Standardized, interoperable data to enable sharing
 - Promotes Transit/ Transportation Data Stack standards
 - Supports integrated fare payment
- Encourages flexibility & nimbleness
- Promotes operations planning across modes, across agencies

Customer-Focused, Technology-Enabled Multimodalism



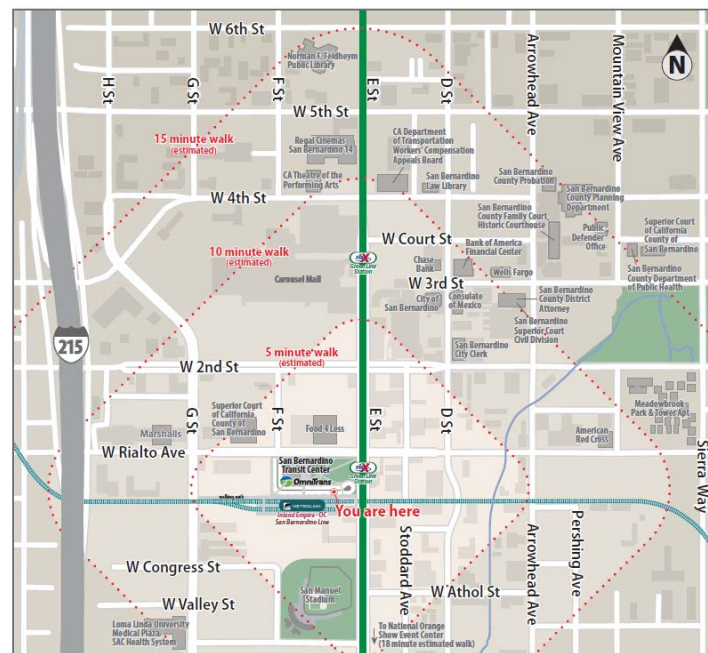


Information Strategies

Making transit and other modes easy-to-find, easy-to-use

1. ✓ Promoting existing “Modern Apps” & customer facing technology
2. Developing way-finding tools

Downtown San Bernardino Area Map



The Problem of Choice

- There are many ways to get around San Bernardino County
- Without an easy way to compare modes, **driving alone is the default** because....

DRIVING IS MINDLESS

- Transit and other alternate modes require thinking and planning ahead



Planning a transit trip is a 7-step process!

step 2

(my house)



step 11
(destination))

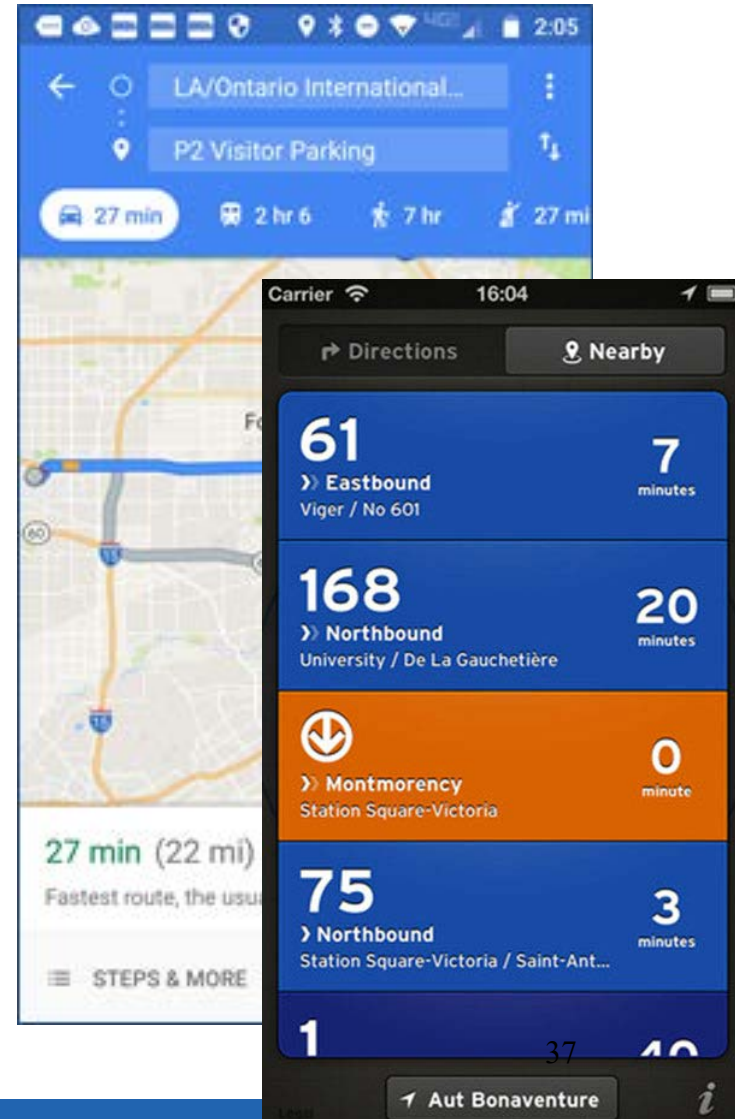
step 3

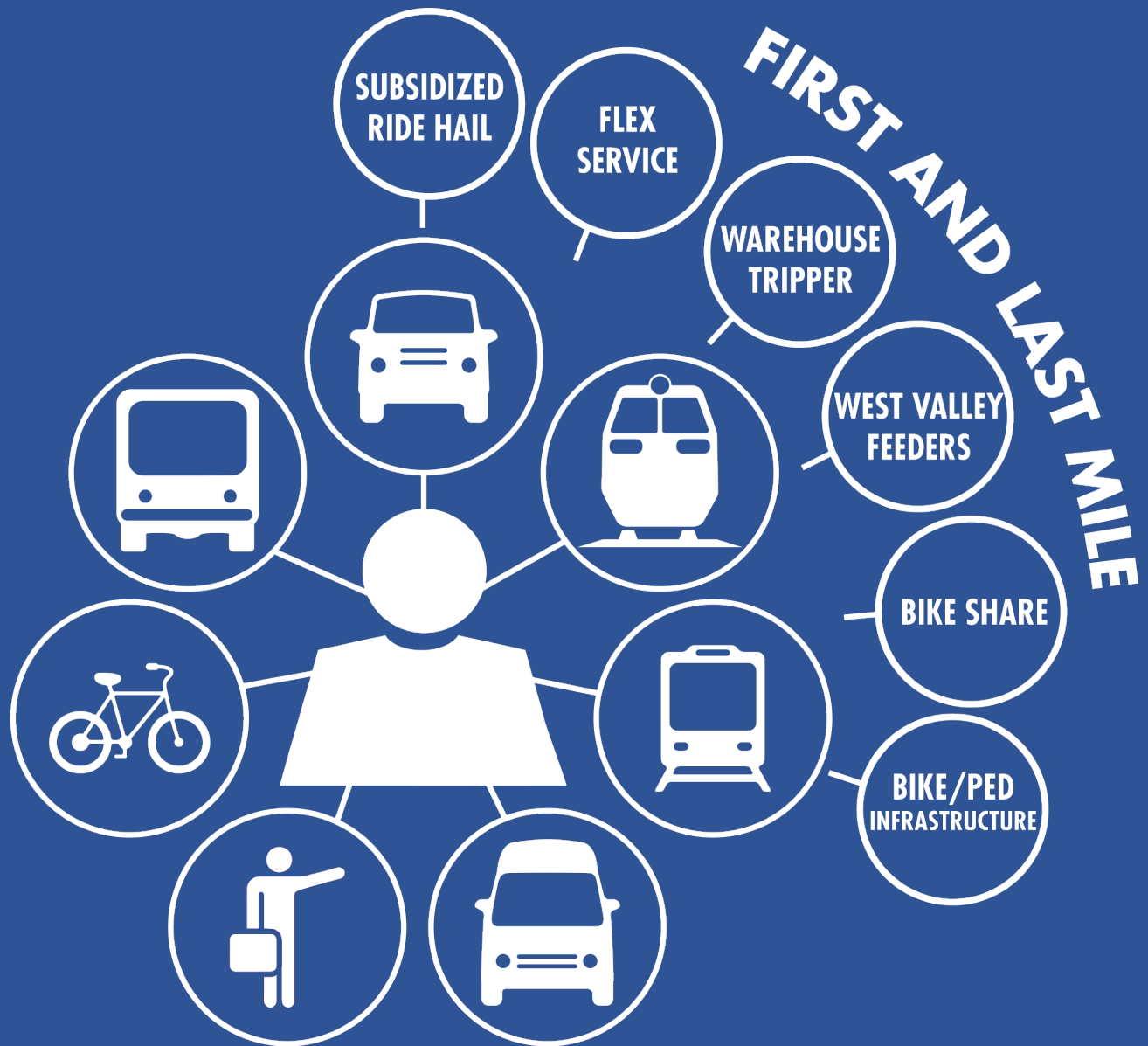
(transfer point)

ROUTE 66: MONDAY - FRIDAY											
D	C	B	A	A	B	C	D				
Fontana Metrolink	Foothill Arroyo	Foothill at Olive	Montclair Transit Center	Montclair Transit Center	Foothill at Olive	Foothill at Olive	Fontana Metrolink				
WESTBOUND				EASTBOUND							
4:30	4:33	4:43	4:45	4:44	4:49	4:54	4:40	4:40	4:40	4:40	4:40
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4:50	4:53	5:03	5:05	5:04	5:09	5:14	5:00	5:00	5:00	5:00	5:00
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6:00	6:03	6:13	6:15	6:14	6:19	6:24	6:10	6:10	6:10	6:10	6:10
6:10	6:13	6:23	6:25	6:24	6:29	6:34	6:20	6:20	6:20	6:20	6:20
6:20	6:23	6:33	6:35	6:34	6:39	6:44	6:30	6:30	6:30	6:30	6:30
6:30	6:33	6:43	6:45	6:44	6:49	6:54	6:40	6:40	6:40	6:40	6:40
6:40	6:43	6:53	6:55	6:54	6:59	7:04	6:50	6:50	6:50	6:50	6:50
6:50	6:53	7:03	7:05	7:04	7:09	7:14	7:00	7:00	7:00	7:00	7:00
7:00	7:03	7:13	7:15	7:14	7:19	7:24	7:10	7:10	7:10	7:10	7:10
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7:20	7:23	7:33	7:35	7:34	7:39	7:44	7:30	7:30	7:30	7:30	7:30
7:30	7:33	7:43	7:45	7:44	7:49	7:54	7:40	7:40	7:40	7:40	7:40
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8:30	8:33	8:43	8:45	8:44	8:49	8:54	8:40	8:40	8:40	8:40	8:40
8:40	8:43	8:53	8:55	8:54	8:59	9:04	8:50	8:50	8:50	8:50	8:50
8:50	8:53	9:03	9:05	9:04	9:09	9:14	9:00	9:00	9:00	9:00	9:00

Modern Apps Do the Thinking for the Rider

- What are Modern Apps?
 - Customer focused
 - Easy to Use and Intuitive
 - Highly rated by users
 - Ubiquitous – work wherever you are
 - Continuously improved
- Modern Apps already here!
 - Google Transit – trip planning
 - Transit – realtime info
 - Token Transit – fare payment





First-Mile Last-Mile Strategies

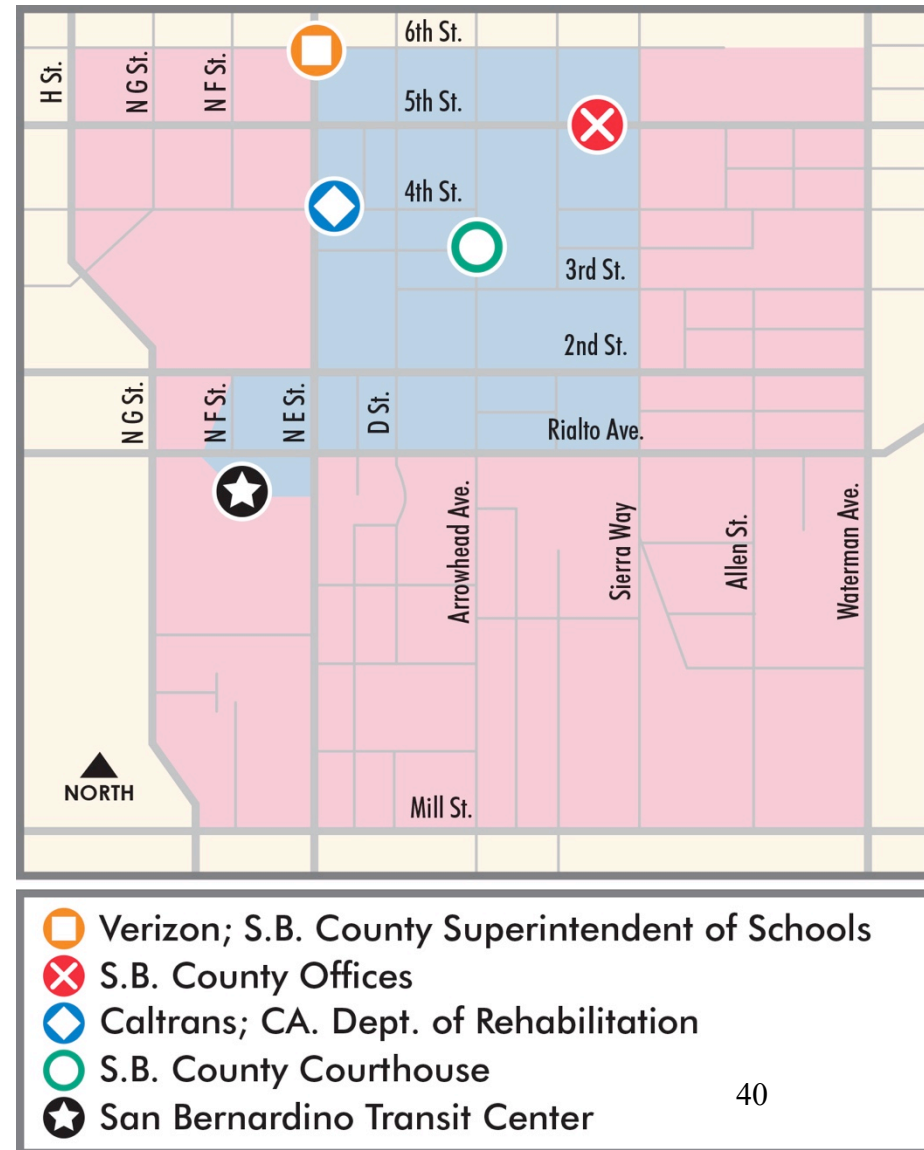
Enable multi-modal trips

1. ✓ West Valley Connector/ Improved Feeders
 - Route # 81, # 83
2. ✓ Subsidized Ride Hail Pilot –
 - ONT to Metrolink
3. On-Demand Flex Service –
 - Downtown San Bernardino
4. ✓ Warehouse Tripper Service –
 - Amazon
5. Bikeshare-Bus Pilot –
 - Loma Linda to Redlands
6. Bike/ Pedestrian Infrastructure

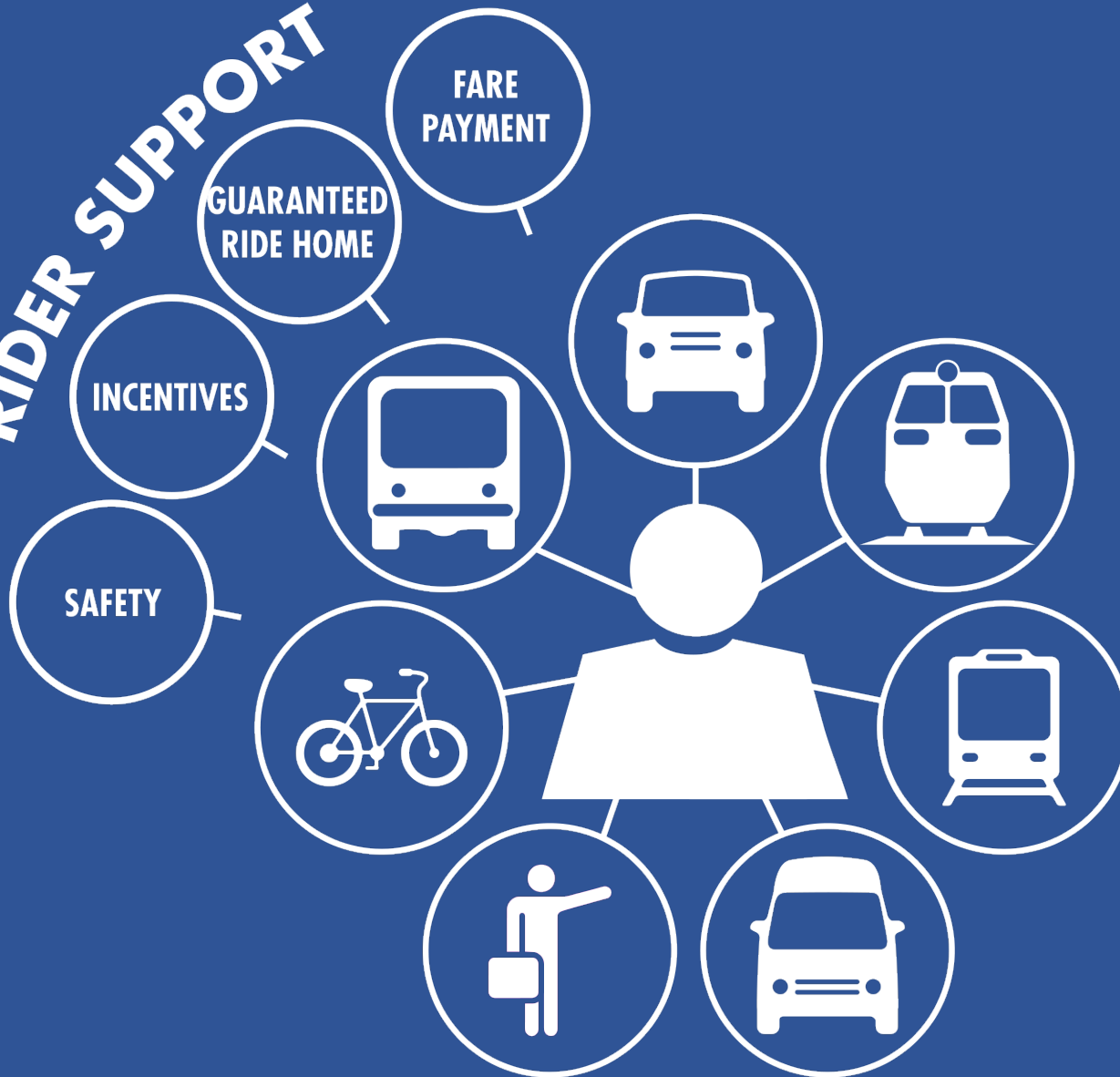


On-Demand Flex Service – Downtown SB

- Direct service between Metrolink and Downtown SB to attract new riders
- Complements existing Omnitrans service; removes need to navigate scheduled service
- Waits for trains
- Shortens riders' travel times
- Smartphone app component



RIDER SUPPORT



Rider Support Strategies

Provide tools that make it easy for commuters to choose and use an alternate mode

1. ✓ Electronic Fare Payment
 - Token Transit
2. ✓ Rideshare Engagement & Incentive Platforms
 - Loma Linda – Ride Amigos
3. Guaranteed Ride Home Refreshed
4. ✓ Targeted Safety Enhancements

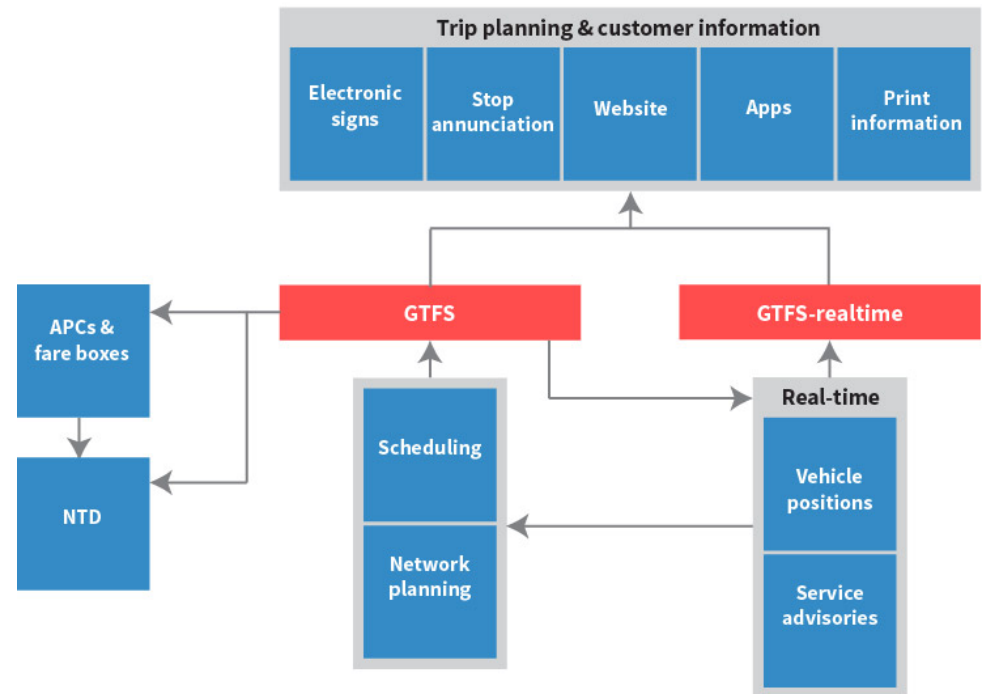


Institutional Strategies

Break down institutional silos that are mode focused at the expense of the customer

1. SBCTA Leadership to Customer Focused, Technology-Enabled Multi-modalism with multi-agency partners
2. Multimodal ETCs
3. Technology Interoperability

Transit Stack



MOVING FORWARD

Principles of Customer-Focused, Technology-Enabled Multi-modalism

- Recognizing this as pivotal time in public transportation
 - Opportunity of Mobility as a Service (MaaS)
 - Placing the customer first
- Study principles are the “road map” forward
- Developing multi-modal leadership, within/between agencies
 - Quarterly meetings
- Defining benchmarks
 - “Are we are succeeding?”



Customer Based Ridesharing and Transit Interconnectivity Study



*Customer-Focused,
Technology-Enabled
Multi-Modalism*

