



**PLANS AND PROGRAMS COMMITTEE**  
**WEDNESDAY, OCTOBER 31, 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](mailto: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 – 2<sup>ND</sup> 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**

**A. CALL TO ORDER**

1. Pledge of Allegiance
2. Roll Call

**B. ANNOUNCEMENTS/PRESENTATIONS**

1. Next Committee Meeting: January 23, 2019

**C. 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.

**D. 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

**E. DISCUSSION ITEMS**

1. Approve Plans & Programs Committee Minutes – July 25, 2018 3
2. Adopt Proposed Calendar Year 2019 Committee Meeting Schedule – *Julienne Overland-Villegas & Araceli Barajas* 8
3. Receive and Forward to the Board of Directors, OmniConnects Short-Range Transit Plan FY2019-2025 Status Update – *Jeremiah Bryant* 9



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**E. DISCUSSION ITEMS CONTINUED**

- |  |    |
|--|----|
| 4. Receive and Forward to the Board of Directors, ABBG Customer Satisfaction Survey of<br>OmniTrans – <i>Jeremiah Bryant</i> | 12 |
| 5. Receive and Forward to the Board of Directors, Inland Empire Annual Survey Report –<br><i>Wendy Williams</i>              | 32 |
| 6. Receive and Forward to the Board of Directors, Adopt-A-Stop Pilot Program Update –<br><i>Anna Jaiswal</i>                 | 44 |
| 7. Receive and Forward to the Board of Directors, Premium Shelter Program Update –<br><i>Anna Jaiswal</i>                    | 50 |

**F. REMARKS AND ANNOUNCEMENTS**

**G. ADJOURNMENT**

ITEM # E1

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

**A. CALL TO ORDER**

The Plans & Programs Committee Meeting was called to order by Acting Committee Chair Sam Spagnolo at 9:02 a.m., July 25, 2018.

**Committee Members Present**

Council Member Ron Dailey, City of Loma Linda  
Vice Mayor Cynthia Moran, City of Chino Hills – Via Teleconference  
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 David Avila, City of Yucaipa  
Council Member Penny Lilburn, City of Highland – Committee Chair  
Mayor Deborah Robertson, City of Rialto  
Supervisor Janice Rutherford, County of San Bernardino

**Others Present**

Victor Lopez, Program Manager, Transit & Rail Programs, SBCTA  
Heather Menninger, Principal, AMMA Transit Planning

**Omnitrans Administrative Staff Present**

Erin Rogers, Deputy General Manager  
Trischelle Baysden, Director of Rail  
Diane Caldera, Director of Operations  
Sam Gibbs, Director of Internal Audit  
Jacob Harms, Director of Information Technology  
Suzanne Pfeiffer, Director Human Resources  
Connie Raya, Director of Maintenance  
Doug Stanley, Director of Special Transit Services  
Don Walker, Director of Finance  
Wendy Williams, Director of Marketing - Planning  
Anna Jaiswal, Development Planning Manager  
Scott Begg, Planner 1  
Jeremiah Bryant, Service Planning Manager  
Mel Cabang, Stop & Stations Supervisor

Victor Cuate, Scheduling Analyst  
Nicole Ramos, Marketing Manager  
Julienne Overland-Villegas, 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 – April 25, 2018

Due to lack of quorum, this item was voted on after Item #E4 when a quorum was established.

M/S (Robles/Dailey) that approved the Committee Minutes of April 25, 2018. Roll call vote was taken and the motion was passed unanimously by Members present.

2. Receive and Forward to the Board of Directors, West Valley Connector Project Update

Development Planning Manager, Anna Jaiswal and Victor Lopez, Program Manager, Transit & Rail Programs, San Bernardino County Transportation Authority provided a brief background on this item as detailed in the staff report.

The Committee received and forwarded this item to the Board of Directors.

3. Receive and Forward to the Board of Directors, OmniConnects Short-Range Transit Plan FY2019-2025 Status Update

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

The Committee received and forwarded this item to the Board of Directors.

4. Recommend to the Board of Directors, Adoption of the Triennial Title VI Report for Submission to the Federal Transit Administration (FTA)

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

Member Dailey arrived at 9:13 a.m. during Item #E4.

M/S (Dailey/Robles) that recommended the Board of Directors adopt the Triennial Title VI Report for submission to the Federal Transit Administration (FTA). Roll call vote was taken and the motion was passed unanimously by Members present.

5. Recommend to the Board of Directors, Authorization of a One-Year Pilot Adopt-A-Stop Program

Development Planning Manager, Anna Jaiswal, provided a PowerPoint presentation that highlighted the Adopt-A-Stop program, including the Volunteer Litter Pickup and Paid Sponsorship program components.

Member Dailey asked if routine surveys are conducted to determine which bus stops are more problematic in terms of trash overflow. Ms. Jaiswal responded that an informal survey was conducted of the Stops & Stations Workers, which revealed that bus shelters in front of grocery stores, fast food restaurants and commercial areas seemed to be the most problematic.

Ms. Jaiswal referred to the paid sponsorship component and stated that businesses located near high traffic bus shelters would be asked to sponsor a shelter. Member Dailey requested that staff report back with a list of the businesses who expressed interest in the program.

There were some questions regarding incentives for participating in the programs. Ms. Jaiswal stated that cleanup supplies and refreshments would be provided for the Volunteer Litter Pickup participants. She also stated that decals would be placed at the bus shelters recognizing the organization that adopts a particular location. In addition, the companies participating in the program would be recognized on the Agency's website and social media sites.

Chair Dailey asked what the proposed launch date would be. Ms. Jaiswal responded that the program could begin as early as September if approved by the Board.

Member Moran stressed the importance of conducting extensive outreach and partnering with the cities to gain their support for this program. She recommended that Omnitrans staff attend a City Council meeting to promote the program.

Member Spagnolo expressed his support for the program; however, recommended that staff continue to take the lead on the shelter upkeep rather than to rely on volunteers.

The Committee engaged in a discussion regarding the types of trash receptacles being installed at the shelters.

M/S (Robles/Dailey) that recommended the Board of Directors authorize a one-year pilot of an Adopt-a-Stop program, including Volunteer Litter Pickup and Paid Sponsorship

program components. Roll call vote was taken and the motion was passed unanimously by Members present.

6. Receive and Forward to the Board of Directors, Customer-Based Ridesharing and Transit Interconnectivity Study Presentation

Service Planning Manager, Jeremiah Bryant provided a brief background on this item and introduced Heather Menninger, Principal, AMMA Transit Planning, to present the Customer-Based Ridesharing and Transit Interconnectivity Study.

Member Spagnolo left the room at 9:48 a.m. and returned at 9:50 a.m.

Member Dailey expressed some concern regarding the survey groups, particularly in regards to the educational institutions surveyed. He noted that California State University San Bernardino seemed to be the only college or university interviewed. He also referred to the employer portion of the survey and asked if the list of the employers surveyed could be provided.<sup>1</sup>

Member Moran suggested that the Board be contacted should staff or the consultants working on a survey encounter participation challenges within the member cities. She stated that the Members have relationships with different organizations and groups within their city and may be able to provide some assistance with gaining cooperation. She agreed with Chair Dailey that perhaps other resources could have been utilized to engage a broader survey group.

Chair Dailey also had some questions regarding sample size methodology and data validation, which were later addressed by staff.<sup>2</sup>

Chair Dailey thanked Ms. Menninger for the work conducted on this survey and for today's presentation.

Mr. Bryant invited the Committee to participate in a brief tour of the premium shelter located across the street following the meeting.

The Committee received and forwarded this item to the Board of Directors.

## **F. REMARKS AND ANNOUNCEMENTS**

There were no announcements.

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<sup>1</sup> The full report was provided to Member Dailey following the meeting. Staff also addressed his questions regarding the college and universities contacted for the study.

<sup>2</sup> The report also included detailed information about the sampling methodology and data validation.

**G. ADJOURNMENT**

The Plans & Programs Committee meeting adjourned at 10:26 a.m. The next Committee Meeting is scheduled Wednesday, October 31, 2018, at 9:00 a.m., with location posted on the Omnitrans website and at Omnitrans' San Bernardino Metro Facility.

Prepared by:

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Araceli Barajas, Executive Staff Assistant

ITEM # \_\_\_\_\_ E2 \_\_\_\_\_

**DATE:** October 31, 2018

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

**FROM:** P. Scott Graham, CEO/General Manager

**SUBJECT: PROPOSED 2019 COMMITTEE MEETING SCHEDULE**

**FORM MOTION**

Adopt the proposed Plans & Programs Committee Meeting Schedule for Calendar Year 2019. The Plans & Programs Committee meet on a quarterly basis beginning in January 2019 at 9:00 a.m., the fourth Wednesday of the month.

January 23, 2019

April 24, 2019

July 24, 2019

October 23, 2019

PSG:JV:AB



ITEM # E3

**DATE:** October 31, 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.

### **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. Omnitrans current SRTP covers through the end of Fiscal Year 2020.

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 sixth SRTP update presented to the Board of Directors/Board Committees. Previous updates covered:

- Timeline
- Key Goals
- Public Outreach: call for public meetings & results of those meeting
- 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
- Highlights from an Unconstrained Operating Plan
- Financial white paper impact
- Constrained service plan timeline

As described at the July 2018 Plans and Programs Committee, Omnitrans staff remains focused on developing constrained operating and capital plans, and updated fare policy. The status of each of these is described below.

Since the July 2018 Plans and Programs Committee meeting, Omnitrans staff has met with SBCTA staff working to fund a constrained operating plan. In order to complete this, a constrained capital plan must also be finalized.

While most funding sources are defined as purely operating or capital, others have some level of flexibility. Since maximizing the impact of these flexible funding sources is crucial, Omnitrans and SBCTA are waiting to finalize both plans together. There are a few key items impacting the development of the capital plan that should clarify matters in the near term allowing the plan to progress. These key items include:

1. Proposition 6 - which if passed, would overturn SB1 gas tax revenue for transportation projects. Omnitrans has received \$3.7 million of funding associated with SB1 over the last two fiscal years. The proposition would eliminate annual capital funds in similar amounts in upcoming years. The potentially larger impact on Omnitrans is the potential reshuffling of transportation funding priorities regionally and throughout the state.
2. California Air Resource Board (CARB) Innovative Clean Transit regulations will require transit agencies to begin transitioning to zero emission buses during the SRTP time frame. CARB is currently in public hearing process on the rulemaking. Some further changes were initiated during the public hearing on September 28, 2018. A vote on the final regulation is anticipated in January, 2019.
3. West Valley Connector (WVC) Project schedule impacts capital funding projections for other projects. The WVC consultants are currently reassessing the project schedule, which will feed into the SRTP capital projections.

While the capital constrained plan waits on these key outcomes, Omnitrans staff has proposed to SBCTA a constrained service plan that includes:

1. Maintaining current service levels with some shifts in resources.
2. Modifying Route 11 from serving California State University, San Bernardino (CSUSB) to Downtown San Bernardino to serve CSUSB to Fontana with service to the Renaissance development in Rialto and to provide a more direct path for West Valley Riders to CSUSB.
3. Extending Route 86 to the Ontario/Eastvale border from where the route currently ends at Riverside Drive and Vineyard Avenue in Ontario.
4. Operating Arrow rail service.
5. Operating the West Valley Connector including local frequency improvements on Haven Avenue in Rancho Cucamonga in addition to cost neutral service realignments associated with the WVC.

Omnitrans is also evaluating MicroTransit options, which would use Agency vehicles to provide on-demand, technology-enabled transit service similar to Uber/Lyft. The recent SCAG, SBCTA, and Omnitrans led study prepared by AMMA Transit Planning proposed a MicroTransit service

for Downtown San Bernardino associated with the opening of Arrow rail service. Additionally, Omnitrans is exploring MicroTransit as a way to augment or replace OmniGo services.

These proposals cannot be completed solely with existing Local Transportation Funds (LTF) but would require the use of flexible funding sources that can be used for either capital or operating.

Without a completed constrained capital plan, Omnitrans and SBCTA have not been able to fully vet the feasibility of these proposed constrained plan items. SBCTA has been working with Omnitrans on these items and will provide additional support once Omnitrans submits the projected costs associated with the capital plan.

While developing the constrained plans and the previously submitted financial white paper, it has become clear that Omnitrans staff will need to recommend to the Board of Directors two fare increases within the SRTP. Currently the fare increase proposal will include a 14.3% base fare increase in FY2020, which would bring the base fare to \$2.00 from the current \$1.75. A second proposed 12.5% increase is planned for FY2023, which would increase the base fare to \$2.25. These increases are projected to generate more than an additional \$1.0 million in fare revenue per year needed to offset typical inflationary cost increases. When the draft SRTP is presented later this fiscal year, more detail will be provided on these proposed fare increases.

Omnitrans and SBCTA are also working together on proposing fare policy for Arrow service. While no formal proposal has been fully vetted through staff at both agencies, the associated fare policy will also be included in the OmniConnects SRTP.

At the next Plans and Programs Committee meeting in January 2019, the constrained plans and fare policy proposals will be developed at a level ready to seek further public input. Staff will seek authority to move forward for public input at that time. Following that public input period, the proposals will be brought back to the Committee for further consideration.

## **CONCLUSION**

Receiving and forwarding this staff report to the Board of Directors allows staff to continue to develop the 2019-2025 OmniConnects SRTP.

PSG:WW:JB

ITEM # E4

**DATE:** October 31, 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: ABBG CUSTOMER SATISFACTION SURVEY OF OMNITRANS**

**FORM MOTION**

Receive and forward to the Board of Directors a presentation highlighting the results of the American Bus Benchmarking Group (ABBG) Customer Satisfaction Survey of Omnitrans.

**BACKGROUND**

Omnitrans belongs to the American Bus Benchmarking Group (ABBG), which is a data and best practices sharing benchmarking network of twenty-two mid-sized bus operators in the U.S. ABBG is facilitated by the Railway and Transport Strategy Centre at Imperial College London.

A key component of the annual work plan for the ABBG is a joint Customer Satisfaction Survey, which has been completed during 2014, 2015, 2016, 2017, and 2018. During 2018, fifteen agencies participated in the survey which was conducted online via SurveyMonkey® during April and May of 2018.

Omnitrans riders contributed 991 responses to the survey out of 10,419 responses for the ABBG members in total. After the scrubbing process, Omnitrans' rider clean responses totaled 888. Since this survey was completed online and not truly from a random sample and hence subject to a sampling bias, a true error margin and confidence level cannot be established.

Key findings include:

- 82.9% overall satisfaction rating for Omnitrans. This is a lower satisfaction rating compared to 85.7% received in 2017. However, it is within trend of previous scores of 83.2%, 82.6%, 80.4% and 81.8%, respectively. The average satisfaction rating for all ABBG members in 2018 is 75.8%. Omnitrans held the 5<sup>th</sup> highest overall satisfaction score of ABBG members in 2018 after holding the highest score in 2017.
- Omnitrans' net promoter score is 25.5%, as Omnitrans' promoters (50.5%) outnumber Omnitrans' detractors (25.1%). Typically, a positive net promoter score is predictive of long-term future growth.

- Omnitrans saw a significant 4.6 percentage point increase in “It is convenient to pay the bus fare / buy tickets or passes.” This reflects Omnitrans’ implementation of mobile fares in August 2017.
- Omnitrans’ lowest satisfaction score remains “I feel safe and secure waiting for my bus.” Omnitrans scored a positive score of 51.5% on this measure, compared to a 17.7% negative response. Omnitrans has worked tirelessly in this area including security enhancements at the San Bernardino Transit Center, additional lighting at bus stops, investments in security cameras and marketing efforts aimed at improving perception. During the upcoming year, Omnitrans has agreed to facilitate a Clearinghouse Study on Transit Bus Stop Security through our ABBG partners to identify and isolate best practices of agencies that have seen improvement in this area.

Two summary charts of all questions follow this staff report and a detailed presentation is attached.

## **CONCLUSION**

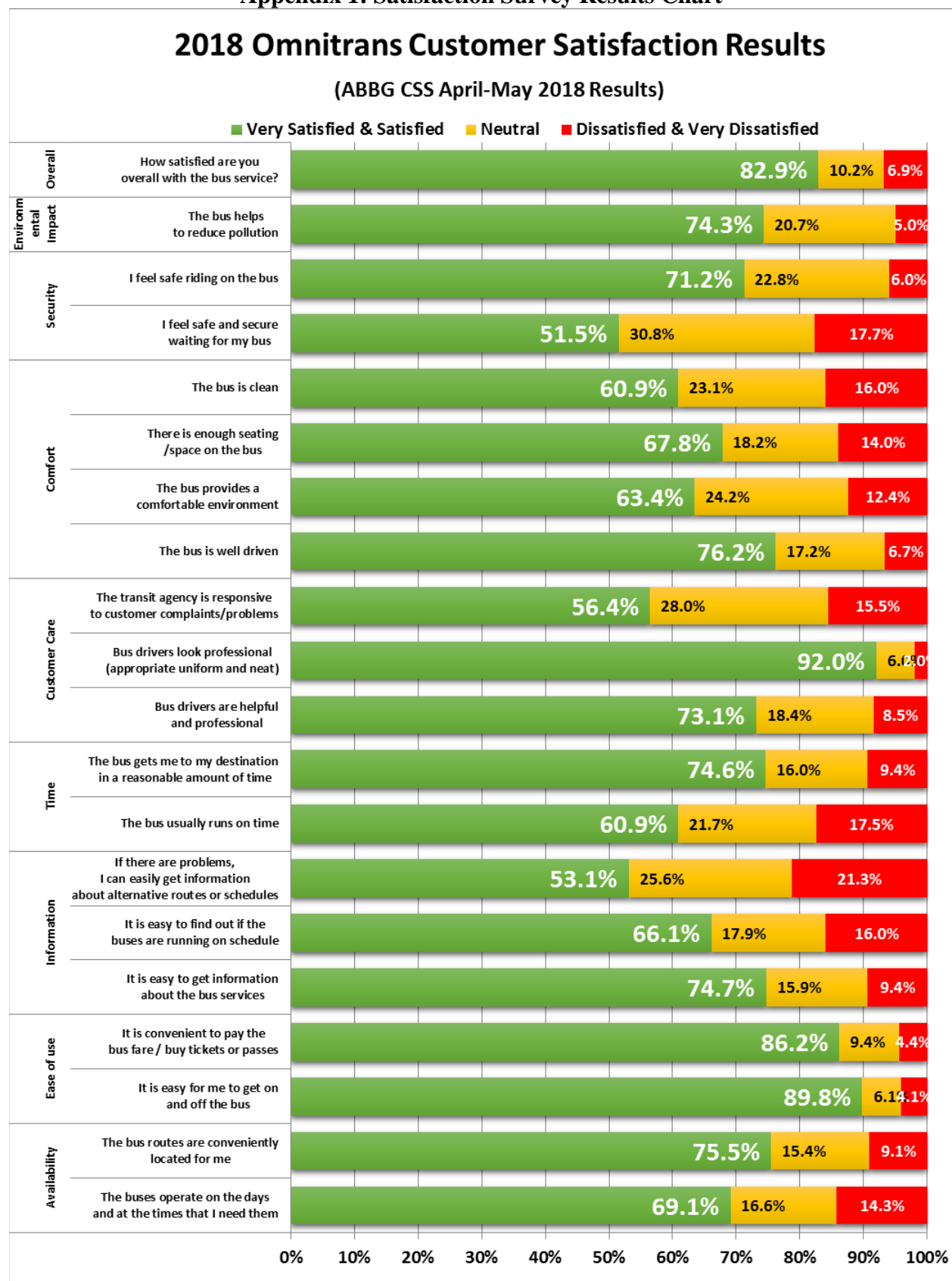
The ABBG-facilitated Customer Satisfaction Survey is one tool that Omnitrans utilizes to gather customer feedback. The survey has been completed for 2018 with an overall customer satisfaction rating of 82.9%.

Receive and forward to the Board of Directors this staff report and presentation on the ABBG Customer Satisfaction Survey of Omnitrans.

PSG:WW:JB:VC

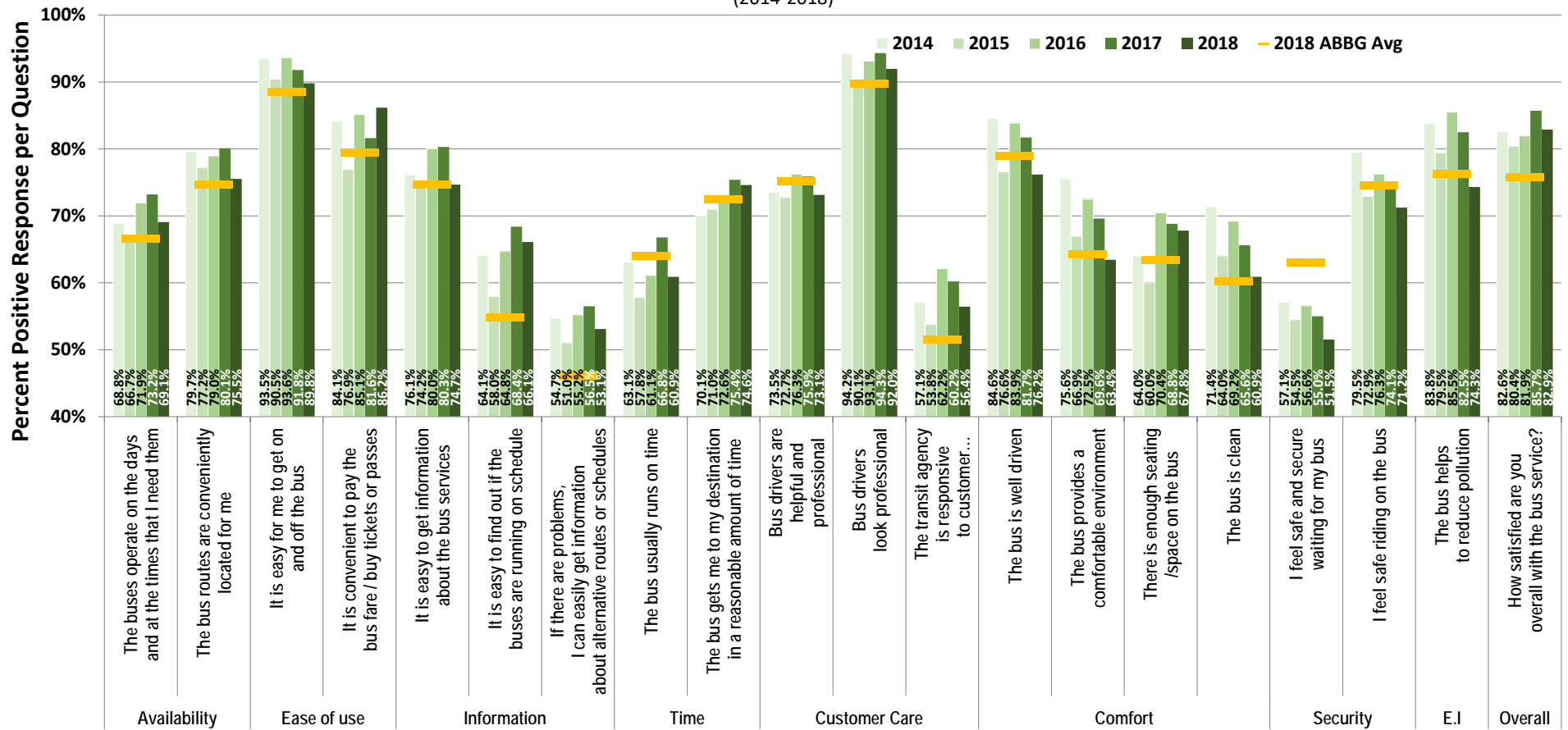
Attachment A: PowerPoint

## Appendix 1: Satisfaction Survey Results Chart



## Appendix 2: Satisfaction Survey Results Trend Chart

**Omnitrans' Positive Customer Satisfaction Rating by Category in ABBG CSS**  
(2014-2018)





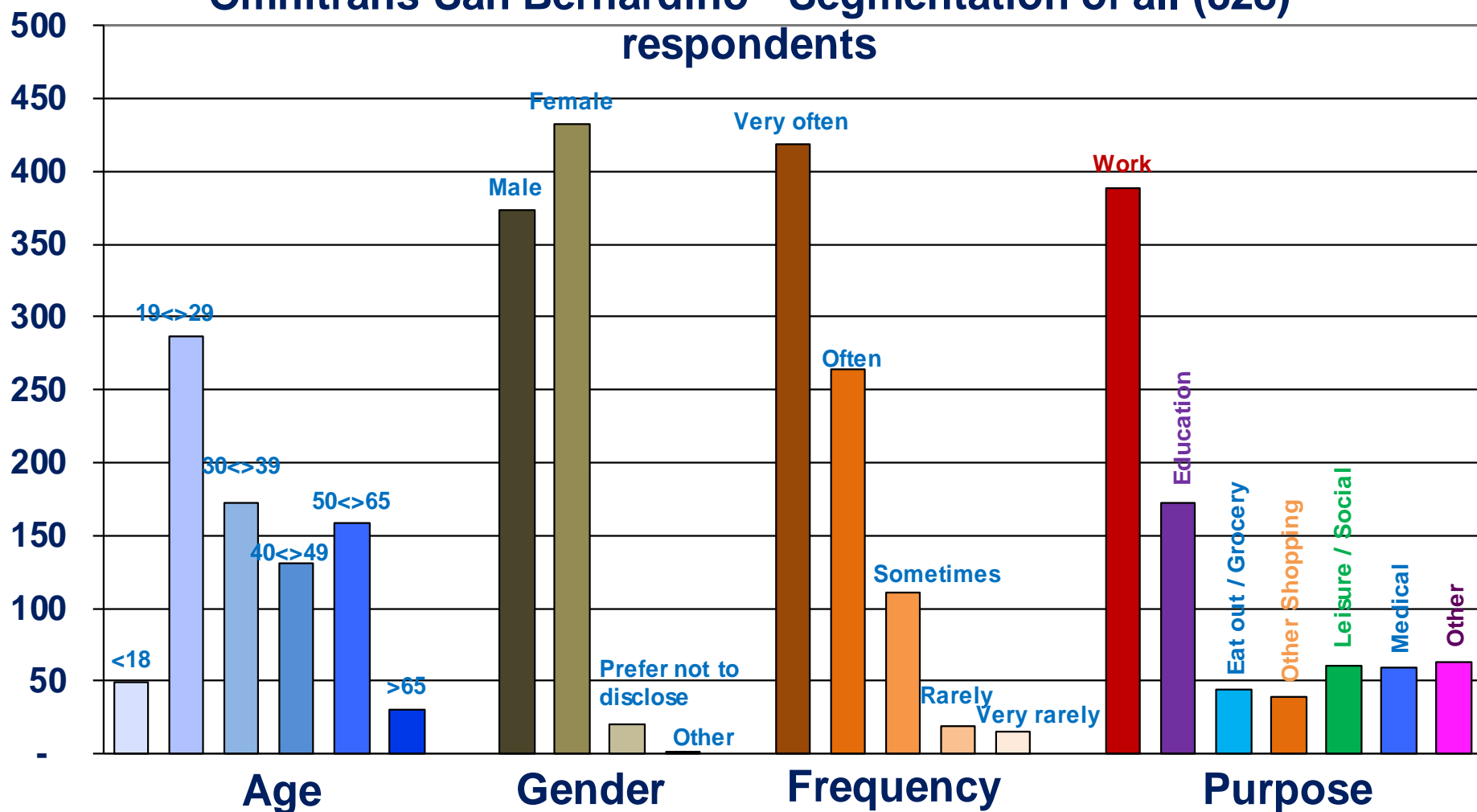
# **Customer Satisfaction Survey American Bus Benchmarking Group (ABBG)**

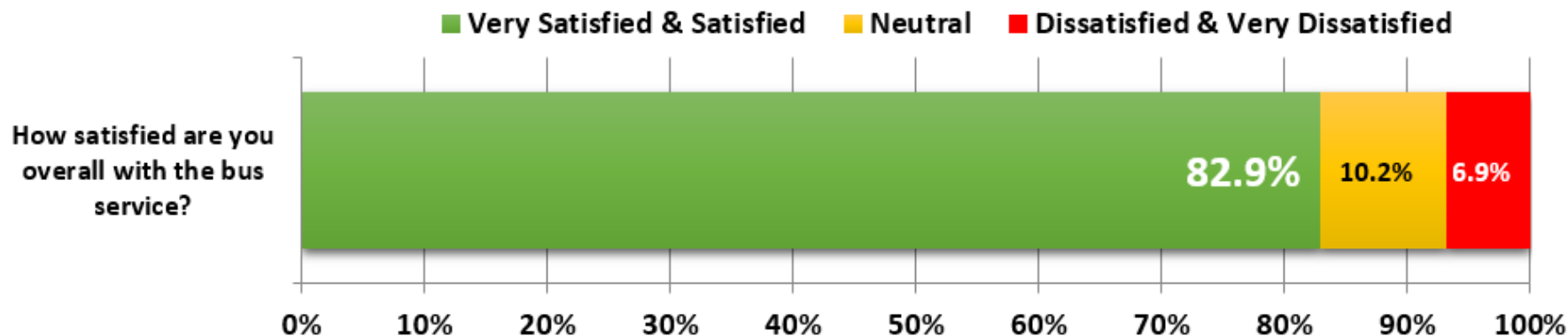
**Plans & Programs Committee  
October 31, 2018**





### OmniTrans San Bernardino - Segmentation of all (828) respondents

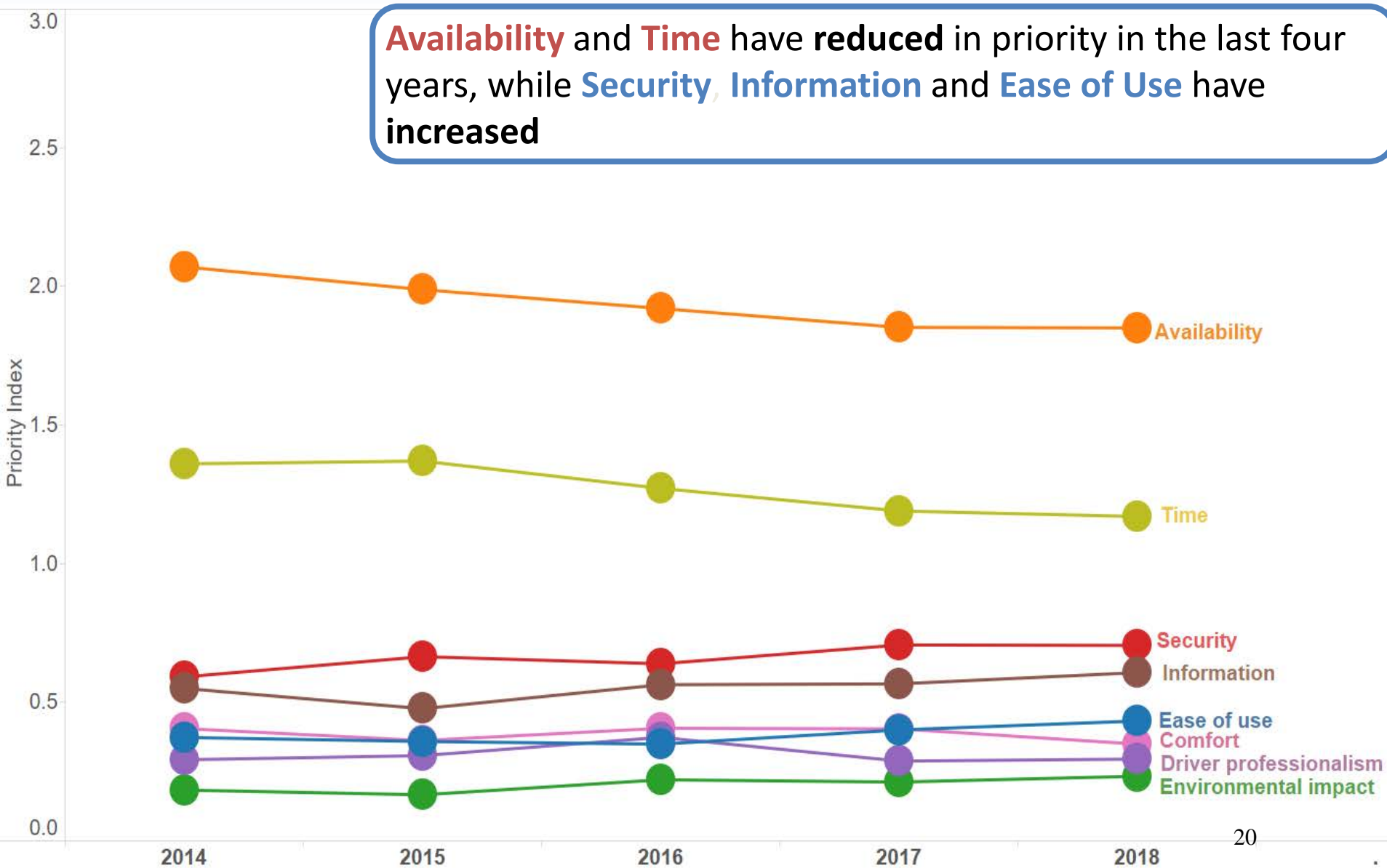




- **82.9% of responding customers gave Omnitrans a Positive Rating.**
- **Avg. Score of 4.0 out of 5.**



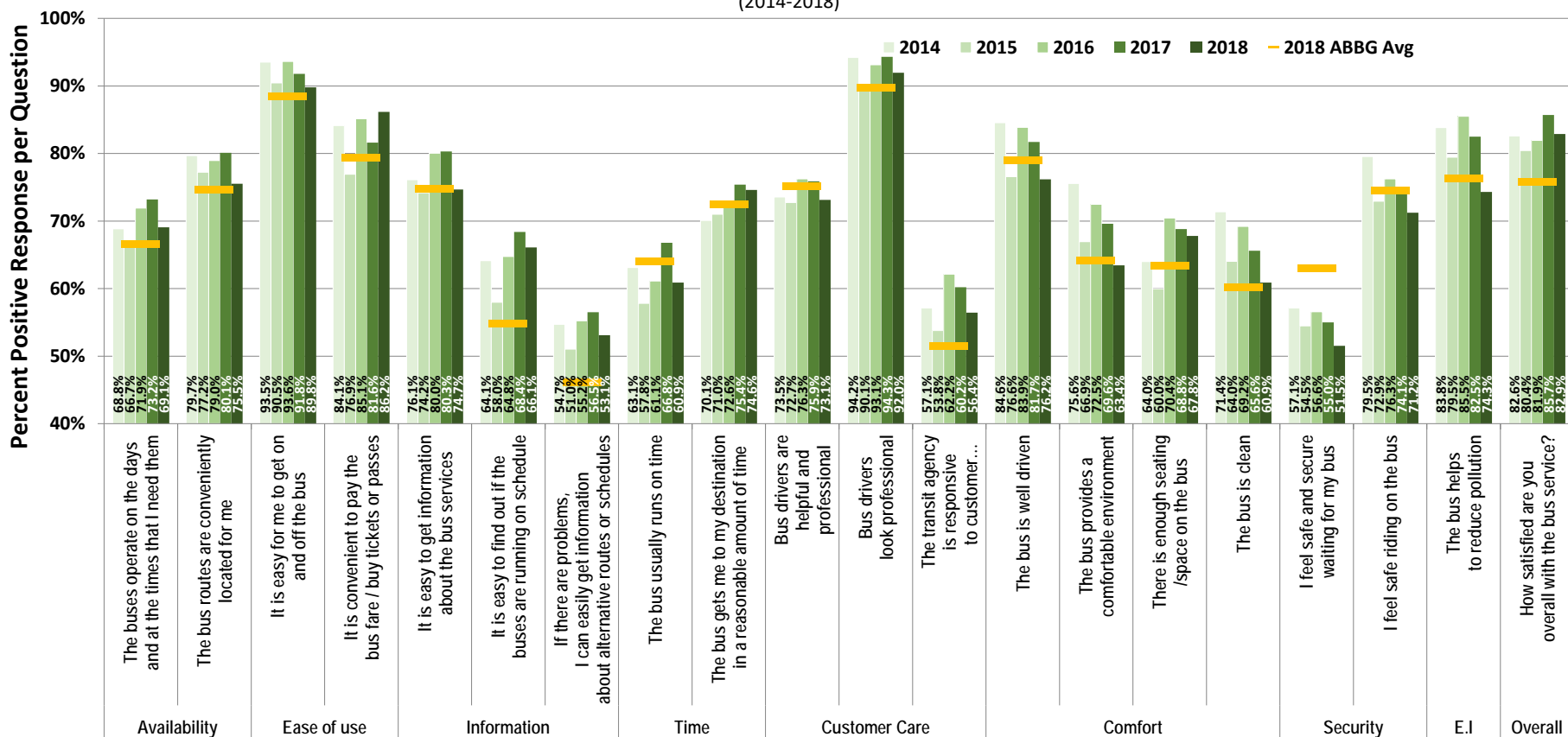
**Availability** and **Time** have **reduced** in priority in the last four years, while **Security**, **Information** and **Ease of Use** have **increased**



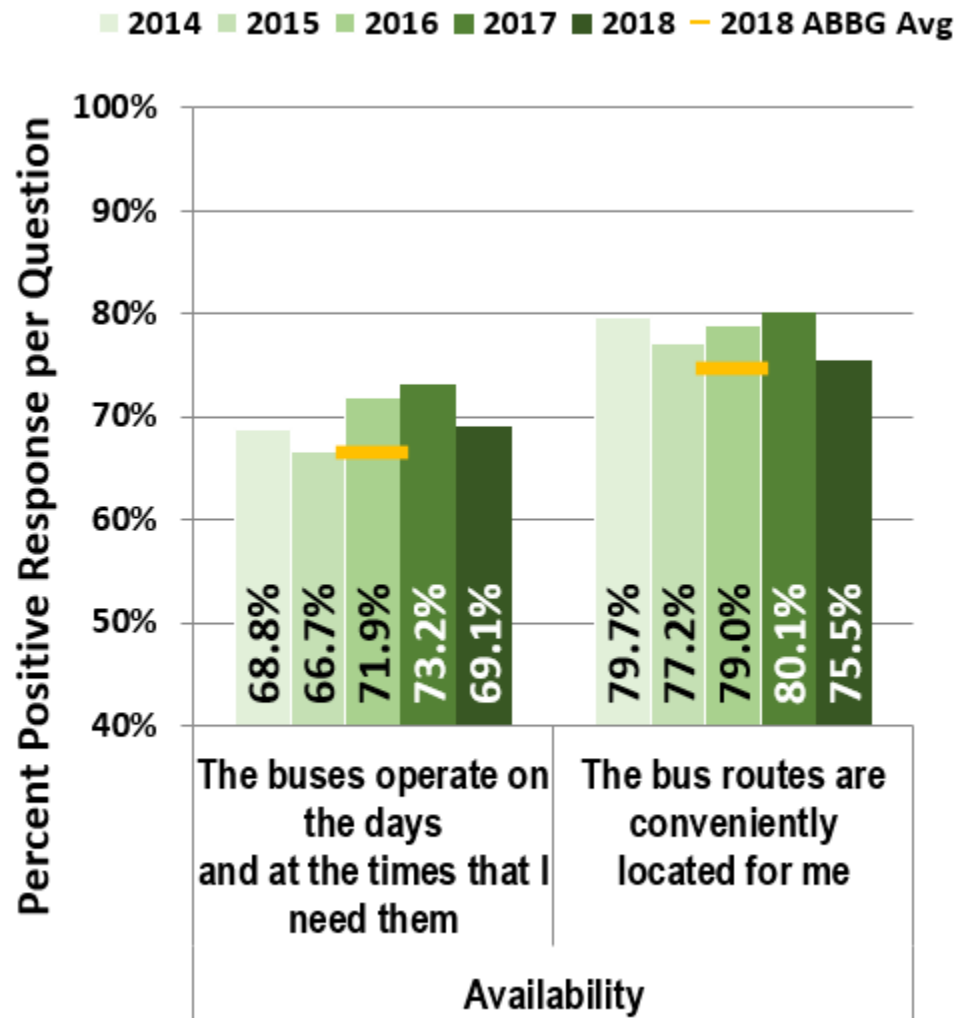
## 20 Satisfaction Questions in 9 Areas

OmniTrans' Positive Customer Satisfaction Rating by Category in ABBG CSS

(2014-2018)

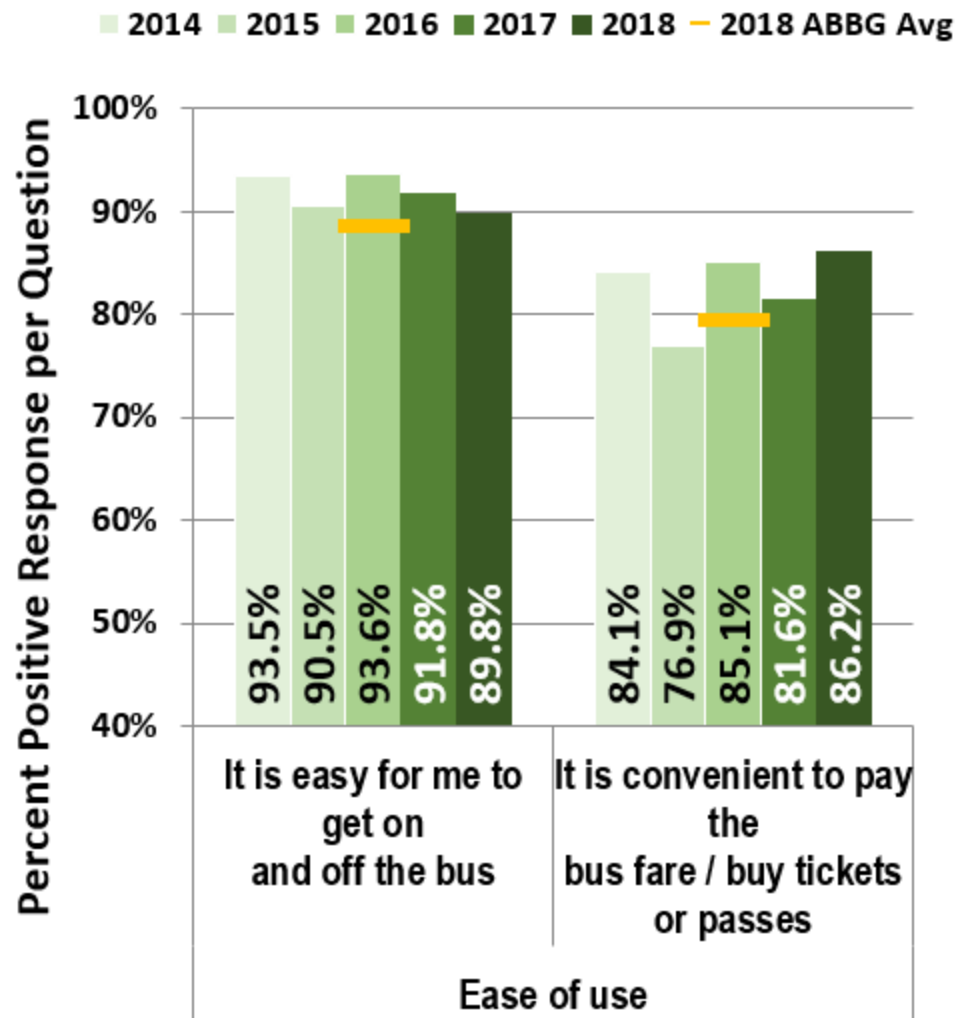


- **Days/Time:**
  - 69.1% agree/strongly agree (positive) that buses operate days and times that they are need
- **Conveniently Located:**
  - 75.5% Positive

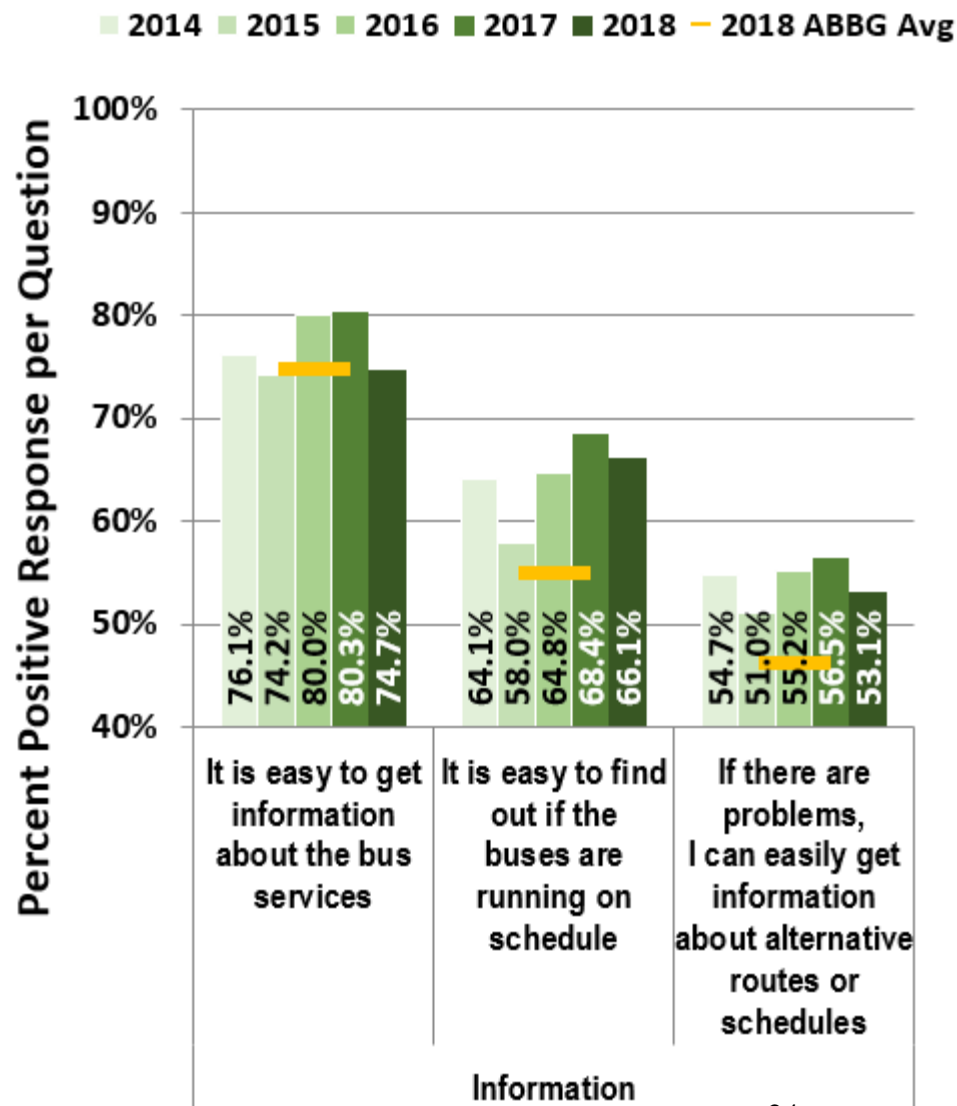




- **Get on/off Bus:**
  - 89.8% Positive
- **Ease of Payment:**
  - 86.2% Positive
  - **Largest Increase**
  - **Top Quartile**



- **Ease of Acquiring Information**
  - 74.7% Positive
- **Easy to find out if buses are on-time:**
  - 66.1% Positive
- **If problems, easy to find alternative information:**
  - 53.1% Positive



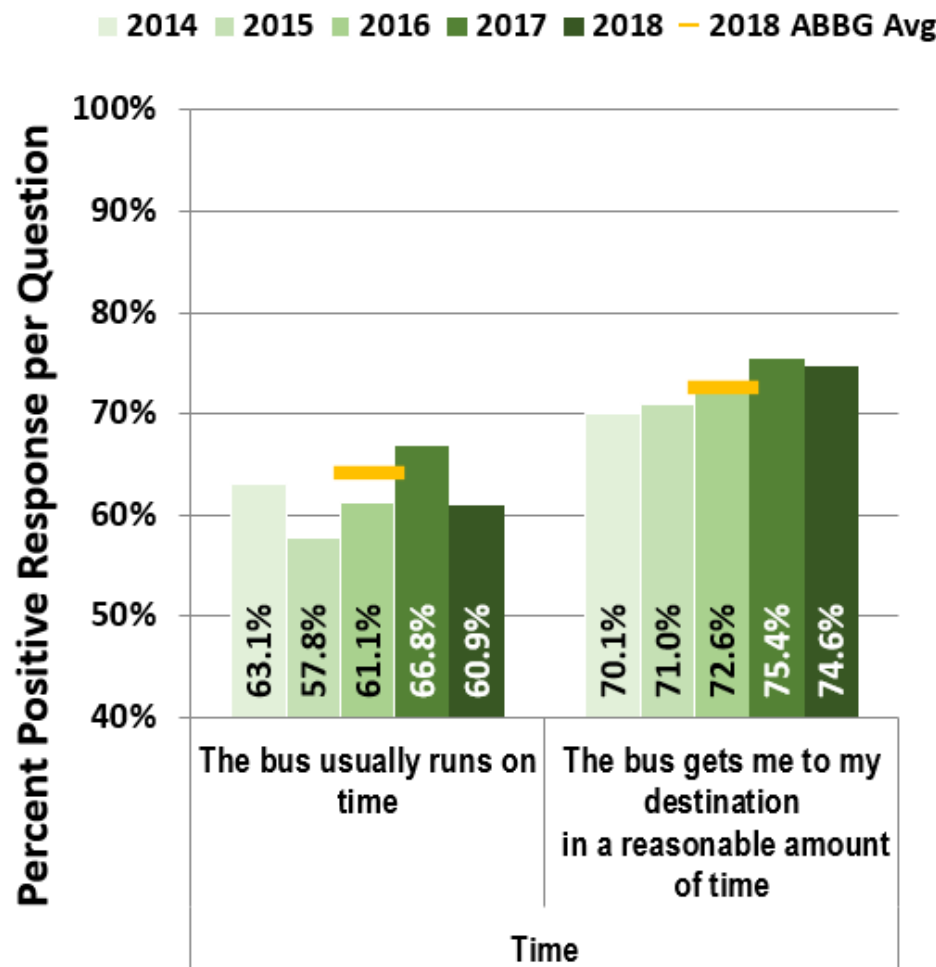


- **Buses Usually Run on Time:**
  - 60.9% Positive
  - Actual OTP: 86.7%
- **Reasonable Travel Time:**
  - 74.6% Positive
  - Focus of Planning Efforts

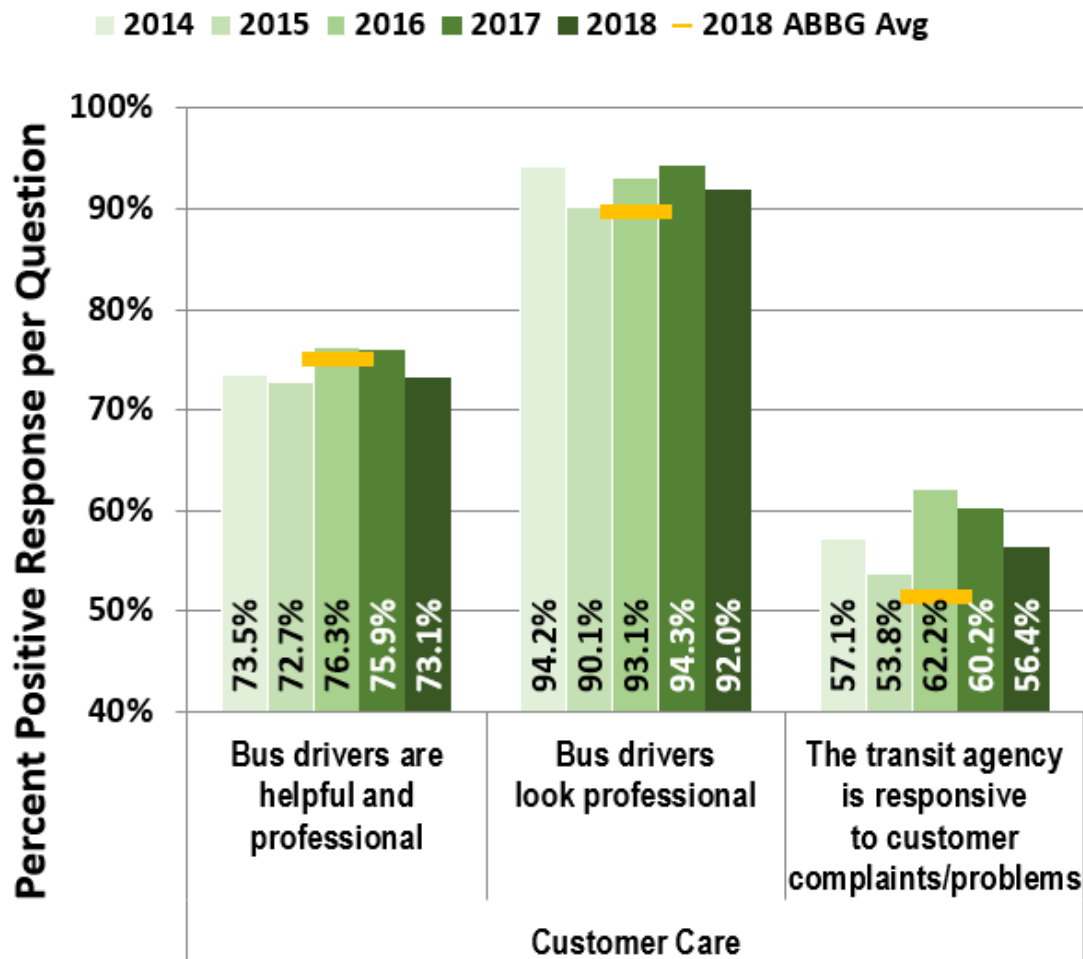


**Skip the stress. Ride Freeway Express.**

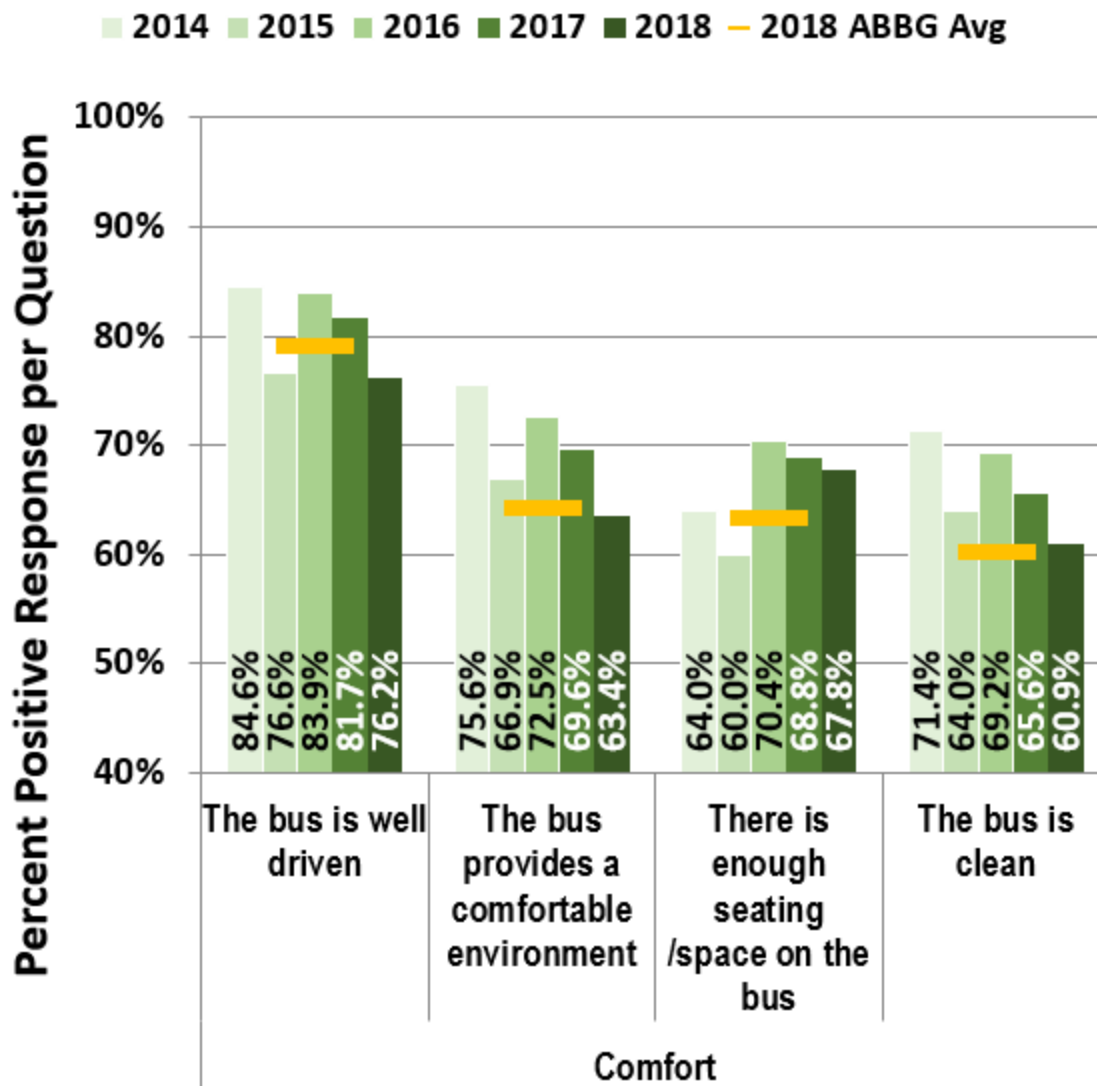
Relax and ride the new Route 390 on I-10 or Route 215 on I-215. Free onboard Wi-Fi. Details at [www.omnitrans.org](http://www.omnitrans.org).



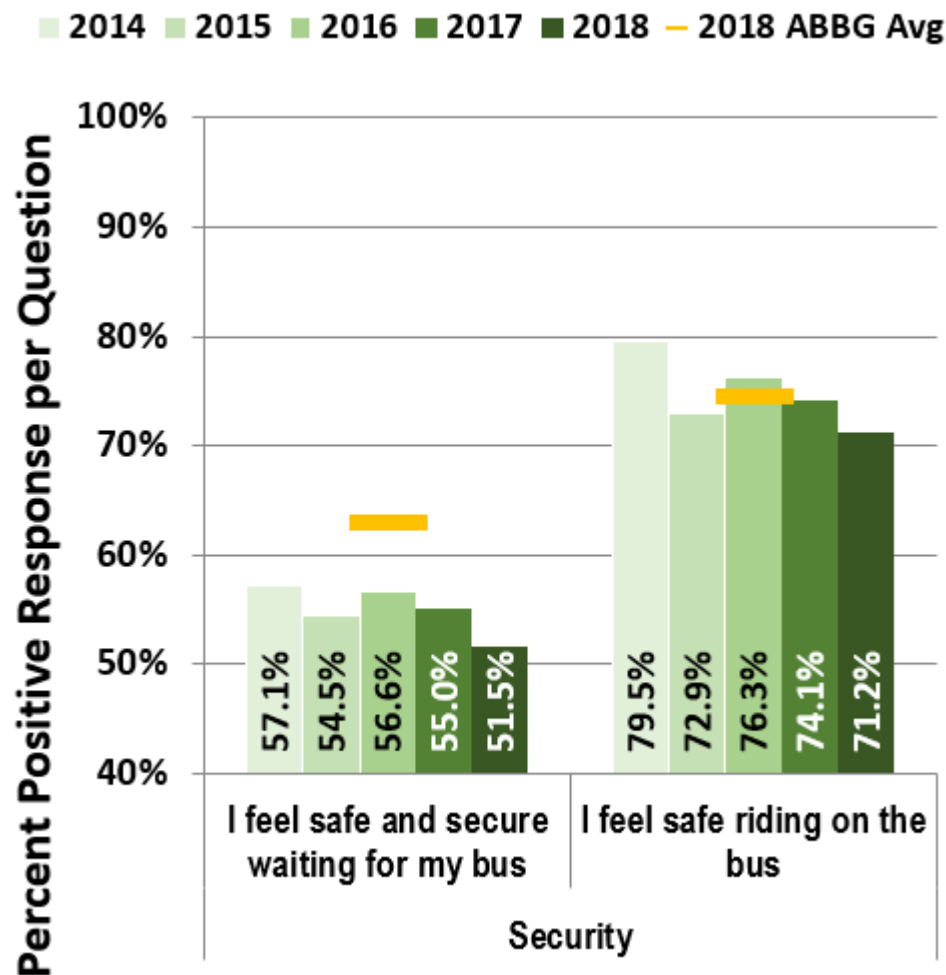
- **Drivers Helpful & Professional:**
  - 73.1% Positive
- **Drivers Look Professional:**
  - 92.0% Positive
- **Agency Responsiveness to issues:**
  - 56.4% positive



- **Well Driven:**
  - 76.2% Positive
- **Comfortable Environment:**
  - 63.4% Positive
- **Seating Availability:**
  - 67.8% Positive
- **Bus Cleanliness:**
  - 60.9% Positive

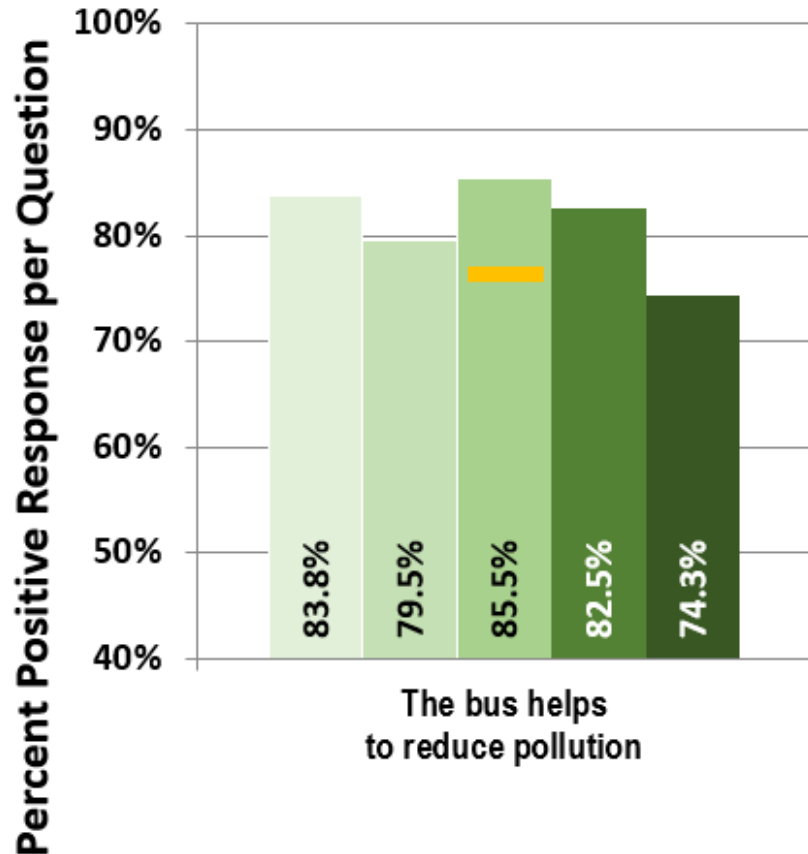


- **Waiting at Stop:**
  - 51.5% Positive
  - 30.8% Neutral
- **Riding the Bus:**
  - 71.2% Positive
  - 22.8% Neutral



- **Helps the environment**
  - **74.3% Positive**
  - **20.7% Neutral**

■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2018 — 2018 ABBG Avg



- **Overall Customer Satisfaction remains high 83%**
- **Customer Satisfaction in technology based solutions have grown**
- **Customers continue to state importance of Availability of Service (location & days of operation) & Time Competitiveness of Service**
- **Satisfaction with Safety at stops is significantly lower than peers.**
  - **Clearinghouse study initiated.**



# Thank You

ITEM #           E5          

**DATE:** October 31, 2018

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

**THROUGH:** P. Scott Graham, CEO/General Manager

**FROM:** Wendy Williams, Director of Marketing & Planning

**SUBJECT: INLAND EMPIRE ANNUAL SURVEY REPORT**

**FORM MOTION**

Receive and forward to the Board of Directors a report on findings from the Omnitrans portion of the Inland Empire Annual Survey conducted in Spring 2018 by the Institute of Applied Research at California State University, San Bernardino (CSUSB).

**BACKGROUND AND SUMMARY**

For over 20 years, the Institute of Applied Research at CSUSB has conducted a telephone survey of households in San Bernardino and Riverside Counties to capture residents' opinions related to quality of life issues and measure how perceptions have changed over time. The Inland Empire Annual Survey also includes (on a space available basis), some proprietary questions designed to meet specific information needs of sponsoring agencies and organizations within the region. A combination of randomly selected landline and cell phone numbers were utilized to reach residents on 2018.

Omnitrans has participated as a sponsor of the Inland Empire Annual Survey multiple times since 2006. The survey provides a low cost opportunity for the Agency to scientifically gather opinions from the general public. Omnitrans questions are posed only to households located in the Omnitrans service area. In 2018, Agency questions were asked of 540 respondents, for a 95% level of confidence at an accuracy of approximately plus/minus 4.2%. There were 261 respondents from the East Valley region and 279 from the West Valley region.

Most Omnitrans questions remain the same each year to evaluate trends over time, while other questions are altered every few years to gain insight on particular topics. In 2018, survey questions focused on:

- Ability to name Omnitrans as the local bus service provider
- Awareness of Omnitrans (if they were not able to name Omnitrans initially)



- Overall perception of Omnitrans even if the respondent has not used it personally, and reasons for possible negative perceptions
- Interest in riding the bus for trips in the San Bernardino Valley
- Service and amenity improvements that might entice the respondent to ride (or ride more)

Results of the Inland Empire Annual Survey are utilized to accurately measure public awareness and public opinion ratings, which are then incorporated into the Agency's Annual Marketing Plan. In an effort to more fully inform the Board of Directors on survey findings and implications, this detailed report is provided.

Key findings from the 2018 Inland Empire Annual Survey:

#### Public Awareness

- 40.7% of respondents can name Omnitrans or an Omnitrans service as their local bus service provider.
- An additional 50.7% said they had heard of Omnitrans when prompted.
- This results in an overall awareness rating of 91.4%, which is up 4.6% from 2017.

#### Public Perception

- 87.9% of respondents gave Omnitrans a positive rating, which is up from 85.2%.in 2017.
- Those who had an unfavorable view were asked the main reason for this negative perception. Top responses were 1) Inconvenient schedules (21.2%); 2) Buses are unreliable/not on time (17.2%); and 3) Buses do not go where I go (12.2%).
- All were asked if their perception of Omnitrans had changed in the past year. 79.2% reported no change while 18.6% said perception improved and only 2.2% said it declined.

#### Interest in Riding

- Nearly one-third (32.5%) indicated at least some interest in riding Omnitrans.
- The top service improvement which would entice people to ride was more frequent bus service, at 34.0%. Next was neighborhood routes at 33.3%.
- The most attractive service amenity selected was free Wi-Fi, at 31.4%, followed by nicer bus stops at 27.4%.

Survey results indicate that essentially 9 out of 10 people living in the San Bernardino Valley are aware of Omnitrans and hold an overwhelmingly positive opinion of the Agency.

### **CONCLUSION**

Findings from the Inland Empire Annual Survey conducted in Spring 2018 by the Institute of Applied Research at CSUSB provide valuable public opinion data to the Agency. Results will be incorporated into the 2019-2020 Annual Marketing Plan.

PSG: WW

Attachment A: PowerPoint

# ***2018 Inland Empire Annual Survey Results***

Research conducted by  
Institute of Applied Research  
California State University, San Bernardino.

## GENERAL PUBLIC SURVEY – By Phone

- Households in San Bernardino County
- Omnitrans questions only in service area
  - *Omnitrans name recognition, awareness*
  - *Public perception of Omnitrans*
  - *Gauge interest in riding the bus*
  - *Service and amenity improvements that would attract new riders*

## NAME RECOGNITION/AWARENESS

*What is the name of your local bus service provider?*

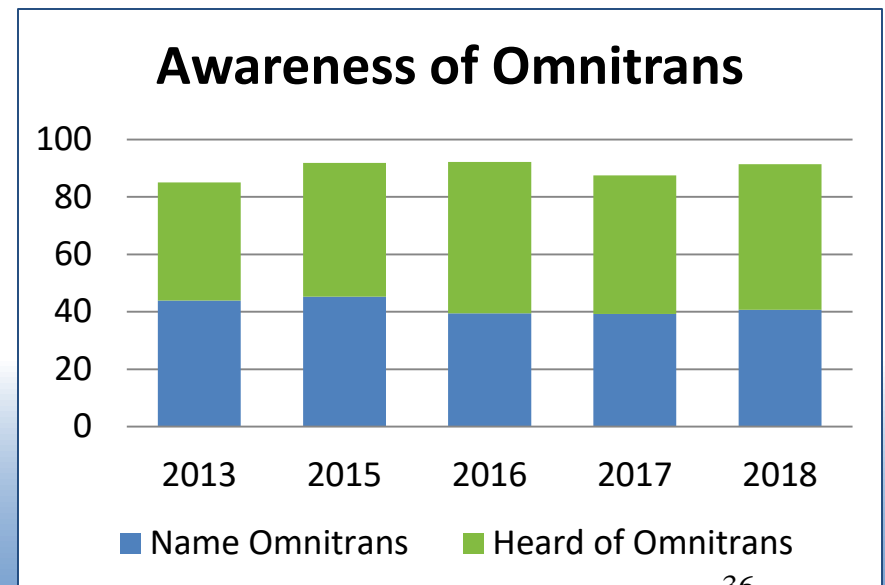
- 40.7% Say Omnitrans or Agency service (sbX, etc.)

*Have you heard of Omnitrans? (If not named)*

- 50.7% Yes

*Overall Awareness:*

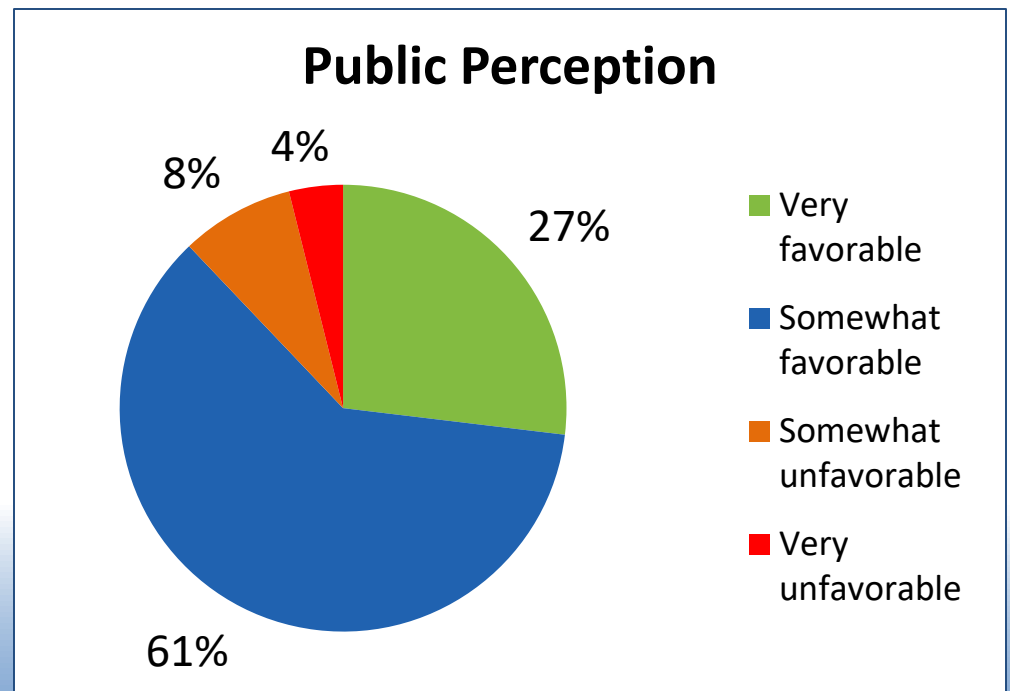
- 91.4% (87.5% in 2017)
  - 5 Yrs: 85% – 92%



## PUBLIC PERCEPTION

*What is your overall perception of Omnitrans?  
(even if never used it personally)*

- **87.9% Positive**  
(85.2% in 2017)



## PUBLIC PERCEPTION

*Of the 12% who responded unfavorably, what was their main reason?*

Inconvenient schedules	21.1%
Buses are unreliable/not on time	17.2%
Buses do not go where I go	12.2%
Safety Concerns	9.1%
Travel time too long	8.8%

## PUBLIC PERCEPTION

*All were asked if opinion had changed in past year*

■ Improved   ■ No Change   ■ Decline



## INTEREST IN RIDING OMNITRANS

*How interested are you in riding the bus?*

■ Very   ■ Somewhat   ■ Slightly   ■ None



**33% asked what would entice them to ride**

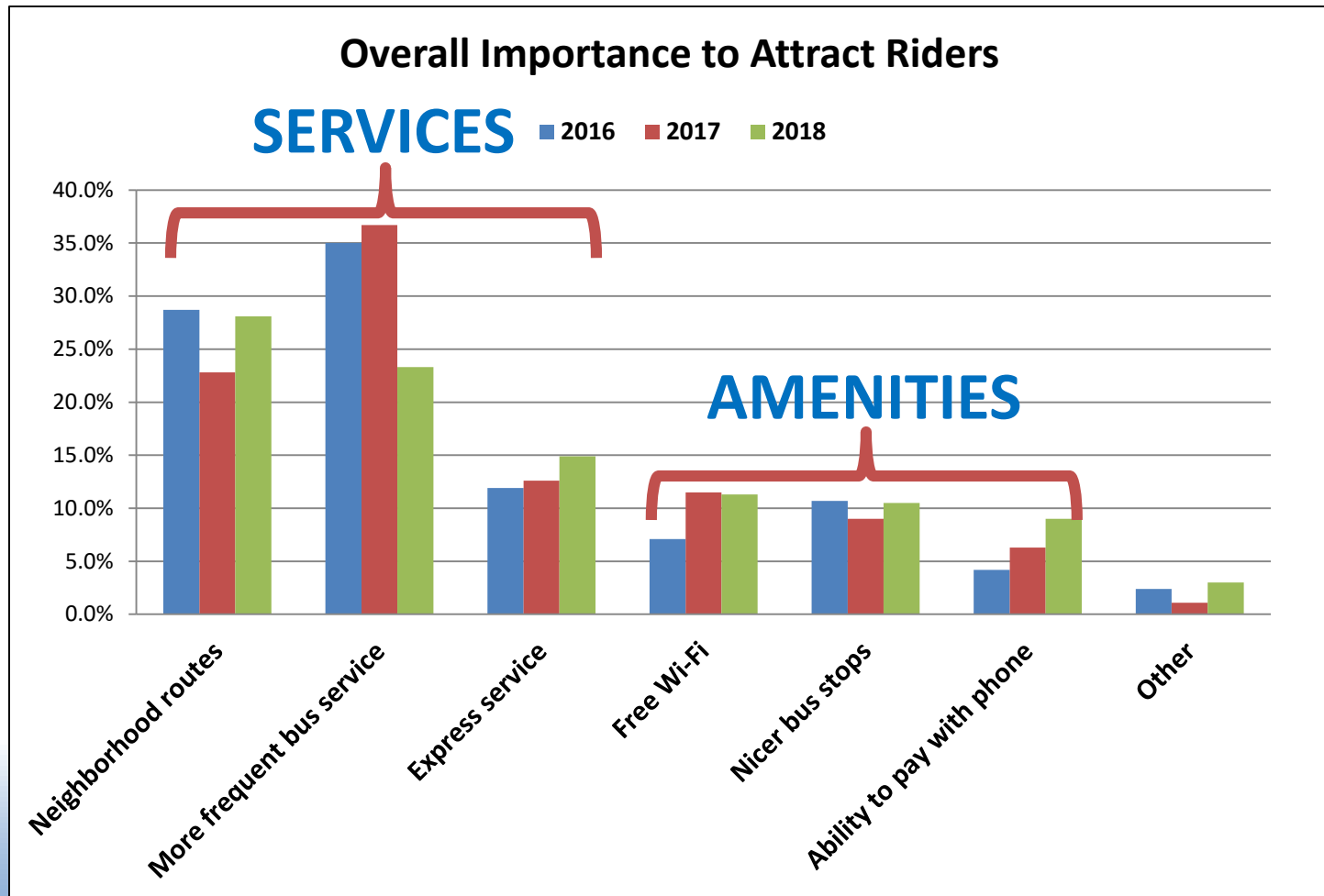


## **TOP SERVICE IMPROVEMENT**

More frequent bus service	34.0%
Neighborhood routes	33.3%
Express service	18.0%

## **TOP AMENITY IMPROVEMENT**

Free Wi-Fi	31.4%
Nicer bus stops	27.4%
Ability to pay with phone	22.9%



## CONCLUSIONS

- Over 9 of 10 SB Valley residents aware of Omnitrans
- Extremely Positive reputation in community (88%)
- 1/3 would consider using Omnitrans...if we add services to meet their needs.
- Amenities also attract non riders, but not as much as service improvements.

## QUESTIONS?

ITEM # E6

**DATE:** October 31, 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 and Planning

**SUBJECT: ADOPT-A-STOP PILOT PROGRAM UPDATE**

**FORM MOTION**

Receive and forward to the Board of Directors a progress update on implementation of the one-year Adopt-a-Stop pilot program.

**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 research on program models from around the country.

At the July 25, 2018 meeting of the Plans and Programs Committee, staff presented a proposal for a one-year Adopt-a-Stop pilot program, which includes a volunteer litter pickup component and a paid sponsorship component. The proposal was recommended to the Board of Directors by the Plans and Programs Committee and approved on September 5, 2018.

**Locations for Implementation of Pilot Program**

Omnitrans staff plans to focus the one-year pilot program at the locations where the Omnitrans Stops and Stations team faces the most significant challenges with maintenance, particularly high trash volumes. The list of recommended locations for the pilot program shown in Attachment A was gathered from Omnitrans' Stops and Stations team and consists of locations that need higher-than-average frequency of trash pickup (more than once per week).

Omnitrans staff plans to reach out to businesses and community organizations within close proximity to the locations shown in Attachment A to solicit adoptions for volunteer litter pickup or paid sponsorship. Omnitrans will also promote the Adopt-a-Stop program in general on its social media channels and website. If there is interest in adopting a bus stop location other than those listed in Attachment A, Omnitrans staff will still consider it for the program. Staff

proposes a target total number of five adopting/sponsoring organizations, but is willing to work with more than five organizations if adequate staff time is available.

#### Outreach with Member Agencies

Omnitrans staff plans to work cooperatively with its JPA member agencies to launch the pilot program. Staff plans to start with City Council presentations and meetings with staff of the six cities (listed below). The recommended stop locations are listed in Attachment A. The cities' existing relationships with businesses and community organizations will be helpful for soliciting adoptions/sponsorships.

Based on the list in Attachment A, staff recommends piloting the Adopt-a-Stop program in the following jurisdictions:

- Colton
- Fontana
- Highland
- Loma Linda
- Redlands
- Rialto
- San Bernardino

For JPA member agencies that are not included in the above list of pilot locations, Omnitrans staff will provide a presentation or meeting upon request, in order to discuss how the member agency and Omnitrans can better partner to improve bus stop cleanliness. Rancho Cucamonga, Chino, Chino Hills and Upland are four of Omnitrans' 16 member agencies that do not participate in Omnitrans' Passenger Amenity Program; therefore, Omnitrans does not own or maintain shelters or amenities in those jurisdictions. But staff is willing to meet to discuss how it could partner with those member agencies to improve bus stops in those jurisdictions, upon request.

#### Adopt-a-Stop Implementation Plan

Listed in the table below is Omnitrans staff's tentative timeframe for implementation of the Adopt-a-Stop program.

<b>Milestone</b>	<b>Anticipated timeframe</b>
Develop outreach materials, finalize application materials	November 2018
Develop address list for mass outreach mailing	November 2018
Hold outreach meetings with initial pilot cities	December 2018 / January 2019

Social media promotion	January 2019
Purchase supplies	January – March 2019
Mass outreach effort / mailing	February 2019
Launch bus stop cleanliness advertising campaign	Q4/Spring 2019
Evaluate results of one-year pilot program and present recommendations to Plans and Programs Committee	February 2020

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

### **CONCLUSION**

Receive and forward to the Board of Directors a progress update on implementation of the one-year Adopt-a-Stop pilot program.

PSG:WW:AMJ

Attachment A: Proposed Locations for Adopt-a Stop Pilot Program

## Attachment A

### Proposed Locations for Adopt-a-Stop Pilot Program

City	Routes	Bus Stop Location	Total Average Daily Ridership (Ons and Offs)	Nearby Businesses, Organizations
San Bernardino	sbX	E @ Rialto	672	Food 4 Less, Ross Dress for Less, Jovi's Diner, Astro Motel, Las Conchitas
Redlands	8, 15, 19, 208	Redlands Mall	528	Denny's, Mattress Showroom, Union Bank, Sizzler, Chase Bank, Studio Movie Grill, FedEx, Sushi Zutto, Redlands Boot & Shoe Repair, Kluddes Kitchen, Royal Falconer British Pub, Darby's American Cantina, Parliament Chocolate, Redlands Guitar Shop, DTR Barbershop, Accounting 4 Computers
San Bernardino	1, 3	Highland @ Del Rosa	366	County of San Bernardino Transitional Assistance, Stater Brothers, Harbor Freight, McDonald's, Citizens Business Bank, Wells Fargo CVS
Fontana	20, 29, 61	Marygold @ Sierra	346	Kaiser Permanente Fontana Medical Center, Stater Brothers, El Super, CVS, Waba Grill, Yogurtland, IHOP, In-N-Out Burger, Fontana Indoor Swap Meet
San Bernardino	sbX, 2	E @ Highland	330	Arrowview Middle School, Baker's, Little Caesar's, O'Reilly Auto Parts, 98 Cent Plus, Burger King, Flowers Plus
Colton	19, 215	Mount Vernon @ Centerpointe	337	Health Sciences College of California, Walmart, Ross Dress for Less, 99 Cent store, McDonald's, Starbuck's, Jack in the Box, Maharajah Indian Cuisine, Liam's Irish Pub, Sayaka, El Pollo Loco, Wendy's, Denny's, Carl's Jr.
San Bernardino	1	Lynwood @ Victoria	277	San Manuel Casino
San Bernardino	sbX, 2	E @ Baseline	275	Inland Career Education Center, the Garcia Center for the Arts, Restorer of Life Ministry, Set Free Christian Fellowship, E St Market, Bud Rickert's Art Center, Las Palmas
San Bernardino	sbX, 2	E @ Inland Center	274	Inland Center Mall, National Orange Show Events Center, Alanberto's
San Bernardino	3/4	Highland @ E	200	Arrowview Middle School, Baker's, Little Caesar's, O'Reilly Auto Parts, 98 Cent Plus, Burger King, Flowers Plus
San Bernardino	1, 5	Waterman @ Baseline	198	Stater Brothers, Arrowhead Grove housing development, Joy's Beauty Supply, Jack in the Box, Church's Chicken
Rialto	14	Foothill @ Riverside	184	Chase Bank, Coffee Nutzz, Circle K, Elegant Nails, Brothers Pizza, Burgermania, Pacific Cash Advance, Chiva Coco Restaurante
Highland/San Bernardino	3/4	Highland @ Boulder	170	Walmart Supercenter, Ross Dress for Less, Starbucks, Event Center at San Manuel

City	Routes	Bus Stop Location	Total Average Daily Ridership (Ons and Offs)	Nearby Businesses, Organizations
				Village, St. Bernardine's Urgent Care Center, Mi Cocina
San Bernardino	1, 5	Waterman @ 9th	168	Waterman Discount Mall, El Super, Auto Pick-a-Part, Burger King, WSS Footwear, La Luna Bakery, Fiesta Lavanderia
San Bernardino/Colton	1	Valley College/ Mount Vernon @ Johnston	166	Valley College, Swap Meet, US Army
Rialto	22	Riverside @ Foothill	166	Chase Bank, Coffee Nutzz, Circle K, Elegant Nails, Brothers Pizza, Burgermania, Pacific Cash Advance, Chiva Coco Restaurante
San Bernardino	1, 3/4	Highland @ Sterling	141	99 Cent Store, Bank of America, Target, Regency Theatre, Villa Granada & Viking Apartments, Rite Aid, Planet Fitness
San Bernardino		Mount Vernon @ Mill	136	Middle College High School, El Super, Church's Chicken, Pizza Hut, McDonald's Fallas Paredes, Chela's, La Michoacana
Fontana	14	Foothill @ Sierra	134	El Super, Del Taco, Transitional Assistance Office, IHOP, Jack in the Box, Flame Broiler,
San Bernardino	3/4, 11	Medical Center @ 17 <sup>th</sup>	123	Dignity Health Community Hospital, West Point Medical Center, Howard Ingrham Elementary School, New Hope Missionary Baptist church, St. Anthony's Church, WIC office
San Bernardino	5	Del Rosa @ Highland	114	County WIC office, dd's Discounts, Little Caesar's, Shiekh, Walgreen's, Domino's, McDonald's, Pacific Premier Bank, Stater Brothers, CVS, Del Rosa Village Nursing Center, Harbor Freight Tools
Fontana	19, 61, 82	Sierra @ Merrill	110	Chaffey Fontana, Carl's Jr., Las Islas Marias, Zury's Raspados, La Pizza Loca, Jiffy Lube, Church's Chicken, Harbor Freight Tools, Sundowner's
San Bernardino	100	Highland @ Muscupiabe	100	Stater Brothers, County Transitional Assistance office, Home Depot, Dollar Tree, Popeye's
Rialto	22	Riverside @ Baseline	89	Tacos El Gavilan, Big Lots, McDonald's, Superior, Save & Tell, CVS, Walgreen's, T-Mobile, China Doll, Sizzler, La Michoacana, Stater Brothers, Northpointe Apartments
Fontana	19, 82	Sierra @ Marygold	83	Kaiser Permanente Fontana Medical Center, Stater Brothers, El Super, CVS, Waba Grill, Yogurtland, IHOP, In-N-Out Burger, Fontana Indoor Swap Meet
San Bernardino	5, 7	40 <sup>th</sup> @ Mountain View	81	Cardena's, Manna Donuts, Mike's Market
San Bernardino	3/4	Highland @	73	Family Dollar, Uptowner, Los Reyes, Burning



City	Routes	Bus Stop Location	Total Average Daily Ridership (Ons and Offs)	Nearby Businesses, Organizations
		Sierra Way		Bush Missionary Baptist Church, Skateland Event Center, JJ's
San Bernardino	3/4, 7, 8, 11, 15	Rialto @ D	72	U-Haul
Loma Linda	19	Barton @ Mountain View	70	Walmart Neighborhood Market, Chase Bank, Clark's, McDonald's, Boba Tea House, Stater Brothers, Rite Aid
San Bernardino	14	5 <sup>th</sup> @ Medical Center	70	Omnitrans, Nunez Park, Ruben Campos Community Center, Casa Ramona, BNSF Intermodal Yard, Chabelo's Tires
Redlands	8	Redlands @ New Jersey	61	Walmart, Food 4 Less, US Post Office, Jose's, Applebee's, Panda Express, Wendy's
San Bernardino	1	Lynwood @ Del Rosa	61	Cathedral of Praise, Villa Park Apartments, Manna Donuts, Del Rosa Massage
Highland	1, 3/4	Highland @ Rockford	57	Parkwood Knoll Apartments
Highland	3/4	Highland @ Palm	56	Highland Palms Healthcare Center
San Bernardino	5	Waterman @ Mill	50	Vicky's Restaurant, Empire Molding, La Tapatia, Saborines Ice Cream, 7-Eleven, Pho Ha Vietnamese, Goodwill, Clear Vision Optometry, Pho Mai, Electronics 4 Less, Cott Beverages, United Refrigeration, Housing Authority of County of San Bernardino
Redlands	8	Redlands @ Alabama	46	99 Cent Store, McDonald's, Del Taco, Big 5 Sporting Goods, Pep Boys, Kmart, Little Caesar's, Redlands Thrift Store
San Bernardino	5	40 <sup>th</sup> @ Sierra Way	46	Bank of America, Lucy's, Walgreen's, Celebrities Sports Grill, La Fuente, WaBa Grill
San Bernardino	5	40 <sup>th</sup> @ Sepulveda	46	Stater Brothers, Sepulveda Palm Apartments, BoBo's Pizzeria, Jack in the Box, McDonald's
San Bernardino	5	Del Rosa @ Date	41	Fellowship Baptist Church, Del Rosa Discount Market, Taqueria La Suprema, Kaiser Permanente San Bernardino Medical Center, US Post Office, All Star Pizza, Del Rosa Discount Market
San Bernardino	5	40 <sup>th</sup> @ Waterman	28	T.J. Maxx, Del Taco, Wildwood Park (Wildwood Park Neighborhood Association), Wildwood Dental Group, McDonald's
San Bernardino	10	Baseline @ G	28	Riley School, Midway Market, El Cachanilla, Laura's Flowers, Villa's Room and Board, El y Ella Beauty Salon, Gus Jr.
San Bernardino/Highland	3/4	Highland @ Piedmont	28	Fallas, Aldi, Applebee's

ITEM # E7

**DATE:** October 31, 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 and Planning

**SUBJECT: PREMIUM SHELTER PROGRAM UPDATE**

**FORM MOTION**

Receive and forward to the Board of Directors prioritization plan for the rollout of premium shelters.

**BACKGROUND**

On November 1, 2017, the Omnitrans Board of Directors authorized the award of Contract MKP18-08 to Tolar Manufacturing Company, Inc. for the provision of ten (10) premium bus shelters through November 6, 2022, a period of five years. Omnitrans staff intends to purchase and install two (2) premium shelters each fiscal year, unless additional funds become available to purchase additional shelters.

In May 2018, the first two premium shelters were installed on Fifth Street at Medical Center Drive in San Bernardino – one shelter on the north side of the street in front of Omnitrans' East Valley administration building, and the other on the south side of the street at the newly constructed bus turnout in front of Nunez Park/Ruben Campos Community Center. (See photo in Attachment A). The premium shelters include: an Omnitrans logo; bench; trash receptacle; rooftop solar panels; solar-powered lighting; solar-powered real-time arrival electronic sign; advertising panel; and bike rack (optional feature).

**Recommended Prioritization Criteria**

Staff recommends prioritizing premium shelter installation at the highest-ridership locations in Omnitrans' service area where adequate concrete sidewalk area (10' wide by 25' long) is available for installation. In order to help select from among bus stops with similar ridership numbers, staff recommends taking into account geographic equity (rotating between jurisdictions), as well as prioritizing bus stops at major institutions such as educational or health care facilities or senior centers.

Staff recommends not placing premium shelters at locations that already have privately owned shelters or custom-built-in-place shelters that cannot be moved. Staff also recommends not placing premium shelters within ½ mile walking distance of existing premium amenities (i.e., transit centers or sbX stations) unless it enhances a transfer to those amenities from another route (i.e., premium shelter at Route 19 stop to enhance transfer to sbX Green Line station). This is intended to make efficient use of Omnitrans' resources to benefit as many passengers as possible who do not already have access to premium amenities.

Omnitrans funding will only be used to provide premium shelters within the jurisdictions of member agencies which have a signed agreement to participate in the Omnitrans' Passenger Amenity Program (PAP). PAP agreements allow for advertising at shelters which helps Omnitrans offset a portion of costs related to shelter maintenance. PAP agreements are currently in place with the County of San Bernardino (for unincorporated areas) and the cities of Colton, Fontana, Grand Terrace, Highland, Loma Linda, Montclair, Ontario, Redlands, Rialto, San Bernardino, and Yucaipa.

Thus, staff recommends placing premium shelters according to the following criteria (not listed in any particular order):

1. PAP member city (minimum requirement);
2. Adequate sidewalk area for installation (minimum requirement);
3. No custom or private shelter existing (minimum requirement);
4. Not within ½ mile of other premium amenities (i.e., sbX station or transit center);
5. Ridership;
6. Geographic equity between jurisdictions;
7. Serves educational or healthcare institutions or senior center;
8. Location with high trash volume;
9. Not at a location with high incidence of damage to amenities;
10. Jurisdiction provides substantial matching funding for shelter (as discussed in detail below).

#### Proposed Priority Locations

Based on the above-listed criteria, staff's recommended list of initial priority locations for premium bus shelters is shown below. The top three highest ridership locations (that have adequate sidewalk for shelter) are included for each PAP member city, plus additional locations at hospitals, colleges, or senior centers. Each location could receive one or two shelters depending on whether sufficiently wide sidewalk is available on both sides of street. If adequate sidewalk is only available on one side of the street, then a premium shelter could be installed on the other side in the future once a wider concrete sidewalk is provided.

Staff proposes revisiting the priority order each year before ordering new shelters, to assess whether any conditions have changed (such as changes in ridership figures or adequate sidewalk installed at a location that did not previously have it, etc.).

**Proposed Priority Order for Premium Shelters**

City	Routes	Bus Stop Location	Total Average Daily Ridership (Ons and Offs)	College, Hospital, or Senior Center?	High Trash Volume? (+)	High Incidence of Damage? (-)
<b>Redlands</b>	<b>8, 15, 19, 208</b>	<b>Redlands Mall Transfer Center</b>	<b>528</b>		<b>Yes</b>	
San Bernardino	1, 3	Highland @ Del Rosa	366		Yes	Yes
Fontana	20, 29, 61	Marygold @ Sierra	346	Yes	Yes	Yes
Colton	19, 215	Mount Vernon @ Centerpointe	337		Yes	Yes
<b>Yucaipa</b>	<b>8, 19</b>	<b>Crafton Hills College</b>	<b>236</b>	<b>Yes</b>		
San Bernardino	1, 5	Waterman @ Baseline	198		Yes	Yes
<b>Rialto</b>	<b>14</b>	<b>Foothill @ Riverside</b>	<b>184</b>		<b>Yes</b>	
Highland/San Bernardino	3/4	Highland @ Boulder	170		Yes	Yes
<b>San Bernardino/Colton</b>	<b>1</b>	<b>Valley College/ Mount Vernon @ Johnston</b>	<b>166</b>	<b>Yes</b>		
Ontario	61	Holt @ Mountain	133			
Fontana	10	Foothill @ Citrus	133			
Fontana	14	Foothill @ Sierra	131		Yes	
Loma Linda	19	VA Hospital	128	Yes		
San Bernardino	3/4, 11	Medical Center @ 17 <sup>th</sup>	123	Yes		
Colton	1	Mount Vernon @ Olive	116			
Fontana		Sierra @ Merrill	110	Yes	Yes	Yes
Highland	3/4, 15	Baseline @ Palm	106			
Highland	3/4, 15	Baseline @ Boulder	103		Yes	Yes
Rialto	14	Foothill @ Pepper	93		Yes	Yes
San Bernardino		Highland @ Waterman	92	Yes	Yes	Yes
Rialto	22	Riverside @ Baseline	89		Yes	Yes
Loma Linda	8	Redlands @ Richardson	72			
Loma Linda	19	Barton @ Mountain View	70		Yes	
Redlands	15	Lugonia @ Alabama	63			

City	Routes	Bus Stop Location	Total Average Daily Ridership (Ons and Offs)	College, Hospital, or Senior Center?	High Trash Volume? (+)	High Incidence of Damage? (-)
Redlands	8	Redlands @ New Jersey	61		Yes	Yes
Ontario	61	Holt @ Allyn	61			
Montclair	84	Mountain & Holt	51			
Montclair	85	Central @ Mission	36			
Yucaipa	19	Yucaipa @ Commercial	32			
County of SB	61	San Bernardino @ Live Oak	29			
Yucaipa	19, 208	Yucaipa Blvd @ Sand Canyon	27			
Montclair	85	San Bernardino @ Central	27			
Highland	23	Highland @ Central	23	Yes		
County of SB	61	San Bernardino @ Beech	22			
County of SB	61	San Bernardino @ Hemlock	21			
Grand Terrace	325	Barton @ Mount Vernon	14			
Grand Terrace	325	Barton @ Canal	7			
Grand Terrace	325	Barton @ Michigan	4			

Many of the high-ridership locations with adequate sidewalk for a shelter already have standard shelters installed. So the installation of premium shelters will free up standard shelters, which staff could move to other locations in the service area with adequate sidewalk that do not currently have shelters.

Because many of the highest-ridership locations are also the locations that need the most maintenance, staff suggests tying the rollout of premium shelters to the rollout of the Adopt-a-Stop program (discussed in more detail in a separate agenda item). Many of the above-listed high-ridership locations have also been identified as high-maintenance bus stops, due to the high passenger volumes at these locations. Thus, staff proposes prioritizing outreach to seek sponsorships or adoptions of the bus stops where premium shelters are being placed. Sponsors will be encouraged to voluntarily pay the full or partial cost of a premium shelter, in exchange for sponsor recognition at the bus stop. This will help to improve cleanliness and the physical appearance of these bus stops, as the premium shelters come with large trash cans that will help increase capacity for trash and therefore help reduce litter. However, if the premium shelters, once installed, are repeatedly subjected to vandalism or damage, Omnitrans reserves the right to relocate them to another location.

## **FUNDING SOURCE**

The premium shelter contract approved by the Board of Directors on November 1, 2017 committed funds for the purchase of ten (10) shelters through November 6, 2022, which equates to two (2) shelters per year. Staff is seeking additional funding sources for additional shelters. For example, several private developers have shown interest in purchasing premium shelters for the bus stops in front of their properties.

Several member agencies have also explored the possibility of applying for Cap and Trade funds and including premium shelters in the grant application. The City of Ontario won a Cap and Trade Transformative Climate Communities grant, which will pay for five (5) premium shelters (planned to be installed in 2020) at the following locations:

- Bon View at Maitland (1);
- Euclid at Mission (2); and
- Holt at Grove (2).

## **Local Matching Program**

Based on input from staff of the member cities, Omnitrans staff proposes a local fund matching program for premium shelters at locations that have lower ridership. Where cities feel strongly that a premium shelter is needed at a location sooner than it will be funded by Omnitrans based on the tentative priority list above, but are not able to acquire grant funding to pay for it, Omnitrans will contribute \$15,000 of the \$40,000 cost of the premium shelter (as funds are available) if the city contributes the other \$25,000. This proposed local matching program helps to achieve geographic equity between Omnitrans' member agencies while still prioritizing Omnitrans' federal funds towards the highest-ridership locations.

Short Range Transit Plan Goal Supported - Expand, maintain and improve existing vehicles, facilities and passenger amenities.

Strategic Initiative Supported – Strategic Plan Marketing Goal, Strategy 3.1 Improve passenger amenities.

## **CONCLUSION**

Staff recommends that the Board of Directors receive and file prioritization plan for the rollout of premium shelters.

PSG:WW:AMJ

Attachment A: Premium Shelter on 5<sup>th</sup> Street at Medical Center in San Bernardino

**Attachment A**

**Premium Shelter on 5<sup>th</sup> Street at Medical Center in San Bernardino**

