



**PLANS & PROGRAMS COMMITTEE  
OCTOBER 24, 2017  
PRESENTATIONS**

- |                 |   |
|-----------------|---|
| <b>ITEM #E2</b> | <b>INLAND EMPIRE ANNUAL SURVEY REPORT</b>   |
| <b>ITEM #E3</b> | <b>AMERICAN BUS BENCHMARKING GROUP (ABBG)<br/>CUSTOMER SATISFACTION SURVEY OF OMNITRANS</b> |
| <b>ITEM #E4</b> | <b>OMNICONNECTS SHORT-RANGE TRANSIT PLAN<br/>FY2019-2025 STATUS UPDATE</b>                  |
| <b>ITEM #E9</b> | <b>REDLANDS PASSENGER RAIL PROJECT (RPRP)</b>   |

***2017***  
***Inland Empire Annual***  
***Survey Results***

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

## GENERAL PUBLIC SURVEY

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

## NAME RECOGNITION/AWARENESS

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

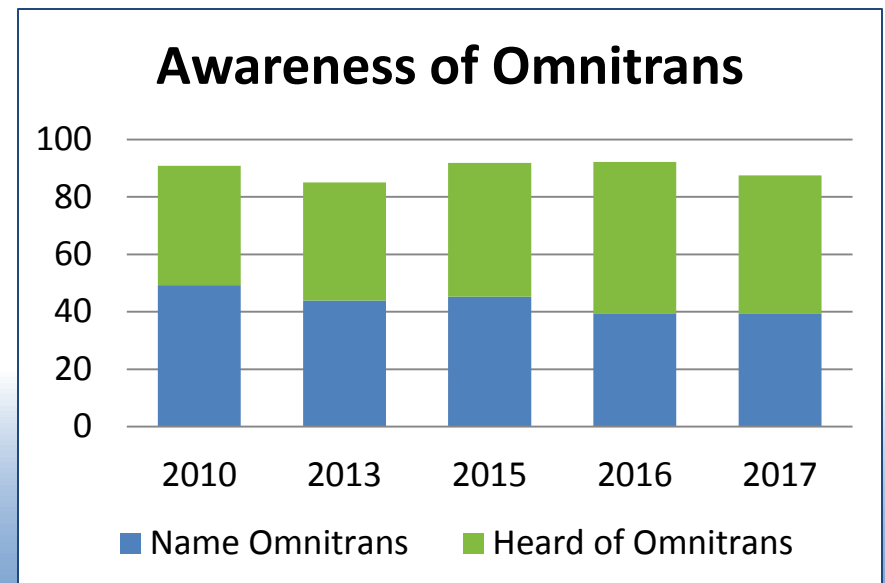
- 39.2% Say Omnitrans or Agency service (sbX, etc.)

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

- 48.3% Yes

*Overall Awareness:*

- 87.5% (92.1% in 2016)

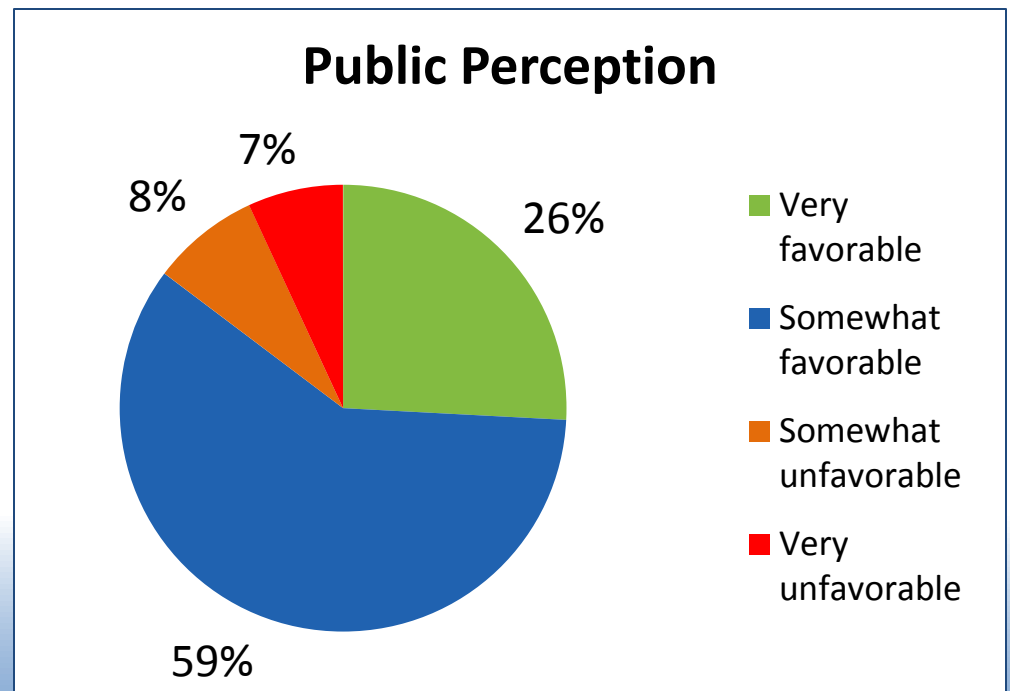




## PUBLIC PERCEPTION

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

- **85.2% Positive**  
(86.0% in 2016)



## PUBLIC PERCEPTION

*Of the 15% who responded unfavorably, what was their main reason?*

Travel time too long	20.5%
Inconvenient schedules	13.4%
Buses are unreliable/not on time	13.0%
Buses do not go where I go	13.0%
Safety Concerns	12.2%

EV: 1. Travel Time 2. Safety

WV: 1. Inconvenient 2. Unreliable

## PUBLIC PERCEPTION

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

■ Improved   ■ No Change   ■ Decline



**EV: 22% Improved**

**WV: 15% Improved**

## 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

## OVERALL

More frequent bus service	43.8%	36.7%
Neighborhood routes	27.3%	22.8%
Express service	14.7%	12.6%

## TOP AMENITY IMPROVEMENT

Nicer bus stops	34.3%	9.0%
Free Wi-Fi	31.7%	11.5%
Ability to pay with phone	20.6%	6.3%

## CONCLUSIONS

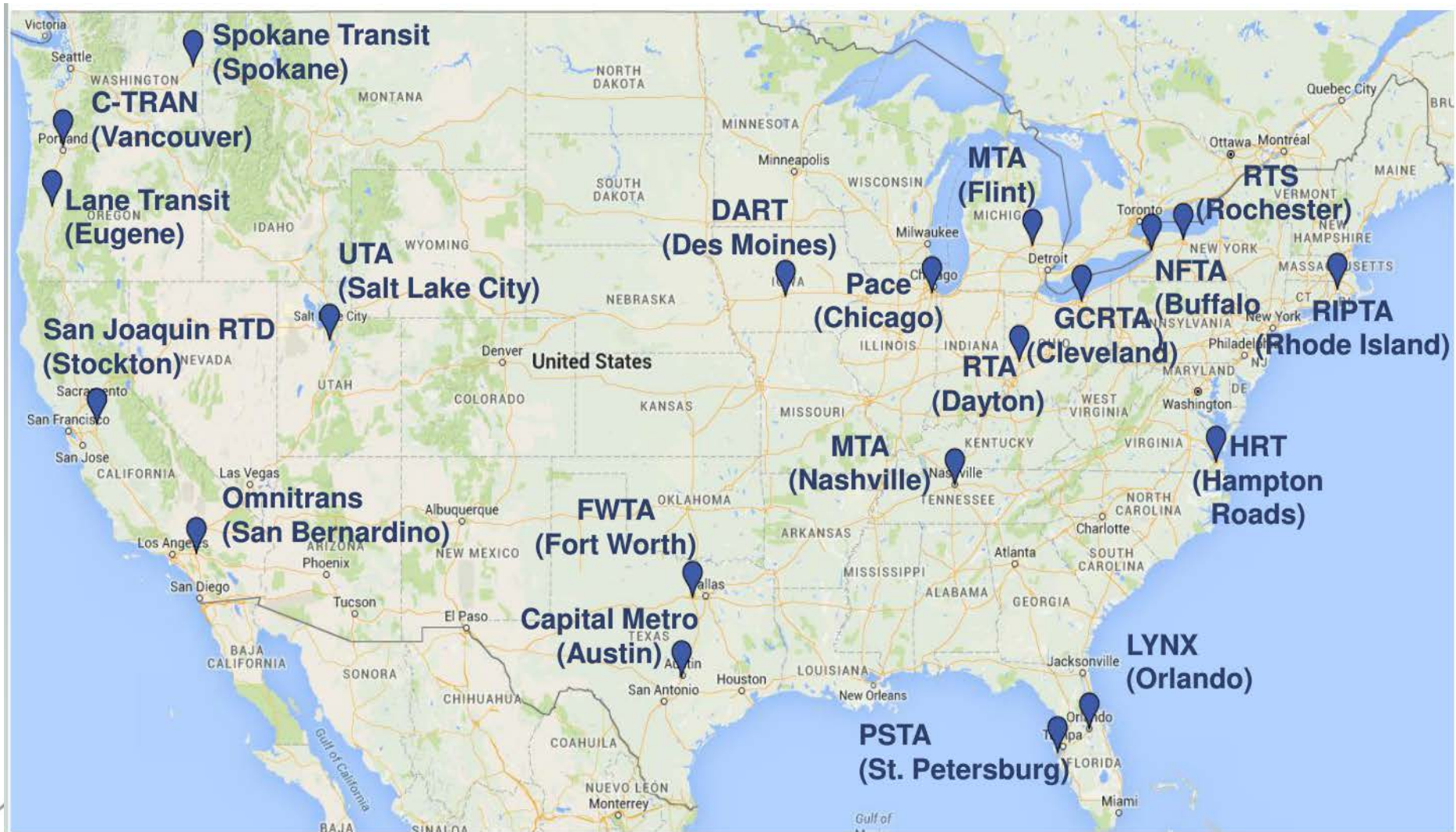
- Over 8 of 10 SB Valley residents are aware of and have a positive opinion of Omnitrans
- 1/3 would consider using Omnitrans
  - To attract them, invest in:
    - More Service Frequency
    - Better Bus Stops

## QUESTIONS?

# CUSTOMER SATISFACTION SURVEY AMERICAN BUS BENCHMARKING GROUP (ABBG)

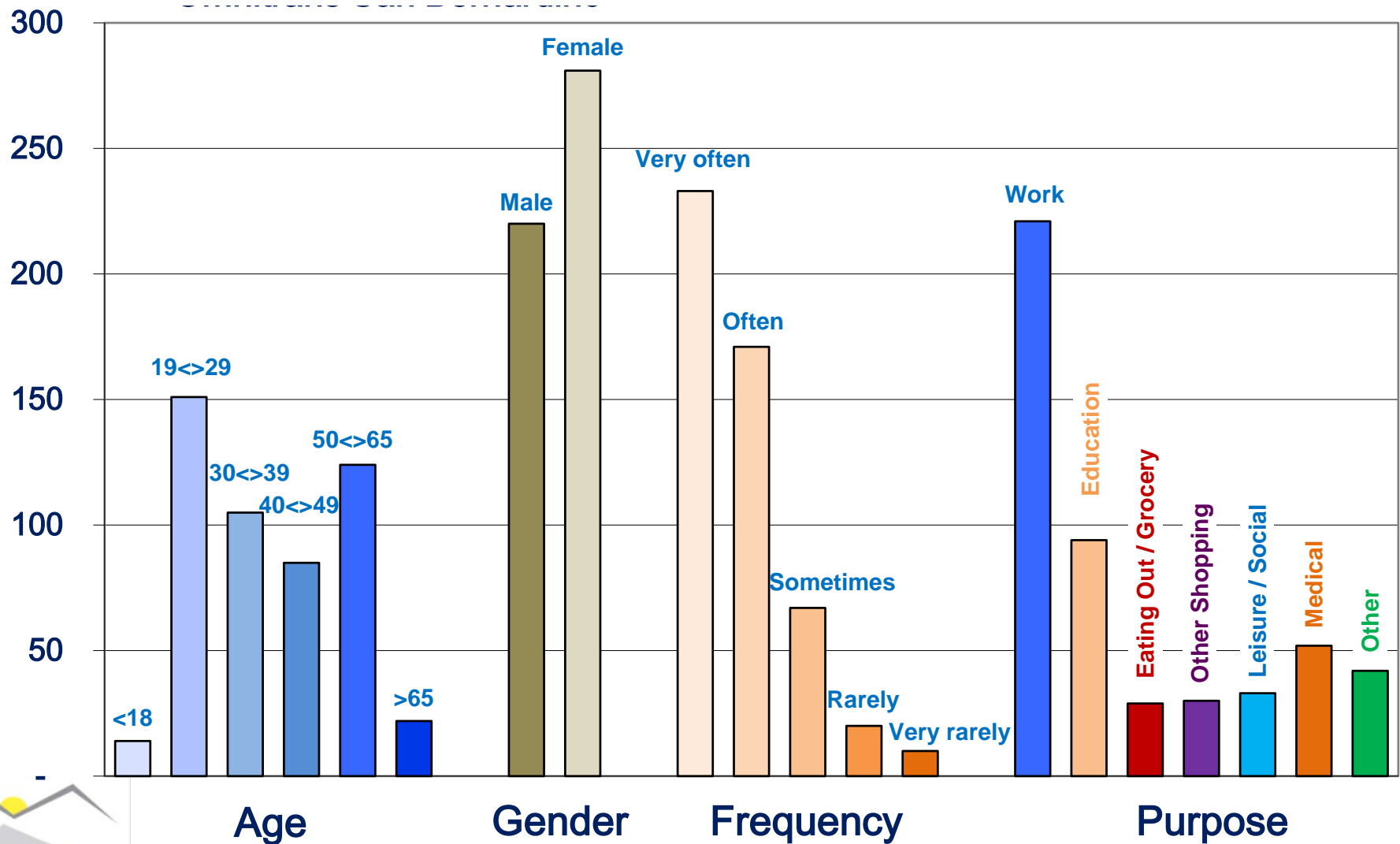


# ABBG Benchmarking Network

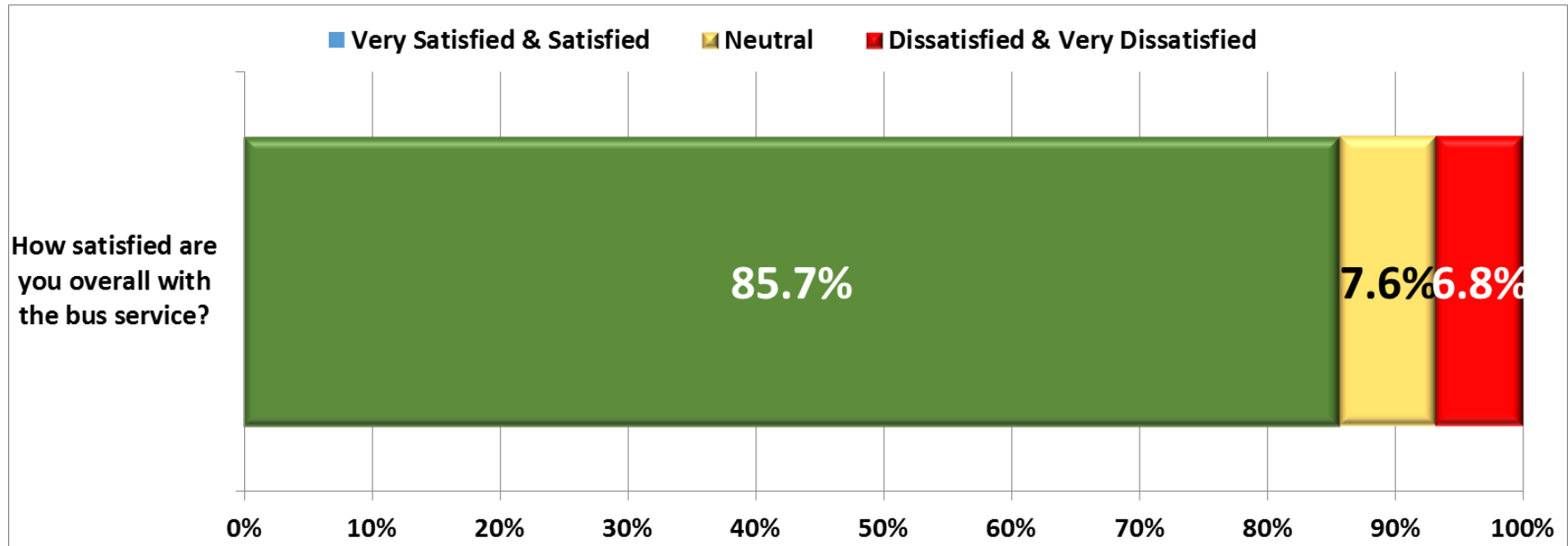




# Omnitrans: Quick Demographics



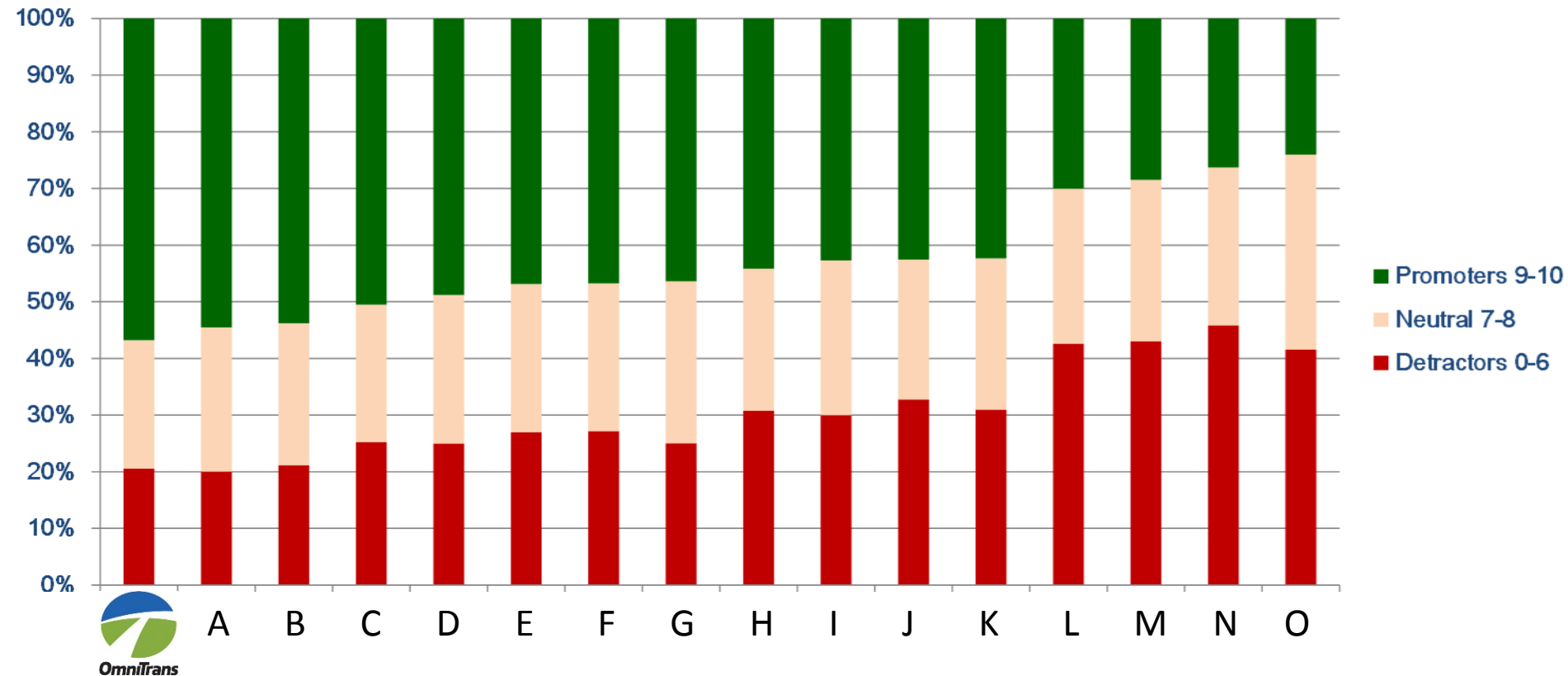
# Omnitrans Overall Satisfaction & Net Promoter Score



- 85.7% of responding customers gave Omnitrans a Positive Rating.
  - Highest in group.
- Avg. Score of 4.1 out of 5.
  - Highest in group.
- Net Promoter Score of 36.3%
  - Highest in group.

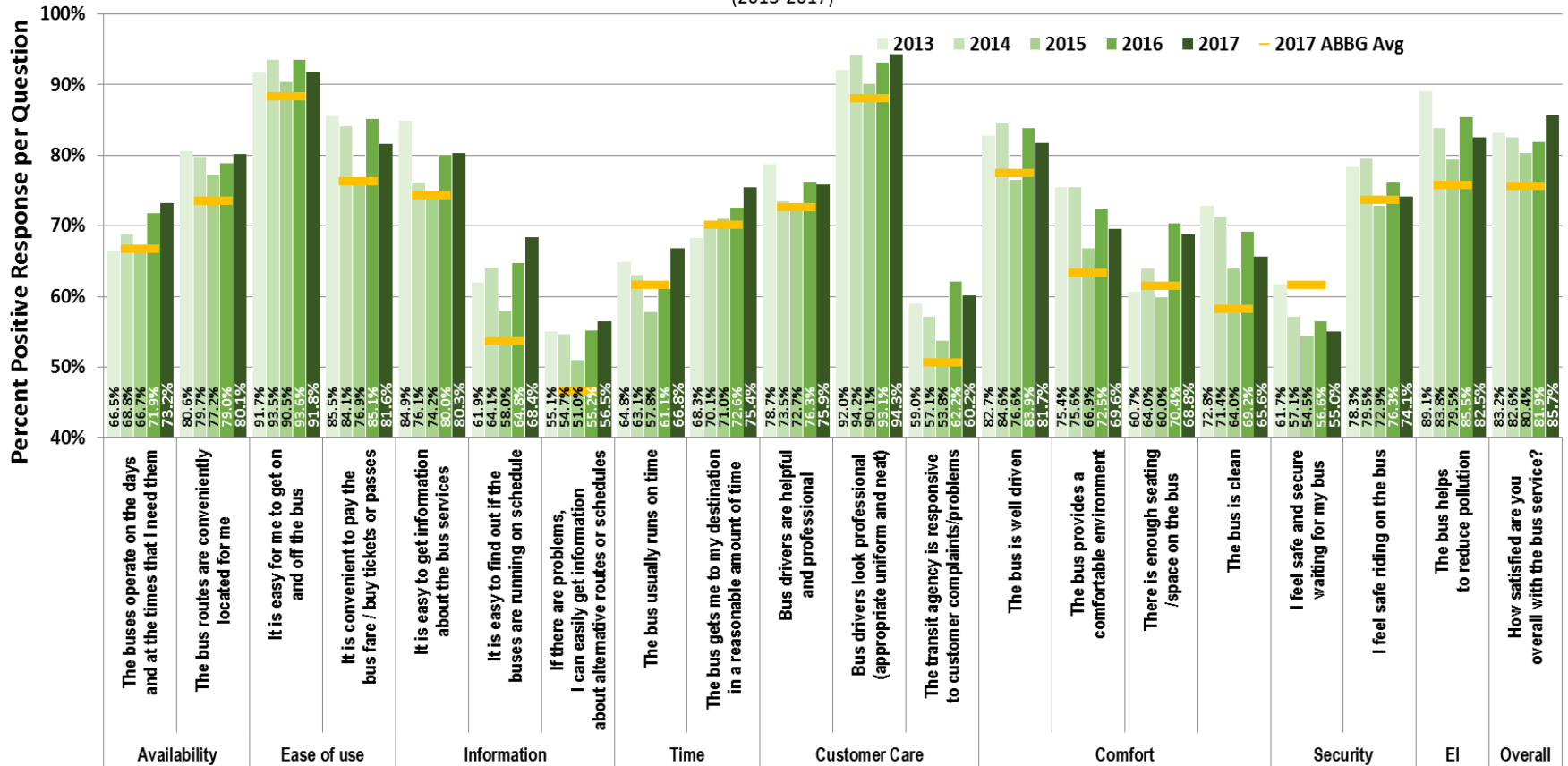
# Net Promoter Score

Distribution of Promoters, Neutrals and Detractors per ABBG member



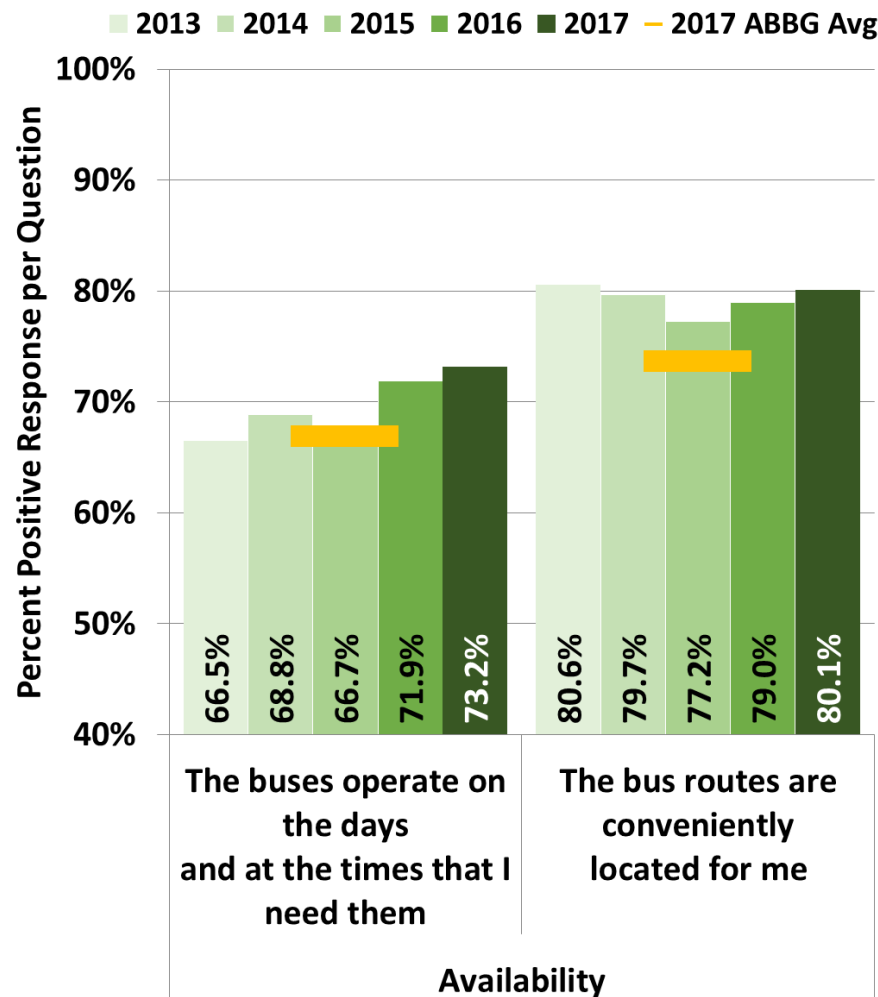
# 20 Satisfaction Questions in 9 Areas

(2013-2017)



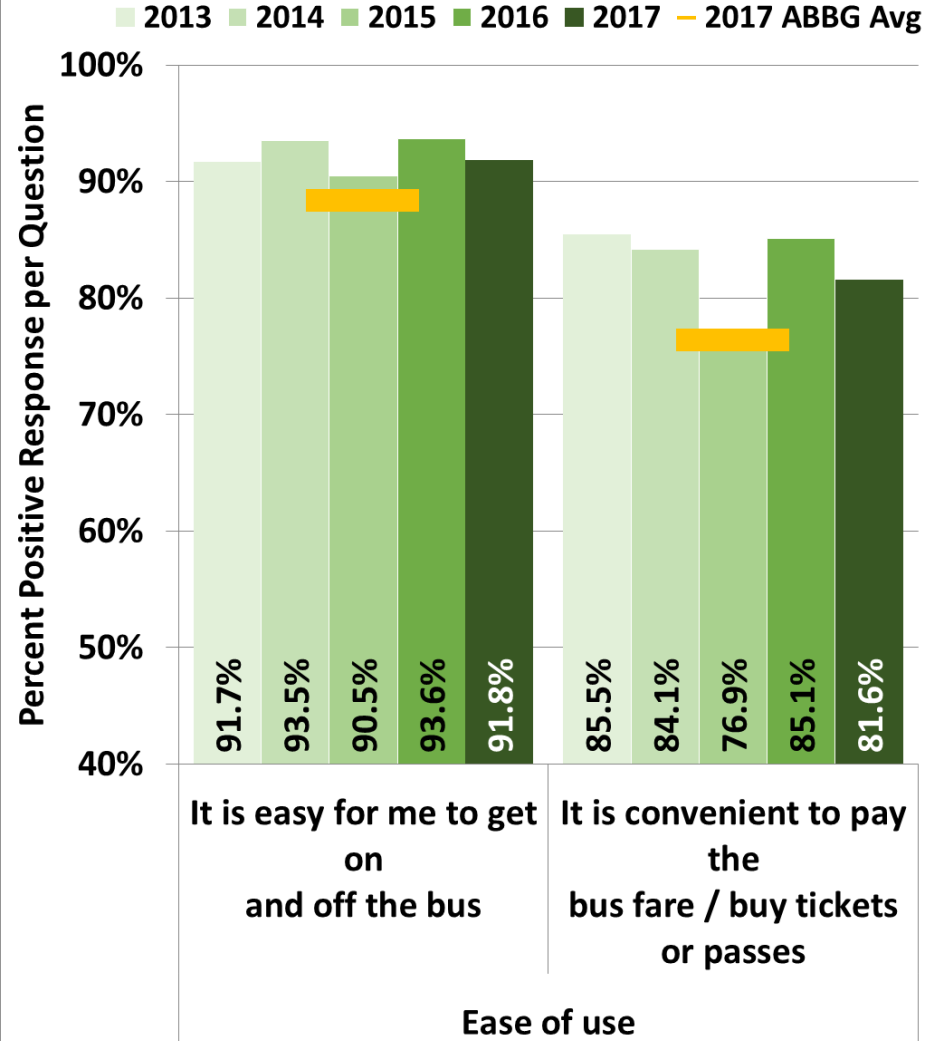
# Availability of Bus Service

- **Days/Time:**
  - 73.2% agree/strongly agree (positive) that buses operate days and times that they are need
  - **Top Quartile**
- **Conveniently Located:**
  - 80.1% positive
  - **Highest Score**



# Ease of Use

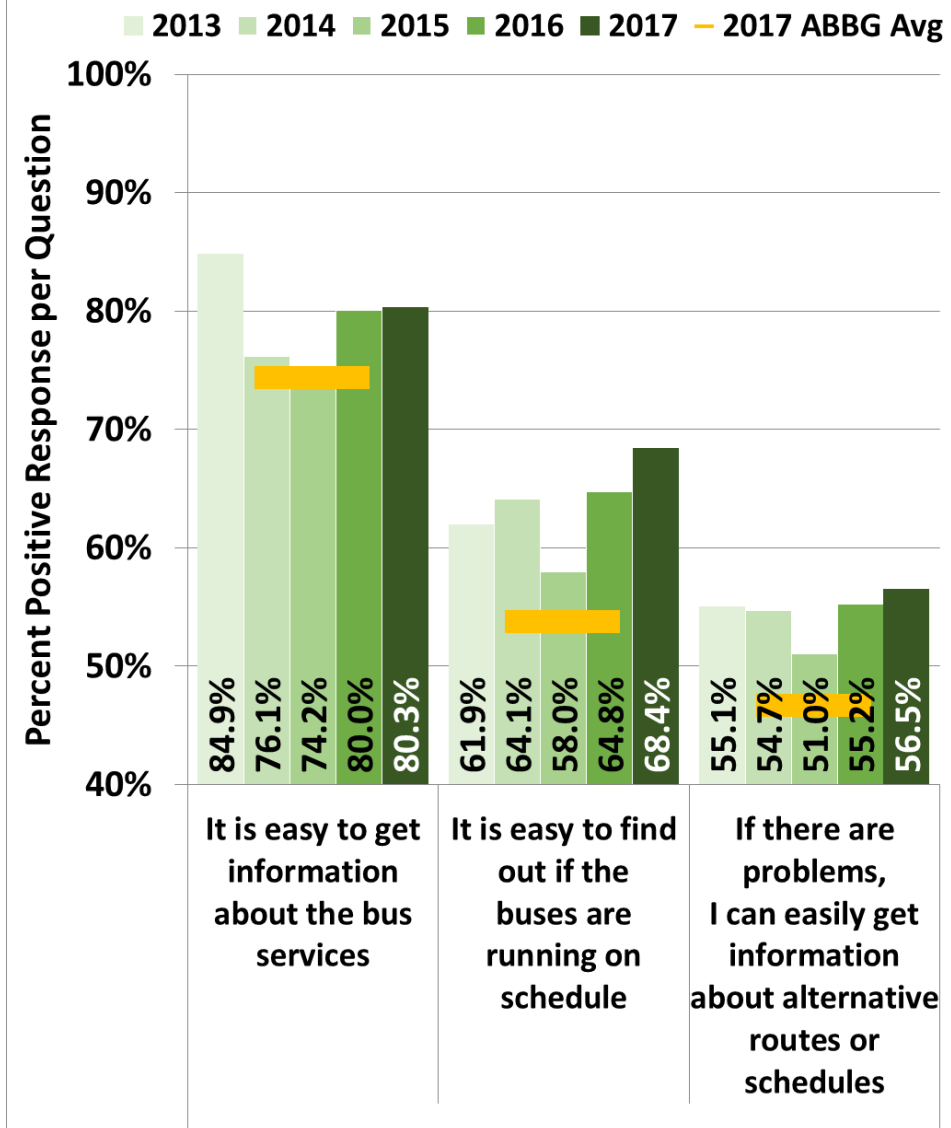
- **Get on/off Bus:**
  - 91.8% Positive
  - **Top Quartile**
- **Ease of Payment:**
  - 81.6% Positive
  - **Top Quartile**





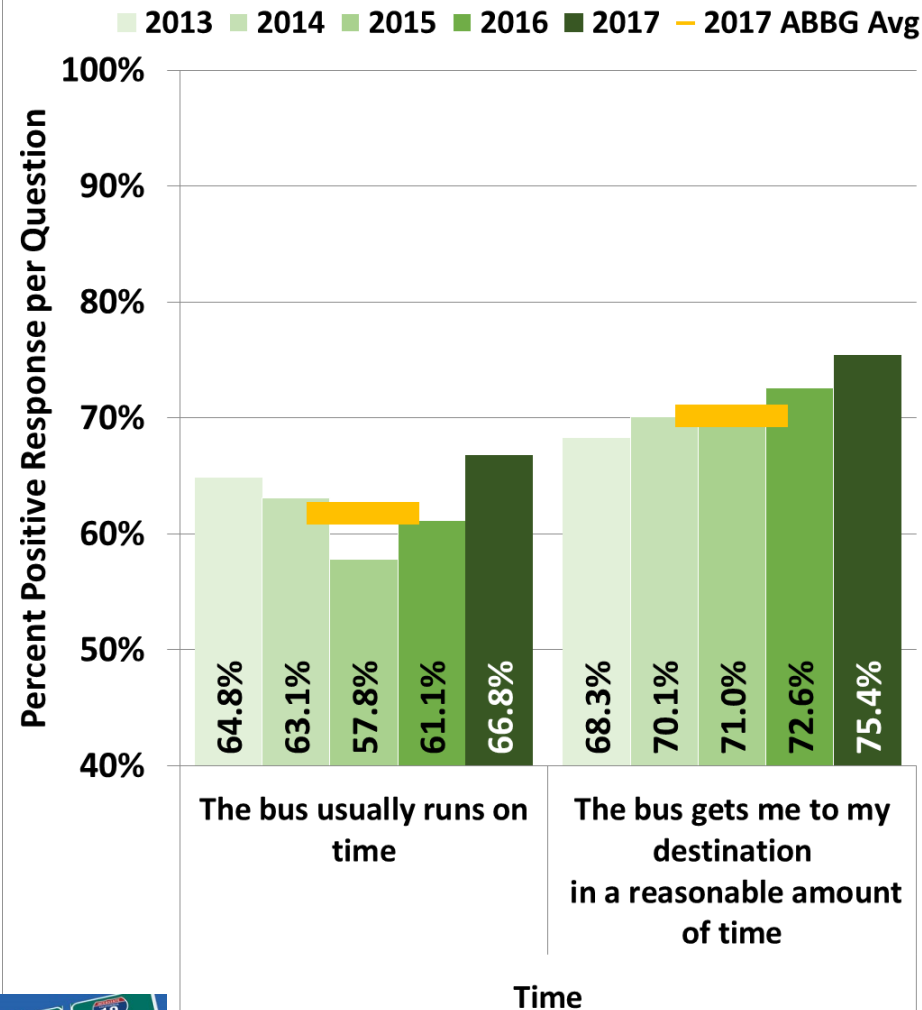
# Information

- **Ease of Acquiring Information**
  - 80.3% positive
  - **Top Quartile**
- **Easy to find out if buses are on-time:**
  - 68.4% Positive
  - **Top Quartile**
- **If problems, easy to find alternative information:**
  - 56.5% positive
  - **Top Quartile**



# Timeliness

- **Buses Usually Run on Time:**
  - 66.8% positive
  - **Largest Increase**
  - Actual OTP: 87.5%
- **Reasonable Travel Time:**
  - 75.4% positive
  - Growth each year
  - Focus of Planning Efforts
  - **Top Quartile (First time)**



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

Relax and ride the new Route 290 on I-10 or Route 215 on I-215. Free onboard Wi-Fi. Details at [www.omnitrans.org](http://www.omnitrans.org).



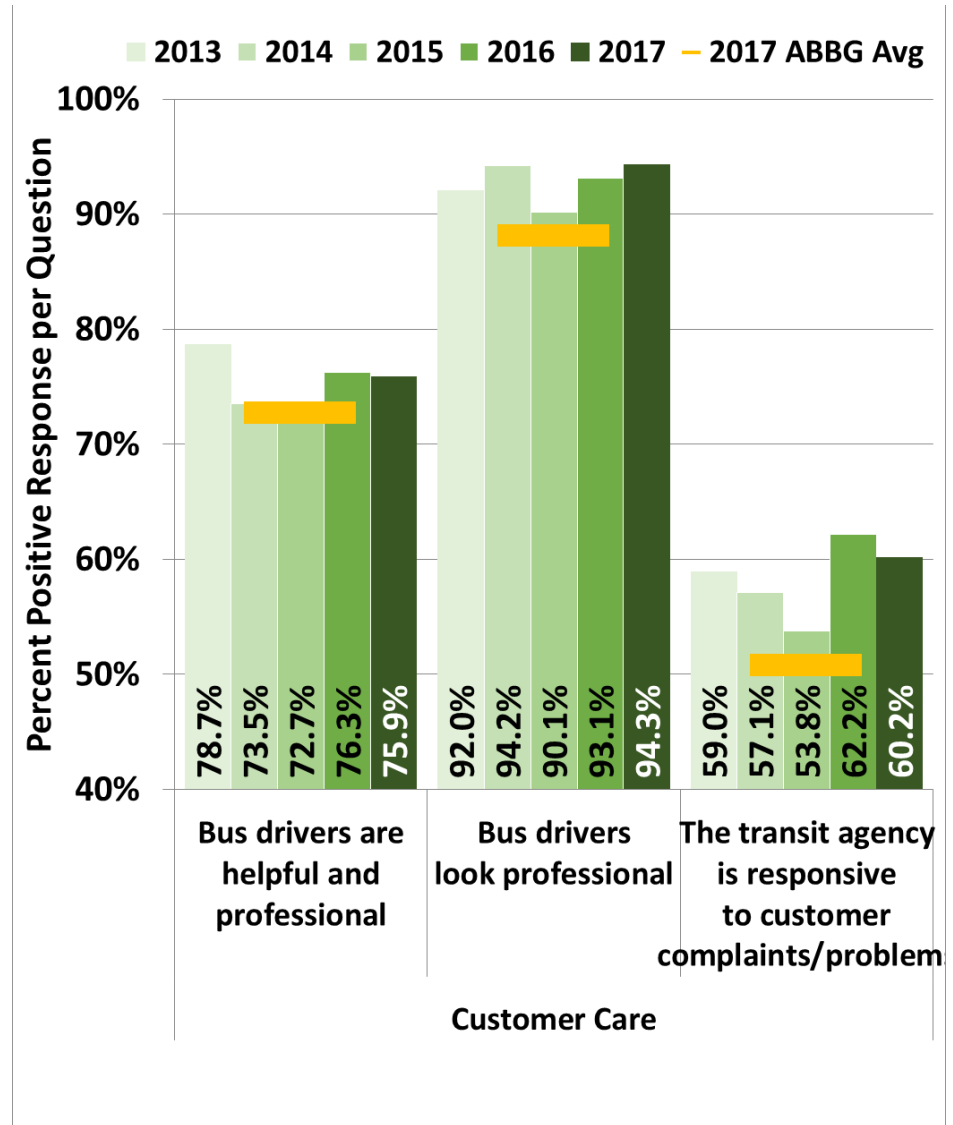
**OmniTrans**

Connecting Our Community



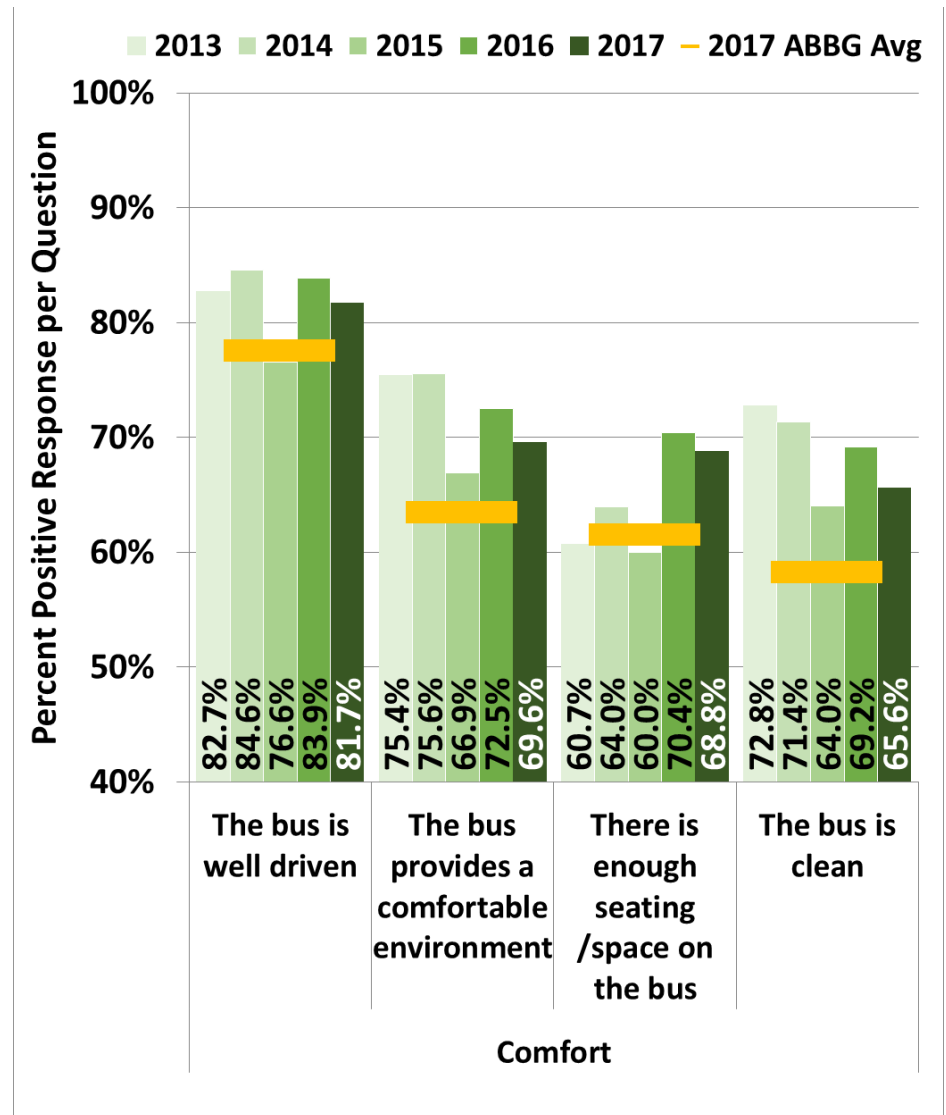
# Customer Care

- **Drivers Helpful & Professional:**
  - 75.9% Positive
- **Drivers Look Professional:**
  - 94.3% Positive
  - **Top Quartile**
- **Agency Responsiveness to issues:**
  - 60.2% positive
  - **Top Quartile**



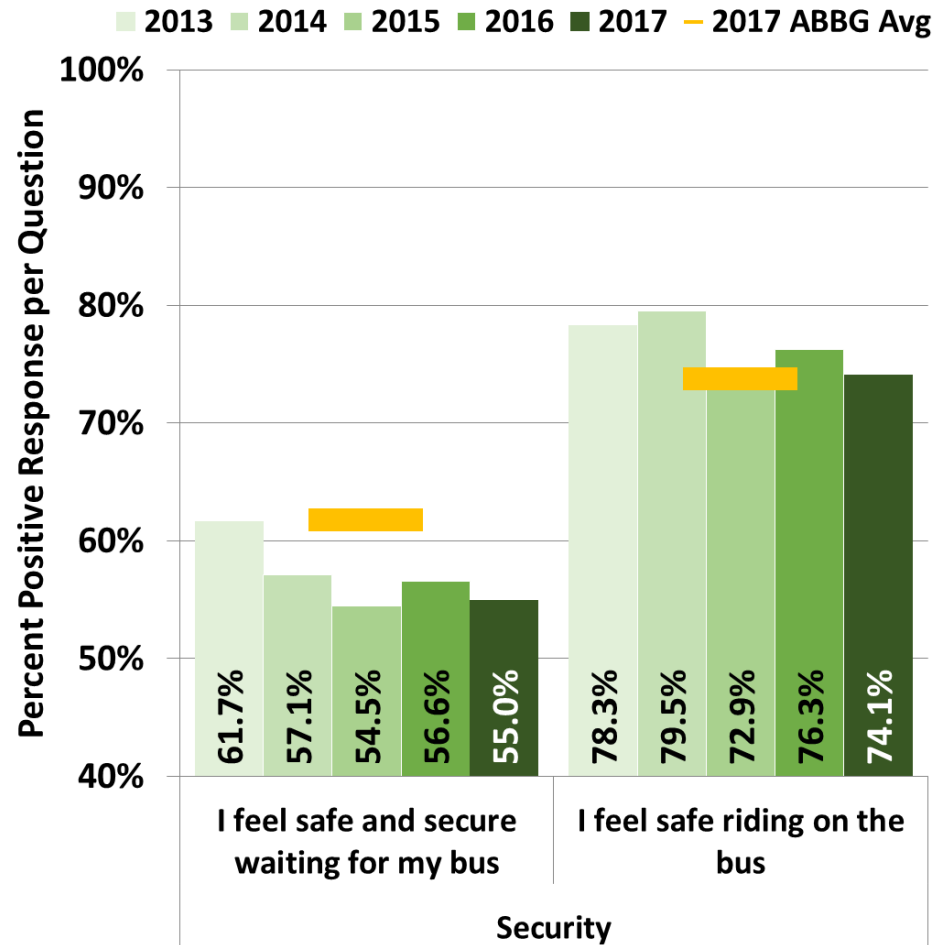
# Comfort

- **Well Driven:**
  - 81.7% Positive
  - **Top Quartile**
- **Comfortable Environment:**
  - 69.6% Positive
  - **Top Quartile**
- **Seating Availability:**
  - 68.8% Positive
  - **Top Quartile**
- **Bus Cleanliness:**
  - 65.6% Positive
  - **Top Quartile**



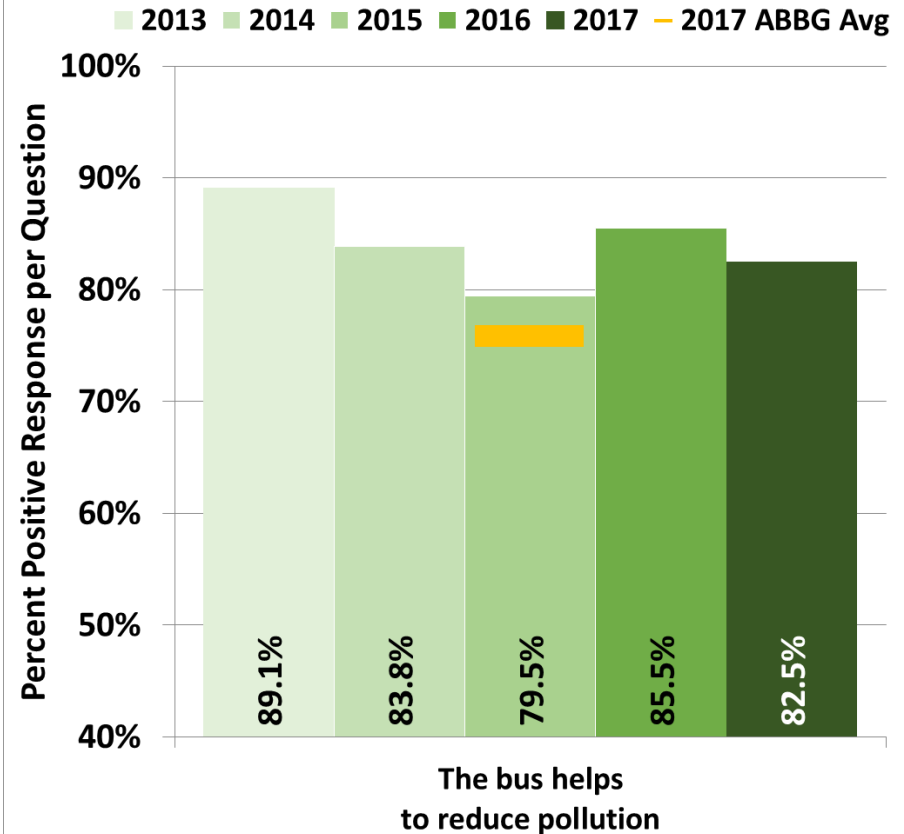
# Security

- **Waiting at Stop:**
  - 55.0% Positive
  - 29.2% neutral
  - **SBTC Survey:** 92% positive
  - **Onboard Survey:** 82% positive
- **Riding the Bus:**
  - 74.1% Positive



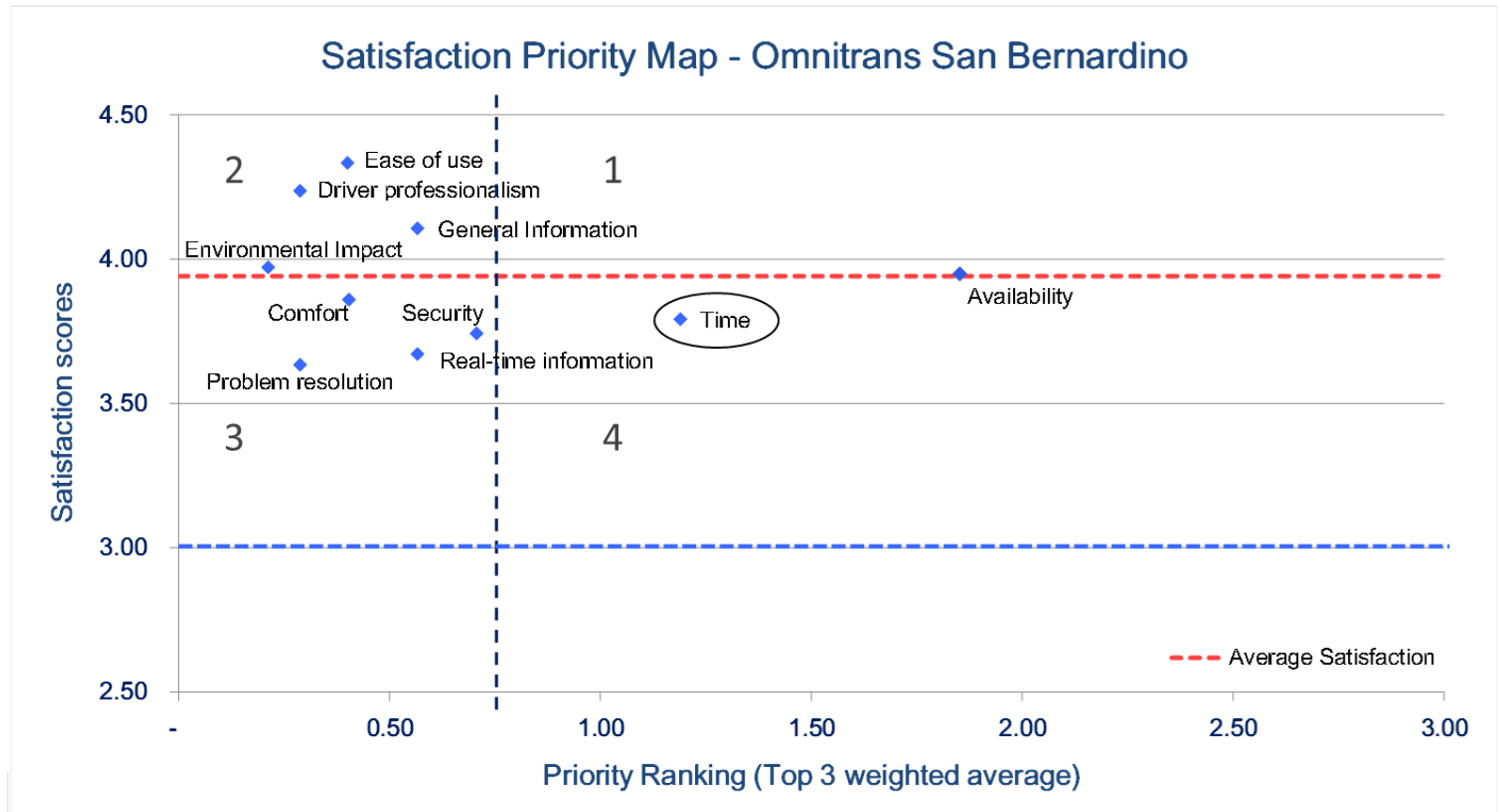
# Environmental Impact

- **Helps the environment**
  - 82.5% positive



# Importance Ranking & Satisfaction

## 8.11 Omnitrans San Bernardino Priority Map



# Conclusions

- Customer Satisfaction continues to grow.
- Positive Net Promoter Score is typically a precursor of growth
- Customer continue to state importance of Availability of Service & Time Competitiveness of Service
  - Satisfaction, particularly in timeliness continues to grow
  - Planning efforts to continue aimed at further improvements on this measure





**THANK YOU**

**Omnitrans**  
Connecting Our Community.



# OMNICONNECTS SHORT-RANGE TRANSIT PLAN FY2019-2025

Status Update:  
Demographic Trends,  
Stakeholder Feedback, Public Input,  
and Goals.



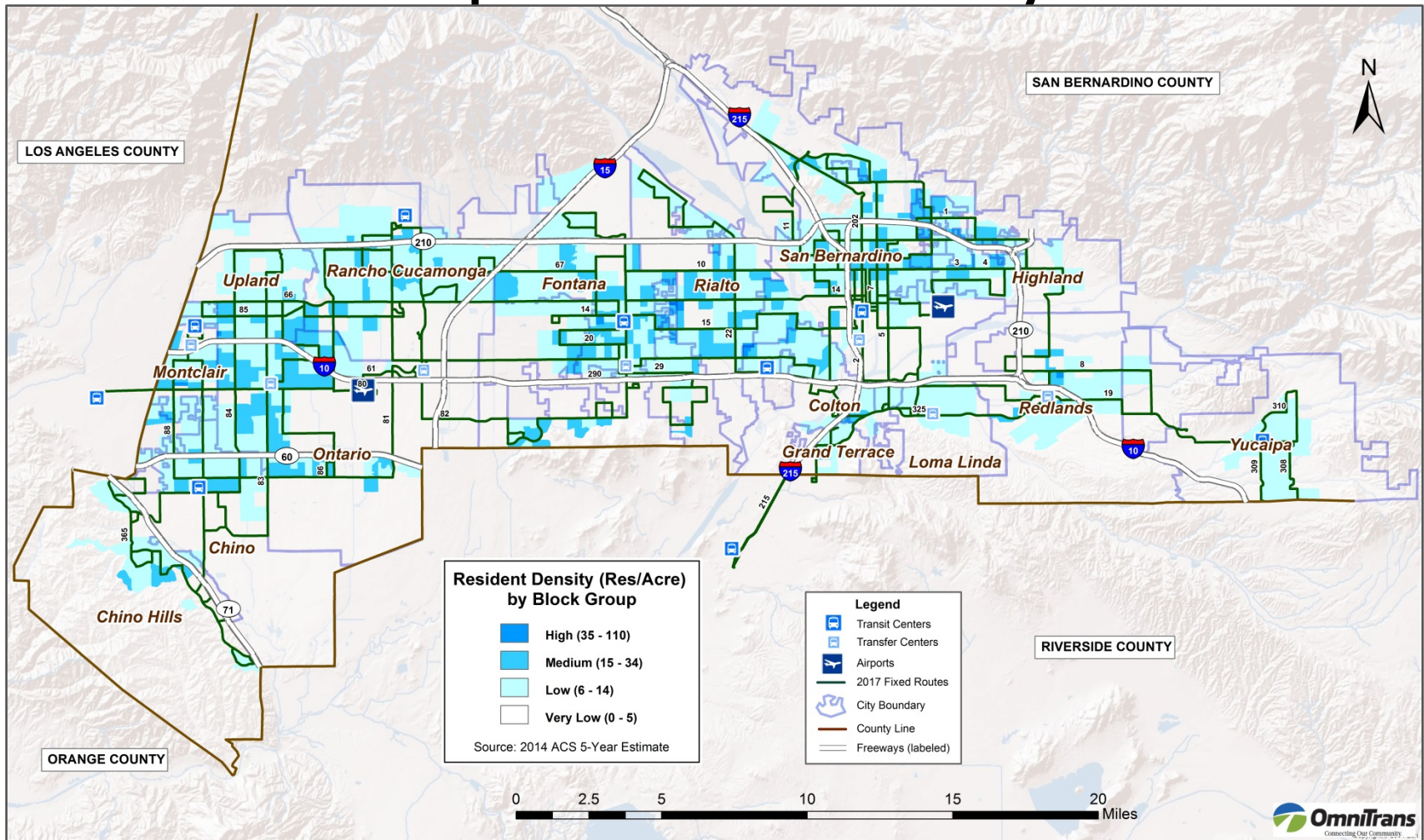


# Current Status

- Omnitrans Board of Directors
  - Kicked off SRTP in April 2017
  - Authorized Public Meetings in June 2017
- Tasks completed since
  - Demographic and Community Trends Analysis
  - JPA Member Stakeholder Meetings
  - Public Input Sessions
  - Goal Development
- Today's Presentation Highlights Key Findings



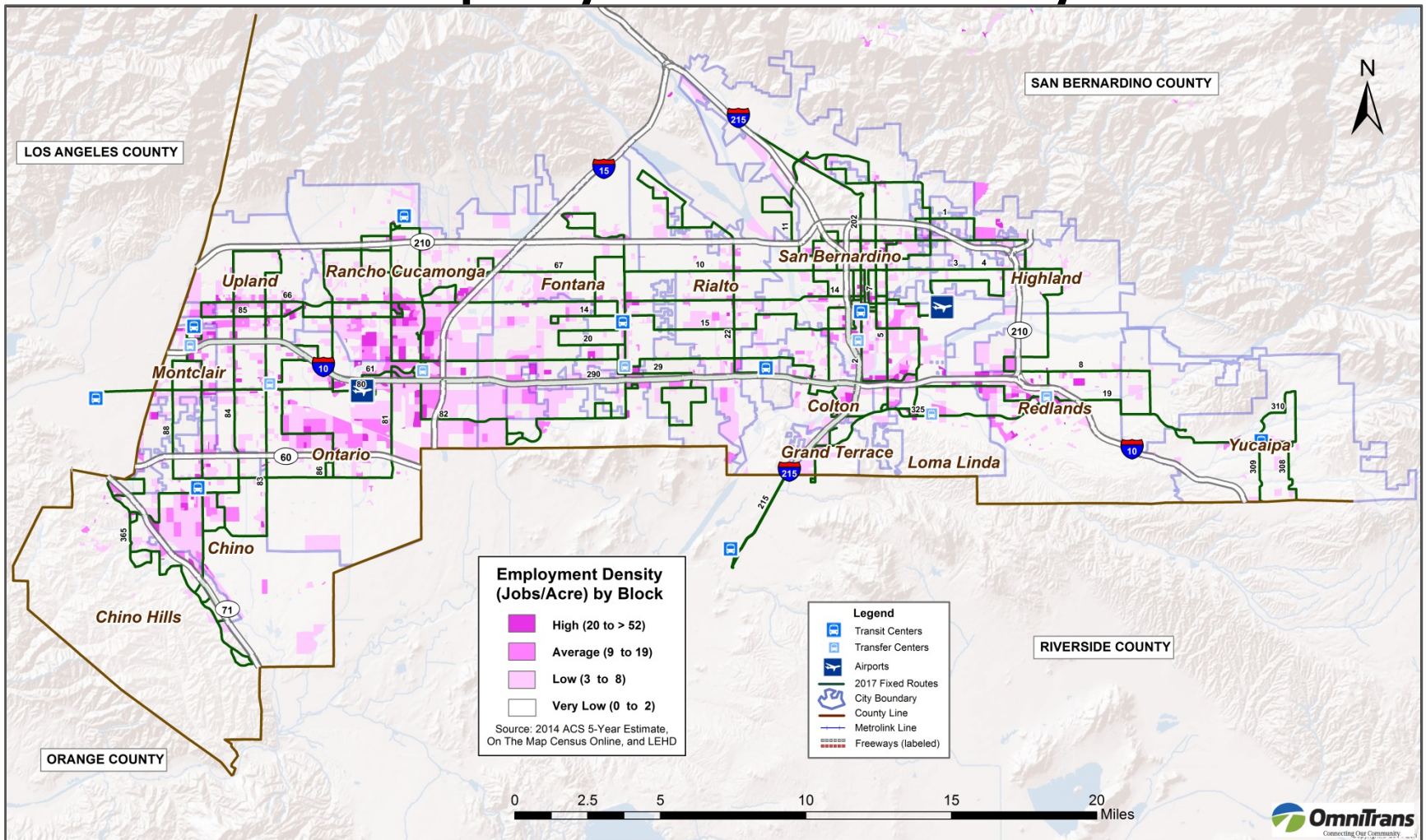
# Population Density



- Residential density not uniform in distribution; two high density regions seen—one in the east, and one in the west.



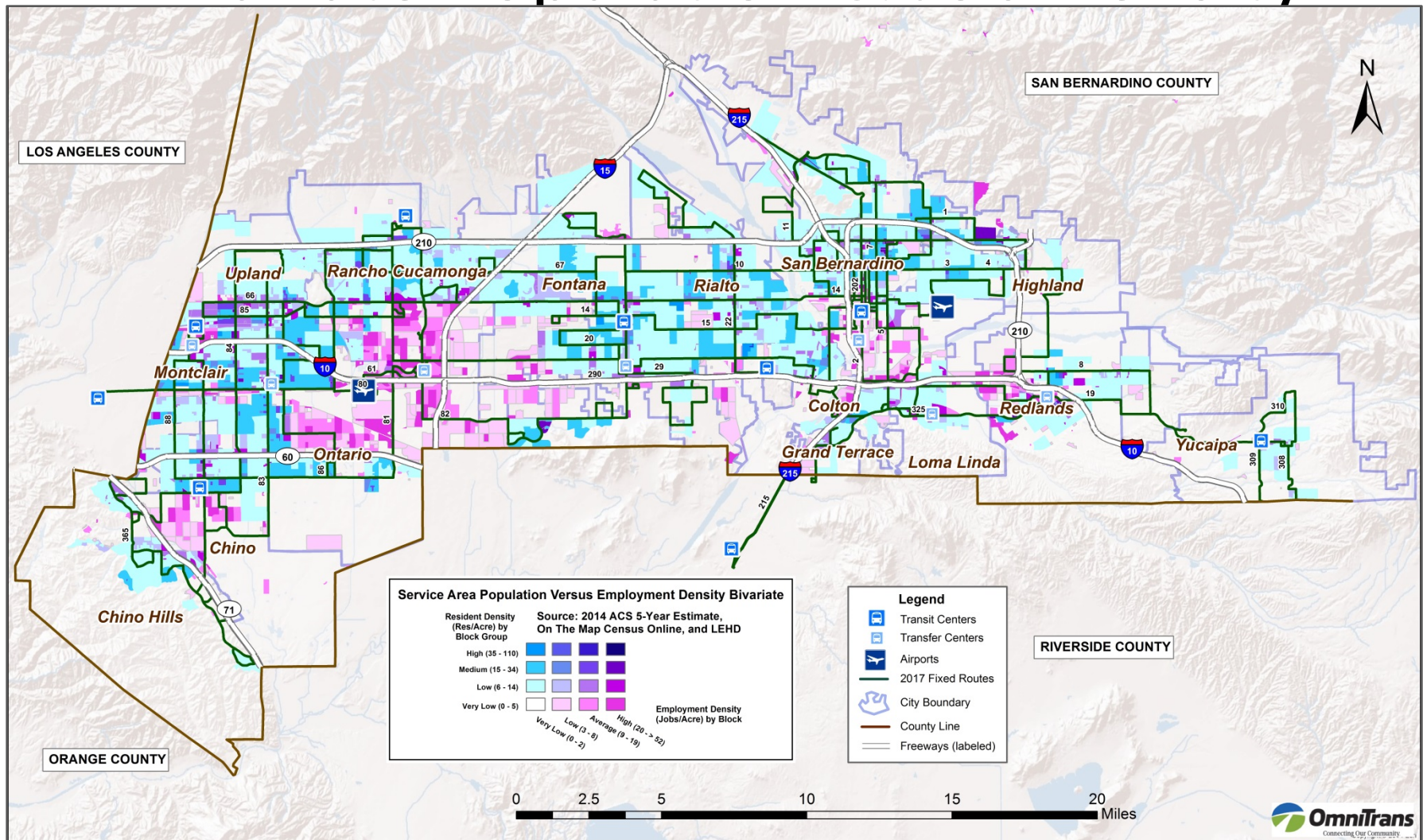
# Employment Density



- Jobs found in highest density in San Bernardino, Loma Linda, Redlands, and particularly Ontario. Greatest job density found from the southern-most portion of Rancho Cucamonga throughout Ontario and into western Fontana.

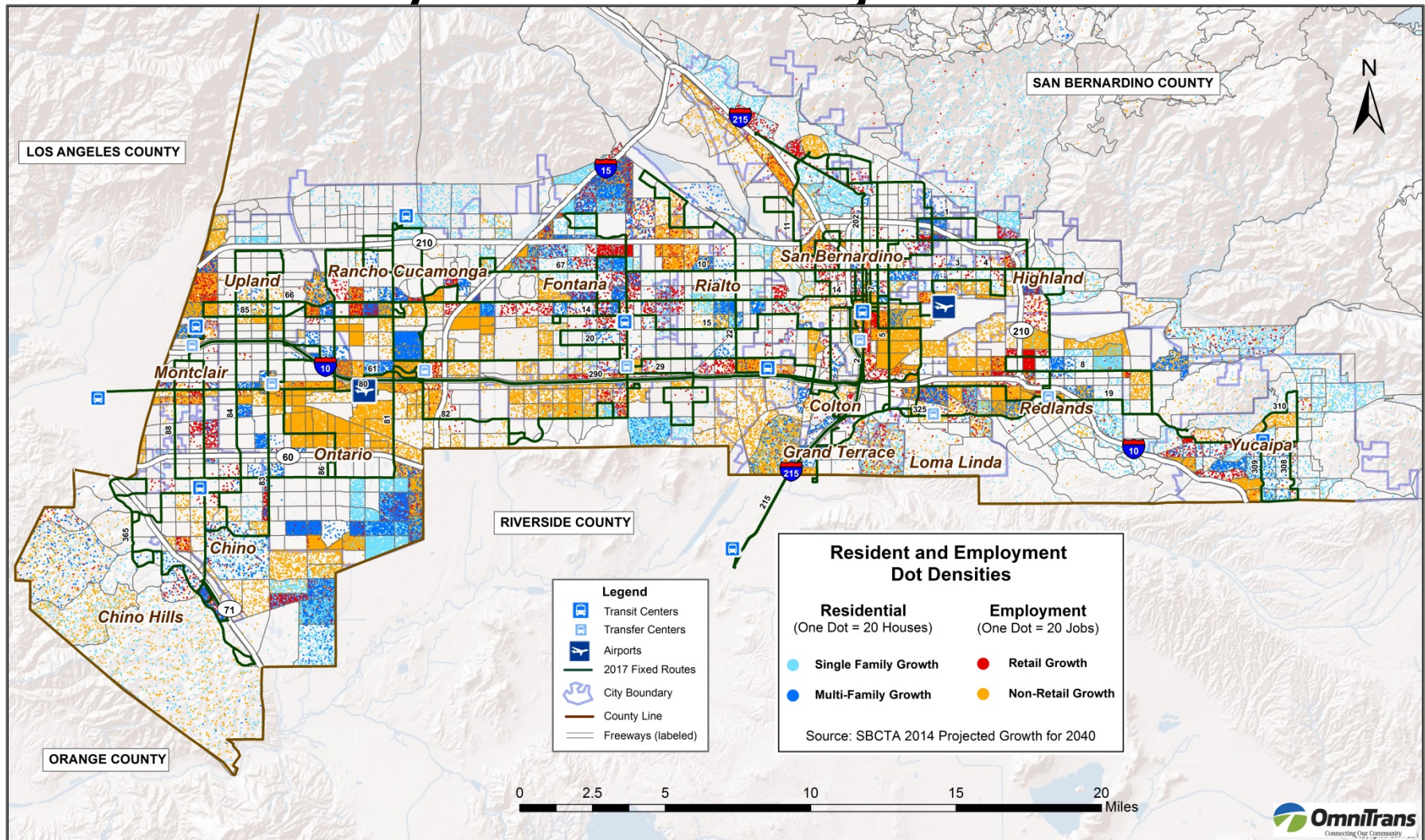


# Bivariate Population & Job Density





# Dot Density Growth Projection for 2040



- Employment growth in the west (Ontario) will outpace that in the east, and resident growth will be more peripheral (south Ontario, east Chino, north Fontana).



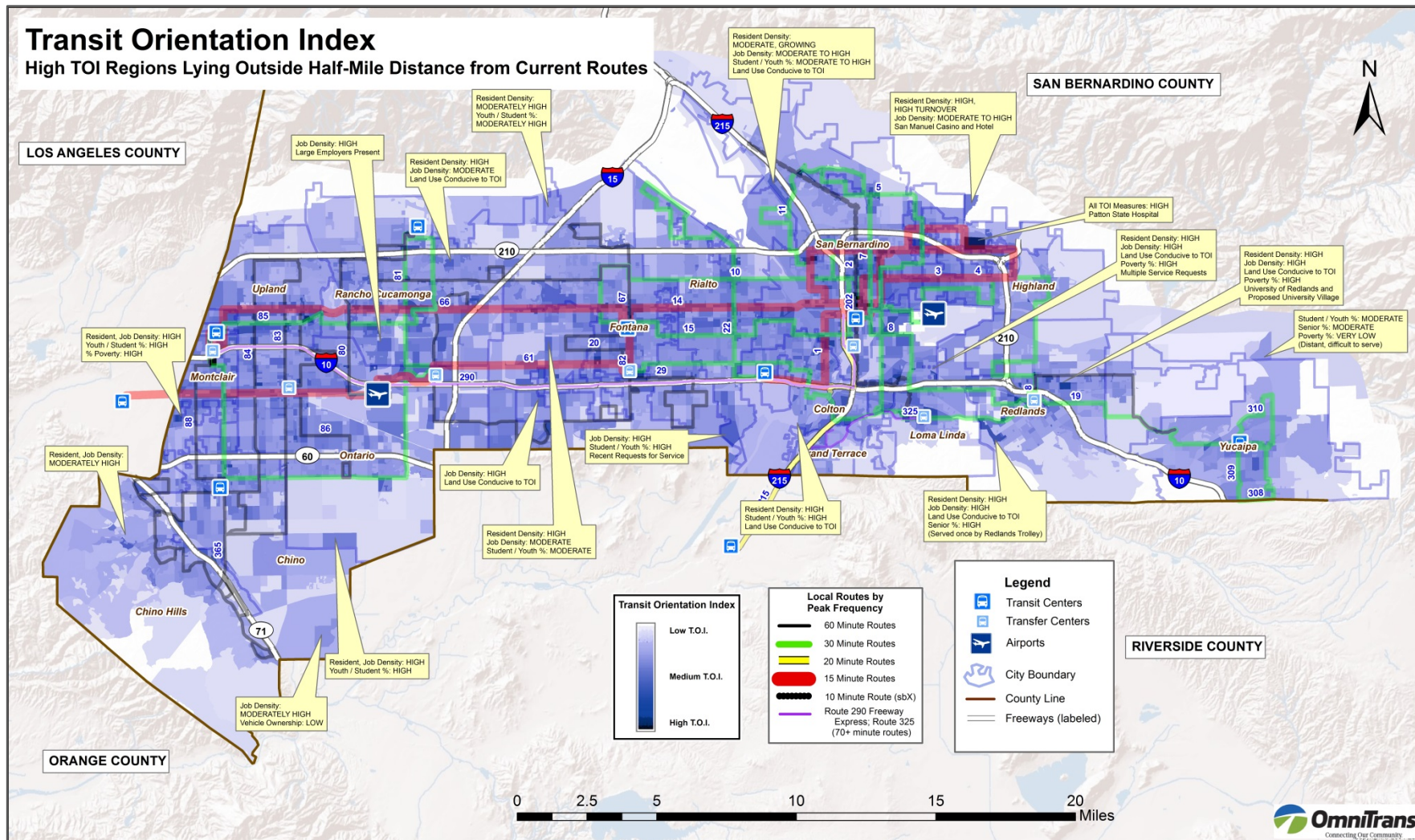
CONNECTING  
COMMUNITIES



- Evaluated several transit dependency stats: Household Income, Living below poverty line, No car households, seniors, youth, etc)



# Transit Orientation Index



- Weighted combination of density and demographics to indicate likelihood of transit ridership.

# Intro to JPA Member Meetings

- Meetings with JPA members held from May to July of this year.
- Staff learned of city needs and latest planned developments for each city.



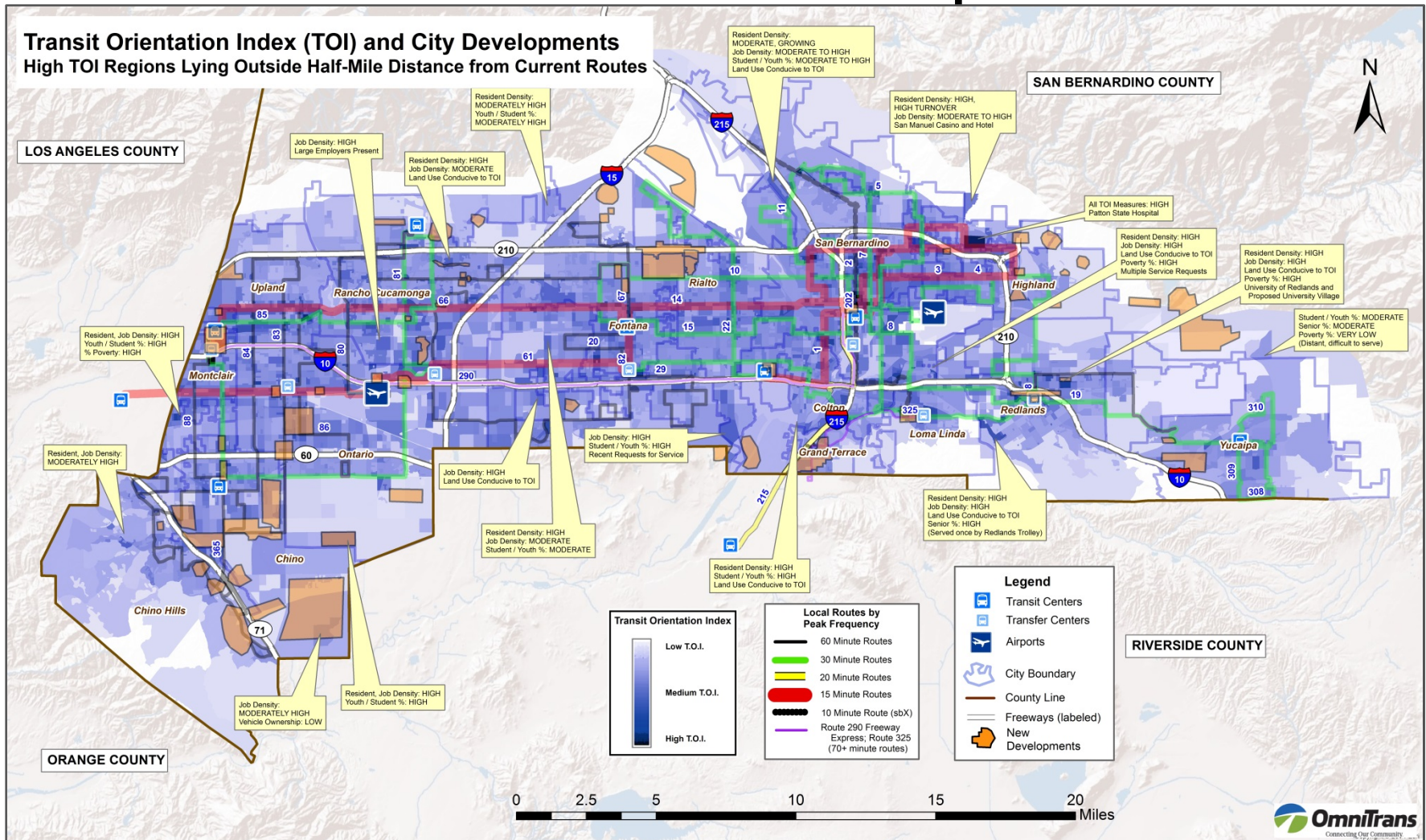


# Key Planned Developments

- **Butterfield Ranch and Soquel Canyon** in Chino Hills;
- Chino's **College Park Specific Plan**, associated with Chaffey College;
- **Enclave** residential plan for Upland;
- **Ontario Ranch**, Ontario's **Heal Zone** and the TCC Grant Application project area;
- **Empire Lakes & Empire Yard** development in Rancho Cucamonga ;
- **The Arboretum**: Residences planned for northern Fontana
- Rialto's **Renaissance Specific Plan** for warehouses, mixed commercial and residential use, in northern Rialto;
- **Large warehouses to be built near Agua Mansa** in south Rialto and east Colton.
- Barton Road and 215 Freeway off ramp **Entryway Roundabout**—and its associated development in Grand Terrace;
- **Carousel Mall** area associated with a new downtown specific plan in San Bernardino;
- **City Creek, Mediterra, and Harmony Development** in eastern Highland;
- **University of Redlands Village Plan**; and,
- Yucaipa's **Crafton Hills College Village Plan**.

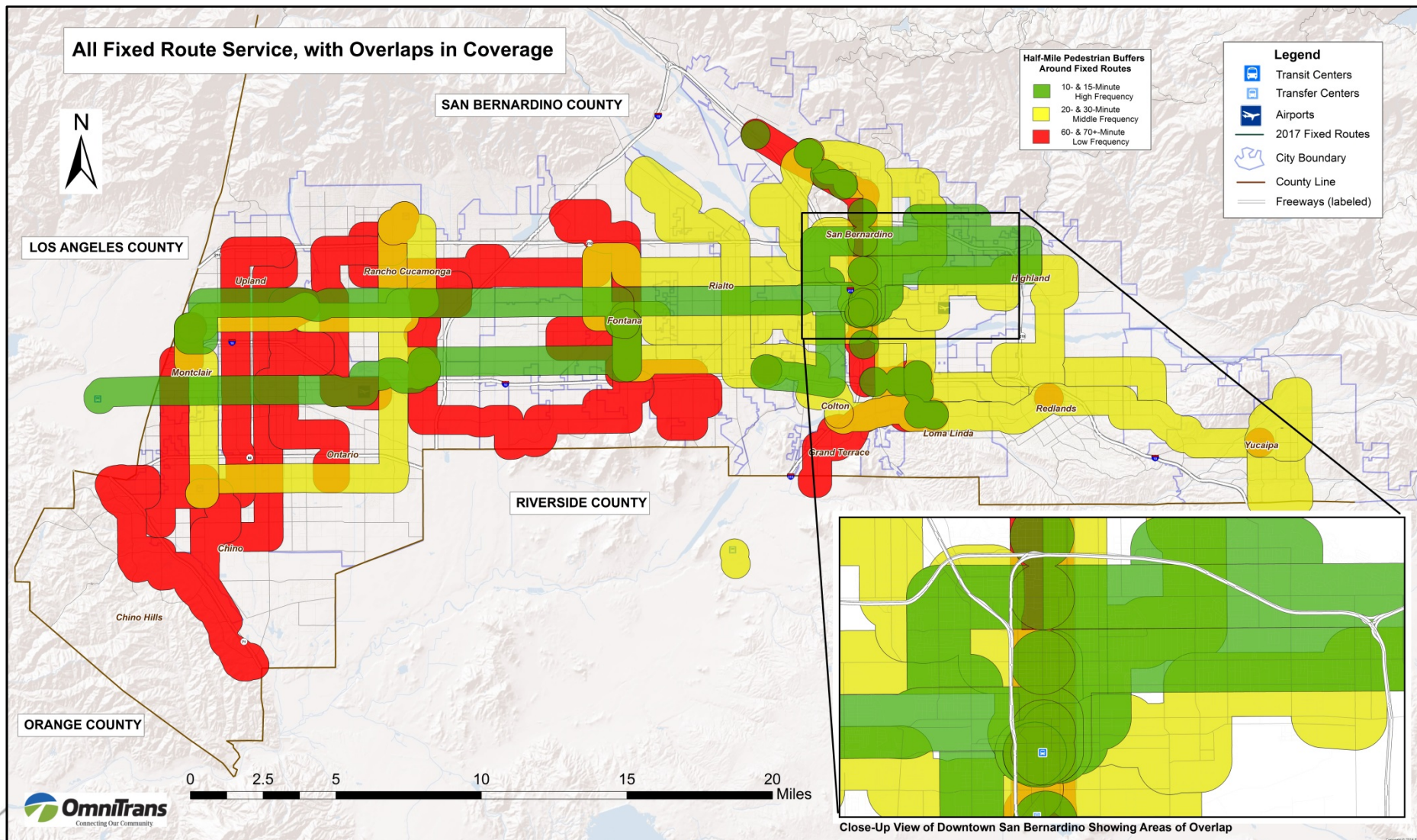


# TOI & Planned Developments





# Compare TOI & Developments to Coverage Area Maps



# Public Input Meetings

Gathered information at 19 public meetings.

Interacted with approximately 1,500 individuals. Got 1,116 comments.

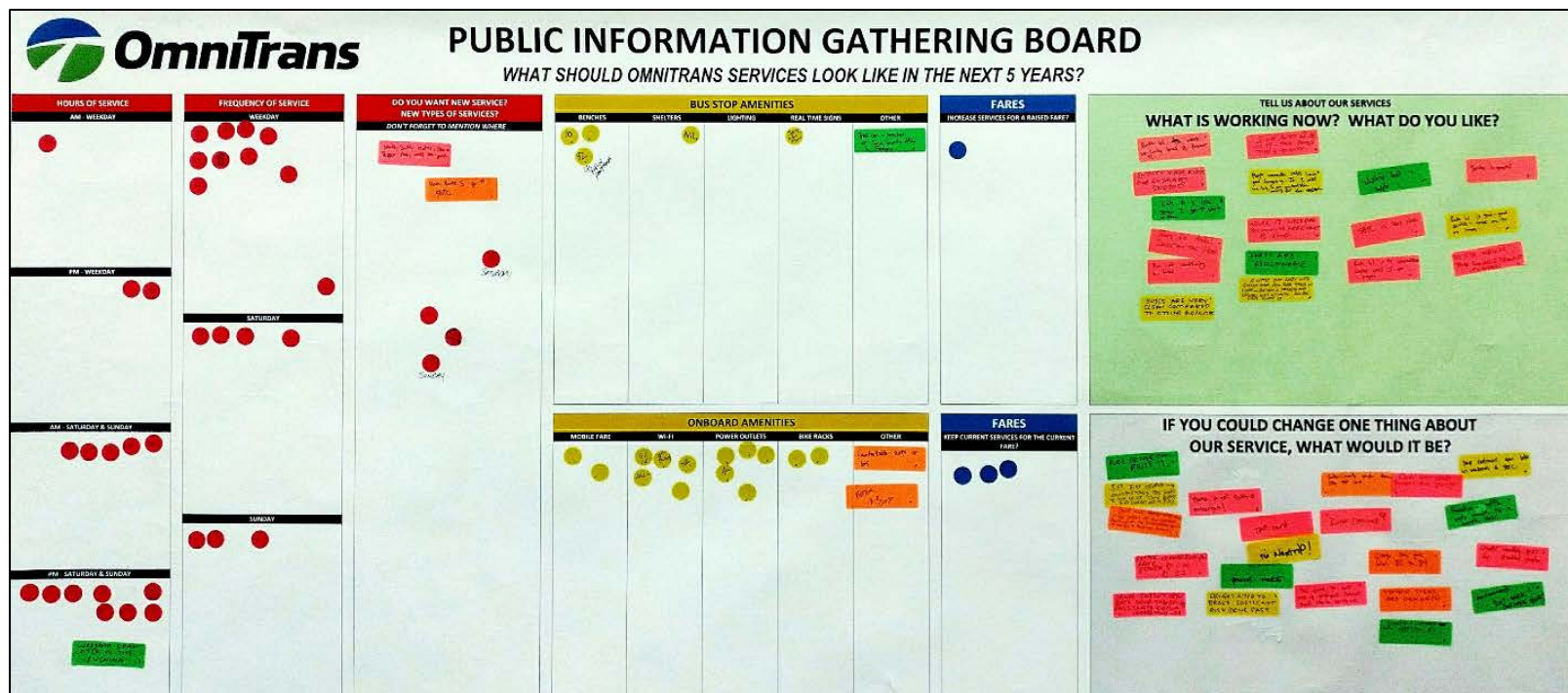
Monday 6-19		Tuesday 6-20	Wednesday 6-21	Thursday 6-22	Friday 6-23	Monday 6-26	Tuesday 6-27
6:00 AM	San Bernardino Transit Center	Montclair Transit Center	Fontana Transit Center	Ontario Civic Center Transfer Station		Chino Transit Center	San Bernardino Transit Center
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM	Redlands Transfer Mall	Chaffey College Transit Center	Arrowhead Regional Medical Center Bus Stops	Ontario Mills Bus Stop			
11:00 AM						Riverside & Foothill Bus Stops (Rialto)	
12:00 PM							
1:00 PM					San Bernardino Transit Center		
2:00 PM	Highland & Boulder Bus Stop (Highland)	Chino Transit Center					
3:00 PM							Fontana Transit Center
4:00 PM			Ontario Senior Center (Formal Meeting)	Montclair Transit Center		Yucaipa Transit Center	
5:00 PM	Omnitrans East Valley Office (Formal Meeting)						
6:00 PM							
7:00 PM							
8:00 PM							





# Public Input Meetings

Comment Board as a hands-on tool for further public engagement



The image shows a large public information gathering board for OmniTrans. The board is divided into several sections for public input. On the left, there are sections for 'HOURS OF SERVICE' (AM - WEDNESDAY, PM - WEDNESDAY, AM - SATURDAY & SUNDAY, PM - SATURDAY & SUNDAY) and 'FREQUENCY OF SERVICE' (WEDNESDAY, SATURDAY, SUNDAY). These sections contain red dots indicating service frequency. The middle section is titled 'PUBLIC INFORMATION GATHERING BOARD' and 'WHAT SHOULD OMNITRANS SERVICES LOOK LIKE IN THE NEXT 5 YEARS?'. It includes sections for 'DO YOU WANT NEW SERVICE? NEW TYPES OF SERVICES? DON'T FORGET TO MENTION WHERE', 'BUS STOP AMENITIES' (BENCHES, SHELTERS, LIGHTING, REAL TIME DATA, OTHER), 'ONBOARD AMENITIES' (MOBILE FARE, WIFI, POWER OUTLETS, BIKE RACKS, OTHER), and 'FARES' (INCREASE SERVICES FOR A RAISED FARE?, KEEP CURRENT SERVICES FOR THE CURRENT FARE?). The right side of the board has two sections: 'TELL US ABOUT OUR SERVICES WHAT IS WORKING NOW? WHAT DO YOU LIKE?' and 'IF YOU COULD CHANGE ONE THING ABOUT OUR SERVICE, WHAT WOULD IT BE?'. These sections are covered with numerous colorful sticky notes containing handwritten feedback.

Public board comments were greater than comment cards, 45.4% to 36.7%.

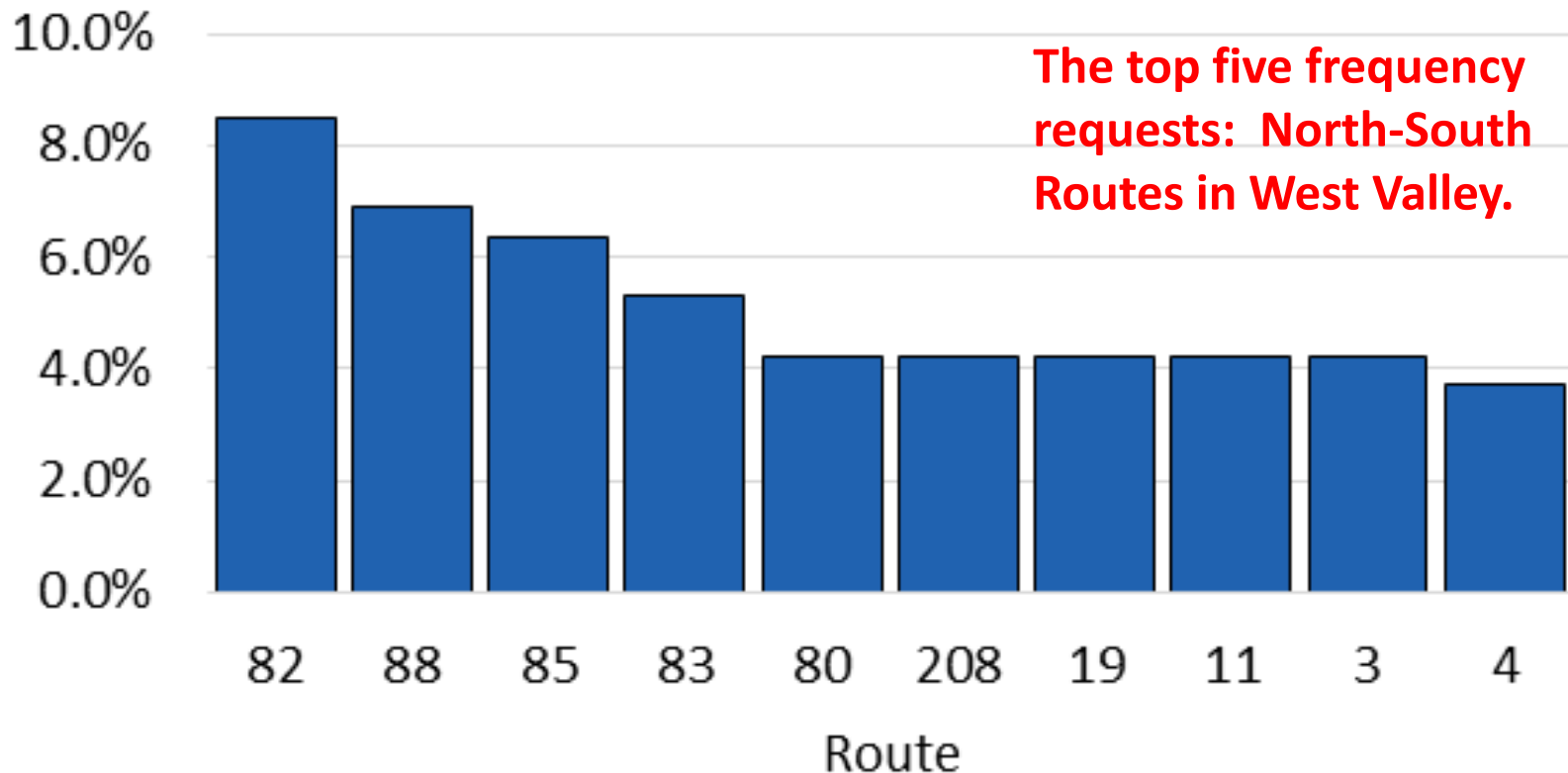
# Public Input Key Findings

- Additional Service Requests (44.2%)
  - Frequency, Service Span, Weekend Service, Holiday Service, New Routes
- At Stop or On-Board Amenities (18.5%)
  - Benches, Lighting, Shelters, Wi-Fi, USB Plugs
- Fares (3.9%)
- Other (33.4%)

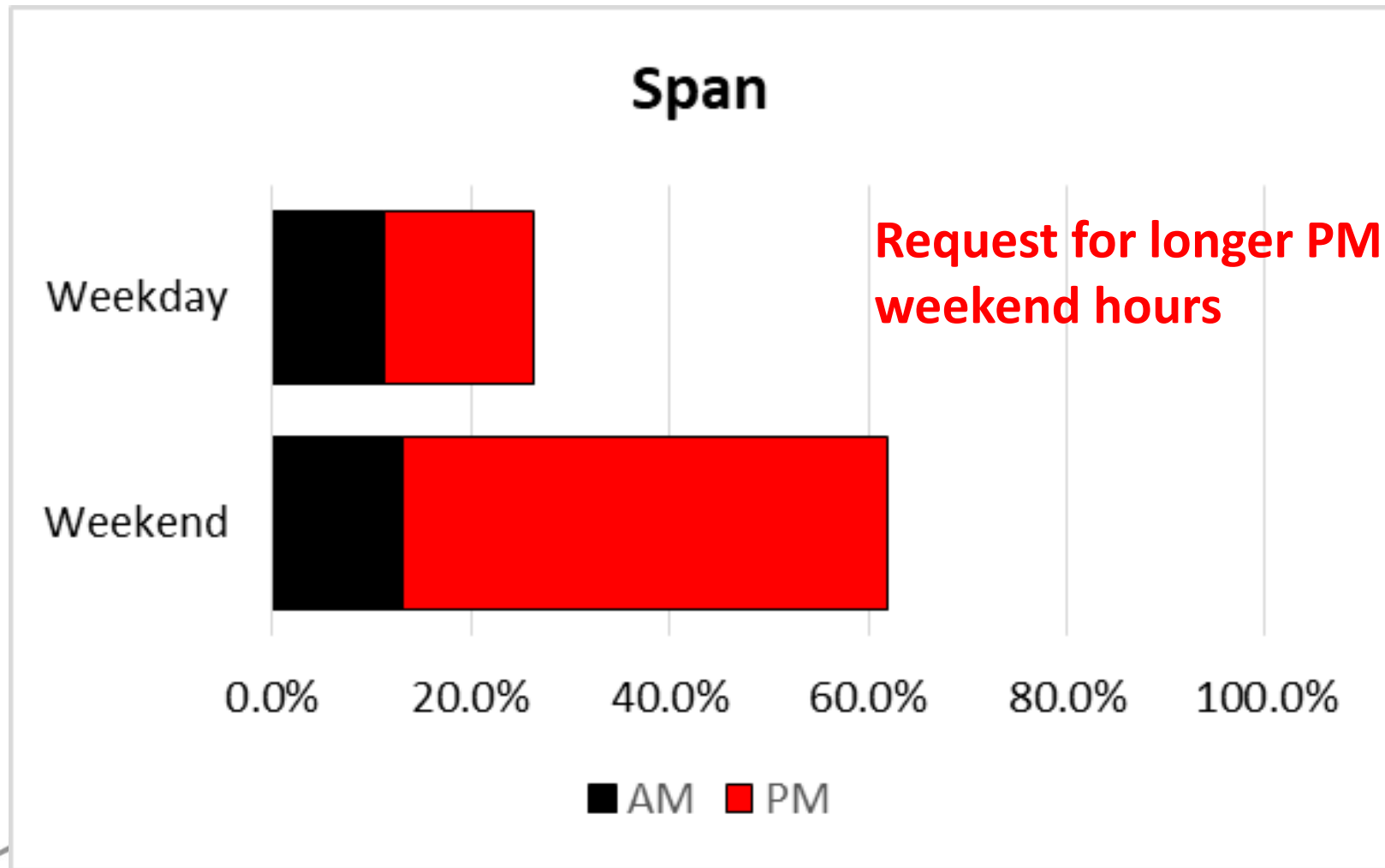


# Public Input Key Findings

## Frequency



# Public Input Key Findings





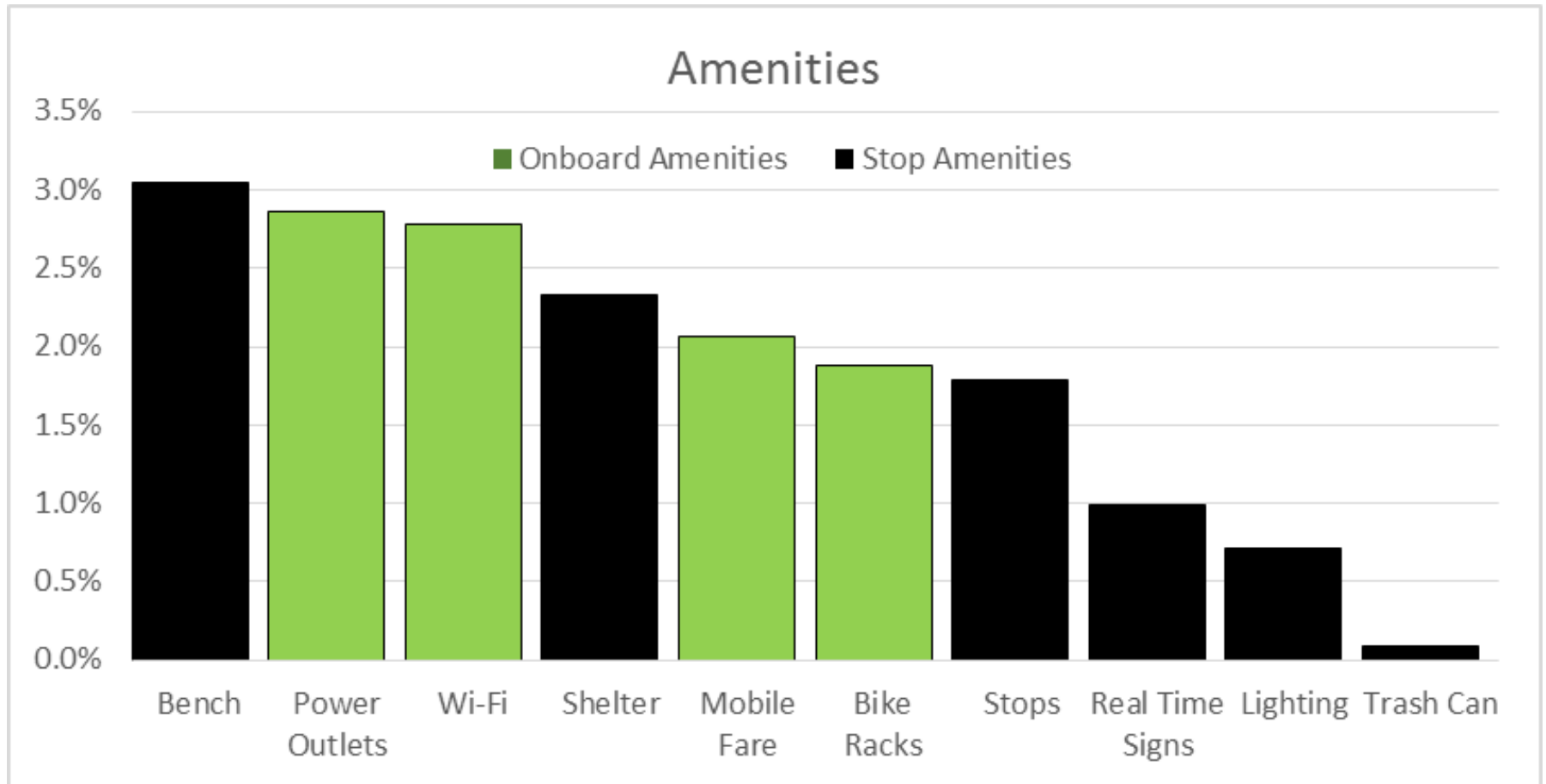
# Public Input Key Findings

## *Network Coverage*

- Provide a connection to Eastvale.
- Provide more service to warehouse distribution centers.
- More Express services: freeway or limited stop.



# Public Input Key Findings



# SRTP Goals

- Used to refine KPI changes
- Focus service change proposals
- Prioritize changes
- Later to feed strategic plans and annual implementation strategy

# Recommended Changes

#	OmniConnects 2014-2020 Goals	Proposed 2019-2025 Goals
1	Deliver safe, reliable, clean, frequent, convenient, comfortable and equitable service.	<b>Exceptional Service:</b> Deliver safe, reliable, clean, frequent, convenient, comfortable and equitable service.
2	Enhance Omnitrans' network design to increase ridership and minimize costs by reducing redundancy.	<b>Network Enhancement:</b> Focus network design to improve travel speed, regional integration and multimodal connections while integrating rail into Omnitrans family of services.
3	Minimize impact to existing riders while seeking opportunities to expand ridership.	<b>Ridership Growth:</b> Seek opportunities to expand ridership while mitigating impact on existing riders.
4	Support the local economy by providing connections to where people want to go.	<b>Economic Opportunity:</b> Support the local economy by providing connections to jobs, services, and major activity centers such as health care, shopping, educational institutions, community facilities, and recreation.



# Recommended Changes

#	OmniConnects 2014-2020 Goals	Proposed 2019-2025 Goals
5	Maximize cost recovery while charging a fair fare.	<b>Fair Fare:</b> Maximize cost recovery while charging a fair fare.
6	Support initiatives that are financially and environmentally sustainable in the short and long term.	<b>Sustainability:</b> Support initiatives that are financially and environmentally sustainable in the short and long term.
7	Expand, maintain and improve existing vehicles, facilities and passenger amenities.	<b>Enhance Amenities:</b> Expand, maintain and improve existing vehicles, facilities and passenger amenities.
8	No technology specific goal	<b>Innovation:</b> Invest in technology that enhances the customer experience and increases efficiency.
9	No specific partnership goal	<b>Partnerships:</b> Partner with communities to promote, plan and seek grant funding for transit supportive development and to provide roadway design and amenities to support transit.
10	New CTSA Goal	<b>Increase Mobility:</b> Increase participation and support for programs dedicated to the mobility needs of seniors and persons with disabilities within our service area.





# Next Steps

- Complete Service Evaluation
- Develop, Refine and Prioritize Unconstrained Service & Capital Plan
- Develop Fare Plan
- Develop Financial plan with SBCTA



# QUESTIONS



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# REDLANDS PASSENGER RAIL PROJECT

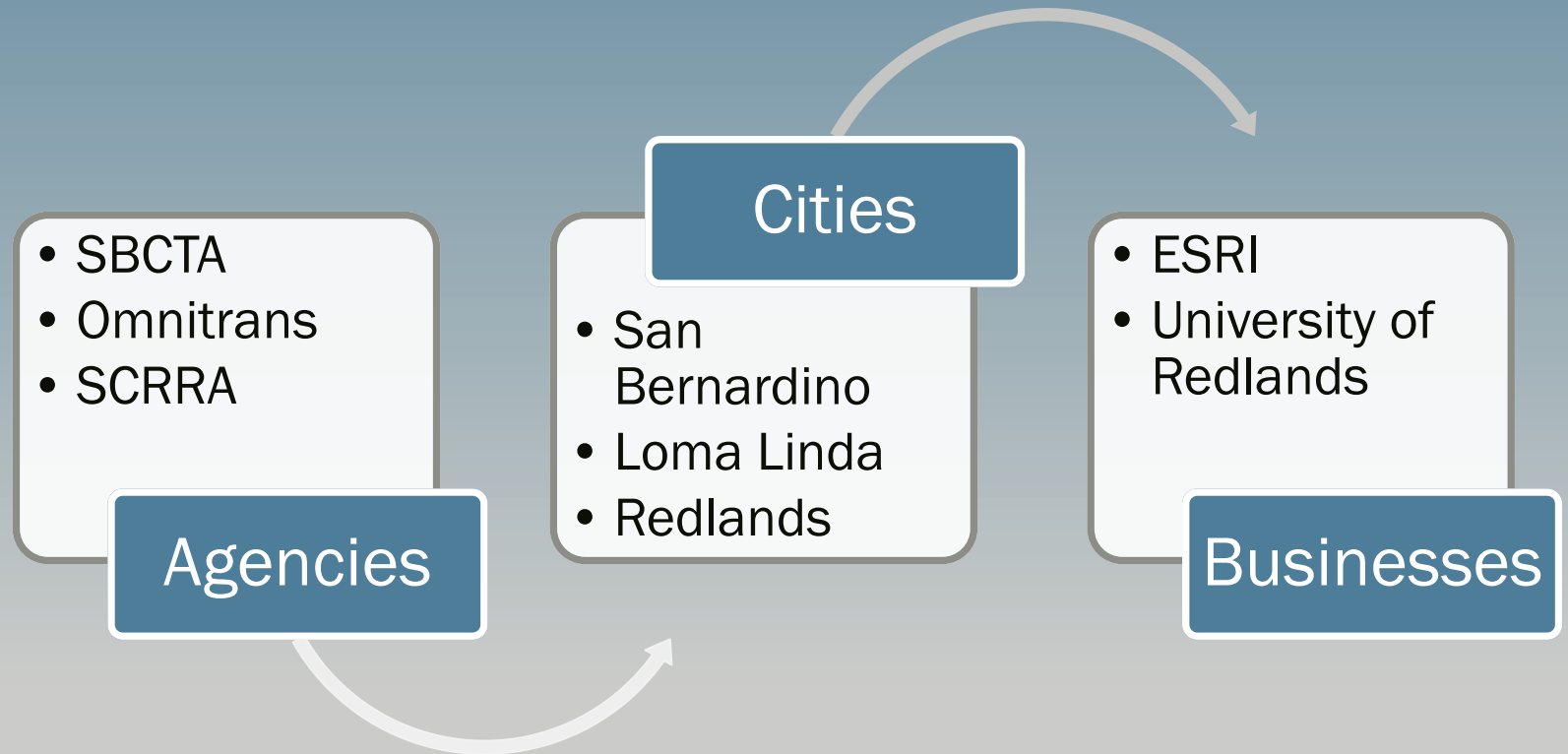


# Collaboration

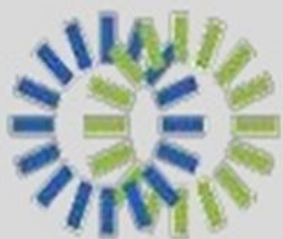
The Omnitrans and SBCTA partnership brings together staffs that have effectively worked with the community, have extensive experience in delivery of large projects, practical knowledge in Federal Transit Administration (FTA) Procurement Compliance, Construction Management, and successfully delivered projects under budget.



# Regional Partnerships







# REDLANDS

Passenger Rail Project

Final Design  
2015-2017

Vehicle Procurement  
2016-2020

Construction  
2017-2019

Begin Service  
2020



# Behind the Scenes

## Current Focus

- SBCTA, Omnitrans and SCRRA Three Party Agreement
- Operations and Maintenance Contractor RFP
- 90% System Design
- Introductions with local law enforcement agencies
- Collaborating with regulatory agencies
- Continued participation with a number of committees and working groups such as:

Redlands Passenger Rail Project Design Coordination Group; SCRRA Safety Committee; Fire, Life & Safety

## Moving Forward

- Rail Maintenance Facility at 10% Design
  - *Mechanical Building Design*
  - *Admin/Crew Building Plan*
- Bus/rail service interfaces
- Operational contingency and emergency preparedness plans
- Operations and maintenance performance parameters, inspection and auditing procedures
- Start up activities including pre-revenue operations and testing

# Rail Maintenance Facility Design Submittal



**MAIN ENTRANCE VIEW**



# Redlands

FUTURE

CURRENT





# California Street



# Santa Ana River Bridge





# Current ARROW Train Design



# ARROW Service Rail Vehicle

- Built by Stadler
- Assembled in Utah, using car body components manufactured in Europe and outfitted with interior features made in the United States
- Tier 4 compliant Diesel Multiple Unit (DMU) vehicles. The vehicles are compliant with Federal Railroad Administration (FRA) Passenger Equipment Safety Standards, allowing the vehicles to operate intermixed with Metrolink and freight trains.
- Length is 168 feet
- Each vehicle provides 116 seats and room for an additional 112 standees, with a total 228 capacity
- Low Floor ADA Accessibility design
- Wi-Fi Ready, have provisions for bicycle storage, wheelchairs, and overhead luggage storage
- Delivery in late 2019 and early 2020.



# STADLER VIDEO

Questions?

Questions?