



PLANS AND PROGRAMS COMMITTEE - REVISED

THURSDAY, MARCH 24, 2016, 2:30 P.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 ONTARIO – 303 EAST B STREET, ONTARIO, CA 91764

CITY OF RANCHO CUCAMONGA – 10500 CIVIC CENTER DRIVE, RANCHO CUCAMONGA, A 91730

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

A. CALL TO ORDER

1. Pledge of Allegiance
2. Roll Call

B. ANNOUNCEMENTS/PRESENTATIONS

1. Next Committee Meeting: Not Scheduled at the time.

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 – December 8, 2015

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PLANS AND PROGRAMS COMMITTEE - REVISED

**THURSDAY, MARCH 24, 2016, 2:30 P.M. OMNITRANS METRO FACILITY
1700 WEST 5TH STREET
SAN BERNARDINO, CA 92411**

E. DISCUSSION ITEMS CONTINUED

- | | |
|--|----|
| 2. Recommend to Board of Directors, Authorize CEO/General Manager to Sign Cooperative Service Agreements with Victor Valley Transit Authority and Mountain Transit | 7 |
| 3. Recommend to Board of Directors, Adoption of Fiscal Year 2016-2017 Service and Marketing Plans | 19 |
| 4. Receive and Forward to Board of Directors, Progress Update, West Valley Connector Project | 63 |

F. REMARKS AND ANNOUNCEMENTS

G. ADJOURNMENT

ITEM # _____ E1 _____

**PLANS AND PROGRAMS COMMITTEE
MINUTES
DECEMBER 8, 2015**

A. CALL TO ORDER

The Plans & Programs Committee Meeting was called to order by Committee Chair Penny Lilburn at 1:02 p.m., December 8, 2015.

Committee Members Present

Council Member Penny Lilburn, City of Highland – Committee Chair
Council Member Dick Riddell, City of Yucaipa
Mayor Pro Tem Sylvia Robles, City of Grand Terrace
Mayor Pro Tem Sam Spagnolo, City of Rancho Cucamonga
Council Member Alan Wapner, City of Ontario – via Teleconference
Mayor Dennis Yates, City of Chino

Committee Members Not Present

Council Member Ron Dailey, City of Loma Linda
Supervisor Janice Rutherford, County of San Bernardino

Others Present

Gerard Lumabas, PE, Parsons Transportation Group, Inc.

OmniTrans Administrative Staff Present

P. Scott Graham, CEO/General Manager
Diane Caldera, Director of Operations
Jack Dooley, Director of Maintenance
Marge Ewing, Director of Human Resources/Safety & Regulatory Compliance
Samuel Gibbs, Director of Internal Audit
Jennifer Sims, Director of Procurement
Wendy Williams, Director of Marketing and Planning
Jeremiah Bryant, Service Planning Manager
Terry Morocco, Safety & Regulatory Compliance Specialist
Victor Cuate, Scheduling Analyst
Vicki Dennett, Executive Assistant to the CEO/General Manager

B. ANNOUNCEMENTS/PRESENTATIONS

There were no announcements.

C. COMMUNICATION FROM THE PUBLIC

There were no comments from the public.

D. POSSIBLE CONFLICT OF INTEREST ISSUES

There were no conflicts of interest issues identified.

E. DISCUSSION ITEMS

1. Approve Plans & Programs Committee Minutes – August 10, 2015

M/S (Yates/Spagnolo) that approved the minutes of August 10, 2015. Motion was approved unanimously.

2. Recommend to Board of Directors, Cooperative Service Agreement with Riverside Transit Agency

Service Planning Manager Jeremiah Bryant presented this item, and discussed the four significant changes from 2008:

1. Explicitly adds Veteran Fares to the list of eligible transfer passes between the two agencies;
2. Adds the Military Veteran ID accepted by each transit agency to the other transit agency's acceptable ID list;
3. Eliminates the contractual language that could require customers to pay an equalizing fare differential; and
4. Allows Omnitrans pass holders to transfer to RTA's CommuterLink freeway express routes by paying only the premium portion of the CommuterLink fare.

M/S (Yates/Spagnolo) that recommended to Board of Directors to authorize the CEO/General Manager to sign the Interagency Service Agreement between Omnitrans and the Riverside Transit Agency (RTA). Motion was approved unanimously.

3. Recommend to Board of Directors, Mutual Aid Agreements with Victor Valley Transit Agency (VVTA) and Mountain Transit

Service Planning Manager Jeremiah Bryant presented this item, which resulted from SANBAG's 2014 transit efficiency study.

These MOU's will establish a mutual aid framework that provides the mechanism for Omnitrans to offer and bill for aid provided upon request to neighboring transit agencies in the event of accidents, incidents, mechanical issues or similar occurrences. Additionally, if the connecting roads are closed by fire, snow or for other reasons, Omnitrans agrees to help collect riders for VVTA and Mountain Transit, the anticipated collection site identified as the San Bernardino Transit Center.

M/S (Yates/Riddell) to recommend the Board of Directors authorize the CEO/General Manager to sign the Mutual Aid Memorandum of Understanding between Omnitrans and Victor Valley Transit Agency (VVTa); and recommend the Board of Directors authorize the CEO/General Manager to sign the Mutual Aid Memorandum of Understanding between Omnitrans and Mountain Transit. Motion was approved unanimously.

4. Receive and File American Bus Benchmarking Group Customer Satisfaction Survey of Omnitrans

Service Planning Manager Jeremiah Bryant discussed the results of the survey, highlighting the key findings:

- 80.4% overall satisfaction rating.
- Customer satisfaction with availability of services has moved from below average to above average.
- Customer satisfaction has fallen regarding convenience of paying for the fare following the September 2014 fare increase.
- Omnitrans consistently benchmarks as the lowest-rated agency on perceived safety and security at bus stops. Omnitrans looks forward to the 2016 survey, which should reflect the increased focus on safety and security at the San Bernardino Transit Center, Omnitrans' single busiest bus stop.
- Improved travel time has moved Omnitrans from a below average score to an above average score.

The Committee expressed interest and concern about Omnitrans ranking lowest on the 'perceived safety and security at bus stops' and inquired about what's creating the perception. Is it crime, traffic, safety inside the bus, and which cities were the respondents referring to as negatively on the issue?

Service Planning Manager Bryant explained that the details on where and why safety and security is perceived as negative is not something that can be gleaned from the survey taken, but it is something that Omnitrans can research. He added that with the opening of the San Bernardino Transit Center, the results may be quite different next year.

The Committee received and filed the presentation highlighting the results of the American Bus Benchmarking Group (ABBG) Customer Satisfaction Survey of Omnitrans, and recommended that this matter be researched further and be referred to the Operations & Safety Committee.

5. Receive and file sbX Customer Satisfaction Intercept Survey

Service Planning Manager Jeremiah Bryant discussed this survey, completed by Scheduling Analyst Victor Cuate. Member Yates suggested surveying businesses along the corridor in another year to see how sbX has affected their businesses. Jeremiah said such a survey is scheduled for late in 2016. WiFi on board is never going to give the level of satisfaction that a stationary connection will, but we will continue to try to

improve. Member Robles asked for a copy of the sbX Systemwide Plan which Jeremiah will provide.

The Committee received and filed the presentation highlighting the results of a September 2015 Omnitrans Customer Intercept Survey conducted on sbX.

6. Receive and File Project Update – West Valley Connector Corridor.

Parsons Project Manager Gerard Lumabas presented this item. He reviewed project background, and the three components comprising the project. Mr. Lumabas briefly discussed the tasks to be accomplished over the next 18 months, during the Architectural, Engineering and Final Design phase:

1. Conceptual design of corridor next steps;
2. Complete environmental documentation and clearance (NEPA/CEQA);
3. Develop financing plan;
4. Complete final design and prepare bid package for construction; and
5. Update Omnitrans' long range BRT Systemwide Plan.

The Committee received and filed a Project Update on the Architectural, Engineering and Final Design phase of the West Valley Connector Corridor rapid transit project.

7. Set the Next Plans and Programs Committee Meeting.

As the proposed date of March 8, 2016 for the next Plans and Programs Committee meeting conflicts with the National League of Cities Council meeting, staff will poll members for a different date in March.

F. REMARKS AND ANNOUNCEMENTS

There were no remarks or announcements.

G. ADJOURNMENT

The Plans & Programs Committee meeting adjourned at 1:58 p.m. The next Committee Meeting will be posted at Omnitrans and on the Omnitrans website.

Prepared by:

Christine Vega, Administrative Secretary

ITEM # E2

DATE: March 24, 2016

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: COOPERATIVE SERVICE AGREEMENTS WITH VICTOR VALLEY
TRANSIT AUTHORITY AND MOUNTAIN TRANSIT**

FORM MOTION

Recommend the Board of Directors authorize the CEO/General Manager to sign the Cooperative Service Agreement between Omnitrans and the Victor Valley Transit Authority (VVTA); and.

Recommend the Board of Directors authorize the CEO/General Manager to sign the Cooperative Service Agreement between Omnitrans and the Mountain Transit (MT).

This item was reviewed by Omnitrans' special legal counsel.

BACKGROUND

Omnitrans maintains Cooperative Service Agreements (CSAs) with each of Omnitrans' neighboring transit agencies. These agreements govern the sharing of information, coordination of schedules, maintenance of shared stops and customer transfer agreements. Omnitrans currently has CSAs with Riverside Transit Agency (RTA), Foothill Transit, Victor Valley Transit Agency (VVTA), Orange County Transportation Authority (OCTA), Mountain Transit, Metrolink, and Los Angeles County Metropolitan Transportation Authority (METRO).

As agencies' services and fare practices change, the agreements require updating. During the SANBAG-led Transit Efficiency Study, one of recommendations that was made was to update the CSAs between the county transit operators in order to have similar language for each CSA, which makes it easier for the operators to implement and also easier for customers to understand.

Omnitrans existing CSA with MT was last updated in 1999. The crux of the agreement remains the same in the current CSA. The transfer policy on all multi-use fares (Full-fare, Senior, Disabled, Medicare, Youth and Veteran) is that Mountain Transit will provide Omnitrans riders with a one dollar (\$1) discount on connecting MT services. Omnitrans will offer a free-transfer to all MT riders with a valid and unexpired pass at a point of connection. Despite one being a \$1

discount and one being free, the relative value of each is similar. Mountain Transit's regular fare for Off-The-Mountain service ranges from \$4.50 to \$10.00 prior to the discount.

Omnitrans existing CSA with VVTA was last updated in 2014. The crux of the agreement remains the same in the current CSA. The transfer policy on all multi-use fares (Full-fare, Senior, Disabled, Medicare, Youth and Veteran) is that VVTA will provide Omnitrans riders with a one dollar (\$1) discount on connecting VVTA services. Omnitrans will offer a free-transfer to all VVTA riders with a valid and unexpired pass at a point of connection. Despite one being a \$1 discount and one being free, the relative value of each is similar. VVTA's regular fare on the BV Link ranges from \$6.00 to \$12.00 depending on distance traveled.

CONCLUSION

Approval of these Cooperative Service Agreements will improve the ease of transferability between Omnitrans and VVTA and between Omnitrans and MT while adding no additional cost to Omnitrans.

PSG:WW:JB

INTERAGENCY TRANSFER COOPERATIVE SERVICE AGREEMENT
Between
OMNITRANS
AND
VICTOR VALLEY TRANSIT AUTHORITY

This Cooperative Agreement ("AGREEMENT") is effective on the _____ day of _____, 2016, by and between Omnitrans ("OMNITRANS"), a public agency formed under a Joint Powers Agreement, whose address is 1700 West Fifth St., San Bernardino, California, 92411, and Victor Valley Transit Authority ("VVTA"), a public agency formed under a Joint Powers Agreement, whose address is address, 17150 Smoketree St., Hesperia, California, 92345. OMNITRANS and VVTA are each a "Party" and collectively the "Parties" as identified herein.

RECITALS:

WHEREAS, the Parties are public transit operators in San Bernardino County and this region is an integrated economic entity resulting in travel demands not necessarily constrained by transit agency jurisdictional boundaries; and

WHEREAS, the Parties desire to enter into this AGREEMENT to facilitate passenger transfers, service planning and interagency coordination between the Parties' systems and thereby provide greater convenience and mobility for public transportation users; and

WHEREAS, the Parties have expressed a desire to continue and enhance cooperative efforts for the provision of public transportation; and

WHEREAS, this AGREEMENT shall supersede any and all previous interagency transfer service agreements between the Parties.

NOW, THEREFORE, OMNITRANS and VVTA in consideration of the mutual covenants hereinafter set forth and intending to be legally bound hereby agree as follows:

1. **Term.** This AGREEMENT shall commence upon execution by the Parties, hereinafter referred to as the "AGREEMENT Effective Date", and shall continue in full force until terminated or amended by the Parties providing a minimum of thirty (30) day written notice to the other Party.
2. **Complete Agreement.** This AGREEMENT, including any exhibits and documents incorporated herein and made applicable by reference, constitutes the complete and exclusive statement of the terms and conditions of the AGREEMENT between OMNITRANS and VVTA concerning interagency transfer cooperative services, and supersedes all prior representations, understandings, and communications between the parties. The above-referenced Recitals are true and correct and are incorporated by reference herein.
3. **Transfer Service Coordination**
 - a. OMNITRANS is the public transit agency serving the San Bernardino Valley, operating local bus routes, express bus routes, sbX rapid bus transit service, OmniGo hometown shuttle service, and Access, a paratransit service for the disabled. OMNITRANS public transit services do not currently travel into the VVTA service territory.
 - b. VVTA is a public transit agency and consolidated transportation services agency providing fixed route bus, paratransit, vanpool and commuter services to the Cities of

Adelanto, Apple Valley, Barstow, Hesperia, Victorville and unincorporated areas of the San Bernardino County high desert.

- c. VVTA's Barstow to Victorville "B-V Link" Lifeline service ("Route 15") connects Barstow and the Victor Valley to bus stop locations in the Cities of San Bernardino and Fontana in the OMNITRANS service territory. Service is currently provided Monday through Friday.
- d. Upon proof of a valid and unexpired VVTA Route 15 one-way ticket or one-day pass or VVTA Monthly MEGA Pass, OMNITRANS shall permit the VVTA passenger to board an OMNITRANS connecting bus at a point of connection to Route 15 (BV-Link) at no charge. The no charge transfer provided for herein cannot be used on OMNITRANS' Access Service.
- e. Upon proof of a valid and unexpired OMNITRANS full cash fare or any valid and unexpired OMNITRAN's 1-Day, 7-Day, or 31-Day pass media, VVTA shall reduce the B-V Link fare for a regular fare passenger by \$1.00.

4. Bus Stops.

- a. The Parties agree to cooperate in the location, installation and maintenance of all jointly used bus stops, including use of the other Party's poles and posts at joint transfer points.
- b. Each Party agrees to be solely responsible for claims or damages arising out of its installation of its bus stop signs or passenger amenities.
- c. The Parties agree to the establishment of bus stops in the other's service area, subject to approval of each specific stop and to all local, state and federal laws, ordinances and regulations.
- d. The Parties shall be responsible for obtaining any required licenses or permits and paying any necessary fees in order to establish bus stops, install amenities or operate service in either service area.
- e. The Parties may negotiate regarding boarding restrictions within their respective service areas where duplication of service or potential revenue loss may occur.

5. Operational Information.

- a. So as to provide greater convenience and mobility for public transit users, the Parties agree to facilitate minimization of passenger waiting time and shall coordinate schedules for connecting routes whenever practical.
- b. Each Party shall inform the other of future plans for changes to existing connecting service/routes, schedules and fares, as well as future plans for new connecting service/routes, schedules and fares, exclusive of temporary demand and/or emergencies, that would affect either Party in their operating area as well as this AGREEMENT.
- c. Each Party shall provide, upon request, data that is readily available that impacts the other Party's stops and boardings, including, but not limited to passenger boardings and alightings by stop.
- d. Each Party shall be responsible for training their drivers/coach operators on the terms, conditions and operating procedures of this AGREEMENT, to best facilitate AGREEMENT implementation.

- 6. **Public Information.** The Parties shall cooperate, to the extent feasible, in providing the general public with specific transit information and in advertising of operations of both Parties' services, in promoting the general use of public transit.

- 7. **Fares.** Fares may vary in accordance with the adopted policies of each Party. The operator of a service shall retain all fares and other revenues collected with respect to that service.

The Parties shall notify each other thirty (30) days in advance of adopting any fare changes that might affect any aspect of transfer privileges.

8. **Claims/Payments.** There shall be no payment by either Party to the other for claims for fare revenues collected by either Party. There shall be no reimbursement of operating expenses by either Party.
9. **Indemnification.**
 - a. Omnitrans, acting as an independent contractor, agrees to indemnify, defend and hold harmless VVTA, its member agencies, officers, directors, employees, and agents from and against any and all claims, liabilities, and actions whether legal, equitable or administrative, and costs and expenses (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, damage to or loss of use of property caused by the negligent acts, omissions, or willful misconduct by OMNITRANS, its officers, directors, employees, or agents in connection with or arising out of the performance of services under this AGREEMENT. This obligation shall not apply to negligent acts, omissions or willful misconduct of VVTA, its officers, directors, employees, or agents.
 - b. VVTA agrees to indemnify, defend and hold harmless OMNITRANS, its member agencies, officers, directors, employees, and agents from and against any and all claims, liabilities, and actions whether legal, equitable or administrative, and costs and expenses (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, damage to or loss of use of property caused by the negligent acts, omissions, or willful misconduct by VVTA, its officers, directors, employees, or agents in connection with or arising out of the performance of this AGREEMENT. This obligation shall not apply to negligent acts, omissions or willful misconduct of OMNITRANS, its officers, directors, employees, or agents.
10. **Venue.** This AGREEMENT shall be construed and interpreted solely in accordance with the laws of the State of California.
11. **Binding Provisions.** The persons executing this AGREEMENT on behalf of the Parties hereto warrant that they are duly authorized to execute this AGREEMENT on behalf of said Parties and that, by so executing this AGREEMENT, the Parties hereto are formally bound to the provisions of this AGREEMENT.
12. **Notices.** All notices hereunder and communications required or permitted by this AGREEMENT, or changes thereto, or by law to be served on, given to or delivered to any other Party hereto by any other Party to this AGREEMENT shall be in writing or authorized in writing, and may be sent by regular mail, email or FAX. Any such notice shall be addressed to:

Notices to OMNITRANS:

Name:	Mr. Scott Graham
Title:	Chief Executive Officer/General Manager
Address:	1700 West Fifth St.
City, State Zip:	San Bernardino, California, 92411
Email:	Scott.Graham@omnitrans.org

FAX: 909-889-5779

Notices to VVTA:

Name: Mr. Kevin Kane
Title: Executive Director
Address: 17150 Smoketree St
City, State Zip: Hesperia, California, 92345
Email: kkane@vvta.org
FAX: 760-948-1380

13. Other Provisions.

- a. The headings of all sections of this AGREEMENT are inserted solely for the convenience of reference and are not part of and not intended to govern, limit, or aid in the construction or interpretation of any terms or provision thereof.
- b. The provision of this AGREEMENT shall bind and inure to the benefit of each of the Parties hereto and all successors or assigns of the Parties hereto.
- c. If any term, provision, covenant, or condition of this AGREEMENT is held to be invalid, void or otherwise unenforceable, to any extent, by any court of competent jurisdiction, the remainder to this AGREEMENT shall not be affected thereby, and each term, provision, covenant or condition of this AGREEMENT shall be valid and enforceable to the fullest extent permitted by law.
- d. This AGREEMENT may be executed and delivered in any number of counterparts, each of which, when executed and delivered shall be deemed an original and all of which together shall constitute the same AGREEMENT. Secure electronic signatures will be permitted.
- e. This AGREEMENT may be amended in writing at any time by the mutual consent of the Parties. No amendment shall have any force or effect unless executed in writing by the Parties. The Parties agree that non-financial administrative changes, such as changes in service schedules or locations, etc., may be approved administratively without re-approval by the Agencies' Boards of Directors.
- f. Neither this AGREEMENT, nor any of a Party's rights, obligations or duties hereunder may be assigned in whole or in part by either Party without the prior written consent of the other Party. Any such attempt of assignment shall be deemed void and of no force and effect. Consent to one assignment shall not be deemed consent to any subsequent assignment, nor the waiver of any right to consent to such subsequent assignment.
- g. The Parties warrant that, in the performance of this AGREEMENT, they shall comply with all applicable federal, state and local laws, statutes and ordinances and lawful orders, rules and regulations promulgated thereunder.
- h. Either Party shall be excused from performing its obligations under this AGREEMENT during the time and to the extent that it is prevented from performing by an unforeseeable cause beyond its control, including but not limited to: any incidence of fire, flood, acts of God, commandeering of material, products, plants or facilities by the federal, state or local government, national fuel shortage, or a material act or omission by the other Party, when satisfactory evidence of such cause is presented to the other Party, and provided further that such nonperformance is unforeseeable, beyond the control and is not due to the fault or negligence of the Party not performing.

IN WITNESS WHEREOF, this AGREEMENT constitutes the entire understanding of the Parties hereto, and there are no other requirements, premises, warranties, covenants or undertakings with respect thereto, and have made and executed this AGREEMENT as of the day and year first above written.

OMNITRANS

VICTOR VALLEY TRANSIT AUTHORITY

By: _____
P. Scott Graham
CEO/General Manager

By: _____
Kevin Kane
Executive Director

Date: _____

Date: _____

APPROVED AS TO FORM:

APPROVED AS TO FORM:

By: _____

By: _____

Name/Title: _____ Name/Title: _____

DRAFT

INTERAGENCY TRANSFER COOPERATIVE SERVICE AGREEMENT
Between
OMNITRANS
AND
MOUNTAIN AREA REGIONAL TRANSIT AUTHORITY

This Cooperative Agreement ("AGREEMENT") is effective on the _____ day of _____, 2016, by and between Omnitrans ("OMNITRANS"), a public agency formed under a Joint Powers Agreement, whose address is 1700 West Fifth St., San Bernardino, California, 92411, and Mountain Area Regional Transit Authority ("MT"), a public agency formed under a Joint Powers Agreement, whose address is address, 41939 Fox Farm Road, Big Bear Lake, California, 92315. OMNITRANS and MT are each a "Party" and collectively the "Parties" as identified herein.

RECITALS:

WHEREAS, the Parties are public transit operators in San Bernardino County and this region is an integrated economic entity resulting in travel demands not necessarily constrained by transit agency jurisdictional boundaries; and

WHEREAS, the Parties desire to enter into this AGREEMENT to facilitate passenger transfers, service planning and interagency coordination between the Parties' systems and thereby provide greater convenience and mobility for public transportation users; and

WHEREAS, the Parties have expressed a desire to continue and enhance cooperative efforts for the provision of public transportation; and

WHEREAS, this AGREEMENT shall supersede any and all previous interagency transfer service agreements between the Parties.

NOW, THEREFORE, OMNITRANS and MT in consideration of the mutual covenants hereinafter set forth and intending to be legally bound hereby agree as follows:

1. **Term.** This AGREEMENT shall commence upon execution by the Parties, hereinafter referred to as the "AGREEMENT Effective Date", and shall continue in full force until terminated or amended by the Parties providing a minimum of thirty (30) day written notice to the other Party.
2. **Complete Agreement.** This AGREEMENT, including any exhibits and documents incorporated herein and made applicable by reference, constitutes the complete and exclusive statement of the terms and conditions of the AGREEMENT between OMNITRANS and MT concerning interagency transfer cooperative services, and supersedes all prior representations, understandings, and communications between the parties. The above-referenced Recitals are true and correct and are incorporated by reference herein.
3. **Transfer Service Coordination**
 - a. OMNITRANS is the public transit agency serving the San Bernardino Valley, operating local bus routes, express bus routes, sbX rapid bus transit service, OmniGo hometown shuttle service, and Access, a paratransit service for the disabled. OMNITRANS public transit services do not currently travel into the MT service territory.
 - b. MT is a public transit agency providing fixed route bus, Dial-A-Ride, and fixed route commuter services to the City of Big Bear Lake and unincorporated areas of the San

Bernardino Mountain Communities, including Running Springs, Lake Arrowhead, Crestline and Big Bear City.

- c. MT's provides two Off-The-Mountain "OTM" fixed route commuter services routes:
 - i. "Big Bear OTM" which connects Big Bear Valley and Running Springs to bus stop locations in the Cities of Highland and San Bernardino in the OMNITRANS service territory. Service is provided seven days per week.
 - ii. "RIM OTM" which connects Lake Arrowhead and Crestline to bus stop locations in the City of San Bernardino in the OMNITRANS service territory. Service is currently provided Monday through Saturday.
- d. Upon proof of a valid and unexpired MT OTM transfer, OMNITRANS shall permit the MT passenger to board an OMNITRANS connecting bus at a connecting stop at no charge. The no charge transfer provided from herein cannot be used on OMNITRANS' Access Service.
- e. Upon proof of a valid and unexpired OMNITRANS 1-Day, 7-Day, or 31-Day pass, MT shall reduce the Big Bear or RIM OTM fare for a passenger by \$1.00.

4. Bus Stops.

- a. The Parties agree to cooperate in the location, installation and maintenance of all jointly used bus stops, including use of the other Party's poles and posts at joint transfer points.
- b. Each Party agrees to be solely responsible for claims or damages arising out of its installation of its bus stop signs or passenger amenities.
- c. The Parties agree to the establishment of bus stops in the other's service area, subject to approval of each specific stop and to all local, state and federal laws, ordinances and regulations.
- d. The Parties shall be responsible for obtaining any required licenses or permits and paying any necessary fees in order to establish bus stops, install amenities or operate service in either service area.
- e. The Parties may negotiate regarding boarding restrictions within their respective service areas where duplication of service or potential revenue loss may occur.

5. Operational Information.

- a. So as to provide greater convenience and mobility for public transit users, the Parties agree to facilitate minimization of passenger waiting time and shall coordinate schedules for connecting routes whenever practical.
- b. Each Party shall inform the other of future plans for changes to existing connecting service/routes, schedules and fares, as well as future plans for new connecting service/routes, schedules and fares, exclusive of temporary demand and/or emergencies, that would affect either Party in their operating area as well as this AGREEMENT.
- c. Each Party shall provide, upon request, data that is readily available that impacts the other Party's stops and boardings, including, but not limited to passenger boardings and alightings by stop.
- d. Each Party shall be responsible for training their drivers/coach operators on the terms, conditions and operating procedures of this AGREEMENT, to best facilitate AGREEMENT implementation.

- 6. **Public Information.** The Parties shall cooperate, to the extent feasible, in providing the general public with specific transit information and in advertising of operations of both Parties' services, in promoting the general use of public transit.

- 7. **Fares.** Fares may vary in accordance with the adopted policies of each Party. The operator of a service shall retain all fares and other revenues collected with respect to that service.

The Parties shall notify each other thirty (30) days in advance of adopting any fare changes that might affect any aspect of transfer privileges.

8. **Claims/Payments.** There shall be no payment by either Party to the other for claims for fare revenues collected by either Party. There shall be no reimbursement of operating expenses by either Party.

9. **Indemnification.**

- a. Omnitrans, acting as an independent contractor, agrees to indemnify, defend and hold harmless MT, its member agencies, officers, directors, employees, and agents from and against any and all claims, liabilities, and actions whether legal, equitable or administrative, and costs and expenses (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, damage to or loss of use of property caused by the negligent acts, omissions, or willful misconduct by OMNITRANS, its officers, directors, employees, or agents in connection with or arising out of the performance of services under this AGREEMENT. This obligation shall not apply to negligent acts, omissions or willful misconduct of MT, its officers, directors, employees, or agents.
- b. MT agrees to indemnify, defend and hold harmless OMNITRANS, its member agencies, officers, directors, employees, and agents from and against any and all claims, liabilities, and actions whether legal, equitable or administrative, and costs and expenses (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, damage to or loss of use of property caused by the negligent acts, omissions, or willful misconduct by MT, its officers, directors, employees, or agents in connection with or arising out of the performance of this AGREEMENT. This obligation shall not apply to negligent acts, omissions or willful misconduct of OMNITRANS, its officers, directors, employees, or agents.

10. **Venue.** This AGREEMENT shall be construed and interpreted solely in accordance with the laws of the State of California.

11. **Binding Provisions.** The persons executing this AGREEMENT on behalf of the Parties hereto warrant that they are duly authorized to execute this AGREEMENT on behalf of said Parties and that, by so executing this AGREEMENT, the Parties hereto are formally bound to the provisions of this AGREEMENT.

12. **Notices.** All notices hereunder and communications required or permitted by this AGREEMENT, or changes thereto, or by law to be served on, given to or delivered to any other Party hereto by any other Party to this AGREEMENT shall be in writing or authorized in writing, and may be sent by regular mail, email or FAX. Any such notice shall be addressed to:

Notices to OMNITRANS:

Name:	Mr. Scott Graham
Title:	Chief Executive Officer/General Manager
Address:	1700 West Fifth St.
City, State Zip:	San Bernardino, California, 92411
Email:	Scott.Graham@omnitrans.org
FAX:	909-889-5779

Notices to MT:

Name: Ms. Kathy Hawksford
Title: General Manager/Chief Executive Officer
Physical Address: 41939 Fox Farm Road
Mailing Address: PO Box 1501
City, State Zip: Big Bear Lake, California, 92315
Email: khawksford@mountaintransit.org
FAX: 909-963-7200

13. Other Provisions.

- a. The headings of all sections of this AGREEMENT are inserted solely for the convenience of reference and are not part of and not intended to govern, limit, or aid in the construction or interpretation of any terms or provision thereof.
- b. The provision of this AGREEMENT shall bind and inure to the benefit of each of the Parties hereto and all successors or assigns of the Parties hereto.
- c. If any term, provision, covenant, or condition of this AGREEMENT is held to be invalid, void or otherwise unenforceable, to any extent, by any court of competent jurisdiction, the remainder to this AGREEMENT shall not be affected thereby, and each term, provision, covenant or condition of this AGREEMENT shall be valid and enforceable to the fullest extent permitted by law.
- d. This AGREEMENT may be executed and delivered in any number of counterparts, each of which, when executed and delivered shall be deemed an original and all of which together shall constitute the same AGREEMENT. Secure electronic signatures will be permitted.
- e. This AGREEMENT may be amended in writing at any time by the mutual consent of the Parties. No amendment shall have any force or effect unless executed in writing by the Parties. The Parties agree that non-financial administrative changes, such as changes in service schedules or locations, etc., may be approved administratively without re-approval by the Agencies' Boards of Directors.
- f. Neither this AGREEMENT, nor any of a Party's rights, obligations or duties hereunder may be assigned in whole or in part by either Party without the prior written consent of the other Party. Any such attempt of assignment shall be deemed void and of no force and effect. Consent to one assignment shall not be deemed consent to any subsequent assignment, nor the waiver of any right to consent to such subsequent assignment.
- g. The Parties warrant that, in the performance of this AGREEMENT, they shall comply with all applicable federal, state and local laws, statutes and ordinances and lawful orders, rules and regulations promulgated thereunder.
- h. Either Party shall be excused from performing its obligations under this AGREEMENT during the time and to the extent that it is prevented from performing by an unforeseeable cause beyond its control, including but not limited to: any incidence of fire, flood, acts of God, commandeering of material, products, plants or facilities by the federal, state or local government, national fuel shortage, or a material act or omission by the other Party, when satisfactory evidence of such cause is presented to the other Party, and provided further that such nonperformance is unforeseeable, beyond the control and is not due to the fault or negligence of the Party not performing.

IN WITNESS WHEREOF, this AGREEMENT constitutes the entire understanding of the Parties hereto, and there are no other requirements, premises, warranties, covenants or undertakings with respect thereto, and have made and executed this AGREEMENT as of the day and year first above written.

OMNITRANS

MOUNTAIN TRANSIT

By: _____
P. Scott Graham
CEO/General Manager

By: _____
Kathy Hawksford
General Manager/CEO

Date: _____

Date: _____

APPROVED AS TO FORM:

APPROVED AS TO FORM:

By: _____

By: _____

Name/Title: _____ Name/Title: _____

DRAFT

ITEM # E3

DATE: March 24, 2016

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: FISCAL YEAR 2016-2017 SERVICE AND MARKETING PLANS

FORM MOTION

Recommend to the Board of Directors adoption of the Omnitrans Fiscal Year 2016-17 annual Service and Marketing Plans.

BACKGROUND

Each year, the annual Service and Marketing Plans are brought to the Board of Directors as part of the agency's guiding documents for the upcoming fiscal year.

The Service Plan provides an overview of Omnitrans' service offerings and fare policy for Fiscal Year 2017 (FY2017) including an examination of ridership trends, a detailed description of proposed service changes, projected service levels for each Omnitrans' service, fare structure, the outcome of Omnitrans' public input sessions and a summary of the required Title VI service equity analysis.

The FY2017 Service Plan maintains Omnitrans existing family of service including bus rapid transit (BRT) called sbX, local and express service branded as Omnitrans, community circulators known as OmniGo and Americans with Disabilities Act (ADA) paratransit service operated as Access.

The FY2017 service element represents the third year of Omnitrans' OmniConnects FY2015-2020 Short Range Transit Plan (SRTP). OmniConnects was approved by the Omnitrans Board of Directors in May 2014.

Following three years of phased changes to Omnitrans network including the launch of sbX in FY2014, East Valley service enhancements in FY2015 and West Valley enhancements in FY2016, Omnitrans is proposing a primarily status quo year in FY2017. This proposal does not

imply that Omnitrans is satisfied with the declining ridership experienced over the last year, but a realization that transit riders demand stability and reliability after a few years of changes in order to give those changes a chance to mature and for ridership to grow.

Omnitrans only proposed service changes for FY2017 are the result of Cap-n-Trade grant funding enabled growth of Omnitrans burgeoning Freeway Express routes. This includes increasing the number of one-way trips on Route 290 which connects the San Bernardino Transit Center, Arrowhead Regional Medical Center, Ontario Mills and the Montclair Transit Center from 15 to 25 per weekday and adding a new Yucaipa/Redlands Freeway Express that connects to sbX, Metrolink and the San Bernardino Transit Center.

Omnitrans proposes to maintain the existing fare policy into FY2017. Omnitrans last raised fares in September 2014 (FY2015). The OmniConnects plan proposed fare increases every other year, which would have placed a fare increase in FY2017. In light of persistently low gas prices and declining ridership, there is not a proposal to implement a fare increase during FY2017.

The Marketing Plan outlines a strategic approach to attracting and retaining customers while maintaining overall community support through the promotion of Omnitrans services and programs. The plan begins with analysis of the marketplace and a review of agency strengths, weaknesses, opportunities, and threats. Key goals are established and marketing strategies are developed to achieve them, utilizing available resources.

Comparing calendar year 2015 to 2014, Omnitrans system ridership declined by 11.4% year over year. Through February of the current fiscal year, Omnitrans system-wide ridership remains 11.4% below the prior year. Other transit agencies in Southern California also are experiencing this negative trend, influenced by historically low gasoline prices. While overall system ridership is down, express routes including the sbX bus rapid transit line are growing.

Positive trends include the steady growth of Veteran trips since implementing the new discount category in 2015. Public awareness of Omnitrans is high, at 91% according to a recent survey, up from 85% in 2013. Customer satisfaction is 80% positive and public opinion is 76% favorable. Also advertising revenue is up significantly (+23%).

Strategies include ongoing promotion of Omnitrans' family of services to core and niche market segments, effective customer communications, well-maintained passenger amenities, community outreach and partnerships, effective public relations, and fostering relations with community stakeholders. Omnitrans will enhance revenue through existing and new advertising contracts.

CONCLUSION

By implementing the Service and Marketing Plans, Omnitrans will position itself to offer improved transportation options for the San Bernardino Valley that will effectively attract and retain existing customers. Both can be implemented within the constraints of the 2016-17 Omnitrans budget.

PSG:WW



Omnitrans

Connecting Our Community.

FISCAL YEAR 2017 SERVICE PLAN



March 24, 2016

**Omnitrans
1700 W. Fifth Street
San Bernardino, CA 92411**

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DRAFT

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1. INTRODUCTION

This report provides an overview of Omnitrans' service offerings and fare policy for Fiscal Year 2017 (FY2017). Section 1 is this Introduction. Section 2 examines Omnitrans ridership trends. Section 3 provides a detailed description of proposed service changes for FY2017. Section 4 details the service levels for each service in Omnitrans' family of services. Section 5 presents Omnitrans' fare structure. Sections 6 and 7 describe the outcome of Omnitrans' public input sessions and a summary of the required Title VI service equity analysis, respectively.

The FY2017 Service Plan represents the third year of Omnitrans' OmniConnects FY2015-2020 Short Range Transit Plan (SRTP). OmniConnects was approved by the Omnitrans Board of Directors in May 2014.

Following three years of phased changes to Omnitrans network including the launch of sbX in FY2014, East Valley service enhancements in FY2015 and West Valley enhancements in FY2016, Omnitrans is proposing to maintain services levels in FY2017. This proposal does not imply that Omnitrans is satisfied with the declining ridership experienced over the last year, but a realization that transit riders demand stability and reliability after a few years of changes in order to give those changes a chance to mature and for ridership to grow.






Omnitrans only proposed service changes for FY2017 are expansion of Omnitrans burgeoning Freeway Express routes thanks to Cap-and-Trade grant funding in the Low-Carbon Transit Operations Program (LCTOP). This includes increasing the number of one-way trips on Route 290, which connects the San Bernardino Transit Center, Arrowhead Regional Medical Center, Ontario Mills and the Montclair Transit Center from 15 to 25 per weekday, and adding a new Yucaipa/Redlands Freeway Express that connects to sbX, Metrolink and the San Bernardino Transit Center.

Omnitrans also received LCTOP to develop and operate an OmniGo Ontario Airport shuttle route. Omnitrans continues to work with the Greater Ontario Convention and Visitors Bureau (GOCVB) to create a public-private partnership with the hotels in the area. This program has not been included in the FY2017 annual service plan, but staff will bring the program to the Board as a potential amendment to the FY2017 plan as the partnership is worked out.

The FY2017 Service Plan maintains Omnitrans existing family of services. The family of services can be seen in Exhibit 1. The family of services includes bus rapid transit (BRT) called sbX, local and express service branded as Omnitrans, community circulators known as OmniGo and American's with Disabilities Act (ADA) paratransit service operated as Access.

Omnitrans proposes to maintain the existing fare policy into FY2017. Omnitrans last raised fares in September 2014 (FY2015). The OmniConnects plan proposed fare increases every other year, which would have placed a fare increase in FY2017. In light of persistently low gas prices and declining ridership, there is not a proposal to implement a fare increase during FY2017.

Exhibit 1: Omnitrans Family of Service Offerings

Service	Type	Brand	Image	Description
Fixed Route	Bus Rapid Transit (BRT)	sbX		BRT service mirrors light-rail service with dedicated amenities, stations and significantly reduced travel times while utilizing dedicated BRT buses. sbX utilizes standalone stations with level boarding, pre-paid fares, dedicated lanes, signal prioritization, and limited stop spacing to achieve faster service.
	Local	Omnitrans		Traditional large bus service operating on a set route with a set schedule at defined frequencies. Routes travel in mixed flow traffic with stops placed approximately every 0.2 miles.
	Express	Omnitrans		Freeway bus service using a traditional large bus on a set route with a set schedule and frequency that is designed to connect two or more areas of highly concentrated activity. Route(s) typically travel mostly by freeway and stops are placed several miles apart.
	Community Circulator	OmniGo		Smaller bus service designed to offer lifeline mobility for areas with relatively low population and employment density. OmniGo provides service to key locations within Grand Terrace, Chino Hills and Yucaipa. The service operates in mixed flow traffic with frequent stop placement.
Demand Response	ADA Paratransit	Access		Curb-to-curb service provided to comply with the Americans with Disabilities Act (ADA) that is complementary to fixed-route service, and is provided within 3/4-mile of a fixed route. Beyond-the-boundary Access service extends Access past the 3/4-mile fixed route boundary to the edge of each JPA member city, for a nominal fee.

2. RIDERSHIP TRENDS & ANALYSIS

Omnitrans' systemwide ridership has fallen during FY2016. Omnitrans estimates that FY2016 ridership will be 13,020,000, a decline of 9.5% compared to 14,391,000 during the prior year. This marks the third consecutive year of decline as can be seen in Exhibit 2. There are a myriad of internal and external drivers that have caused this decline, but there is no single driver that explains the entirety of the decline.

This is clear when looking at ridership trends by different subsections of Omnitrans service. Fiscal year-to-date (YTD) systemwide ridership through February is down 11.0% with several months of double digit declines to start the fiscal year and mostly single-digit decline during the last four months. This trend can be seen in Exhibit 3.

Exhibit 2: Omnitrans Annual Systemwide Ridership

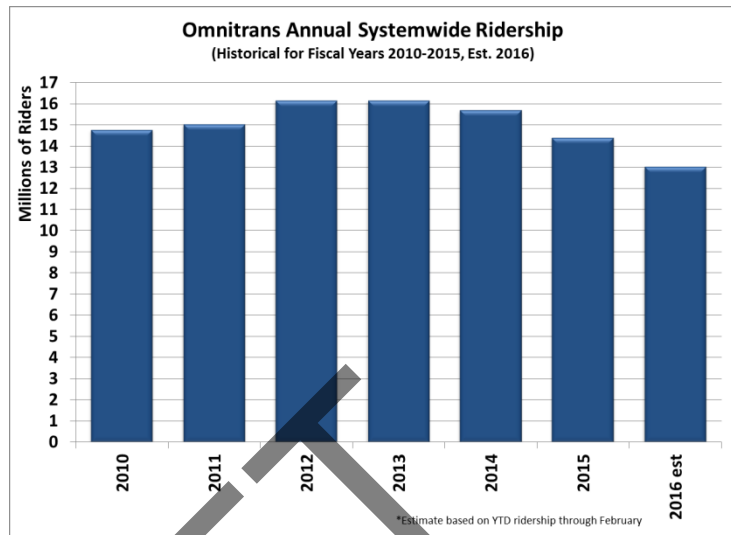
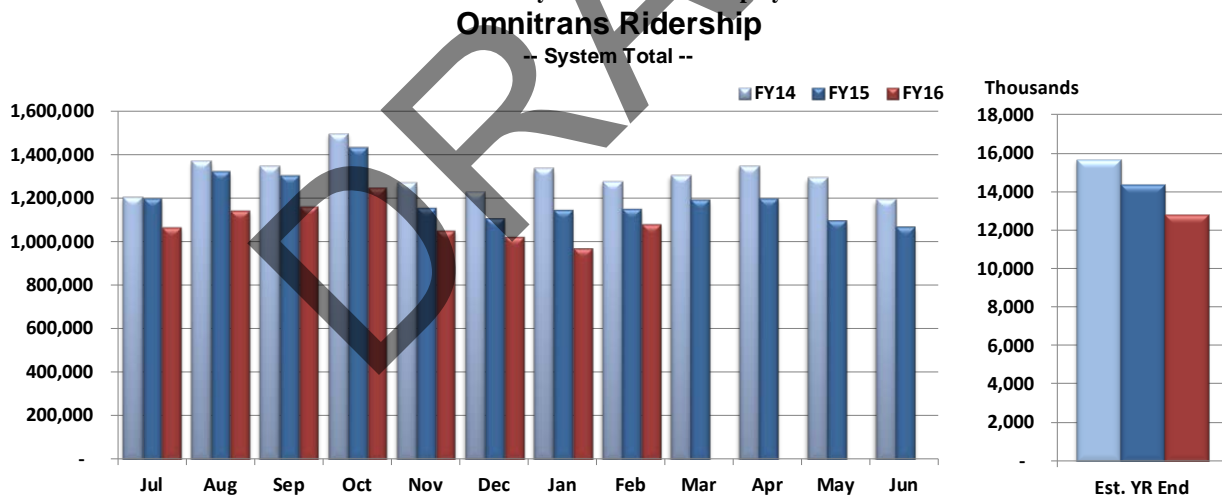


Exhibit 3: Omnitrans Systemwide Ridership by Month



FY2016 YTD through February, sbX ridership growth was the fastest growing component of Omnitrans ridership. sbX is growing at a rate of 25.7% during the first eight months of the year. Access ridership is falling by a 6.1%; express service is declining by 7.1%; local service is falling at 12.7% and OmniGo is falling by 10.9%.

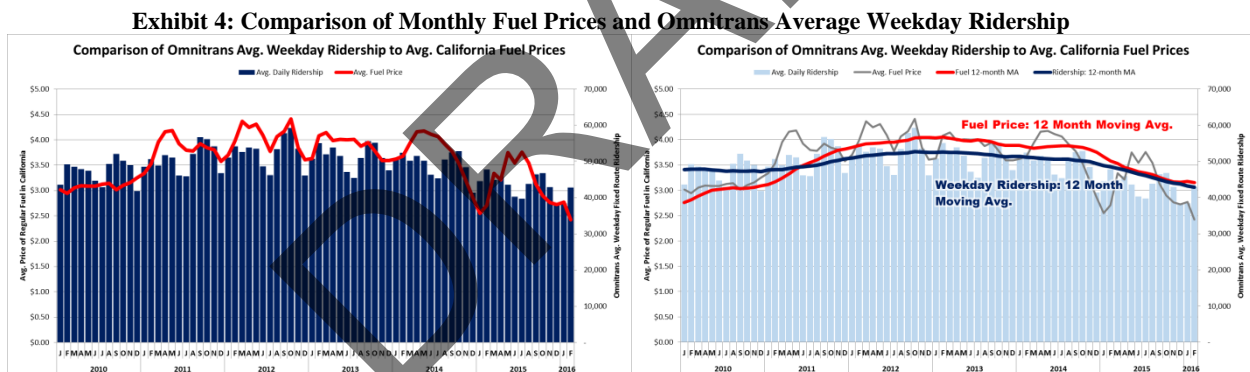
Regionally, the change in ridership has been relatively consistent with East Valley ridership falling by 11.0% and West Valley ridership falling by 11.5%. Ridership by day type also has been fairly consistent with each other during the year. Weekday ridership is falling by 11.6%, Saturday is falling by 11.4%, and Sunday by 10.8%. These consistent rates of decline across

multiple subsections of ridership imply a broader trend driving ridership declines rather than a singular change leading to the declines.

The following ridership change drivers are divided into two categories: external factors and internal factors. There are two main external factors impacting ridership: fuel prices and changes in driver's license requirements.

The largest external factor reducing ridership remains persistently low fuel prices. Exhibit 4 shows the relationship between fuel prices and average weekday ridership. The chart on the left compares regular unleaded fuel prices in California to Omnitrans average weekday ridership. High fuel prices in 2012 helped pull ridership higher. Significant declines in ridership in late 2014 and late 2015/early 2016 also correspond to periods of ridership decline. The chart on the right focuses on the 12 month moving average of unleaded fuel prices and the same moving average of ridership, and the correspondence of the curves is striking.

During FY2015, the average price of unleaded fuel in California was \$3.37, which was a decline of 13.9% compared to the previous year. In FY2016 YTD, fuel prices have averaged \$3.00, a decline of 10.9% on top of the declines in FY2015. During the last few months, fuel prices have fallen even farther, averaging \$2.60 during the first two months of calendar year 2016. The estimated fuel price elasticity on bus ridership is 0.13, implying a 10% reduction in fuel prices causes a 1.3% decline in ridership. Looking at the combined impacts of a 25% decline in average fuel prices over the late two years, would lead to an expected 3.25% decline in ridership.



Another external factor that is impacting ridership of transit agencies in California are changes in the licensing laws for undocumented residents. The ability for undocumented residents to qualify for a driver's license reduces the transit dependency of the group. While this provides this population with greater transportation choices, these choices reduce the likelihood that they are reliant on public transit.

In January 2015, California implemented AB60, which requires the California Department of Motor Vehicles (DMV) to issue an original driver license to an applicant who is unable to submit satisfactory proof of legal presence in the United States. During 2015, the DMV issued 605,000 AB60 drivers licenses accounting for approximately 43% of drivers licenses issued during the year. This increased the total number of issued driver's licenses in California by approximately 2.4% exceeding 25 million licenses issued.

While the DMV has not issued AB60 statistics by county or zip code, estimates can be made by evaluating estimates of the share of undocumented residents by county and comparing the same estimates for the state as a whole. In November 2014, the Pew Research Center estimated that 6.8% of the population in California was undocumented immigrants. The Public Policy Institute of California estimates that this share is 7.8%, and also estimates that the share of undocumented residents in San Bernardino County is 7.5%, in line with statewide estimates. Using this information to project Omnitrans service area residents who received AB60 driver's licenses yields an estimate of 22,000 issued licenses. Further estimating that this group has a similar mode share and usage patterns of a typical resident in the San Bernardino Valley yields an estimate of 454,000 fewer transit trips as a result of AB60. This is equivalent to a reduction in ridership of 3.1% compared to 14.3 million trips delivered in FY2015.

There are three internal factors contributing to ridership declines: 1) lagged impact of the September 2014 fare increase; 2) fewer required transfer boardings as a result of route realignments; and, 3) persistent levels of lost service which impact Omnitrans' reliability.

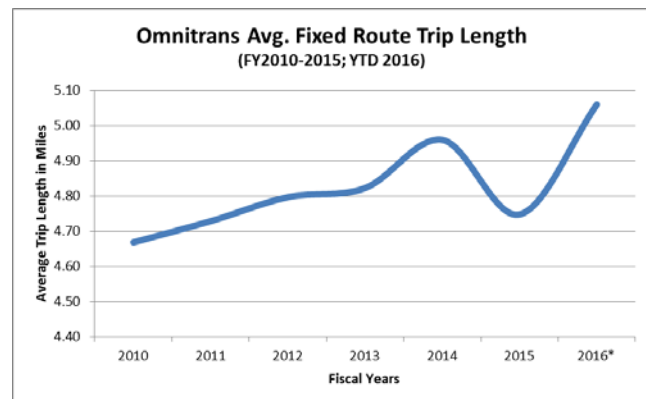
In September 2014 (FY2015), Omnitrans increased the base cash bus fare by 16.67% from \$1.50 to \$1.75. Based on an industry standard fare elasticity, this fare increase was anticipated to reduce ridership by 6.0%. While most of this decline impacted FY2015, two months of FY2016 were directly impacted by the fare increase when comparing year-over-year ridership. Of the eight months completed in FY2016 YTD through February, the estimated impact of the fare increase on YTD FY2016 is a decline of 1.5%.

During FY2016, Omnitrans completed two network changes that positively impacted riders but may negatively impact boardings. The launch of Omnitrans' Route 290 freeway express service on Interstate 10 delivered a faster way to get across Omnitrans service area saving Route 290 riders almost one-hour per one-way trip compared to previously existing local service. During the first six months of service, Route 290 delivered 13,808 boardings. This may have actually reduced ridership by the same amount because previous local service required a transfer. Omnitrans' north-south, west-valley route realignment created the same issue. Under the previous route network, travel north-south on Haven Avenue or Mountain Avenue would have occurred with three boardings to travel from south to north on either street. During FY2016, Route 81 and Route 84 changes eliminated the transfer-time penalty creating one route that served Haven and Mountain, respectively. Route 84 has delivered 46,837 boardings since September 2015 and Route 81 has delivered 90,961 boardings over the same period. Some portion of these would have include a transfer and hence counted as a second or third boarding with the previous route alignment.

One way of adjusting for these alignment changes is looking at passenger miles Omnitrans has delivered rather than ridership. Passenger miles are a measure of how far Omnitrans has carried riders during the year. In a simple example, a passenger that travels two miles and then transfers and travels another two miles, counts as two boardings or riders and contributes four total passenger miles. If a network change eliminates the need for a transfer, the same passenger now travels four miles on one route. That passenger would still contribute four passenger miles, but only be counted as one boarding/riders. While Omnitrans will not calculate passenger miles for the year until the close of the fiscal year, data is readily available on average trip length which can be seen in Exhibit 5.

Average trip length on Omnitrans fixed route services has grown to 5.06 miles per boarding during FY2016 year-to-date through February compared to 4.75 miles per boarding in FY2015. This is a 6.5% increase that has been driven by the network changes. In terms of passenger miles, this 6.5% increase YTD offsets the 11.0% decline in ridership, creating approximately a 5.5% change in passenger miles, which is much more in line with what would be expected by the external factors that Omnitrans estimates are driving ridership change.

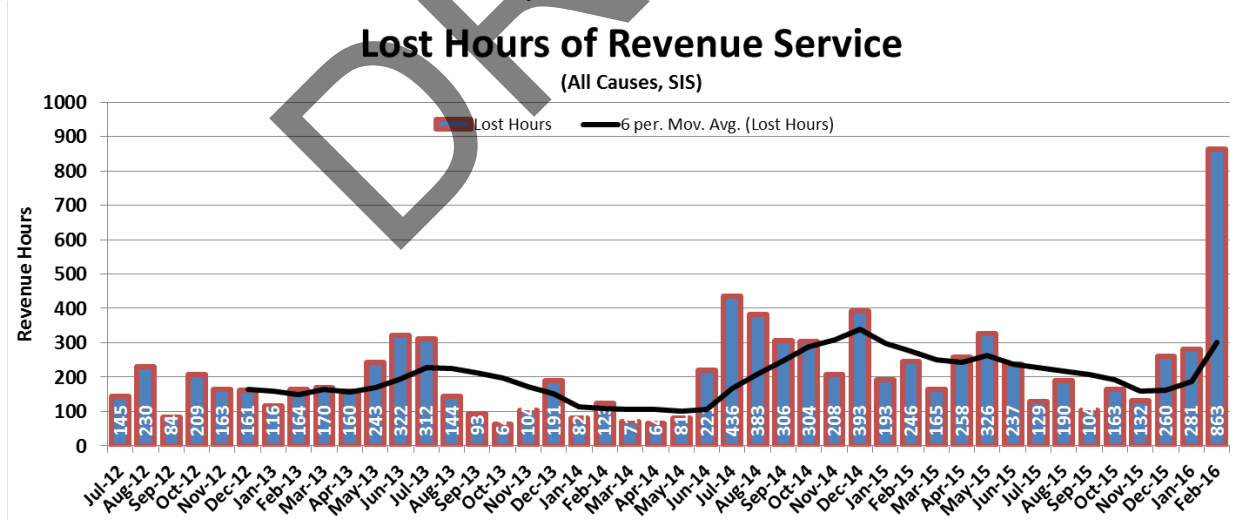
Exhibit 5: Average Trip Length



Lastly, Omnitrans ridership has likely decreased due to the decline in overall system reliability. Exhibit 6 shows the total number of planned service hours that were not delivered, called lost hours. These lost hours are driven by a combination of driver absenteeism, position vacancies, and vehicles down for maintenance.

In total, Omnitrans has did not deliver 2,121 hours of planned revenue service which is 0.5% of all planned service during FY2017 YTD. Utilizing Omnitrans average passengers per hour, these lost hours of service directly impacted at least 42,000 boardings so far this year. This is nearly equivalent to one weekday's worth of ridership. The actual impact on ridership is likely higher because as trips are dropped, riders are confronted with reduced reliability that is similar to a significant decrease in on-time performance.

Exhibit 6: Monthly Lost Hours of Revenue Service



3. SUMMARY OF PROPOSED SERVICE CHANGES

Omnitrans proposes minor additions to service during year during FY2017. This proposal is in response to three consecutive years with significant changes to Omnitrans network of routes. In FY2014, Omnitrans implemented sbX. In FY2015, Omnitrans made a series of changes in the east valley designed to eliminate route duplications and utilize that savings to increase frequency on productive routes. In FY2016, Omnitrans introduced the San Bernardino Transit Center (SBTC), launched Route 290 freeway express service and realigned north-south routes in west valley. In total, since FY2014, Omnitrans has significantly changed the schedule or the route map of 73% of 33 routes offered leaving only nine routes untouched. This rapid series of changes interrupts regular travel patterns each year. In order to allow Omnitrans network to settle out, customers to return to a normal travel pattern and for the routes and ridership to mature, Omnitrans proposes to maintain service levels with the exception of grant-funded freeway express service expansion.

In January 2016, SANBAG awarded Omnitrans with \$1.29 million in Low Carbon Transit Operator Program (LCTOP) funds. These LCTOP funds are a new source of funding tied to Cap-n-Trade revenue sources. Omnitrans applied for LCTOP funding for three programs:

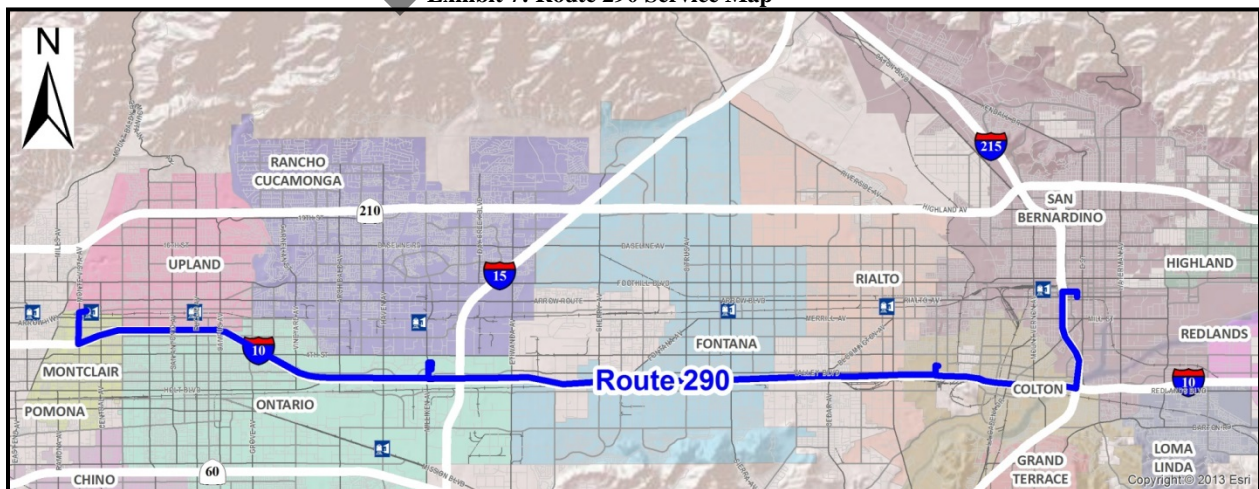
- 1) Increasing the number of weekday trips on the Route 290 Freeway Express route;
- 2) Creation of a Yucaipa/Redlands Freeway Express route; and,
- 3) Development of OmniGo Ontario Airport shuttle.

Each of these programs is discussed in the sub-sections below.

3.1 ROUTE 290

Omnitrans introduced Route 290 in September 2015. During its first six months of operation, Route 290 delivered 13,808 trips. In February 2016, Route 290 averaged 125 boardings per weekday, up 31% compared to initial launch ridership. A map of Route 290 can be found in Exhibit 7.

Exhibit 7: Route 290 Service Map



An evaluation of ridership was completed and compared to frequent service requests from Omnitrans' customers. This data showed demand existed for additional A.M. and P.M. peak trips that extend the peak service by an additional 45 minutes earlier in both periods. Additionally, riders asked for all day service so that they could take advantage of the 50% time savings compared to local service during the middle of the day.

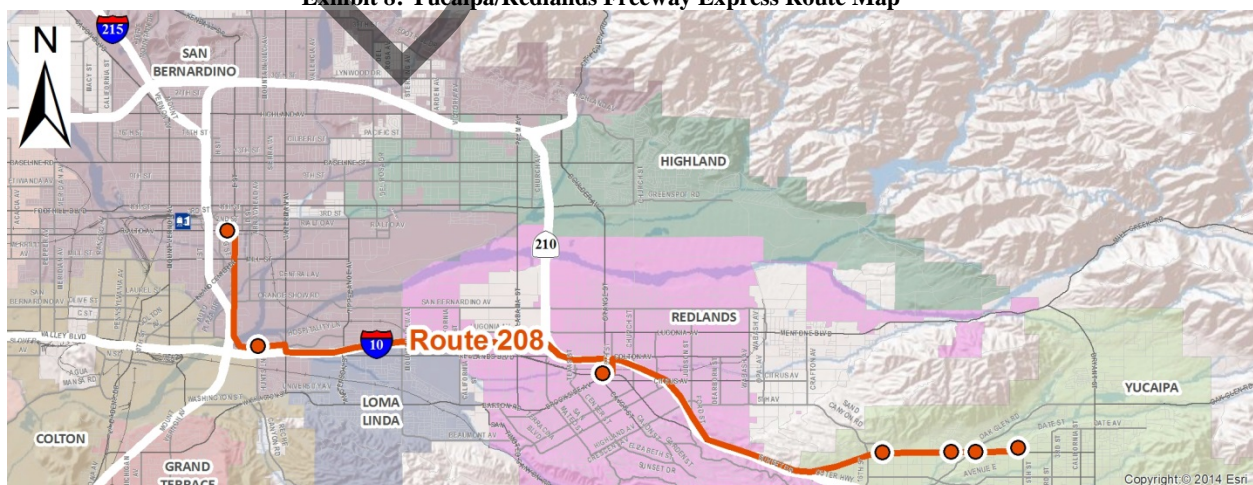
Omnitrans proposes to meet this by offering mid-day service once every two hours to test the mid-day demand. At launch, Omnitrans offered 15 one-way trips per weekday, and this is expected to increase by 10 trips in September 2016 to 25 one-way trips per weekday. Omnitrans received LCTOP funding of \$440,000 to cover the cost of this additional service.

3.2 YUCAIPA/REDLANDS FREEWAY EXPRESS

Currently travel from the Yucaipa Transit Center to the San Bernardino Transit Center or the San Bernardino Metrolink Station takes between 98 minutes and 116 minutes depending on time of day and route pairs selected with no one-seat ride available. The proposed Yucaipa/Redlands Freeway Express Route, which has tentatively been numbered Route 208, reduces this travel time to 49 minutes, reducing the travel time by 50% compared to the fastest local route combination.

The proposed route and stops can be seen in Exhibit 8. The route starts at the Yucaipa Transit Center, stops at a few existing bus stops on Yucaipa Blvd. on the way to I-10. The route connects to three local routes at Redlands Mall adjacent to Downtown Redlands; an employment rich area on Hospitality and Hunts Lane in San Bernardino, prior to traveling to the San Bernardino Transit Center. Initially, the route as mapped below was designed to then travel to the Santa Fe Depot to offer a connection to Metrolink. As SANBAG anticipates the extension of Metrolink to the San Bernardino Transit Center in January 2017, Omnitrans now proposes to start this service in January 2017 rather than starting in September 2016.

Exhibit 8: Yucaipa/Redlands Freeway Express Route Map



Launching of this freeway express route completes an initial network of freeway express routes across Omnitrans service area anchored at the San Bernardino Transit Center. From the SBTC, freeway express service to the west is available on the 290, to the east on Route 208 and to the south to Riverside on Omnitrans Route 215. VVTA offers freeway express service on the BV-Link that connects Barstow, Victorville and the San Bernardino Transit Center.

Similar to the introduction of the Route 290, Omnitrans proposes launching this freeway express route as an A.M. and P.M. weekday peak service only. Initially, the route is proposed to operate eight one-way trips per weekday. This is approximately half as many as the 15 one-way trips that Route 290 started with. The difference between the two routes is Route 290 offered matching bi-directional peak hour service, while this freeway express route primarily operates in the peak commute direction—west in the morning and east in the evening.

The route is designed to time to Metrolink trains to maximize multi-modal connectivity. The LCTOP grant of \$300,000 is expected to cover the incremental cost of adding this service as a pilot program. If the route fails to reach a farebox recovery of at least 20% by the completion of its second year of service, it will be subject to elimination. The route also covers some of the same area as the future Redlands Rail, and will be adjusted to serve as a feeder route to Redlands Rail when it becomes operational.

3.3 OMNI GO ONTARIO AIRPORT

When the OmniGo family of services was developed in 2010, Omnitrans considered an OmniGo Ontario Airport shuttle that connected area hotels, entertainment venues, the Ontario International Airport and the Rancho Cucamonga Metrolink Station. As the West Valley Connector moved through the alternative analysis program while the OmniConnects Short-Range Transit Plan was being developed, this proposal was shelved due to duplication with the West Valley Connector.

As the north-south connection of the West Valley Connector warranted further consideration, Omnitrans staff applied for funding of this service because it has the potential to self-fund through a public private partnership with the area hotels and to meet some of the north-south needs of the West Valley Connector depending on whether Haven Avenue or Milliken Avenue is selected.

Ultimately, this service will only work if Omnitrans is successful in establishing a sustainable funding partnership with area hotels. To that end, Omnitrans has worked with the Greater Ontario Convention and Visitors Bureau to initiate this partnership.

Omnitrans has received \$554,000 in LCTOP funding to seed this partnership. However, since the partnerships have not been formed, Omnitrans is not including this proposal for specific approval in this annual service plan. Should the partnership come to fruition, Omnitrans staff will bring the partnership contracts and an amendment to the FY2017 service plan to Board.

4. PROPOSED FY2017 SERVICE

Omnitrans' proposes no significant change to the overall family of services that Omnitrans offers. The family of services can be seen in Exhibit 1 and includes the sbX BRT, local and freeway express routes, OmniGo community circulators and Access ADA paratransit service. Each of the family of services' projected service level, ridership and fare revenue are provided in the sections below. Additionally, systemwide characteristics are forecasted.

As described in Section 3 of this report, Omnitrans was successful in obtaining Low-Carbon Transit Operator Program (LCTOP) funding to expand the Omnitrans network of freeway express routes to include an additional route (Yucaipa/Redlands to San Bernardino) and to increase the daily number of trips on the Route 290 freeway express, which connects the San Bernardino Transit Center, Arrowhead Regional Medical Center, Ontario Mills and the Montclair Transit Center. These two additions are the only internal service characteristics driving changes within the forecasted service levels for FY2017.

During the year, Omnitrans will continue to monitor ridership levels and other performance characteristics of each service type and of each route to adjust to changes in demand. This monitoring program including the key performance indicators, goals and thresholds are identified in the OmniConnects Short-Range Transit Plan.

During the last three years, Omnitrans has implemented three consecutive rounds of changes including the launch of sbX service in FY2014, East Valley service changes in FY2015 and the introduction of the SBTC and West Valley north-south realignments in FY2016. While most of Omnitrans riders viewed these changes in a positive light, Omnitrans believes riders are growing weary of the changes and this may be adding to a perceived level of unreliability. As such, Omnitrans proposes maintaining FY2016 services into FY2017 so that the previous changes have a chance to mature and riders are not subjected to additional changes. As a result, the forecasts provided below are generally stable, except for forecasting the continued regional trend of declining ridership, albeit at a slower rate than Omnitrans has experienced during FY2016 year-to-date.

4.1 SYSTEMWIDE SERVICE

Systemwide service characteristics are the summation of the Fixed Route, sbX, and Access service characteristics provided in the sections below. Traditional fixed route service dominates systemwide service characteristics because 72% of Omnitrans' FY2017 revenue hours are directly operated 40-foot bus service, compared to 5% for sbX, 3% for OmniGo contracted fixed route service, and 21% for ADA paratransit service. From a ridership perspective, traditional fixed route service dominates the service characteristics by an even larger share accounting for 90% of boardings compared to 6% for sbX, 1% for OmniGo and 3% for Access.

Exhibit 9 shows that Omnitrans' total revenue hours during FY2017 are projected to remain effectively flat compared to FY2016. The increase in hours from the expansion of the freeway express routes is coincidentally offset by the reduction in service days since FY2016 was a leap year. Since the freeway express routes operate at a speed twice that of local bus service, the coincidental offset does not carry over directly to revenue miles, which are anticipated to increase to 11.5 million miles up from 11.3 million miles, up 1.4%.

Ridership is anticipated to fall 3.1% to 12.6 million riders in FY2017 primarily attributable to the continuation of the 4% ridership decline that Southern California bus operators have experienced on average over the last twelve months. Despite the decline in ridership overall, the family of services sees varying growth rates ranging from positive growth of 4.7% on sbX to a decline of 3.7% on traditional local service. Similar to ridership, fare revenue is projected to reach \$14.1 million during FY2017, a decline of 2.9%.

Exhibit 9: System-wide Service Characteristics Summary

System Total (in Thousands except vehicles and ratios)		Actuals					Year-End Estimate	Projection	Percent Change
		FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2017
Financial	Fare Revenue	\$ 15,053	\$ 14,930	\$ 14,738	\$ 14,773	\$ 15,406	\$ 14,515	\$ 14,101	-2.9%
Operating Data	Revenue Miles	10,598	10,851	10,866	10,861	11,185	11,383	11,541	1.4%
	Total Miles	11,817	12,019	12,073	12,258	12,587	12,824	13,007	1.4%
	Revenue Hours	783	796	797	800	822	830	830	0.0%
	Total Hours	857	868	870	871	893	900	901	0.1%
	Passengers	14,891	16,152	16,146	15,689	14,391	13,020	12,618	-3.1%
Fleet Data	Peak Revenue Fleet	236	241	241	252	246	244	246	0.8%
	Spare Fleet	39	36	36	39	37	34	35	2.9%
	Total Fleet	273	275	275	289	283	278	281	1.1%
Key Stats	Passengers per Hour	19.0	20.3	20.3	19.6	17.5	15.7	15.2	-3.1%

Omnitrans peak fleet is forecasted to grow by two vehicles during the year due to growth of the freeway express program. This is achieved by slightly delaying the retirement of two buses as additional replacement vehicles are added to the fleet. The addition of two peak vehicles also allows for Omnitrans to carry one additional spare utilizing the Federal Transit Administration's (FTA's) maximum spare ratio requirement of 20%.

Omnitrans systemwide productivity is estimated to fall from 15.7 passengers per hour in FY2016 to 15.2 passengers per hour in FY2017. This is the continuation of the three-year trend that has seen ridership decline as fuel prices fell and Omnitrans raised fares in FY2015.

4.2 FIXED ROUTE DIRECTLY OPERATED SERVICE

Directly operated fixed route services includes Omnitrans local and freeway express bus routes. These services account for 72% of Omnitrans' hours of revenue service and 90% of Omnitrans' annual ridership.

During FY2016, Omnitrans directly operated 28 weekday fixed bus routes in the San Bernardino Valley. During FY2017, Omnitrans will continue to operate these 28 routes and proposes to add a 29th with the Yucaipa/Redlands freeway express route in January 2017.

Omnitrans' goal is to have 65% of fixed route service designated as productive service and 35% designated as coverage service. Coverage service provides lifeline service to communities that would not have bus service otherwise. Productive service is made up of trunk routes along major arterial corridors that operate higher frequencies. Omnitrans' current system map is provided in Exhibit 11.

Service frequency on productivity-oriented service is every 15 or 20 minutes. Depending on ridership levels, coverage service is offered at service frequencies of every 30 or 60 minutes. Omnitrans weekday span of fixed route service is from 3:43 A.M. until 11:31 P.M., but varies by

route. During FY2017, Omnitrans proposes no significant change in service frequency or service span.

Exhibit 10 shows that revenue hours are essentially unchanged remaining at 594,000 revenue hours during the year. This coincidentally occurs because the anticipated increase of 3,600 revenue hours of service with the expansion of freeway express service is offset by the mix of calendar days during the year including the loss of the leap-year day. Revenue miles are anticipated to grow by 2.1% to 7.99 million miles in FY2017, up from 7.83 million miles estimated for full year FY2016.

Exhibit 10: Directly Operated Fixed Route Service Characteristics Summary

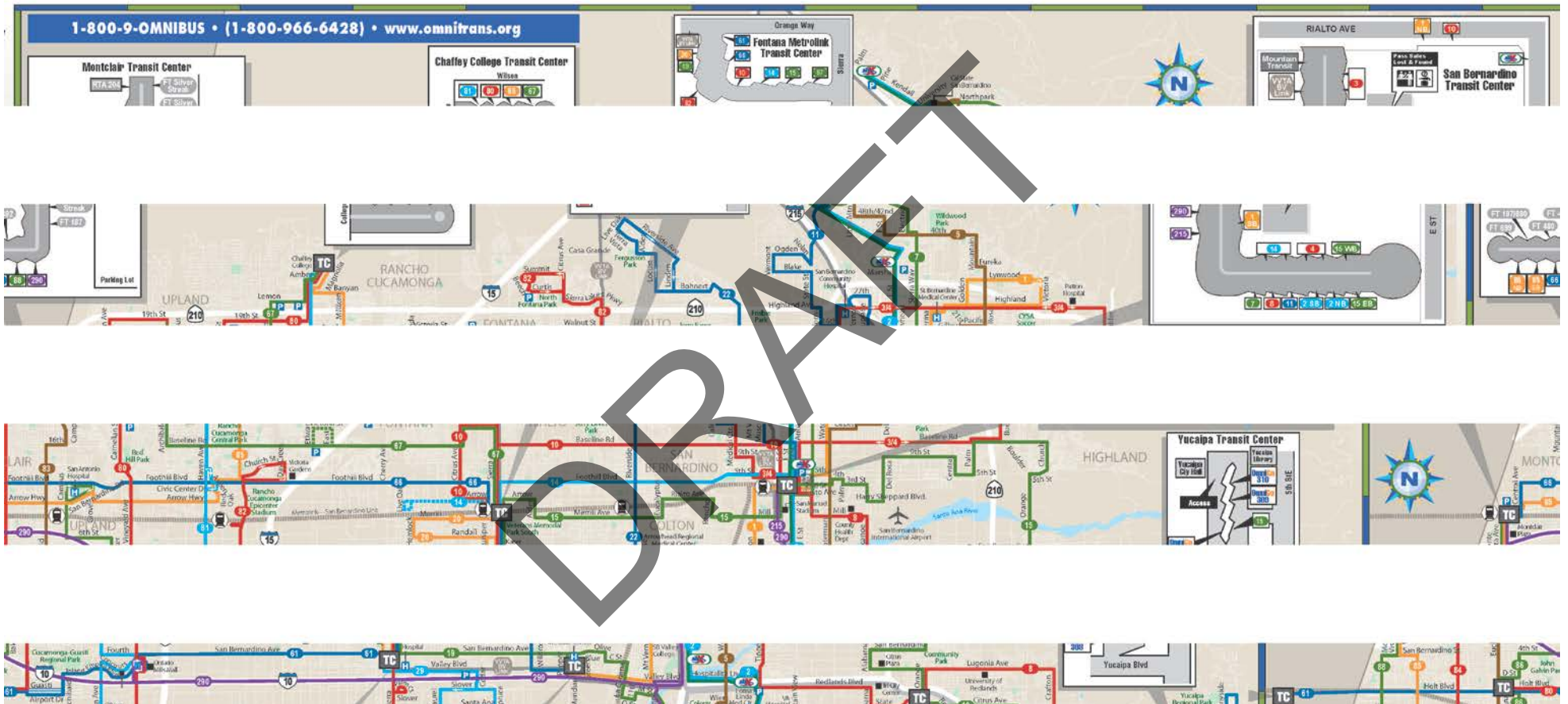
Motor Bus Directly Operated (MBDO) Excludes sbX (in Thousands except vehicles and ratios)		Actuals					Year-End Estimate	Projection	Percent Change
		FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2017
Financial	Fare Revenue	\$ 13,461	\$ 13,249	\$ 13,031	\$ 12,972	\$ 12,920	\$ 11,997	\$ 11,553	-3.7%
Operating Data	Revenue Miles	7,650	7,550	7,491	7,506	7,468	7,828	7,990	2.1%
	Total Miles	8,236	8,137	8,074	8,087	8,020	8,431	8,615	2.2%
	Revenue Hours	593	585	587	589	582	594	594	0.0%
	Total Hours	619	612	613	615	607	620	621	0.1%
	Passengers	14,320	15,523	15,510	14,962	13,232	11,762	11,327	-3.7%
Fleet Data	Peak Revenue Fleet	131	136	136	136	131	133	135	1.5%
	Spare Fleet	25	27	27	27	27	26	27	3.8%
	Total Fleet	156	163	163	163	158	159	162	1.9%
Key Stats	Passengers per Hour	24.2	26.5	26.4	25.4	22.7	19.8	19.1	-3.7%

The total number of passengers carried on directly operated fixed route service is projected to fall 3.7% from 11.7 million passengers to 11.3 million. This trend is driven by the same factors which have caused ridership declines averaging 4% throughout Southern California transit operators over the last year. Fare revenue exactly follows ridership levels as Omnitrans anticipates maintaining the \$1.02 average fare that has been in place in FY2016 through FY2017.

4.3 FIXED ROUTE PURCHASED TRANSPORTATION SERVICE

Omnitrans provides approximately 4.2% of fixed route service with the same contractor that operates Omnitrans' Access Service. Omnitrans uses purchased transportation to provide two types of fixed route service: 1) OmniGo community circulator service in Chino Hills, Grand Terrace and Yucaipa; and, 2) weekend service on routes that consistently have low weekend loads including Route 20 in Fontana and Route 29 in Bloomington. The use of purchased transportation on weekends is designed to match a smaller cutaway vehicle with a 16-18 passenger capacity to routes that rarely see more than 16 passengers on board at one time. OmniGo is a neighborhood shuttle service that uses these same smaller vehicles in regular fixed route service.

Exhibit 11: Omnitrans System Map



As seen in Exhibit 12, revenue and total hours and miles are expected to remain effectively flat during FY2017. Contracted fixed route service is expected to provide 28,000 hours of revenue service and 376,000 miles of service. Neither figure changes significantly from FY2016.

Ridership on this service is expected to remain flat at 128,000 riders per year. As ridership levels have remained flat, so has estimated fare revenue and passengers per hours.

Exhibit 12: Purchased Transportation Fixed Route Service Characteristics Summary

Motor Bus Purchased Transportation (MBPT) (in Thousands except vehicles and ratios)		Actuals					Year-End Estimate	Projection	Percent Change
		FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2017
Financial	Fare Revenue	\$ 69	\$ 110	\$ 122	\$ 149	\$ 154	\$ 131	\$ 131	0.0%
Operating Data	Revenue Miles	279	360	370	370	373	376	376	0.2%
	Total Miles	324	417	434	434	437	440	441	0.1%
	Revenue Hours	22	27	28	28	28	28	28	0.0%
	Total Hours	24	29	30	30	30	30	30	0.0%
	Passengers	117	150	145	157	145	128	128	0.0%
Fleet Data	Peak Revenue Fleet	7	7	7	7	7	7	7	0.0%
	Spare Fleet	3	3	3	3	3	3	3	0.0%
	Total Fleet	10	10	10	10	10	10	10	0.0%
Key Stats	Passengers per Hour	5.3	5.5	5.2	5.7	5.2	4.6	4.6	0.0%

Productivity for purchased fixed route service is projected to reach 4.6 passengers per hour. This is considerably less than the 19.1 passengers per hour expected on directly operated fixed route service, but is also a strong improvement over the 2.8 passengers per hour on the demand-responsive OmniLink service that OmniGo replaced.

4.4 SBX SERVICE

During FY2016, sbX ridership experienced 28% growth after the opening of the San Bernardino Transit Center in September 2015. Once riders had two months to adjust to the changes implemented in September, sbX ridership has grown at an even faster rate of 33% since November 2015. This ridership growth is expected to continue throughout the end of the fiscal year prior to stabilizing one-year after the opening of the SBTC. This provides the impetus for a 4.7% ridership growth during FY2017 to 723,000 riders during the year. Omnitrans expects ridership to exceed this level once Metrolink is extended to the San Bernardino Transit Center,

Exhibit 13: sbX Service Characteristics Summary

Bus Rapid Transit (BRT) sbX (Not included in MBDO)		Actuals					Year-End Estimate	Projection	Percent Change
		FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2017
Financial	Fare Revenue				\$ 42	\$ 550	\$ 622	\$ 651	4.7%
Operating Data	Revenue Miles				102	567	567	563	-0.7%
	Total Miles				110	618	621	619	-0.3%
	Revenue Hours				6	36	37	38	0.9%
	Total Hours				7	38	40	40	1.1%
	Passengers				73	545	691	723	4.7%
Fleet Data	Peak Revenue Fleet				11	12	12	12	0.0%
	Spare Fleet				3	2	2	2	0.0%
	Total Fleet				14	14	14	14	0.0%
Key Stats	Passengers per Hour				11.5	15.2	18.5	19.2	3.7%

which is currently expected in January 2017. However, since these forecasts enter into Omnitrans budget projections for the year, Omnitrans prefers to take a conservative approach and not estimate additional ridership or fare revenue from this improved multi-modal connection until it is actually established. The sbX service projections can be seen in Exhibit 13.

Revenue hours on sbX are projected to grow to 38,000 hours, up 0.9% compared to FY2016. This growth occurs as Omnitrans has modified service in late FY2016 in the A.M. peak to improve reliability due to slower than anticipated travel times associated with construction on the corridor. Revenue miles are estimated to remain essentially flat with a decline of 0.7% bringing it back to an identical level as occurred in FY2015.

As ridership grows, productivity on sbX is expected to increase to 19.2 passengers per hour, an increase of 3.7%.

4.5 COMBINED FIXED ROUTE SERVICE

Omnitrans' combined fixed route service is the summation of directly operated fixed route, fixed route purchased transportation and sbX. Omnitrans anticipates offering 8.9 million revenue miles and 659,000 hours of fixed route service during FY2016. This is an increase of 1.8% and 0.0% respectively. Details can be seen in Exhibit 14.

**Exhibit 14: Total Fixed Route Service Characteristics Summary
including Directly Operated, Purchased Transportation and sbX**

Total Fixed Route (in Thousands except vehicles and ratios)		Actuals					Year-End Estimate	Projection	Percent Change
		FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2017
Financial	Fare Revenue	\$ 13,530	\$ 13,359	\$ 13,153	\$ 13,163	\$ 13,624	\$ 12,750	\$ 12,335	-3.3%
Operating Data	Revenue Miles	7,929	7,910	7,861	7,978	8,408	8,771	8,930	1.8%
	Total Miles	8,560	8,555	8,508	8,630	9,076	9,492	9,675	1.9%
	Revenue Hours	615	612	614	623	646	659	659	0.0%
	Total Hours	643	641	642	651	675	690	691	0.2%
	Passengers	14,437	15,674	15,655	15,192	13,922	12,581	12,178	-3.2%
Fleet Data	Peak Revenue Fleet	138	143	143	154	150	152	154	1.3%
	Spare Fleet	28	30	30	33	32	31	32	3.2%
	Total Fleet	166	173	173	187	182	183	186	1.6%
Key Stats	Passengers per Hour	23.5	25.6	25.5	24.4	21.6	19.1	18.5	-3.2%

Ridership is projected to reach 12.2 million riders in FY2017, which is a 3.2% ridership decline. Productivity follows the same trend, falling 3.2% to 18.5 passengers per revenue hour.

4.6 ACCESS SERVICE – ADA PARATRANSIT SERVICE

Access is public, pre-scheduled service that provides curb-to-curb service upon request to people who are unable to use Omnitrans fixed-route bus service due to a physical or cognitive disability. Access service is complementary to fixed-route service which means it provides Americans with Disabilities Act (ADA) eligible riders with service within ¾-mile of a fixed route.

There are no specific recommended changes to Access services during FY2017. As VTrans is integrated into Omnitrans Special Transit Services Department, the Access service, travel training, and a series of partnerships will be refined to enhance service for ADA-eligible clients.

These programs will be developed as the new department takes form and have not been factored into the FY2017 forecasts.

Over the last five years, the Omnitrans Access program has averaged a growth rate of 1.6% per year driven primarily by the aging of the population. However, during the last year Omnitrans implemented an in-person eligibility program that has reduced applications by 55.4% fiscal-year-to-date through February with 1,351 applications compared to 3,028 applications during the same period a year ago. With this decline in application levels, Omnitrans does not project that ridership on Access will grow during the upcoming year. Since service characteristics such as revenue hours and revenue miles on Access are demand driven and determined by the ridership levels, Access' characteristics are anticipated to remain constant compared to FY2016. Exhibit 15 below shows the estimated service characteristics for Access during FY2017.

Exhibit 15: Access Service Characteristics Summary

Access (in Thousands except vehicles and ratios)		Actuals					Year-End Estimate	Projection	Percent Change
		FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2017
Financial	Fare Revenue	\$ 1,473	\$ 1,532	\$ 1,551	\$ 1,578	\$ 1,778	\$ 1,765	\$ 1,765	0.0%
Operating Data	Revenue Miles	2,568	2,845	2,918	2,800	2,767	2,611	2,611	0.0%
	Total Miles	3,119	3,346	3,456	3,510	3,494	3,332	3,332	0.0%
	Revenue Hours	160	177	176	171	175	171	171	0.0%
	Total Hours	202	218	218	211	216	210	210	0.0%
	Passengers	431	459	473	479	467	439	439	0.0%
Fleet Data	Peak Revenue Fleet	95	95	95	95	96	92	92	0.0%
	Spare Fleet	11	6	6	6	5	3	3	0.0%
	Total Fleet	106	101	101	101	101	95	95	0.0%
Key Stats	Passengers per Hour	2.7	2.6	2.7	2.8	2.7	2.6	2.6	0.0%

5. FARE STRUCTURE

Omnitrans FY2017 maintains the fare policy and structure that was put in place by the fare change implemented in September 2014 (FY2015).

The OmniConnects Short-Range Transit Plan had a proposed fare increase scheduled for FY2017; however, low fuel prices and declining ridership make this slated fare increase untenable. Additionally, Omnitrans staff conducted an analysis of peer fares. Omnitrans has the highest base cash fare of Omnitrans' immediate neighbors. Omnitrans' cash fare is \$1.75 compared to \$1.50 at Riverside Transit Agency and \$1.25 at Foothill Transit. Omnitrans' current base fare is in line with the largest southern California operators with LA Metro at \$1.75 and OCTA at \$2.00.

Omnitrans recommends fare policy based on the requirement of achieving minimum farebox recovery ratio objectives set for general public services (Local, Express, OmniGo and sbX) and specialized service (Access). Omnitrans is required by the Transportation Development Act to maintain a farebox recovery ratio of at least 20% for its general public services and 10% for ADA service. Omnitrans is meeting its farebox recovery standards, so there is no immediate need to implement a fare change.

Exhibit 16 and Exhibit 17 below provide details of Omnitrans FY2017 fare structure.

Exhibit 16: Fixed Route Fares

	Full-Fare	Senior/Disability/Medicare	Youth	Veteran
31-Day	\$ 55.00	\$ 27.50	\$ 35.00	\$ 27.50
7-Day	\$ 18.00	\$ 8.00	\$ 11.00	\$ 8.00
1-Day				
Individually	\$ 5.00	\$ 2.25	n/a full-fare	\$ 2.25
Packs of Ten	\$ 45.00	\$ 20.25	n/a full-fare	\$ 20.25
Cash/Ticket*	\$ 1.75	\$ 0.75	n/a full-fare	\$ 0.75
Free Rides	Metrolink Transfers: Free to rider; SCRRRA pays one-half base fare for each boardings with a MetroLink ticket/pass; Children: Height < 46"; limit 2 free per fare paying riders Personal Care Attendant: Accompanying a ADA Rider; Omnitrans Employees and Family Members: With Employee/Family ID; RTA Employees and Family Members: With Employee/Family ID; and, LAMTA, Foothill Transit, OCTA & VTrans Employees: With Employee ID Promotional Fares.			
Go Smart Fare	The Go Smart fare is a pre-negotiated fare for all riders that attend a partner University, College, Trade/Technical School, or High School, or work at a partner employer. Participants must have an active, valid Omnitrans-compatible ID card as proof of fare.			

*1-Way ticket available for full fare only, minimum purchase quantity is 500 tickets.

Exhibit 17: Access Fares

	Cash	Beyond ADA Boundary
1-3 zone	\$ 3.25	\$ 8.25
4 zone	\$ 4.25	\$ 9.25
5 zone	\$ 5.25	\$ 10.25
6 zone	\$ 6.25	\$ 11.25

6. SUMMARY OF PUBLIC INPUT

The proposed FY2017 service plan was developed after reviewing service requests that have been submitted during the last year. These include compliment, complaint and suggestion submissions that come in through Customer Service Representatives, at the San Bernardino Transit Center, online, email and through social media. Additionally, Omnitrans staff hosted a full-day listening session at the San Bernardino Transit Center on February 1, 2016.

In order to fully consider the impacts of the proposed changes, Omnitrans planning staff will hold input sessions at each of the transit centers impacted by the implementation of freeway express service and one official public hearing to be held at the Omnitrans metro facility. These proposed meeting dates are provided in Exhibit 18 below. The input received from these sessions will be provided when this service plan is presented to the Board of Directors for adoption and may create the need for minor changes should customers identify concerns with the proposals.

Exhibit 18: Public Hearings and Input Sessions

City	Location	Day & Date	Time
Montclair	Montclair Transit Center	Monday, April 18, 2016	3:00 P.M. - 6:00 P.M..
San Bernardino	San Bernardino Transit Center	Tuesday, April 19, 2016	6:00 A.M. - 10:00 A.M.
San Bernardino	Omnitrans Metro Office	Tuesday, April 19, 2016	4:00 P.M. - 7:00 P.M.
Redlands	Redlands Transit Mall	Wednesday April 20, 2016	6:00 A.M. - 10:00 A.M.
Yucaipa	Yucaipa Transit Center	Wednesday April 20, 2016	3:00 P.M. - 6:00 P.M.

7. TITLE VI SERVICE EQUITY ANALYSIS

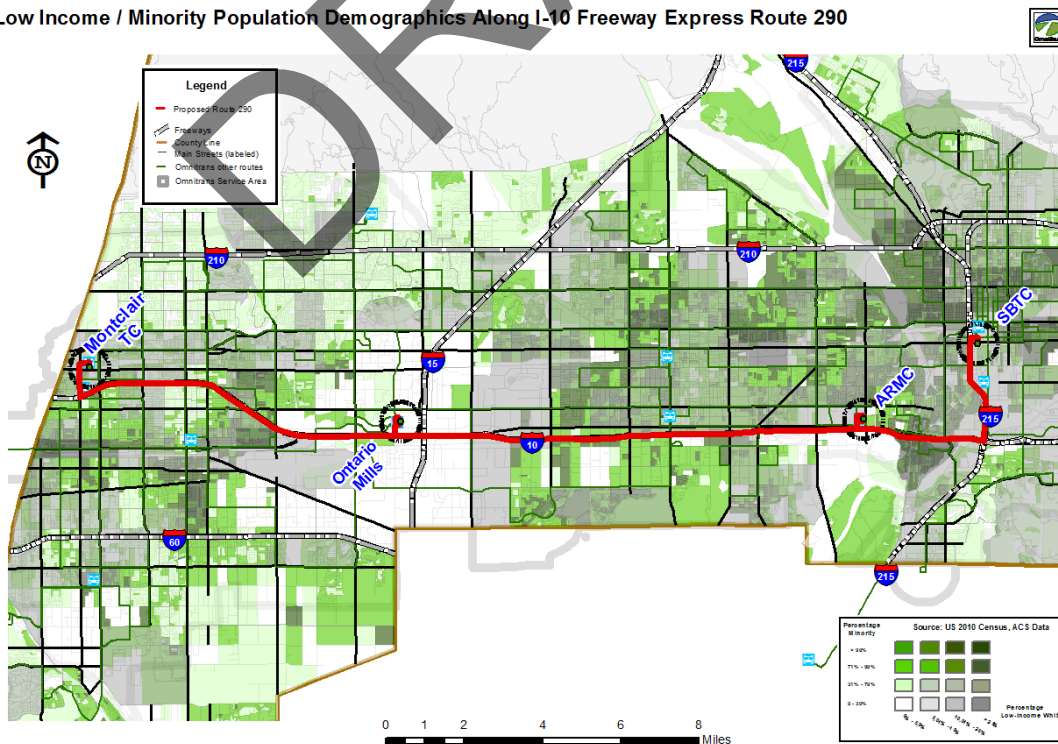
Title VI of the Civil Rights Act of 1964 requires that public transit agencies do not impose disparate treatment or disparate impact upon low income or minority populations. As part of Omnitrans' Title VI obligation, an equity analysis must be performed for major service and fare changes as part of the planning process. The analysis tests if the proposed changes unfairly impact the minority or low-income populations. The proposed changes to Route 290 and the Yucaipa/Redlands Freeway Express route meet the criteria for a major service change and trigger a mandatory Service Equity analysis.

In September of 2015, Omnitrans added peak service along its latest freeway express route, Route 290. The service was designed to link the focus of East Valley fixed route service (SBTC) to major trip generators along Interstate 10 to its terminus in the West Valley, Montclair Transit Center. The route was designed to make only four stops: the San Bernardino Transit Center (SBTC), Arrowhead Regional Medical Center (ARMC), Ontario Mills Mall, and the Montclair Transit Service. Peak service in the morning and evening was offered, with the proviso that once additional resources permitted, additional service might be offered to meet demand. A service equity analysis was performed prior to the route going into service, and determined that the proposed route complied with Title VI requirements.

Given that Route 290 is a freeway express peak service route that makes only four stops, a demographic analysis of the area surrounding the four stops is necessary to complete a service equity analysis which is mapped in Exhibit 19.

Exhibit 19: Low-Income or Minority Demographic Profile Map for Route 290

Low Income / Minority Population Demographics Along I-10 Freeway Express Route 290



This demographic analysis of a one-half-mile pedestrian buffer around the San Bernardino Transit Center, the Arrowhead Regional Medical Center, Ontario Mills, and Montclair Transit Center were completed. These were then compared to the makeup of the respective buffered regions around all Omnitrans' fixed route service, and for San Bernardino County overall. This analysis is shown in Exhibit 20.

Exhibit 20: Low-Income or Minority Demographic Comparison for Route 290

REGION	Total Population	Total Whites (Tot Pop- Minorities)	Minority	% Minority	Track Estimate LIW (Low Income White)	Block Estimate Number LIW	Number LIM	% LIM
COUNTYWIDE	2,035,210	677,598	1,357,612	67%	NA	119,090	1,476,702	73%
Merged Half-Mile Pedestrian Buffer	Total Population	Total Whites (Tot Pop- Minorities)	Minority	% Minority	Track Estimate LIW (Low Income White)	Block Estimate Number LIW	Number LIM	% LIM
2015 Pedestrian Buffer (Half-Mile Pedestrian Buffer About All Routes)	607,625	126,211	481,414	79.23%	26,282	19,368	500,782	82.42%
Route 290 (total) STOP BUFFER METHOD ABOUT FOUR STOPS	3,116	514	2,602	83.50%	195	30	2,632	84.47%
(Data obtained originally from U.S. 2010 Census)								

In all cases, when compared either to the proportion of minority residents or Low-Income/Minority (LIM) residents of the County, or to the same proportions obtained from within Omnitrans' service area, Route 290 is shown to serve a population with higher minority or LIM proportions. The proportion of the minority population in the Route 290 buffer regions was 83.5%, while that for the buffer around all routes was 79.2%, and that for San Bernardino County was 67%. The results were just as striking for the proportions of LIM; the LIM population in the Route 290 stop buffers was 84.47% of the total population, while the LIM populations for the buffer of all fixed routes and for the county overall were, respectively, 82.42% and 73%. So the resource allocation to Route 290 in the form of adding additional hours of peak service does not impose disparate treatment or disparate impact on minority or LIM populations.

Proposed Route 208 is designed to be a freeway express service making limited numbers of stops, and connecting Yucaipa to the Redlands Mall in downtown, Hunts Lane in Loma Linda, and the San Bernardino Transit Center. Several Route 208 stops are proposed along Yucaipa Boulevard to pick up as many potential riders as possible from that city before the coach ramps onto the freeway.

Route 208 is proposed to deliver 0.2% of total fixed route service during FY2017. Given how small a share of service the route provides, its makeup does not impact the overall system demographics of Omnitrans service area. Additionally, the routes in funded through a grant that does not require the restructuring of any other route. As a result, it does not create a disparate impact or disparate burden on the low-income or minority population.

Despite this finding, a demographic analysis was completed and can be viewed in Exhibit 21 and Exhibit 22. Countywide, the proportion of minority residents, and of the LIM population, in San Bernardino County is 67% and 73%, respectively. Within that merged half-mile pedestrian buffer of Omnitrans 2015 fixed routes, the proportions of minority and LIM residents, respectively, are 75% and 78%. Omnitrans' fixed route service as a whole serves a greater

Exhibit 21: Low-Income or Minority Demographic Profile Map for Route 208

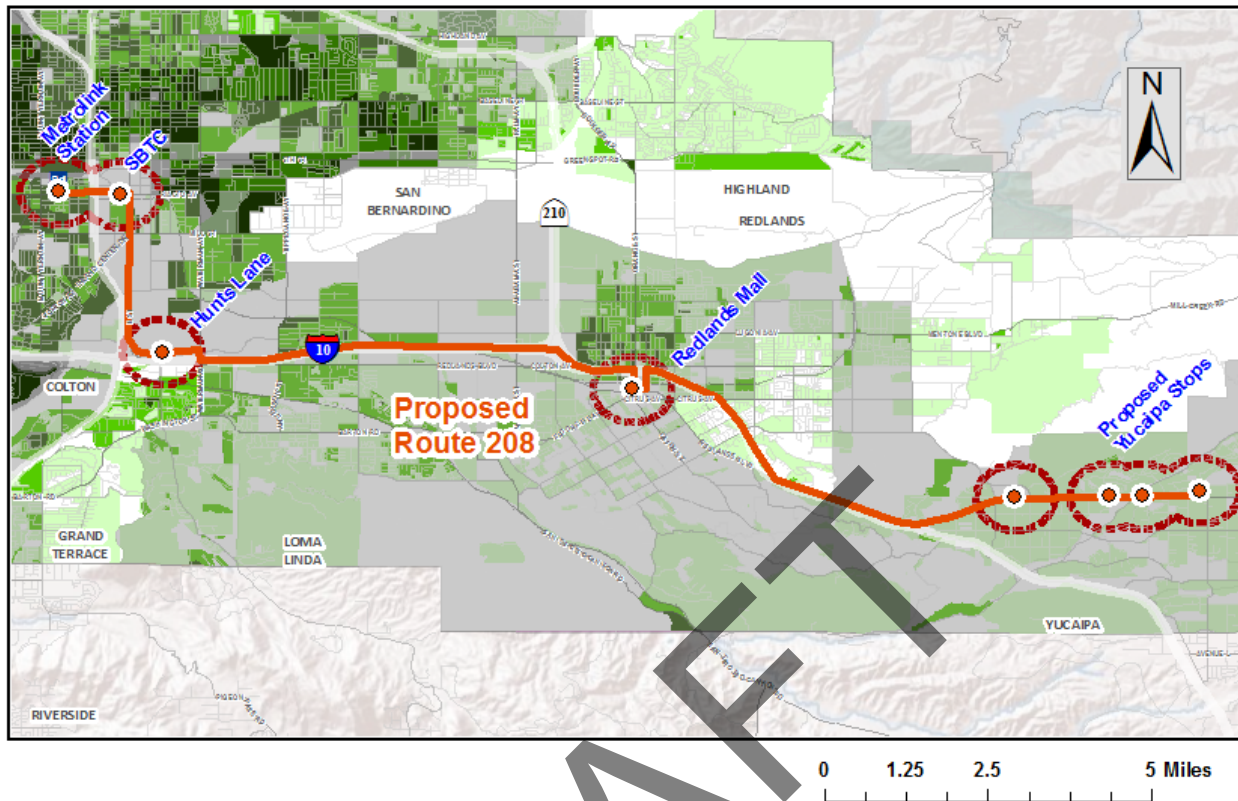


Exhibit 22: Low-Income or Minority Demographic Comparison for Route 208

	REGION	Total Population	Total Whites (Tot Pop - Minorities)	Minorities	% Minorities	Track Estimate LIW (Low Income White)	Block Estimate Number LIW	Total LIM	% LIM
	COUNTYWIDE	2,035,210	677,598	1,357,612	67%	NA	119,090	1,476,702	73%
	OmniTrans' Entire Service Area	1,260,120	309,266	950,854	75%	NA	35,180	986,034	78%
	Merged Half-Mile Pedestrian Buffer	Total Population	Total Whites (Tot Pop - Minorities)	Minority	% Minority	Track Estimate LIW (Low Income White)	Block Estimate Number LIW	Number LIM	% LIM
1	Proposed Route 208 (total) STOP BUFFER METHOD	15,300	6,711	8,589	56.14%	21	15	8,604	56.24%
2	COMPARISON: Route 8	52,749	19,185	33,564	63.63%	2,621	222	33,786	64.05%
3	COMPARISON: Route 19	132,015	38,225	93,790	71.04%	2,573	218	94,008	71.21%
4	COMBINED 208 / 290 Freeway Express Investment	17,252	7,048	10,204	59.15%	333	40	10,244	59.38%
5	COMBINED 215 / 208 / 290 Freeway Express Investment	22,318	7,736	14,582	65.34%	458	55	14,637	65.58%

proportion of the minority and LIM population, and is thus compliant with Title VI. However, when the analysis is performed on the proposed Route 208, the proportions of minority and LIM residents are found to be 56.14% and 56.24%, respectively, which is less than that for the county overall.

As well, it must be remembered that Route 208 is part of a growing number of freeway express service routes being added to the system incrementally, and not an idiosyncratic one-off event. Already, Route 215 serves to connect SBTC and the city of Riverside along the 215 freeway, and the recently implemented Route 290 connects SBTC with the Montclair Transit Center via the 10 freeway. When looked at like this, Route 208 joins 215 and 290 to connect the far reaches of

OmniTrans service area with its central hub (SBTC) and offer riders express freeway service. Route 208 is seen to be part of a growing network, then, and a long term plan to offer freeway express service to all riders in its service area. It must be expected that some parts of this growing network will serve differing demographics, but when taken as a whole, the express network will better reflect the overall demographic character of the service area as a whole. This can be seen in rows 4 and 5 in the preceding table; here, 208 is combined with 290, and then with 215, respectively, in order to indicate the composite character of the network's demographic profile. At 59.15% and 65.34% minority proportions, respectively, the two composites demonstrate that they more closely approach the proportion of 75% minority residents in the service area as a whole.

DRAFT

Marketing Plan 2016-2017



March 24, 2016

Omnitrans

1700 W. Fifth St.

San Bernardino, CA 92411

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EXECUTIVE SUMMARY

The mission of Omnitrans marketing is to generate a high level of public support and awareness of Omnitrans services and to promote increased use of those services. The annual Marketing Plan outlines a strategic approach to attracting and retaining customers while maintaining overall community support through the promotion of Omnitrans services and programs. The plan begins with analysis of the marketplace and a review of agency strengths, weaknesses, opportunities, and threats. Key goals are established and marketing strategies are developed to achieve them utilizing available resources.

Comparing calendar year 2015 to 2014, Omnitrans system ridership declined by 11.4% year over year. Through February of the current fiscal year, Omnitrans system-wide ridership remains 11.4% below the prior year. Other transit agencies in Southern California also are experiencing this negative trend, influenced by historically low gasoline prices. While overall system ridership is down, express routes including the sbX bus rapid transit line are growing.

Positive trends include the steady growth of Veteran trips since implementing the new discount category in 2015. Public awareness of Omnitrans is high, at 91% according to a recent survey, up from 85% in 2013. Customer satisfaction is 80% positive and public opinion is 76% favorable. Also, advertising revenue is up significantly (+23%).

The typical Omnitrans passenger is a young, working, English-speaking Hispanic woman with a high school education. Over 60% of rider households earn less than \$20,000 annually. About 16% of riders are students and 9% are senior citizens. Omnitrans passengers are heavily reliant on transit; nearly half do not have a driver's license and only 18% have a car readily available to them. The primary reason for riding Omnitrans is to get to work, followed by school, shopping, and medical trips.

Key objectives for Fiscal Year 2016-2017 are to generate increased ridership, revenue, customer satisfaction, public awareness and public opinion. To achieve these goals various marketing strategies will be employed. Increasing ridership will require ongoing promotion of Omnitrans' family of services (sbX bus rapid transit, freeway express service, local bus routes, and OmniGo community shuttles) to core and niche market segments. To attain revenue goals, we will promote bus pass values, continue advertising programs, and explore revenue opportunities at the San Bernardino Transit Center. Efforts to enhance customer satisfaction will include effective customer communications, well-maintained passenger amenities, customer education campaigns with a focus on safety and security, and promoting a customer service culture. Heightened public awareness and positive public opinion will be influenced through community outreach efforts, effective public relations, communicating system safety and security efforts, and maintaining good relations with community stakeholders.

In an effort to maintain low administrative costs for the agency, expenses for public relations, advertising, promotion, outreach, and printing are being maintained at prior year budget levels.

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MARKET ANALYSIS

Service Overview

Omnitrans was established in 1976 to provide a unified and comprehensive public transit system for the San Bernardino Valley. Omnitrans provides a family of services including both fixed route and demand response transportation. All services combined are supported by approximately 176 buses, 106 cutaway vehicles, 650 direct employees and 230 contracted employees.

Fixed Route: As of March 2016, Omnitrans provides transit service on 34 routes, including one bus rapid transit (BRT) line, two freeway express routes, 26 local bus routes and five community circulator routes. Combined, these provide over 43,000 passenger trips on weekdays. Routes cover the San Bernardino Valley and provide connections to other regional transit providers.

Demand Response: Access is a lift-equipped, curb-to-curb, shared-ride service mandated by the Americans with Disabilities Act (ADA). It is available for pre-qualified persons with disabilities throughout the Omnitrans service area. Service is offered seven days a week by advance reservation. Access provides approximately 1,600 passengers trips on a typical weekday.

Service Area

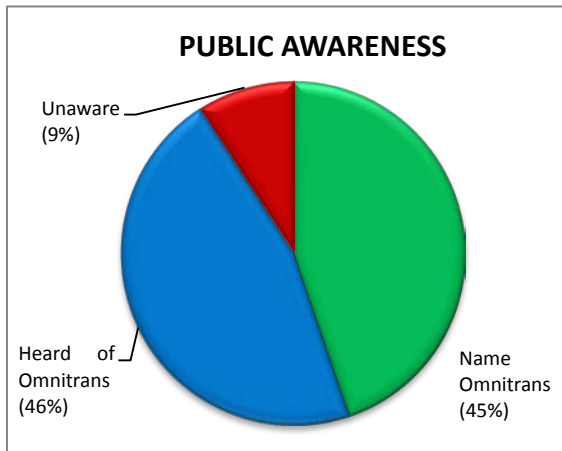
Geography: Omnitrans operates in an area of approximately 450 square miles area known as the San Bernardino Valley. This includes 15 cities: Chino, Chino Hills, Colton, Fontana, Grand Terrace, Highland, Loma Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, San Bernardino, Upland, Yucaipa, and some unincorporated areas of San Bernardino County. Omnitrans also connects to neighboring transit services in Pomona and Riverside.

Population: The San Bernardino Valley is gaining population, but at a slower pace than a decade ago. According to the most recent U. S. Census data (July 2014), San Bernardino County had 2,112,619 residents, up 3.8% from 2010. In comparison, the Omnitrans service area is home to approximately 1.4 million people. Continued population growth is projected over the next 10 to 15 years, particularly in the western portion of the service area.

Employment: Unemployment levels have returned to near pre-recession levels. The San Bernardino County rate was just 5.8% in December 2015, down from an average of 8.1% in 2014 and half of the 13.5% high water mark in 2010. In comparison, the December 2015 rate for California was also 5.8%, and the national average was 5.0%. Job growth in the San Bernardino Valley is expected to outpace Los Angeles and Orange Counties in the long term. Southern California Association of Governments forecasts that Ontario and San Bernardino will be among the top ten job markets in the region by 2025.

Public Awareness

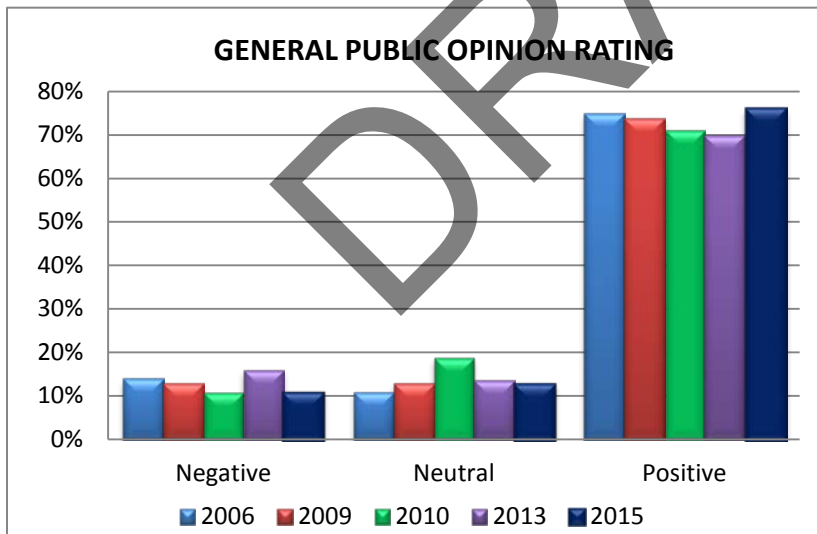
Overall awareness of Omnitrans among the general public surveyed in the 2015 Inland Empire Annual Survey was 91%, which is up significantly from 85% in 2013. When asked if they could name their local public transit service, 45% answered “Omnitrans”, or an Omnitrans service, such as sbX. Those who could not name Omnitrans outright were then asked if they had heard of Omnitrans and, with this prompting, 46% answered affirmatively. Only 9% indicated no awareness of Omnitrans. See graph at left.



Such high awareness levels are an indication that Omnitrans is successful at promoting and building the agency brand through effective marketing efforts. Strong public awareness is desirable because it influences people to seek out Omnitrans services when the need arises and to support funding initiatives for Omnitrans projects

Public Opinion

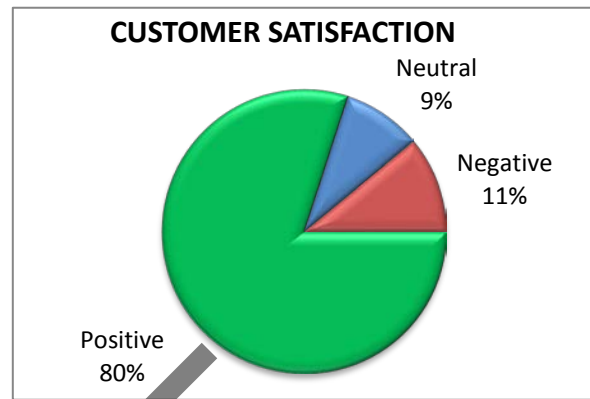
Beyond overall awareness, a strong majority of the general public views Omnitrans in a positive light. The 2015 Inland Empire Annual Survey showed that 76% of people rated the agency favorably even if they did not use our services. The graph below shows results of the same survey utilized intermittently since 2006. Additionally, survey participants were asked if their opinion of Omnitrans had changed in the past year. While most said their perception of Omnitrans “stayed the same” at 72%, one-fourth (25%) said their perception improved while only 3% said their perception declined. When asked if they would consider becoming a bus rider, 13% said they would not consider riding, while 53% said they would ride if they had no other transportation and 29% said they would consider riding in the future. Current bus riders accounted for 4% of survey participants.



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Customer Satisfaction

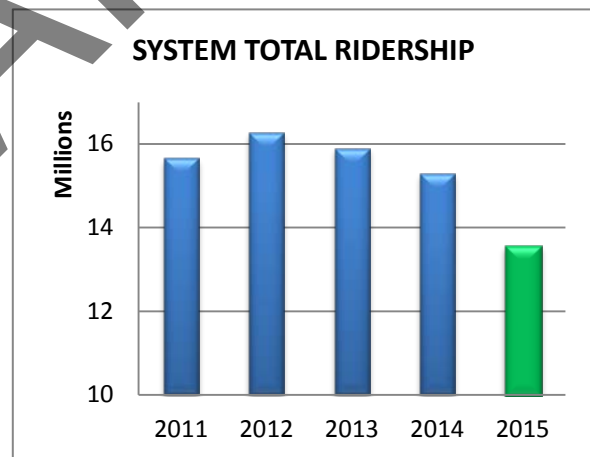
Omnitrans earns high marks from those who use the service. In a 2015 online rider survey, 80% of fixed route customers gave Omnitrans a positive rating, as the chart at right illustrates. This was the third highest among 15 similar-sized agencies in the American Bus Benchmarking Group (ABBG) which administered the survey. The 2015 rating is down slightly from 83% positive ratings earned in the two prior years. Omnitrans also had a positive “Net Promoter Score,” which compares how many customers would recommend Omnitrans to a friend or family member versus those who would not. The survey shows that customers are most concerned about service availability (service span and routing), time (on-time and travel time) and security, particularly at bus stops.



Omnitrans has not conducted a satisfaction survey among Access customers since 2011. At that time, 90% gave the service an overall satisfaction rating of excellent or good.

Ridership Trends

In calendar year 2015, ridership on all Omnitrans services totaled 13,555,013 trips, which is an 11.4% decrease from the prior year, continuing a downward trend that began in 2013. The primary driver of the decline is believed to be record low gasoline prices. Changes to the driver's license requirements which now allows undocumented workers to apply appears to be a factor as well. Transit agencies across Southern California have experienced a similar trend. Other factors include the lingering effect of a September 2014 fare increase and impacts of route restructuring in September 2015 and a rise in lost service due to lack of available drivers. The chart at right displays the trend from 2011-2015.



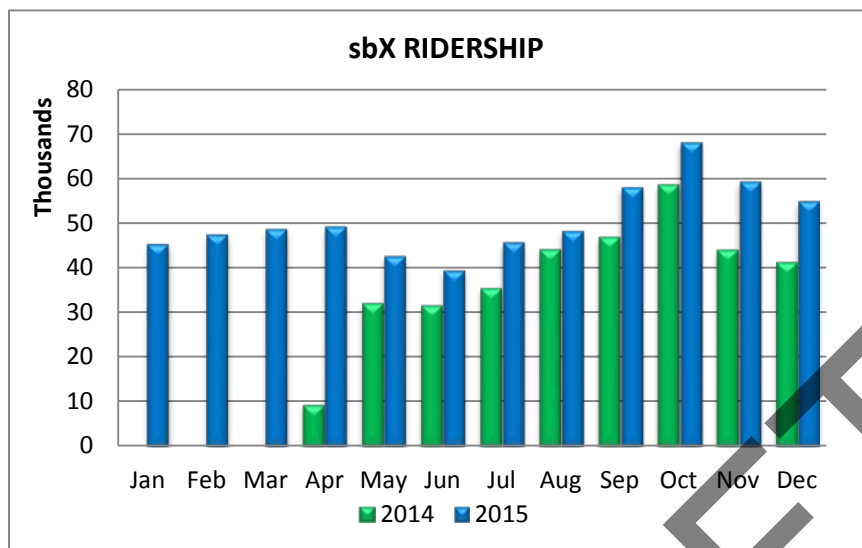
Fixed Route: Fixed route bus service generated 13.1 million boardings in 2015, down 11.5% from the prior year. Looking at ridership by fare category we find that half of riders (49.8%) paid full fare and 28.3% paid the discounted “half” fare for seniors age 62+, persons with disability or military veterans. Students in the GoSmart program and youth fares accounted for 14.6% of ridership. The remainder was attributed to free rides, transfers and miscellaneous categories.

In January 2015, Omnitrans implemented a new fare category for U.S. military veterans. Based on the experiences of neighboring Riverside Transit Agency, we projected that veterans would account for 0.3% of all trips. Actual results were four times higher at 1.2%, as nearly 160,000 trips were tallied. This positive response helped increase trips among all half fare categories

MARKETING PLAN 2016-2017

(senior/disabled/veteran combined) by 0.4% compared to the prior year. This was the only ridership segment that increased in 2015.

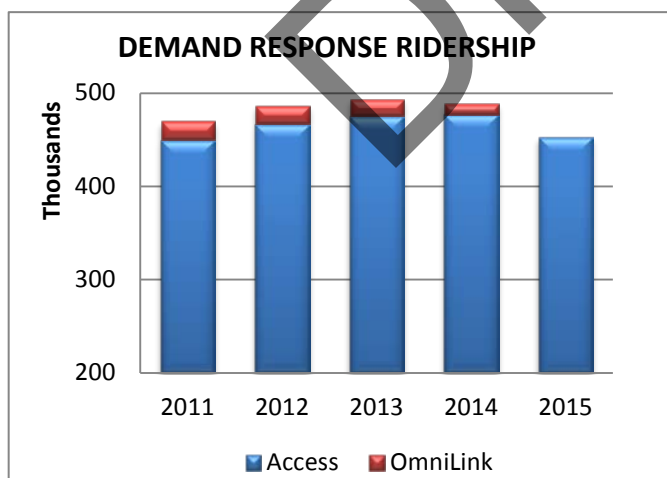
While overall fixed route ridership declined, activity on our premium services, sbX and freeway express routes, is growing. sbX green line ridership increased 76.6% in 2015, carrying over



600,000 passengers during the year. While a portion of this gain is due to a full year of operation in 2015 versus 8 months in 2014, the BRT line also saw a significant increase after the opening of the San Bernardino Transit Center in September, as the graph at left illustrates. The long-awaited Transit Center provides a convenient connection from sbX to local routes. As a result, Omnitrans was able to

reduce the frequency on the “shadow” service for sbX (Route 2) to hourly frequency. The new Route 290 freeway express route, implemented in September 2015, gained a strong foothold among customers. Ridership has nearly doubled from the opening week ridership and requests for additional trips have prompted Omnitrans to substantially increase the number of round trips offered on the route in Fiscal Year 2016-2017.

Demand Response: Ridership on Access service in calendar year 2015 was 452,451, a drop of 5.3% vs. 2014. Overall, demand response declined by 7.4% in 2015, factoring in the elimination of OmniLink in September 2014. The five year demand response ridership trend is shown at left.



Omnitrans managed Access ridership lower through the implementation of a new eligibility process featuring in-person interviews in September 2015, which aided a cost reduction in Omnitrans’ most expensive per passenger service.

Omnitrans discontinued OmniLink, dial-a-ride service offered in Chino Hills and

Yucaipa, following years of steady ridership declines after OmniGo community shuttle routes were implemented in 2010 to more efficiently serve these primarily low-density residential communities.

MARKETING PLAN 2016-2017

Revenue Trends

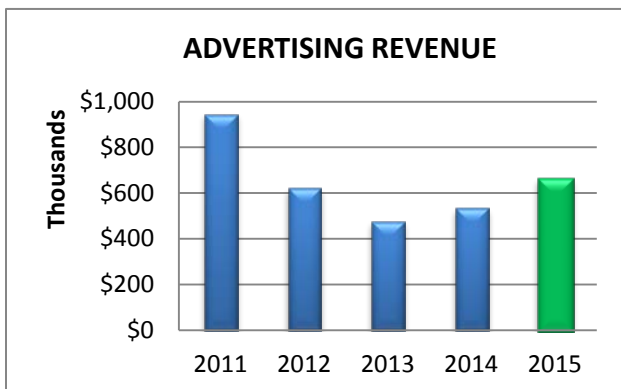
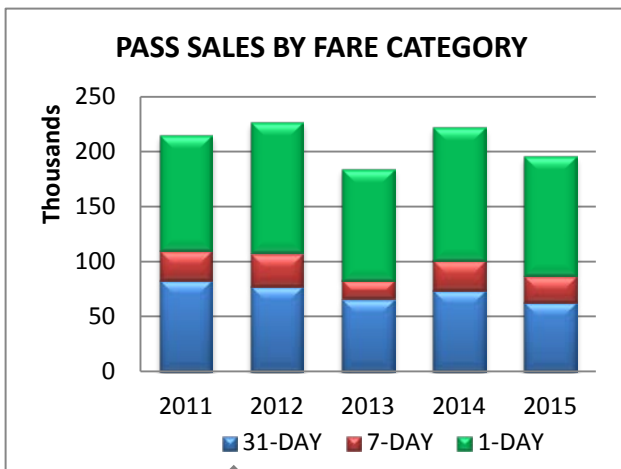
Pass Sales: In calendar year 2015, prepaid bus pass unit sales declined 11.9% versus 2014. The chart at right shows the bus pass unit sales trend for the past five years for 1-day, 7-day and 31-day passes. However, because the September 2014 fare increase impacted all of 2015, revenue from prepaid pass sales declined only slightly (-0.4%) despite lower unit sales.

Total revenue from pass sales was \$5,655,133, which included \$484,612 from online store sales, \$135,058 from ticket vending machine sales and \$405,387 from the GoSmart program. Online store sales revenue improved from 2014 in both units sold (147.2%) and revenue (25.2%). Ticket vending machines are found at all sbX station platforms as well as the San Bernardino Transit Center. The GoSmart program is a negotiated rate program with costs supported by student fees and/or administrative contributions by partner schools or employers. Students and employees use their photo ID for fare payment. Omnitrans implemented its first employer GoSmart program in December 2015 through a partnership with Loma Linda University Health Systems. Construction impacts on employee parking prompted them to subsidize Omnitrans service as an incentive to use transit as an alternative.

In 2015, prepaid passes and other non-cash fares were used for 70.0% of all passenger boardings. Omnitrans prefers to minimize cash fares because they require more boarding time which in turn adds to increased travel time. Additionally, cash fares generate costs related to money handling.

Advertising: Marketing is responsible for managing advertising on agency assets either through a contractor or directly. This includes advertising on the exterior and interior of Omnitrans buses and at bus shelters and stations owned by Omnitrans. Audio advertising on buses was implemented in 2015. Future opportunities might include station or line naming rights, on board video displays, or mobile app advertising. System advertising represents an important revenue stream for Omnitrans. Aside from the revenue, Omnitrans is able to use these various advertising methods for self-promotion at low or no cost.

Advertising revenue for 2015 was up 23% compared to the prior year. The five year trend for advertising revenue is shown above. The steep decline between 2011 and 2012 came after a five-year contract that was unfavorable to the contractor that handled exterior bus advertising. In 2012, Omnitrans implemented a one-year contract extension at a reduced rate. In 2013, a new five-year contract was implemented with a new vendor that handles both exterior bus and shelter ads. This contract accounts for 97% of all advertising revenue.



SWOT ANALYSIS

In preparing the marketing plan, we consider our strengths, weaknesses, opportunities and threats (SWOT) as shown below. Strengths and weaknesses are largely characteristics of the organization while opportunities and threats are due primarily to external influences.

	POSITIVE	NEGATIVE
INTERNAL	STRENGTHS Service quality <ul style="list-style-type: none"> Customer satisfaction Safety and security record On-time performance System features <ul style="list-style-type: none"> Family of services (BRT, freeway, local, shuttle, Access) Transit centers, bus stop amenities, park and ride lots Fleet: Wheelchair accessible, bike racks, Wi-Fi, clean fuel Economical service <ul style="list-style-type: none"> Passes, GoSmart program for volume discounts Discounts for Veteran, Youth, Senior, Disabled, Medicare categories. Customer communication <ul style="list-style-type: none"> Multilingual (LEP) Schedules, newsletters, on board audio Community outreach, travel training Website, mobile app, social media NexTrip real time arrival info Call center New service <ul style="list-style-type: none"> New and expanded freeway express service Potential Ontario OmniGo route VTrans integration San Bernardino Transit Center	WEAKNESSES Constrained budget/service <ul style="list-style-type: none"> Limited funding Declining fare box recovery ratio Flat service levels Productivity vs. coverage demands Low service frequency Travel time Declining ridership <ul style="list-style-type: none"> Service changes, short term impact Dropped service, staffing levels Declining perceived reliability Public agency environment <ul style="list-style-type: none"> Lack of flexibility Funding mechanisms Procurement cycles Slow reaction time
EXTERNAL	OPPORTUNITIES Service area development <ul style="list-style-type: none"> Multimodal, TOD interest at Cities Growing population, urbanization, congestion Active transportation projects Improving local economy, employment Community Partnerships <ul style="list-style-type: none"> Students, GoSmart Veterans Senior and disabled Employers Spanish/Hispanic Multimodal planning/future modes (Redlands Rail) Millennial generation pro transit Public awareness/public opinion New revenue/funding opportunities <ul style="list-style-type: none"> New fare payment options Potential grants: Article 3, Cap and Trade Advertising programs 	THREATS Car culture <ul style="list-style-type: none"> High auto ownership Free parking Low market share Few "choice" riders Lower gasoline prices Driver's license law change Lack of transit-friendly infrastructure <ul style="list-style-type: none"> Gaps in pedestrian/ bicycle infrastructure Suburban sprawl Graffiti and vandalism Perception of safety/security <ul style="list-style-type: none"> Waiting at bus stops Construction impacts New private services <ul style="list-style-type: none"> Uber, Lyft, private shuttles, etc.

TARGET MARKETS

Identification of target markets is key to the success of any marketing plan. Only when target markets are clearly defined, can effective messages and media tactics be developed.

FIXED ROUTE

Core Market: Since our most likely new customers are those who most closely resemble current users of the service, these characteristics also identify our core target market. According to a 2011 rider survey, the typical Omnitrans fixed route rider is:

- **Young:** 16 to 29 years of age (43%); median age 33.
- **Gender Neutral:** Female (52%); Male (48%)
- **Ethnically Diverse:** Primarily Hispanic (46%); African American (25%); White (21%)
- **Low Household Income:** Under \$20K (61%); \$20K to \$35K (19%)
- **Employed:** (54%)

Niche Markets: Market segments below provide an opportunity for ridership growth:

- **Students:** 16% of riders surveyed in 2011 were students. Students tend to be economically less likely to afford a car, and may not be old enough to drive. Omnitrans focuses on students attending high schools, colleges and trade schools.
- **Spanish Speaking:** In the Omnitrans service area, an estimated one-third of residents are Spanish speakers and 16% speak English less than “very well” according to the 2011 American Community Survey. To effectively reach this market, specialized materials and messages must be created to attract Spanish speakers to the system.
- **Seniors:** In the 2011 rider survey, 9% of passengers were 60 years of age and older, compared to 18% of County residents. This is one of the fastest growing segments of our population. Thus, we have the opportunity to attract more senior riders to transit.
- **Veterans:** Veterans make up approximately 5.8% of the population in the Omnitrans service area. The veteran discount fare, implemented in January 2015, increases our opportunities to partner with local Veterans organizations to promote Omnitrans services.
- **Commuters:** Commuters represent the best potential for daily transit trips. Omnitrans works to attract commuters through large employers and by promoting premium services such as sbX and freeway routes which are more time competitive with the automobile. Most commuters in our service area have access to a personal automobile. In a 2015 survey, 29% of non-riders indicated they might consider taking the bus in the future.

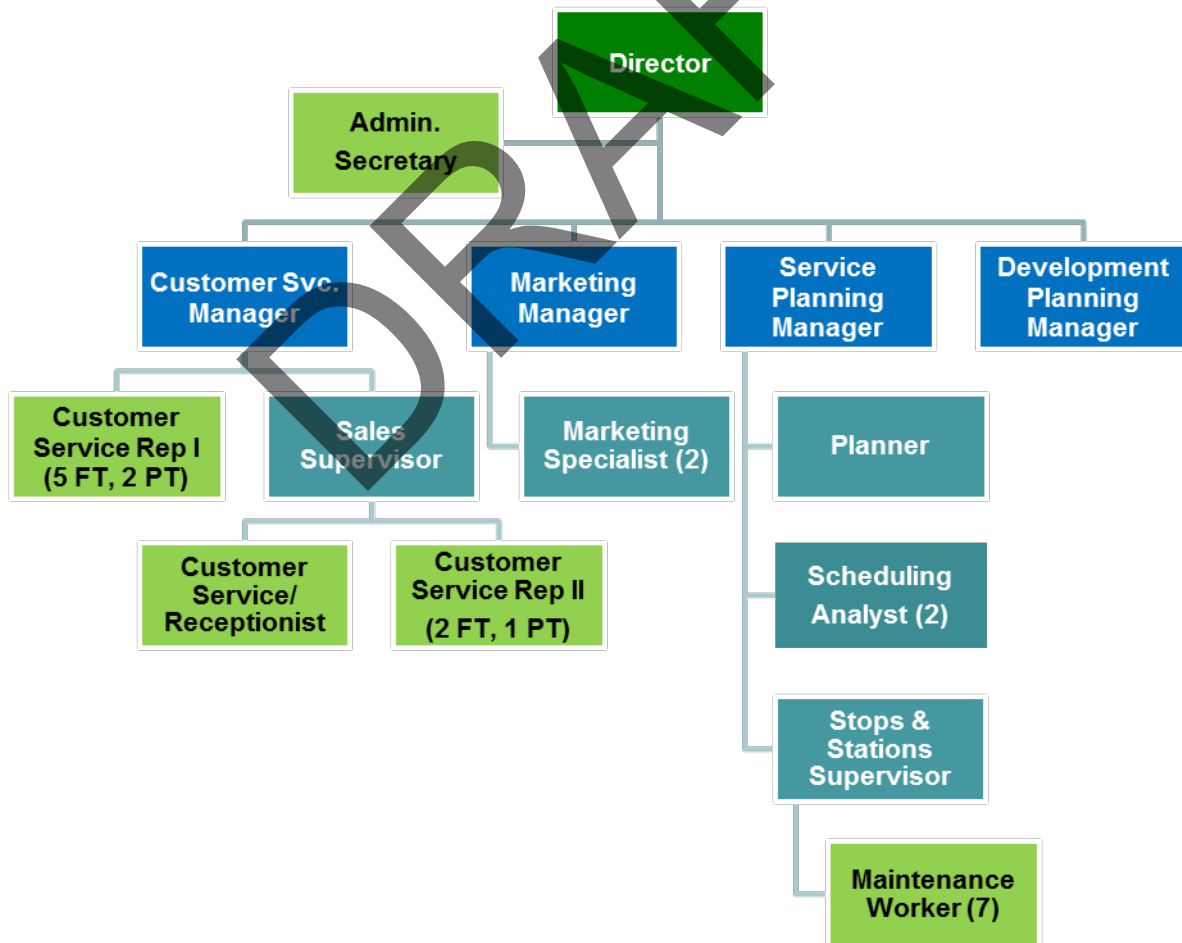
ACCESS

Access provides transportation service mandated by the Americans with Disabilities Act (ADA) for people unable to independently use the fixed route bus service for all or some trips.

Target Market: Persons with physical or mental disabilities. Customers are reached primarily through local social service organizations. We also maintain customer databases to effectively reach these target markets in order to alert them of service and policy changes. As VTrans transitions to the Omnitrans Special Services Department we can become even more effective in reaching these target markets.

MARKETING RESOURCES

At Omnitrans, marketing, public relations, planning and customer service functions fall within the Marketing & Planning Department. The marketing and planning functions work together to identify customer and community transportation needs in order to develop and enhance service offerings then effectively communicate them to the public. The organization chart below shows all positions in the department. The customer service section has 13 positions including 10 that provide customer assistance in the agency call center and San Bernardino Transit Center seven days a week. This section also manages fare media sales, reduced fare ID cards, lost and found and reception. The marketing section has three positions which are responsible for all community outreach efforts and customer communications, both printed and electronic. The planning section handles public outreach related to service and fare changes and system development. The stops and stations team works to keep up the appearance of our bus stops and transit centers and provide informational signage at stops. Omnitrans utilizes an advertising agency to provide advertising and design services including creative development, graphic design, media buying and webmaster responsibilities. The department director oversees revenue contracts, the advertising agency and serves as the agency's public information officer.



MARKETING GOALS

The primary role of Marketing is to effectively communicate Omnitrans' messages to target audiences in a manner that contributes to the Omnitrans mission. Resources are focused on generating a high level of public awareness in order to attract and retain customers, achieve high customer satisfaction and maintain positive public opinion. Marketing also promotes pre-paid fare media sales and oversees advertising contracts which are important sources of revenue for the agency. Below are four primary goals and key performance indicators for Fiscal Year 2016-17 with comparisons to Fiscal Year 2015-16 targets and year-to-date results through February.

1. INCREASE RIDERSHIP

System Ridership

FY 2017 TARGET	-3.1%
FY 2016 Target	+1.2%
FY 2016 Actual YTD	-11.0%

2. INCREASE REVENUE

Bus Pass Sales Revenue

FY 2017 TARGET	>0.0%
FY 2016 Target	+5.0%
FY 2016 Actual YTD	-4.7%

Advertising Revenue

FY 2017 TARGET	+10%
FY 2016 Target	+15%
FY 2016 Actual YTD	+23%

3. MAINTAIN HIGH CUSTOMER SATISFACTION

Customer Satisfaction (favorable)

FY 2017 TARGET	85%
FY 2016 Target	85%
FY 2016 Actual*	80%

Call Center Efficiency (abandoned calls)

FY 2017 TARGET	<15%
FY 2016 Target	<15%
FY 2016 Actual YTD	18%

4. MAINTAIN HIGH PUBLIC AWARENESS AND POSITIVE OPINION

Public Awareness

FY 2017 TARGET	90%
FY 2016 Target	90%
FY 2016 Actual**	91%

Outreach Activities

FY 2017 TARGET	+5%
FY 2016 Target	+5%
FY 2016 YTD	0%

Public Opinion (favorable)

FY 2017 TARGET	75%
FY 2016 Target	75%
FY 2016 Actual**	76%

Media Coverage (favorable)

FY 2017 TARGET	66%
FY 2016 Target	66%
FY 2016 YTD	70%

*Customer satisfaction rating from American Bus Benchmarking Group annual survey, conducted in 2015.

**Public awareness and public opinion data from Inland Empire Annual Survey 2015.

MARKETING STRATEGIES

Marketing strategies and the tactics planned to implement them are the heart of the marketing plan. Below are the key strategies Omnitrans will employ in the 2016-2017 Fiscal Year. Each strategy is grouped with the strategic goal it is designed to achieve.

GOAL 1: INCREASE RIDERSHIP

Strategy: Promote express service

- Develop launch campaign for Yucaipa/Redlands freeway route; include other express routes
- Ongoing advertising for sbX green line service to build awareness and use
- Create community partnerships to reach potential new users

Strategy: Promote local bus service to core market

- Utilize recurring advertising schedule to maintain/improve overall awareness
- Promote key destinations to generate additional trips from existing riders
- Deliver advertising messages primarily via local radio, cable television, direct mail, online, print and outdoor media to reach core market

Strategy: Promote OmniGo services in communities served

- Partner with Greater Ontario Convention & Visitor Bureau, hotels, and entertainment venues to develop and then promote new Ontario route
- Advertise existing routes to maintain awareness and attract new riders
- Partner with senior facilities and schools to increase awareness and use
- Participate in community events to increase awareness of service

Strategy: Market to high school and college students

- Promote GoSmart program at partner schools to increase use
- Attain successful referendums at community colleges to continue program
- Market to high schools/students through free trial and travel training programs
- Promote discounted youth bus pass options

Strategy: Market to Hispanic and Spanish-speaking market segment

- Develop Hispanic-focused and Spanish-language advertising campaigns
- Provide Spanish translation in printed schedules, brochures and website
- Increase participation in Hispanic-focused community events

Strategy: Market to senior citizens and persons with disabilities

- Work closely with VTrans/Omnitrans Special Services Department to promote mobility options for senior citizens, persons with disabilities and persons of low income
- Conduct outreach through senior centers/groups, and social service organizations
- Develop promotions specifically for senior and disabled markets; promote reduced fare
- Provide travel training for seniors and persons with disabilities

Strategy: Market to military Veterans

- Conduct outreach through Veteran facilities and organizations
- Develop promotions specifically for Veteran market
- Promote discounted Veteran fare

Strategy: Market to commuters through corporate outreach programs

- Utilize e-marketing and events to reach large employers
- Promote GoSmart program for Loma Linda University Health System employees
- Promote GoSmart program as an option for other large employers
- Develop specialized promotions directed at commuter market including travel training
- Create incentives for employers to promote transit use

Strategy: Utilize marketing research to guide decisions

- Participate in annual ABBG customer service survey
- Participate in Inland Empire Annual Survey
- Conduct sbX before and after study survey
- Conduct intercept or online customer surveys on selected topics

Strategy: Analyze ridership and pass sales data

- Evaluate overall ridership trends and by customer segment
- Track sales and usage of bus passes to determine trends and opportunities

GOAL 2: INCREASE REVENUE

Strategy: Promote prepaid fares

- Promote pass sales at San Bernardino Transit Center
- Promote online, ticket vending machine, and retail outlet bus pass sales
- Target potential retail partners to become pass outlets to increase sales
- Promote fare media values in marketing materials
- Explore new fare collection technology such as mobile ticketing

Strategy: Increase advertising revenue

- Ensure that existing advertising revenue contracts deliver maximum revenue potential through effective contract management
- Promote interior bus card advertising program to increase revenue
- Research ways to generate advertising revenue on agency assets such as fleets, facilities

Strategy: Leverage San Bernardino Transit Center

- Explore joint development opportunities on Omnitrans-owned property at San Bernardino Transit Center at E Street and Rialto Avenue in San Bernardino
- Explore other possible revenue opportunities for San Bernardino Transit Center

GOAL 3: MAINTAIN HIGH CUSTOMER SATISFACTION

Strategy: Improve customer communications

- Maintain mobile-friendly agency website, www.omnitrans.org, and mobile app
- Expand and enhance social media, and e-marketing communications
- Maintain call center efficiency to maximize calls answered

MARKETING PLAN 2016-2017

- Utilize on board audio announcements to inform and educate customers
- Provide communications for limited English proficiency (LEP) populations
- Utilize bus book, brochures, newsletters, posters and bus cards to inform customers

Strategy: Enhance passenger amenities at stops and stations

- Maintain cleanliness and safety of local bus stops, sbX stations, SB Transit Center
- Provide updated passenger information at stops, shelters and transit centers
- Develop and install enhanced bus shelters at key locations

Strategy: Implement customer education campaigns

- Develop campaign to promote system safety and security
- Provide how-to materials on system features such as bike racks, Wi-Fi, wheelchair securements, NexTrip bus arrival information system
- Create messages and materials to promote positive customer behavior
- Partner with local school district or college to create education campaign

Strategy: Promote a customer service culture at Omnitrans

- Continue employee recognition programs for positive customer service behavior
- Promote employee bus ride program to increase understanding of customer experience
- Provide internal customer service training through videos, articles, and presentations
- Implement customer appreciation activities

GOAL 4: MAINTAIN HIGH PUBLIC AWARENESS, POSITIVE OPINION

Strategy: Expand community outreach efforts

- Expand participation in and sponsorship of community events
- Continue partnerships with local minor league sports teams
- Utilize travel training bus and video in outreach to target groups
- Utilize agency mascot and vintage bus at community events
- Engage the community during the final design of West Valley Connector project

Strategy: Effective public relations practices

- Deliver key messages to target groups including stakeholders and general public
- Produce positive news releases and related coverage each month
- Respond to media inquiries in a timely manner
- Provide media communication training for key staff

Strategy: Positive communications and partnerships with community stakeholders

- Continue e-newsletters to inform community leaders and decision makers
- Enhance partnerships with key organizations such as VetLink, American Lung Association, Veterans Affairs, cities, chambers, school districts, etc.
- Maintain awareness of key agency projects such as West Valley Connector project
- Presentations at city councils of member cities, local service and business organizations, etc. as requested
- Promote transit benefits through participation in national or regional events such as Dump the Pump Day, Earth Day, Bike to Work Week, Rideshare Week, etc.

ITEM # E4

DATE: March 24, 2016

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: PROGRESS UPDATE – WEST VALLEY CONNECTOR PROJECT

FORM MOTION

Receive and forward to the Board of Directors a progress update for the West Valley Connector Bus Rapid Transit project, along with a recommendation to proceed into the project development (environmental and engineering) phase of the project with a recommended routing alignment.

BACKGROUND

The goal of the West Valley Connector project is to provide faster, more frequent, and more direct bus service to connect major destinations throughout the western part of the San Bernardino Valley, as well as provide enhanced amenities for passengers. The project is part of a system of ten planned bus rapid transit (BRT) corridors proposed in the *System-wide Transit Corridors Plan for the San Bernardino Valley*, 2011 (see Exhibit A, attached). The first corridor, the sbX Green Line in San Bernardino and Loma Linda, began operation in April 2014.

An Alternatives Analysis for the West Valley Connector was completed in September 2014. The resulting proposed project is a 25-mile-long corridor that combines the Holt and Foothill West corridors from the *System-wide Plan* (see Exhibit A). The proposed project serves five cities (Pomona, Montclair, Ontario, Rancho Cucamonga, and Fontana) and includes enhanced stops/stations, real-time arrival signage, surveillance and security systems, transit signal priority systems, and dedicated bus lanes on 3.5 miles of Holt Boulevard in the City of Ontario. Ridership is projected to increase on the corridor by 30-40% near-term and travel time is projected to decrease by 17-19%, benefiting all five cities. The net increase in operating cost for Omnitrans would be \$1.2 million, which is expected to be available from other agency-wide savings.

The routing alignment proposed in the Alternatives Analysis is illustrated with a solid blue line in the map shown on the following page, and is referred to as the West Valley Connector. At the Omnitrans Plans and Programs Committee meetings in August and October 2014, the City of

Rancho Cucamonga raised a question of whether the service would be utilized by more riders on Haven Avenue rather than Milliken Avenue, and whether the north-south leg of the route should be shifted to Haven. The Committee members called for a West Valley Connector Task Force, made up of elected officials and staff from each of the five cities on the corridor, to convene and create a shared regional vision for the corridor.



Task Force Meetings and Routing Options Analysis

The first meeting of the West Valley Connector Task Force was held in January 2015. At that meeting, elected officials and staff representing the County and the five cities on the West Valley Connector (Pomona, Montclair, Ontario, Rancho Cucamonga, and Fontana) provided a recommendation to bring an Architectural and Engineering firm on board to assist in the development of the project, who would conduct further analysis of additional routing options along Haven Avenue and Milliken Avenue.

Parsons Transportation Group is on contract for Architectural, Engineering, Environmental and Final Design Services for the West Valley Connector project, and has completed an analysis of routing options. At the second meeting of the West Valley Connector Task Force, held on March 10, 2016, Parsons Transportation Group presented an analysis of four routing options, including the Milliken option from the Alternatives Analysis (shown with a solid blue line in the map above), as well as a Haven option, a zigzag on Jersey Boulevard, and a zigzag on 4th Street (shown with dashed lines in the map above).

The results of the analysis are shown in the table below. It was explained that the team (Parsons staff and Omnitrans staff) reviewed a detailed breakdown of 23 criteria (which is consolidated into the table below) and evaluated multiple iterations of the scoring by altering the weights and

criteria. The point spread between the four options was similar in every iteration, with the Milliken route scoring four points higher than the Haven route. The two zigzag routes scored far lower than the Milliken and Haven routes because they are less direct, thus losing ridership and adding capital and operating costs. This could also decrease the likelihood of receiving Small Starts funding.

Alternatives Considered		Milliken Route	Haven Route	Zig-Zag #1 via Jersey	Zig-Zag #2 via 4th
Evaluation Criteria	Weight	Rating	Rating	Rating	Rating
Ridership	2	26	28	26	28
Alignment length, travel time, directness of routing, and connectivity	2	22	18	12	6
Existing/Future Population & Employment	1	4	6	9	9
Existing / Proposed Developments	1	15	11	15	14
Pedestrian and bicycle accessibility (existing)	1	5	3	4	4
Costs and Cost Effectiveness	2	16	18	8	8
	SCORE:	88	84	74	69

Because the scores are close for the Milliken and Haven options, Omnitrans staff and the Parsons team developed two options for a routing system that would serve destinations on both corridors. These options were presented at the Task Force meeting and discussed by elected officials and staff of both cities (along with participation from the cities of Pomona and Fontana, SANBAG, SCAG, and Metrolink).

Option 1 (shown below) consists of West Valley Connector bus rapid transit service on Milliken (serving Ontario Mills and the Rancho Cucamonga Metrolink station), along with improved local bus service on Haven Avenue at a 15-minute frequency.

Option 2 (also shown below) consists of West Valley Connector bus rapid transit service that stays straight on Haven Avenue between Inland Empire Boulevard and Foothill Boulevard, supplemented by local circulator shuttles that would connect the Ontario Airport, Ontario Mills, the Rancho Cucamonga Metrolink Station, and local hotels and other attractions. The shuttle system is currently being developed in partnership with the Ontario Convention and Visitors Bureau and has a potential for public/private funding. The shuttle would be operated with smaller buses with luggage racks, and would serve area hotels that currently pay to operate their own shuttles and could participate in this service instead. (It was also mentioned at the Task Force meeting that the shuttle could still operate independently if Option 1 is selected.)

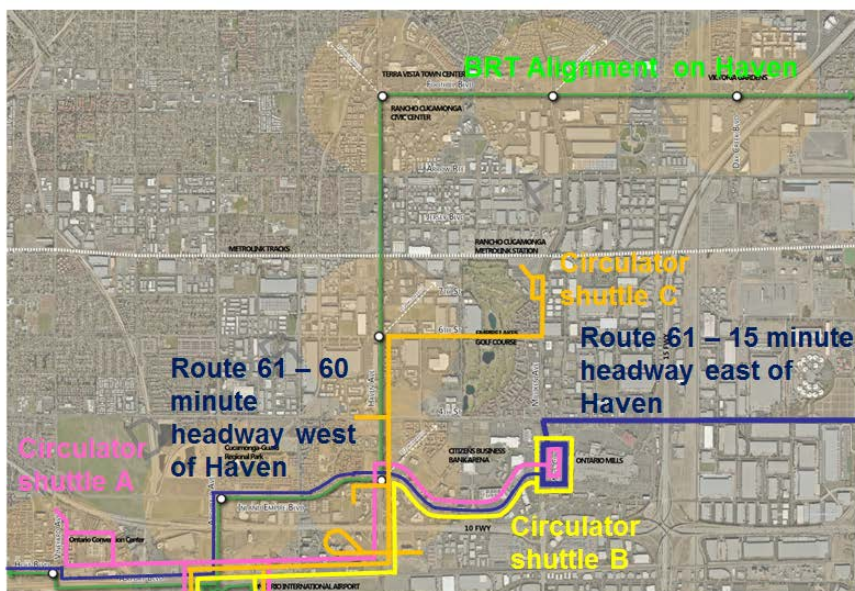
Option 1



PARSONS

Omnitrans
Connecting Our Community

Option 2



PARSONS

Omnitrans
Connecting Our Community

The pros and cons of both options were presented and discussed at the Task Force meeting. Option 1 has a higher additional capital cost (for vehicles). Option 2 has a higher annual operating cost but has more potential for a private/public funding partnership. Option 2 does not have bus rapid transit service to Ontario Mills or bus rapid transit service connecting Ontario Airport and the Rancho Cucamonga Metrolink station, something strongly desired by many participants in the meeting.

The elected officials at the Task Force meeting (representing the cities of Ontario and Rancho Cucamonga) requested that a meeting be coordinated between staff of the two cities, Omnitrans, and the Parsons team prior to the March 24th Plans and Programs Committee meeting. It was noted that, per the FTA Small Starts process, a routing alignment (called a “project definition”) needs to be selected before entering the project development phase (environmental and engineering).

More detailed notes from the discussion at the Task Force meeting on March 10, 2016 are in Exhibit B.

PROJECT STATUS

Schedule

Following is a brief overview of the project schedule:

- March 24 – April 23, 2016 – Environmental scoping period and public meetings;
- April/May 2016 – Submit letter to FTA requesting entry into project development phase for Small Starts grant program;
- September 2016 – Complete Financing Plan;
- October – December 2016 – Public review period for environmental document and public meetings;
- February 2017 – Board of Directors approve Locally Preferred Alternative;
- March/April 2017 – Circulate final environmental document, certify in April;
- August/September 2017 – Submit Small Starts grant package to FTA;
- Early 2018 – Advertise for construction, pending Small Starts grant approval and funding availability; and
- 2020 – Begin operation of bus rapid transit service.

On March 2, 2016, the Board of Directors approved holding a public scoping period, to open on March 24, 2016 and close on April 23, 2016, pursuant to the California Environmental Quality Act (CEQA) for the West Valley Connector project. Comments from the public, as well as from

interested parties and public agencies, will be accepted throughout the scoping period. This will help to inform Omnitrans as to the level of analysis and documentation needed, potential impacts and mitigation measures, and related environmental requirements.

A public scoping meeting will be held in each of the five cities on the project corridor, in order to maximize opportunities for input from the community in each of the five cities. Notices are being sent to stakeholder agencies, interested community stakeholders / members of the public, and businesses along the corridor prior to the meetings. The tentative schedule for the public scoping meetings is shown below.

Public Scoping Meeting Dates

Date and Time	Location
Tuesday, April 12 th 4-7pm	Ontario Senior Center 225 East B St. Ontario, CA 91764
Thurs., April 14 4:00 p.m. – 7:00 p.m.	Purpose Church Room H100 601 N Garey Ave. Pomona, CA 91768
Sat., April 16 9:00 a.m. – 2:00 p.m.	Terra Vista Farmers Market 10808 E Foothill Blvd. Rancho Cucamonga, CA 91730
Tues., April 19 4:00 p.m. – 7:00 p.m.	Fontana Woman's Club 16880 Seville Ave. Fontana, CA 92335
Wed., April 20 4:00 p.m. – 7:00 p.m.	Montclair Senior Center 5111 Benito St. Montclair, CA 91763

Design

The project is currently proposed to include the following components:

- Transit signal priority (with signal coordination);
- Dedicated bus lanes for 3.5 miles of Holt Boulevard in the City of Ontario, with five center median stations;
- 60-foot articulated vehicles with sbX branding;
- 27 station locations spaced ½-mile to 1 mile apart (48 stops including both sides of street for side-running stations), including options for the following components based on space availability and cities' requirements: sbX pylon, sbX shelter, bench, trash receptacle, bike rack, NexTrip electronic signage, surveillance cameras, emergency telephones, public address system, LED lighting, solar power, map case/customer information/wayfinding signage, and public art;

- Concrete boarding areas where needed at station locations, and connecting sidewalk where needed within ½ mile of stations;
- Street improvements as needed, including utility improvements and reinforced concrete bus pads at stations; and
- Vehicle maintenance facility needed to support the operation of the corridor.

A preliminary concept for a typical side-running station and an example of a center-running station are shown below.



The project design will be presented to each city for review, refinement, and approval. The design will be tailored as needed to the specific conditions in each city (e.g., the availability of public right-of-way for shelter placement).

Cost and Funding

The preliminary cost estimate will be developed for the project based on the preliminary design concepts agreed to by the cities along the corridor. The project is currently assumed to be approximately a \$120 million to \$150 million project, including all above-listed components.

The consulting team will be developing a Financing Plan to help strategize the funding and implementation of the project. Omnitrans currently has approximately \$30 million (federal and local) identified to use toward the project, and is planning to apply for a Small Starts grant from the Federal Transit Administration for up to 50% of the remaining capital cost of the project. The Financing Plan will help to identify potential sources of local matching funds, including potential in-kind match that could be provided by the cities (i.e., staff time put toward the project, plan check and permit fee waivers, land or right-of-way acquired along corridor, etc.) The team will be working to draft project implementation agreements between Omnitrans and each of the cities, to establish the agencies' roles and potential in-kind contributions to the project.

CONCLUSION

Staff recommends that the Plans and Programs Committee forward to the Board of Directors a progress update for the West Valley Connector Bus Rapid Transit project, along with a recommendation to proceed into the project development (environmental and engineering) phase of the project with a recommended routing alignment.

PSG: WW: AMJ

Attachments

Exhibit A

Map from Omnitrans' *System-wide Transit Corridors Plan for the San Bernardino Valley*, 2011

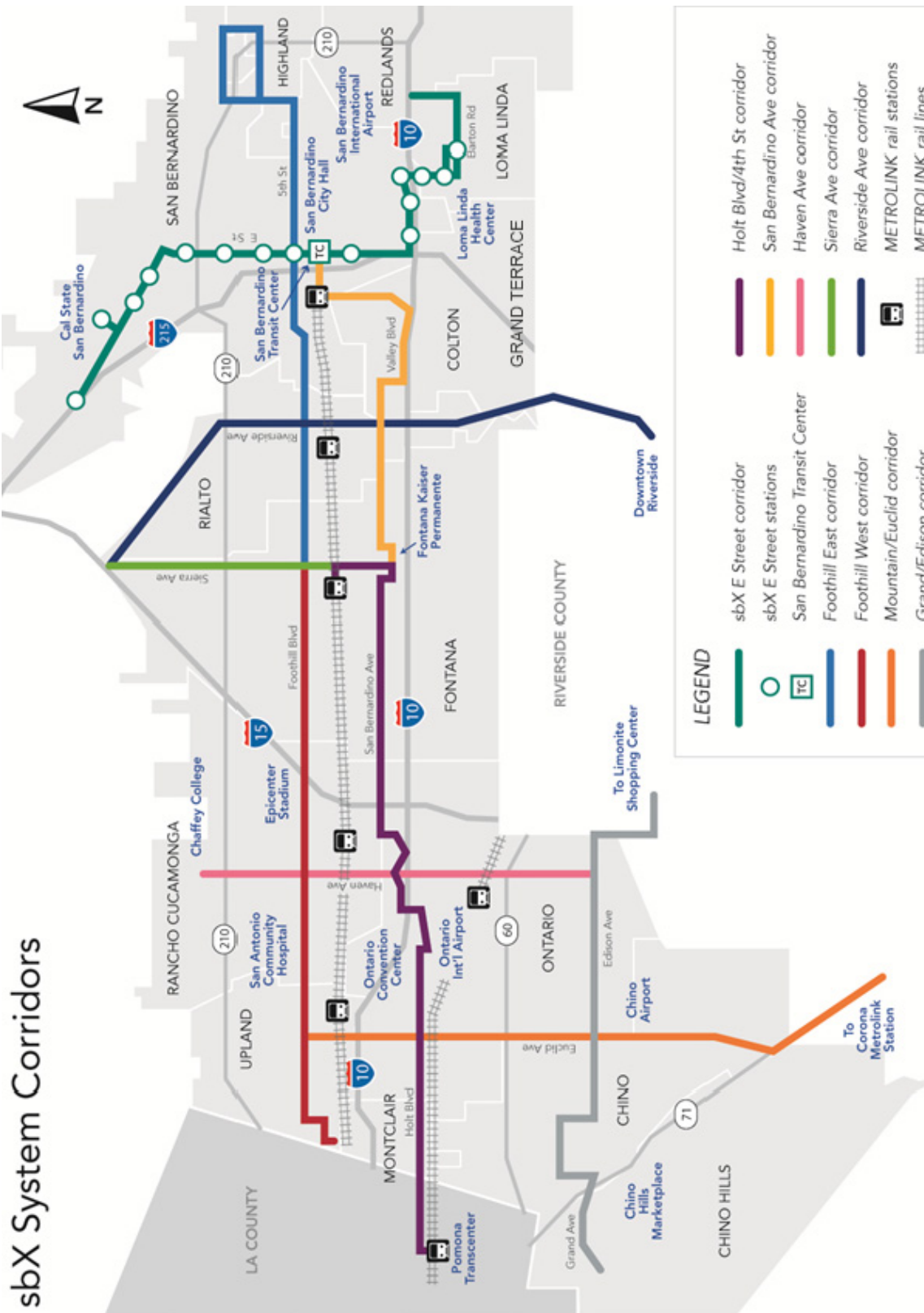


Exhibit B

Meeting notes from Task Force meeting on March 10, 2016

Omnitrans West Valley Connector Task Force Meeting

March 10, 2016

Ovitt Family Community Library, Ontario

Meeting Notes

Attendees:

City of Fontana – John Roberts (City Council Member); and Kevin Ryan (Engineering)

City of Ontario – Alan Wapner (City Council Member); David Sheasby (City Manager's office); Tom Danna and Jay Bautista (Engineering); Otto Kroutil (Community Development); Rudy Zeledon, Melanie Mullis, and Kathy Wahlstrom (Planning); and Julie Bjork (Housing)

City of Pomona – Paula Lantz (City Council Member)

City of Rancho Cucamonga – Sam Spagnolo (Mayor Pro Tem); Flavio Nunez (Economic Development) and Michael Smith (Planning)

Omnitrans – Scott Graham (CEO/General Manager); Wendy Williams, Anna Jaiswal, and Jeremiah Bryant (Marketing & Planning); and Andres Ramirez (Integrated Project Management Office)

Metrolink – Ron Mathieu and Rory Vaughn

SANBAG – Tim Byrne

SCAG – Arnold San Miguel and Steve Fox

Meeting Discussion:

Background

CEO/General Manager of Omnitrans, Scott Graham, opened the meeting and introduced Phil Hoffman from Parsons Transportation Group, who provided a presentation on the status of the West Valley Connector project. He presented the proposed features of the project, benefits, expected costs, and potential funding sources.

Phil mentioned that a FTA Small Starts grant is the largest potential funding opportunity for the project (up to \$100 million). The total project cost is estimated at \$120 to \$150 million and Omnitrans currently expects to have \$30 million available, so there is a \$90-\$120 million funding gap. It was discussed that as many grant opportunities as possible will be sought for this project, including Cap and Trade and Measure I (BRT and Major Arterial). It was noted that there are four federal sources that can be used as local match for the federal Small Starts grant as well. Meeting participants noted that there may be grant opportunities available for solar (it was mentioned that solar panels on the shelter canopy roofs are a proposed feature of the project), as well as potential grant opportunities from LA Metro for the portion of the route in LA County.

It was discussed in the meeting that Omnitrans' System-wide Plan, as well as SANBAG's adopted regional plans, show a system of ten bus rapid transit corridors, with the Holt corridor and the Foothill corridor being two of the highest potential corridors for implementation. During the Alternatives Analysis conducted in 2013 and 2014, SANBAG and other stakeholders requested a connection from Ontario Airport to the Rancho Cucamonga Metrolink station (the nearest station to the Airport on the San Bernardino Metrolink line). The outcome of the Alternatives Analysis was a recommended 25-mile corridor that combines a portion of the Holt corridor and a portion of the Foothill West corridor by traveling north-south between Ontario Mills and Foothill Boulevard along Milliken Avenue, with a stop at the Rancho Cucamonga Metrolink station.

Phil stated that at the end of the Alternatives Analysis process in August 2014, the City of Rancho Cucamonga requested that the route travel north-south along Haven Avenue rather than Milliken Avenue. The City noted that the currently adopted System-wide Corridors Plan developed with input from all regional stakeholders includes Haven Avenue as a future bus rapid transit line, and not Milliken. The City sees Haven as having more potential for transit oriented development, and wants to seize the opportunity with this project to work with interested developers.

It was noted that the bus rapid transit line will likely serve mostly commuters but is also intended to serve a wide variety of trips. It was discussed that the Airport, Metrolink, Omnitrans, and other transportation infrastructure are all funded by taxpayers and should connect to one another to make the best possible use of taxpayer dollars. It was noted that the City of Rancho Cucamonga originally considered locating the Metrolink station on Haven but located it on Milliken; a study is currently underway for feasibility to relocate it to Haven, which seems infeasible and unlikely. The City and SCAG are also currently studying the potential for transit oriented development at the Metrolink station on Milliken.

Routing Options Analysis

Phil (Parsons Transportation Group) presented an analysis that was conducted of four potential routing options – the original Milliken routing from the Alternatives Analysis, a Haven option, a zigzag route that uses Jersey Boulevard, and a zigzag route that uses Fourth Street. He explained that the team (Parsons staff and Omnitrans staff) reviewed a detailed breakdown of 23 criteria and evaluated multiple iterations of the scoring by altering the weights and criteria. The point spread between the four options was similar in every iteration, with the Milliken route scoring four points higher than the Haven route. It was noted that a point was awarded for Metrolink connectivity.

The two zigzag routes scored far lower than the Milliken and Haven routes because they are less direct, thus losing ridership and adding capital and operating costs. This could also decrease the likelihood of receiving Small Starts funding. It was noted that, while the Jersey zigzag option is seen as a compromise that satisfies both cities by providing premium transit to important destinations on both Haven and Milliken, it is not a good option; by adding even seven or eight minutes to the travel time for the entire corridor, it takes the “rapid” out of “bus rapid transit.”

Because the scores are close for the Milliken and Haven options, Omnitrans staff and the Parsons

team developed two options for a routing system that would serve destinations on both corridors. It was noted that the West Valley Connector bus rapid transit line is just one layer in Omnitrans' system of services, and can be complemented with local bus routes.

Option 1 consists of West Valley Connector bus rapid transit service on Milliken (serving Ontario Mills and the Rancho Cucamonga Metrolink station), along with improved local bus service on Haven Avenue at a 15-minute frequency. Option 2 consists of West Valley Connector bus rapid transit service that stays straight on Haven Avenue between Inland Empire Boulevard and Foothill Boulevard, supplemented by local circulator shuttles that would connect the Ontario Airport, Ontario Mills, the Rancho Cucamonga Metrolink Station, and local hotels and other attractions.

The shuttle system is currently being developed in partnership with the Ontario Convention and Visitors Bureau and has a potential for public/private funding partnership. The shuttle would be operated with smaller buses with luggage racks, and would serve area hotels that currently pay to operate their own shuttles and could participate in this service instead.

It was also mentioned at the Task Force meeting that the shuttle could still operate independently if Option 1 is selected. It was also noted that the circulator would have to be free for hotel patrons to ride if the hotels contribute to the cost of the service.

The pros and cons of both options were presented and discussed at the Task Force meeting. Option 1 has a higher added capital cost (for vehicles). Option 2 has a higher added annual operating cost but has more potential for a public/private funding partnership. Option 2 does not have bus rapid transit service to Ontario Mills or bus rapid transit service connecting Ontario Airport and the Rancho Cucamonga Metrolink station, something strongly desired by many participants in the meeting. It was noted that Option 2 would add a transfer for passengers coming from the western portion of Holt Boulevard trying to access the Metrolink station. With Omnitrans' current system, that trip also requires a transfer.

Next Steps

It was noted that it is recommended to select a routing alignment by the March 24th Plans and Programs Committee meeting. The team is proposing to enter an environmental scoping period March 24th, and according to Federal Transit Administration (FTA) guidance, a project definition consisting of a recommended routing alignment is needed in order to proceed into project development (environmental and engineering).

Representatives of the City of Rancho Cucamonga noted that they only had one day to review options 1 and 2 and would like to have time for City staff to thoroughly review the options in the context of the City's development potential along the routes. The elected officials at the Task Force meeting (representing the cities of Ontario and Rancho Cucamonga) requested that a meeting be set between staff of the two cities, Omnitrans, and the Parsons team prior to the March 24th Plans and Programs Committee meeting. Staff agreed to coordinate schedules for the week of March 14th.

It was also noted that it would be beneficial to meet with Randall Lewis of Lewis Company. The company is proposing developments on Empire Lakes Golf Course (located between the Haven

and Milliken route options in Rancho Cucamonga) as well as at Piemonte (located near the Milliken route option at Milliken Avenue and Fourth Street in Ontario). Lewis Company is looking at running a circulator shuttle as well, which could be a partnership opportunity.