



**PLANS AND PROGRAMS COMMITTEE**  
**WEDNESDAY, JULY 22, 2020, 9:00 A.M.**

**GUIDANCE FOR PUBLIC ACCESS TO THE PLANS & PROGRAMS COMMITTEE MEETING**

**MEETING ACCESSIBLE VIA ZOOM AT:** <https://omnitrans.zoom.us/j/87385582536>

**TELECONFERENCE**

Dial: 1 669 900 6833  
Meeting ID: 872 8558 2536

*This meeting is being conducted in accordance with Governor Newsom's  
Executive Orders N-25-20, N-29-20 and N-35-20*

There will be no physical location for this meeting. Members of the public wishing to participate via teleconference, can do so by dialing the following number: 1 669-900-6833, Meeting ID: 872 8558 2536. Interested persons who wish to make a public comment, may submit comments in writing to [BoardSecretary@omnitrans.org](mailto:BoardSecretary@omnitrans.org). Comments must be submitted by Tuesday, July 21, 2020 at 5:00 p.m. Comments received will be read into the record.

Any member of the public requiring a reasonable accommodation to participate in this meeting in light of this announcement shall contact the Board's Secretary prior to July 21, 2020 at 5:00 p.m. The Board Secretary's telephone number is 909-379-7110 (voice) or 909-384-9351 (TTY).

**A. CALL TO ORDER**

1. Pledge of Allegiance
2. Roll Call

**B. ANNOUNCEMENTS/PRESENTATIONS**

1. Next Committee Meeting: October 21, 2020

**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



**PLANS AND PROGRAMS COMMITTEE**  
**WEDNESDAY, JULY 22, 2020, 9:00 A.M.**

**E. DISCUSSION ITEMS**

- |  |    |
|--|----|
| 1. Approve Plans & Programs Committee Minutes – April 22, 2020   | 3  |
| 2. Receive and Forward to the Board of Directors, COVID-19 Response Customer Survey Report – <i>Jose Hernandez</i>   | 7  |
| 3. Receive and Forward to the Board of Directors, West Valley Connector Project Update – <i>Anna Jaiswal</i>   | 26 |
| 4. Receive and Forward to the Board of Directors, Adopt-A-Stop Pilot Program Update and Recommend the Board of Directors Approve Continuation of the Program – <i>Anna Jaiswal</i> | 28 |
| 5. CEO/General Manager's Report – <i>Erin Rogers</i>   |    |

**F. REMARKS AND ANNOUNCEMENTS**

**G. ADJOURNMENT**

ITEM # E1

**PLANS AND PROGRAMS COMMITTEE  
APRIL 22, 2020 MINUTES**

**A. CALL TO ORDER**

In accordance with Governor Newsom's Executive Orders N-25-20, N-29-20, and N-35-20, the April 22, 2020, Plans & Programs Committee Meeting was held via teleconference. Committee Chair Penny Lilburn called the meeting to order at 9:00 a.m.

1. Pledge of Allegiance
2. Roll Call

**COMMITTEE MEMBERS PRESENT**

Mayor Pro Tem Penny Lilburn, City of Highland – Committee Chair  
Council Member Ron Dailey, City of Loma Linda  
Council Member Cynthia Moran, City of Chino Hills  
Supervisor Janice Rutherford, County of San Bernardino  
Council Member Sam Spagnolo, City of Rancho Cucamonga  
Council Member Alan Wapner, City of Ontario  
Mayor John Dutrey, City of Montclair

**COMMITTEE MEMBERS NOT PRESENT**

Mayor Deborah Robertson, City of Rialto

**OMNITRANS ADMINISTRATIVE STAFF PRESENT**

Erin Rogers, Interim CEO/General Manager  
Trischelle Baysden, Director of Rail  
Shawn Brophy, Director of Operations  
Jeremiah Bryant, Director of Strategic Development  
Alex Chen, Director of Information Technology  
Aaron Moore, Deputy Director of Special Transportation Services & Operations  
Suzanne Pfeiffer, Director Human Resources  
Nicole Ramos, Director of Marketing & Communications  
Connie Raya, Director of Maintenance  
Jerome Rogers, Director of Safety & Security  
Don Walker, Director of Finance  
Rick Barone, Materials Manager  
Melissa Castillo, Customer Service Manager  
Marcos Espinoza, Network Engineer  
Anna Jaiswal, Development Planning Manager

Maurice Mansion, Treasury Manager  
Harry Morck, Network Administrator  
Carolann Williams, Scheduling Analyst

**LEGAL COUNSEL**

Steve DeBaun, Legal Counsel

**B. ANNOUNCEMENTS/PRESENTATIONS**

There were no announcements.

**C. COMMUNICATION FROM THE PUBLIC**

There were no communications from the public.

**D. POSSIBLE CONFLICT OF INTEREST ISSUES**

There were no Conflicts of Interest Issues.

**E. DISCUSSION ITEMS**

1. Approve Plans & Programs Committee Minutes – January 22, 2020

M/S (Spagnolo/Moran) that approved Plans & Programs Committee Minutes of January 22, 2020. Roll call vote was taken and the motion passed unanimously by Members present.

2. Receive and Forward to the Board of Directors Zero Emission Bus Rollout Plan

Director of Maintenance, Connie Raya, provided a brief background on this item as detailed in the staff report.

Member Rutherford asked how much pollution would be saved by Omnitrans transitioning to the Zero Emission buses. Interim CEO/General Manager, Erin Rogers responded that Omnitrans transitioned to the cleanest engines available, therefore shifting to electric would reduce emissions to zero.

Member Dutrey referred to the purchase of four electric buses approved by the Board earlier this year and asked if there were any impacts to that purchase due to the COVID-19 situation. Ms. Rogers explained that delays are expected, however the infrastructure project with Edison is moving forward.

The Committee received and forwarded this item to the Board.

3. Recommend the Board of Directors Adopt Resolution No. 321-2020, Submittal of Omnitrans Zero Emission Bus Rollout Plan to the California Air Resource Board (CARB)

Items #E2 and #E3 were presented together.

M/S (Lilburn/Rutherford) that recommended the Board of Directors Adopt Resolution No. 321-2020 and Submittal of Omnitrans Zero Emission Bus Rollout Plan to the California Air Resource Board (CARB). Roll call vote was taken and the motion passed unanimously by members present. Member Rutherford noted her seconding the motion was under duress.

4. Recommend the Board of Directors Adopt the Public Transportation Agency Safety Plan (PTASP)

Director of Operations, Shawn Brophy, provided a brief background on this item as detailed in the staff report

M/S (Spagnolo/Moran) that recommended the Board of Directors adopt the Public Transportation Agency Safety Plan (PTASP). Roll call vote was taken and the motion passed unanimously by Members present.

5. Recommend the Board of Directors Adopt the Omnitrans ConnectForward Fiscal Year 2020-2021 Service Plan

Director of Strategic Development, Jeremiah Bryant, provided a brief background on this item as detailed in the staff report.

Member Wapner expressed concern regarding continuing the effort of social distancing and stated that MicroTransit would not be very practical because of the space limitations. Mr. Bryant responded that the MicroTransit implementation is still undetermined due to the pandemic, however the Board would be kept abreast of the timeline.

Member Moran thanked Mr. Bryant for the great job on the MicroTransit Project in Chino Hills. She had some questions regarding the fare related to the program. Mr. Bryant provided additional information regarding the fares.

M/S (Wapner/Moran) that recommended the Board of Directors adopt the Omnitrans ConnectForward Fiscal Year 2020-2021 Service Plan. Roll call vote was taken and the motion passed unanimously by Members present.

6. CEO/General Manager's Report

Ms. Rogers began her report by noting that the three plans included in today's agenda was the culmination of a year's work and thanked staff for the effort on these projects. She also reported on the following items:

- Introduced Jerome Rogers, the new Director of Safety & Regulatory Compliance.

- SBCTA was awarded \$15M from the California State Transportation Agency for a Transit and Intercity Rail Capital Program (TIRCP) grant for the purchase of 18 electric vehicles for the West Valley Connector Project.
- Weekly updates are being provided regarding the COVID-19 pandemic as the Agency responds in real-time. The safety of the passengers and employees continues to be a top priority.

The Committee commended Ms. Rogers for keeping the Board abreast and thanked staff for their hard work.

#### **E. REMARKS AND ANNOUNCEMENTS**

There were no announcements.

#### **H. ADJOURNMENT**

The Plans & Programs Committee meeting adjourned at 9:59 a.m. The next Committee Meeting is scheduled Wednesday, July 22, 2020 at 9:00 a.m., with location posted on the Omnitrans website and at Omnitrans' San Bernardino Metro Facility.

Prepared by:

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Liz Gutierrez, Executive Staff Assistant

ITEM # E2

**DATE:** July 22, 2020

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

**THROUGH:** Erin Rogers, CEO/General Manager

**FROM:** Nicole Ramos, Director of Marketing & Communications

**SUBJECT: COVID-19 RESPONSE CUSTOMER SURVEY REPORT**

**FORM MOTION**

Receive and forward to the Board of Directors this staff report on the findings from the COVID-19 Response Customer Survey conducted in May 2020.

*This item was reviewed by the Executive Committee at its July 10, 2020 meeting and forwarded to the Board of Directors to receive and file*

**BACKGROUND**

As our community continues to navigate the COVID-19 public health crisis and its unprecedented challenges, Omnitrans solicited customer feedback and opinion related to its emergency response and the outlook ahead.

The online survey was provided in English and Spanish from May 5-31, 2020. Questions explored Omnitrans customers' riding patterns during the pandemic, impact on employment status, evaluation of communications and safety measures, and level of comfort resuming public transit use. The survey also asked customers what additional safety measures they would like to see implemented.

Omnitrans promoted the survey via:

- website and social media channels,
- e-newsletter, with a listserve of over 4,700 subscribers,
- a text message link to 4,125 Token Transit mobile fare users,
- onboard audio ads.

A total of 409 survey responses were received. All responses were anonymous, and optional demographic questions were asked for data analysis purposes. Survey results are utilized to measure ridership patterns, perception, and level of satisfaction with Omnitrans' response to the

COVID-19 pandemic. This detailed report is provided to inform the Plans & Programs Committee of survey findings.

Key findings from COVID-19 Response Customer Survey:

- 55% of Omnitrans customers were essential workers, maintaining employment status during the COVID-19 health crisis.
- 1 in 10 customers was laid off as a direct impact of COVID-19.
- During the stay-at-home order, customers indicated a 30% decrease in frequency of Omnitrans use (5+ days per week).
- 25% of riders stopped riding altogether during the stay-at-home order.
- Customers' biggest concern when riding Omnitrans is *other* customers aboard the bus not following health and safety measures in place.
- Customers expressed the most satisfaction with Omnitrans' efforts to keep the public informed of adjustments in a timely manner at a 62% positive rating.
- Omnitrans' website and social media remained the most reliable methods of communication during the emergency service plan.
- 90% of customers indicated they are likely to return to Omnitrans once the stay-at-home order is lifted.
- More than half of customers, 54%, indicated they would feel comfortable riding Omnitrans *as soon as* the stay-at-home order is lifted.

In addition to what is already in effect, customers indicated they would feel safer riding Omnitrans if the following measures were implemented: onboard hand sanitizer dispensers (installed on vehicles in June); additional disinfecting of high-touch areas in the buses throughout the day; enforcing mandatory face coverings for all customers (Required as of June 20); and continuing to limit capacity to 20 passengers per vehicle to allow social distancing.

**CONCLUSION**

Findings from the COVID-19 Response Customer Survey conducted in May 2020 provide valuable customer insight and reassurance to Omnitrans as we rebuild ridership and work to restore trust in public transit. Feedback will be incorporated into our communications strategy and emergency response efforts.

ER:NR:JH

Attachment A: PowerPoint Presentation





# COVID-19 RESPONSE SURVEY

**PLANS & PROGRAMS COMMITTEE**  
**JULY 22, 2020**



# BACKGROUND

## Online survey provided in English and Spanish

- Website & social media – *boosted on Facebook to people who like Omnitrans*
- Onboard audio messages
- Sent to 4,708 e-newsletter subscribers
- Text message to 4,125 Token Transit mobile fare customers on May 19, 2020.

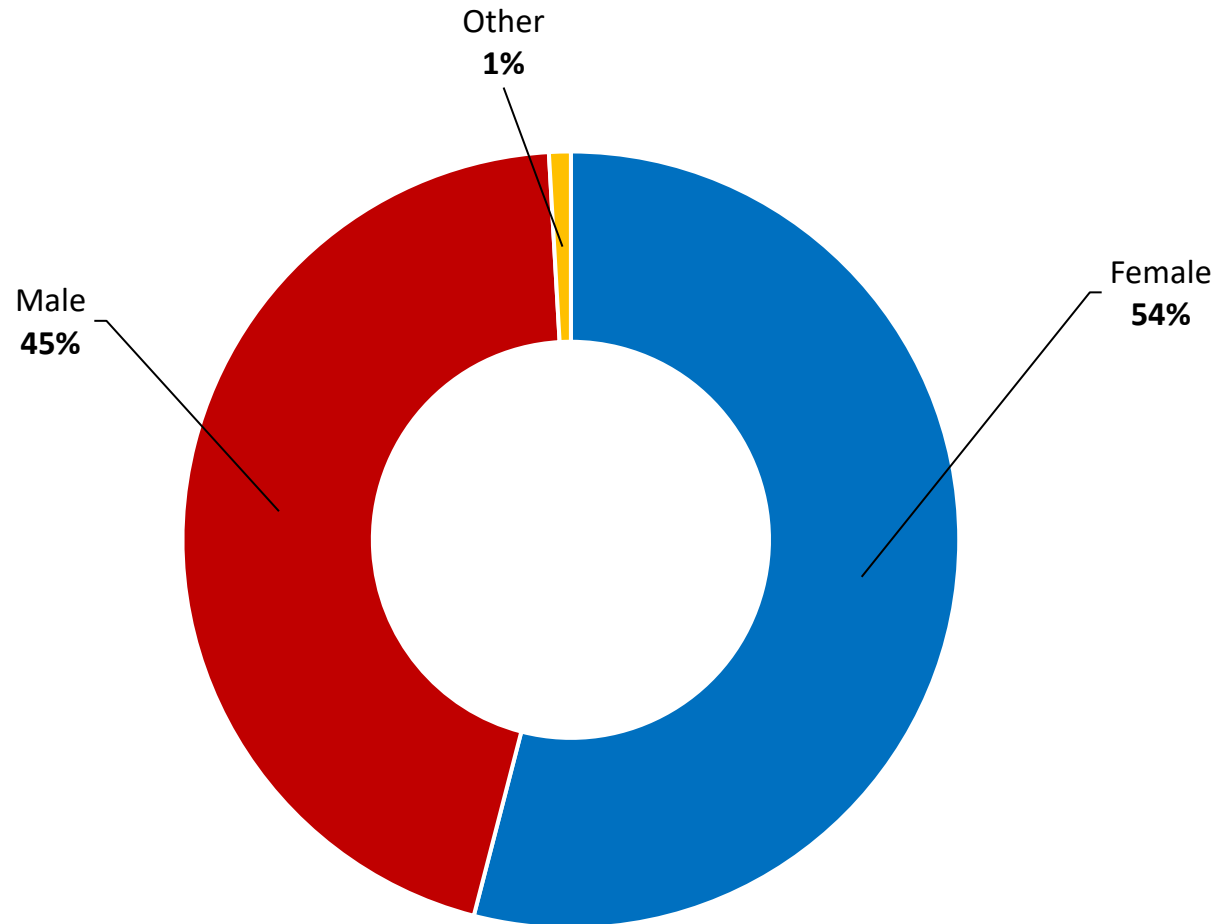
**A total of 409 responses were received between May 5-31, 2020.**

*All survey responses were anonymous, and demographic questions were optional. Omnitrans values the privacy of our customers' personal data and at no point will it be shared with additional parties.*

## **WHAT WE SET OUT TO LEARN:**

- **What are the reasons people are riding Omnitrans for during the health crisis?**
- **What are the biggest concerns for our customers?**
- **What are the most effective communication tools to reach our customers?**
- **Which strategies have been the most effective in ensuring safety of our customers?**
- **How likely are customers to return to Omnitrans, and when?**

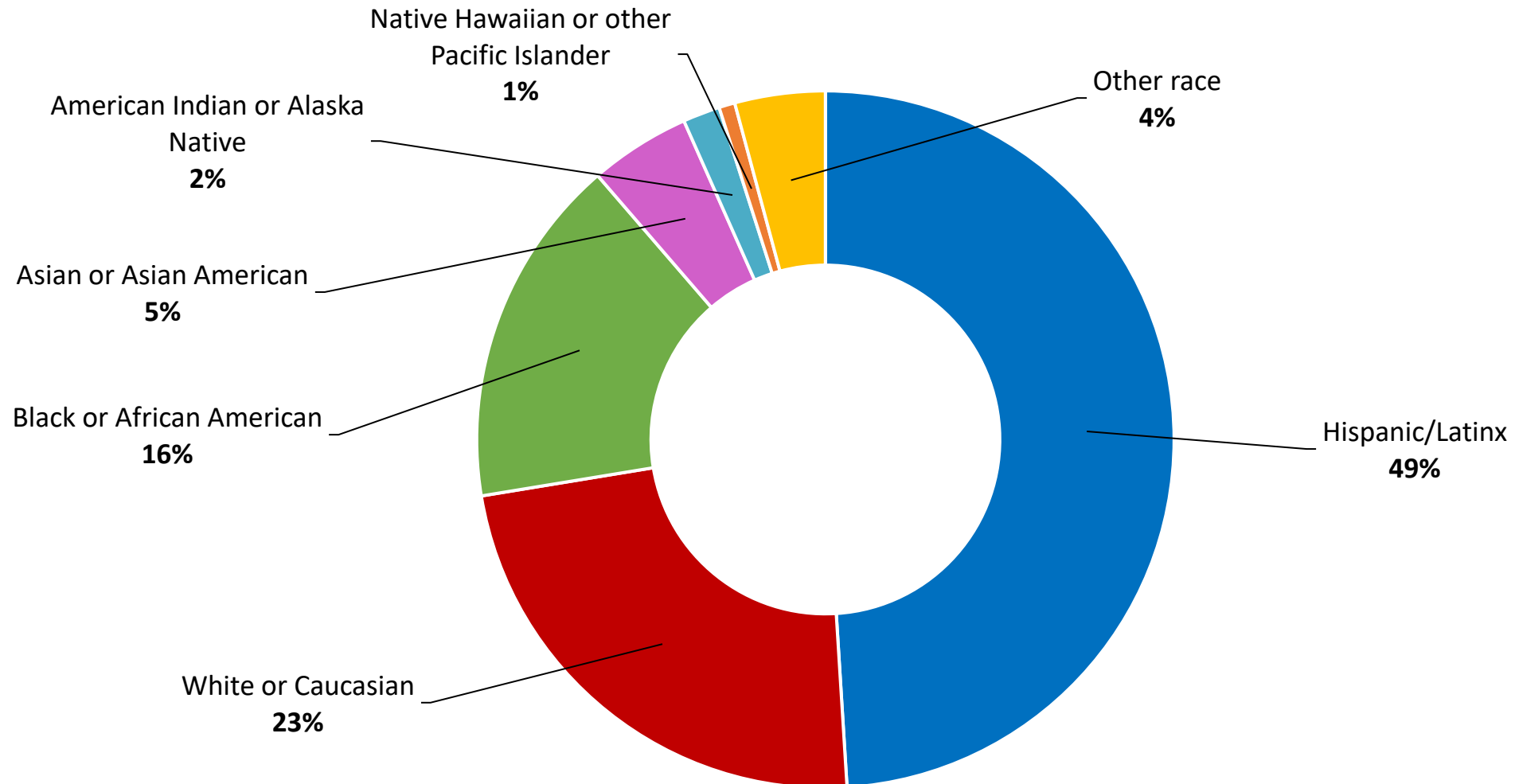
# GENDER & LOCATION



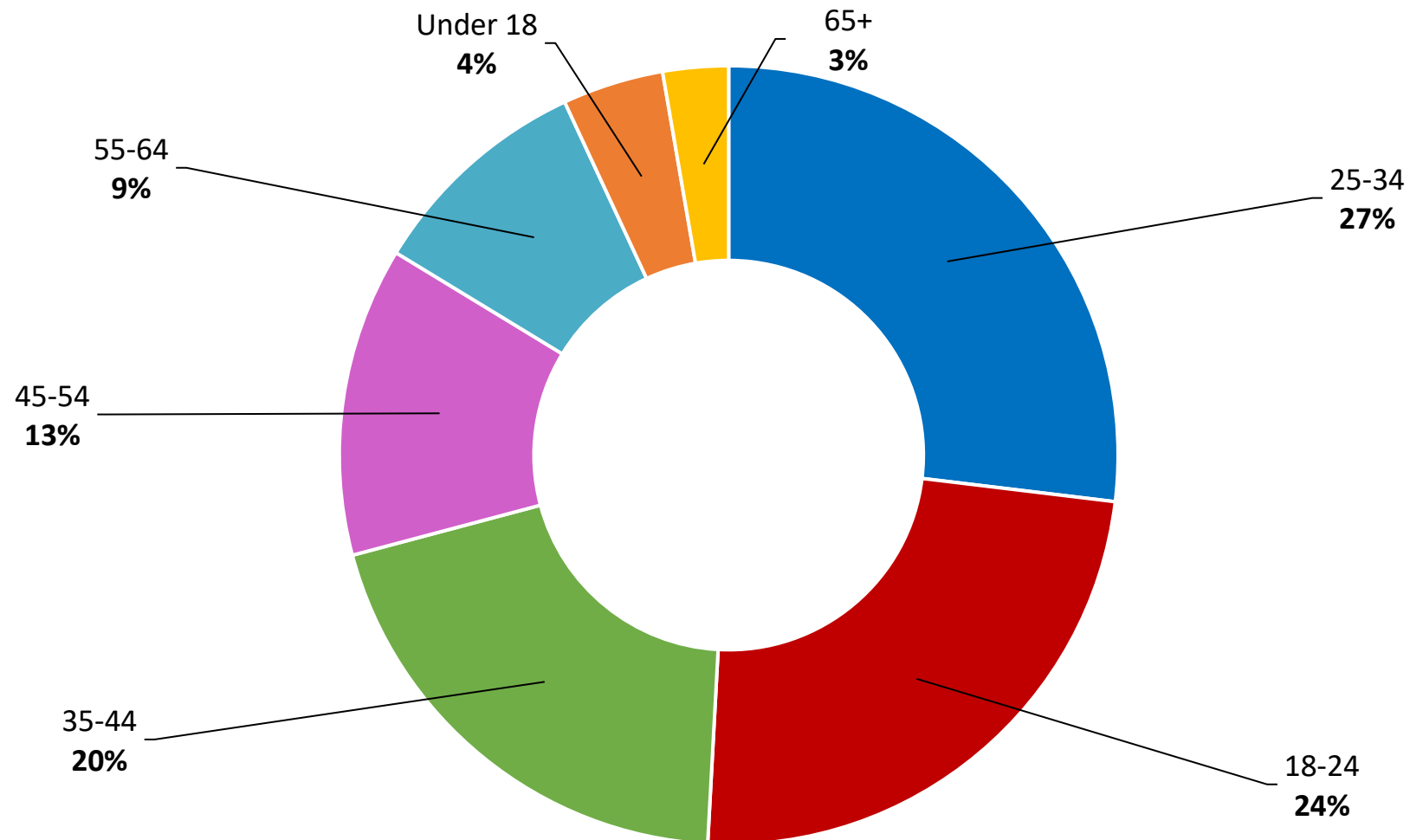
Home City	Percent of Responses
San Bernardino	29%
Fontana	14%
Ontario	9%
Redlands	5%
Rancho Cucamonga	5%
Rialto	5%
Colton	5%
Highland	4%
Montclair	3%
Pomona*	3%
Chino	3%
Upland	3%
Riverside*	2%
Loma Linda	2%
Chino Hills	1%
SB County Unincorporated	1%
Yucaipa	1%
Grand Terrace	0.3%

\* - City not in OmniTrans service area. 12

# ETHNICITY/RACE

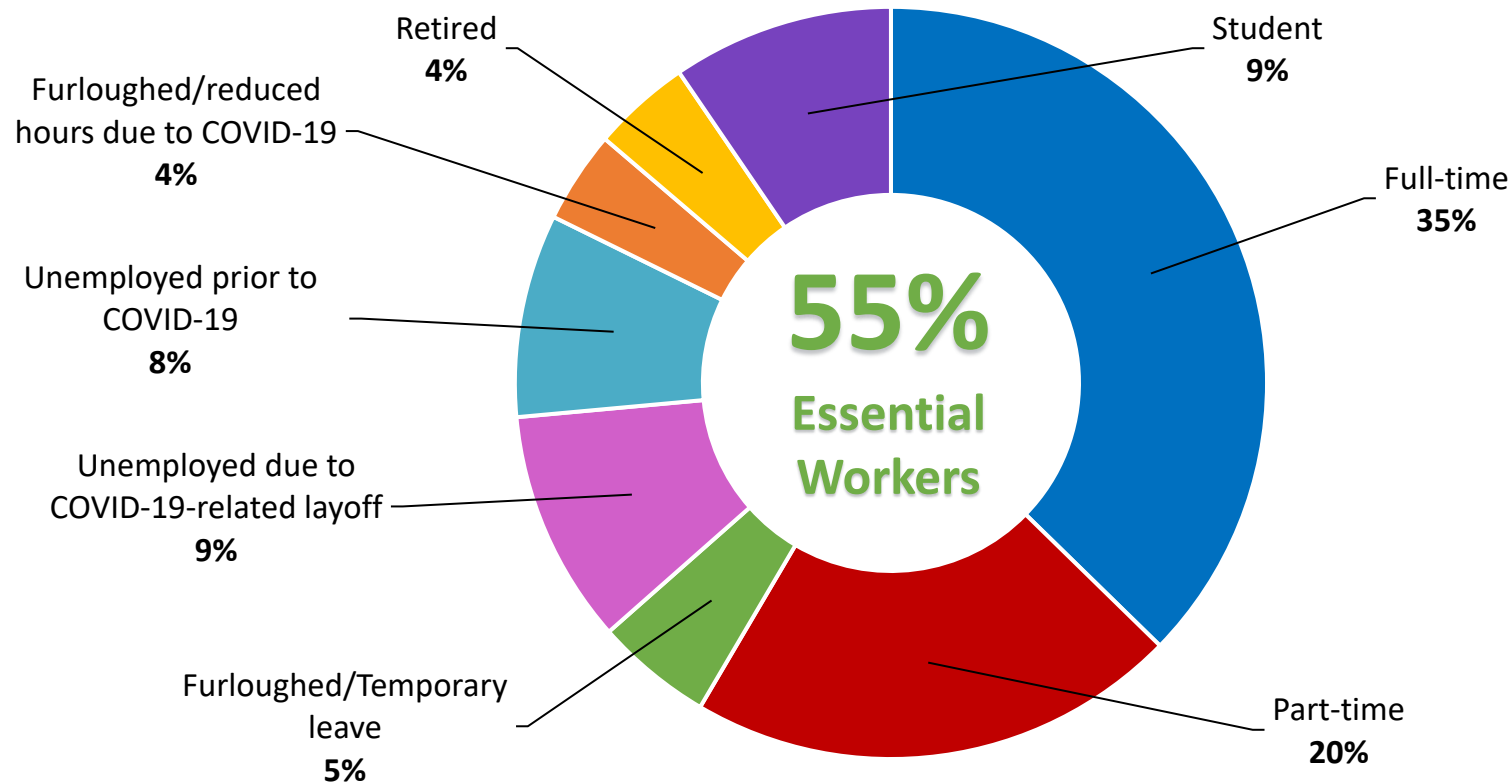


# AGE

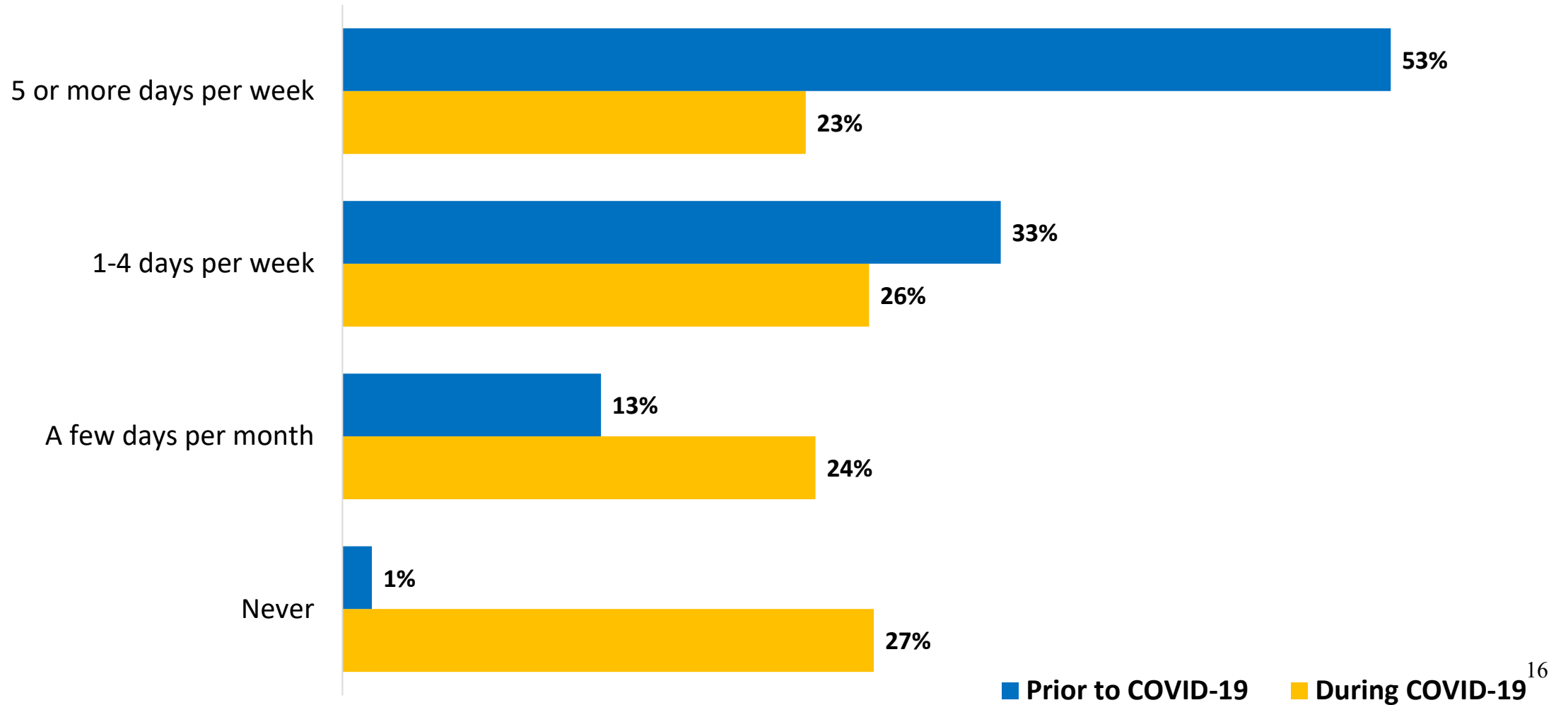


# COVID-19 IMPACT ON CUSTOMERS' EMPLOYMENT

- More than half remained employed (FT and PT) during COVID-19.
- 1 in 10 was unemployed as a direct result of COVID-19 layoffs.



# COVID-19 IMPACT ON RIDERSHIP

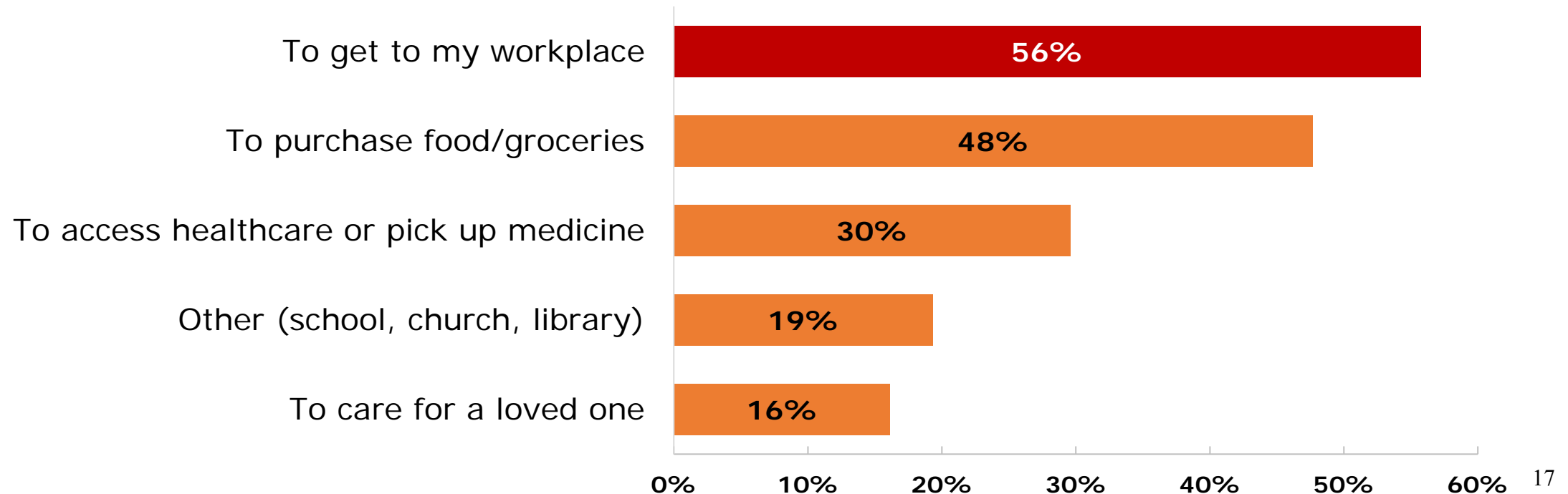




# REASON FOR RIDING DURING COVID-19

**More than half of customers described themselves as “essential workers,” riding OmniTrans to their job.**

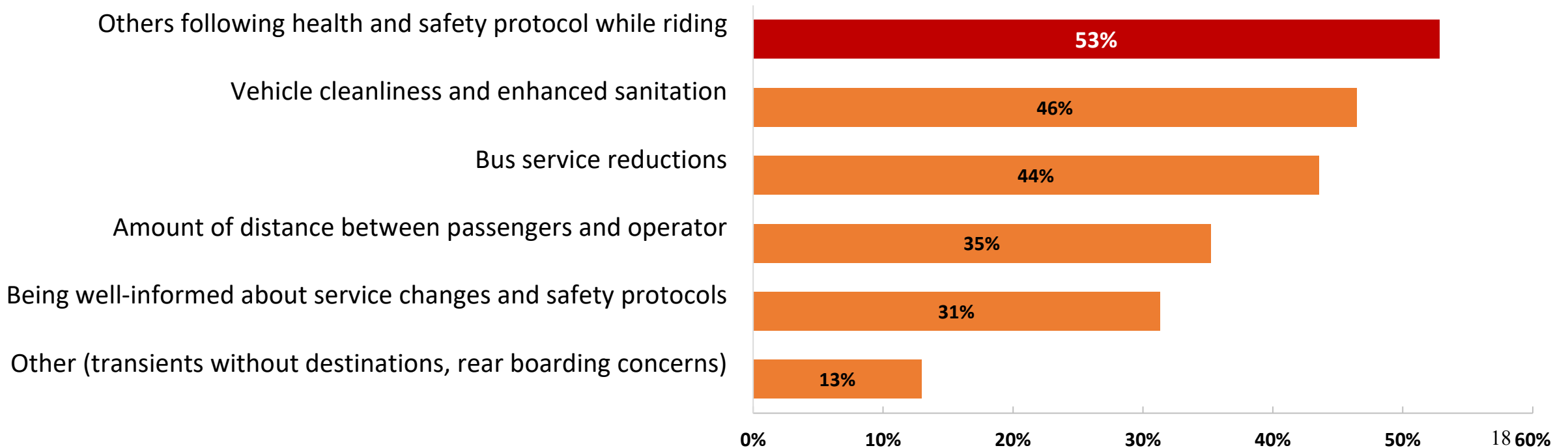
*Q3. Currently, what is your primary reason for riding Omnitrans? Select all that apply.*



# PUBLIC TRANSIT CONCERNS DURING COVID-19

**More than half of customers stated that their top concern is fellow passengers abiding by health and safety measures to protect themselves and others.**

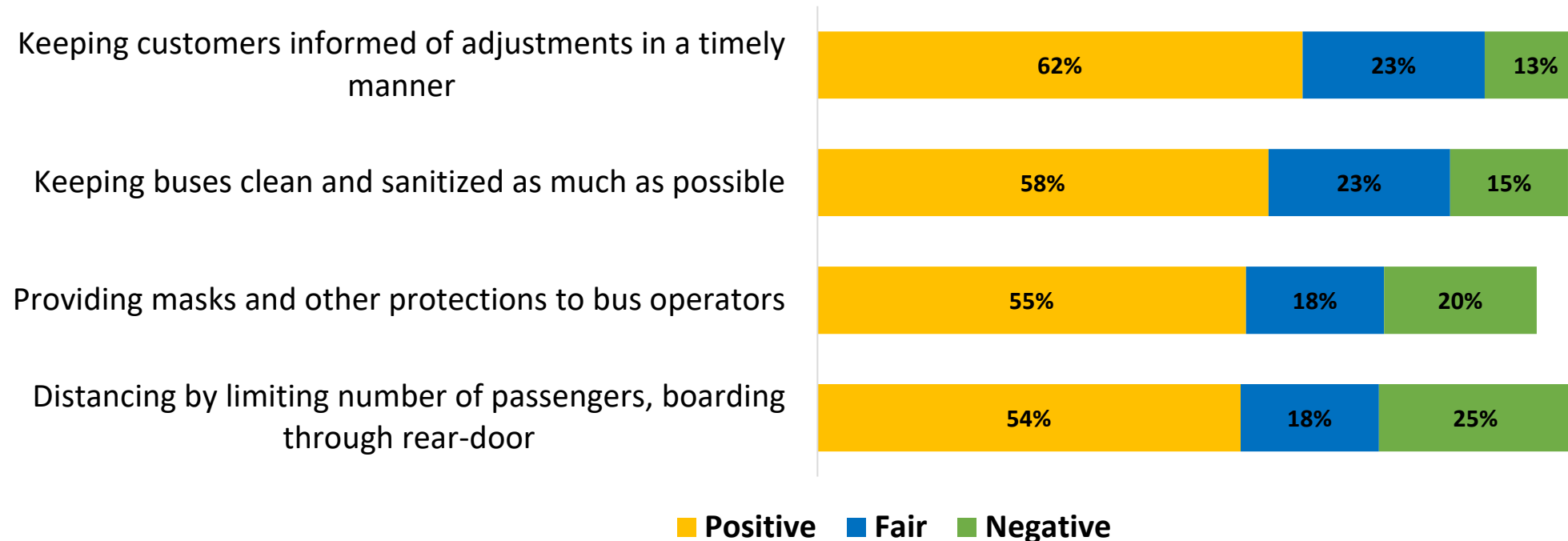
*Q4. Do you have any concerns about riding Omnitrans during COVID-19? If so, select all that apply:*



# RATING OMNITRANS' RESPONSE TO COVID-19

Customers expressed mostly *positive* satisfaction with four procedures implemented to help prevent spread of COVID-19.

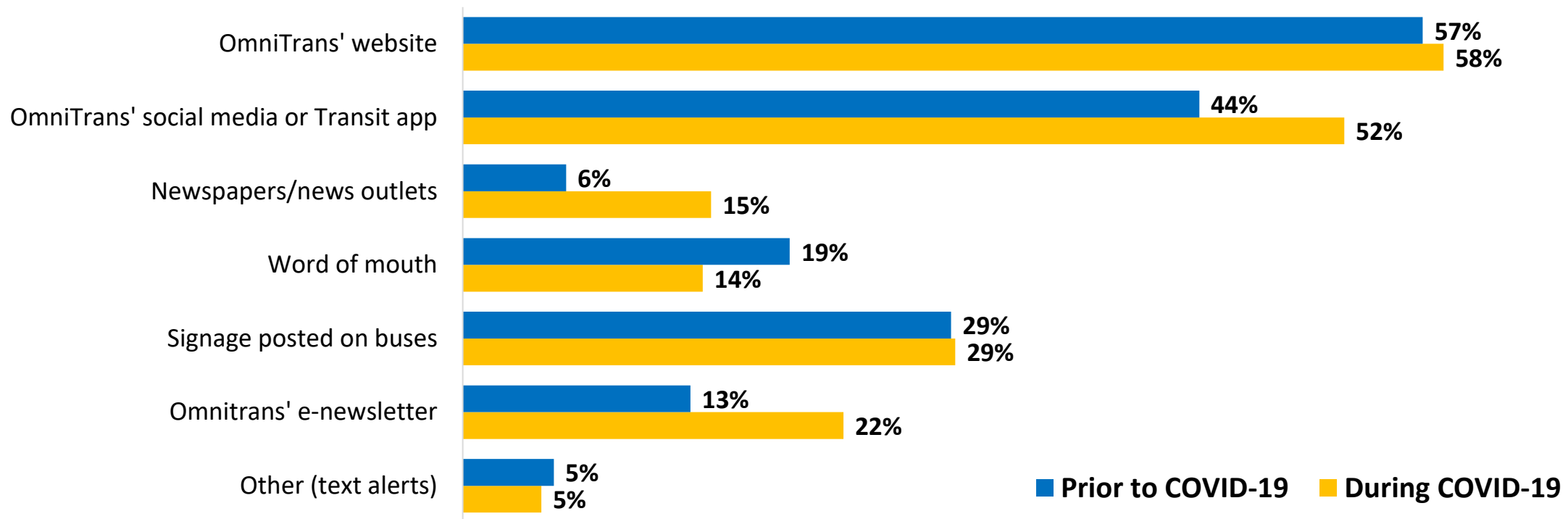
*Q8. In March, Omnitrans started implementing COVID-19 protocols and procedures to protect our customers and employees. How would you rate Omnitrans' response to the coronavirus outbreak?*



# ACCESS TO EMERGENCY INFORMATION & UPDATES

**Local community newspapers/news outlets and Omnitrans' e-newsletter each increased by 9% during COVID-19. Word of mouth decreased nearly 5%.**

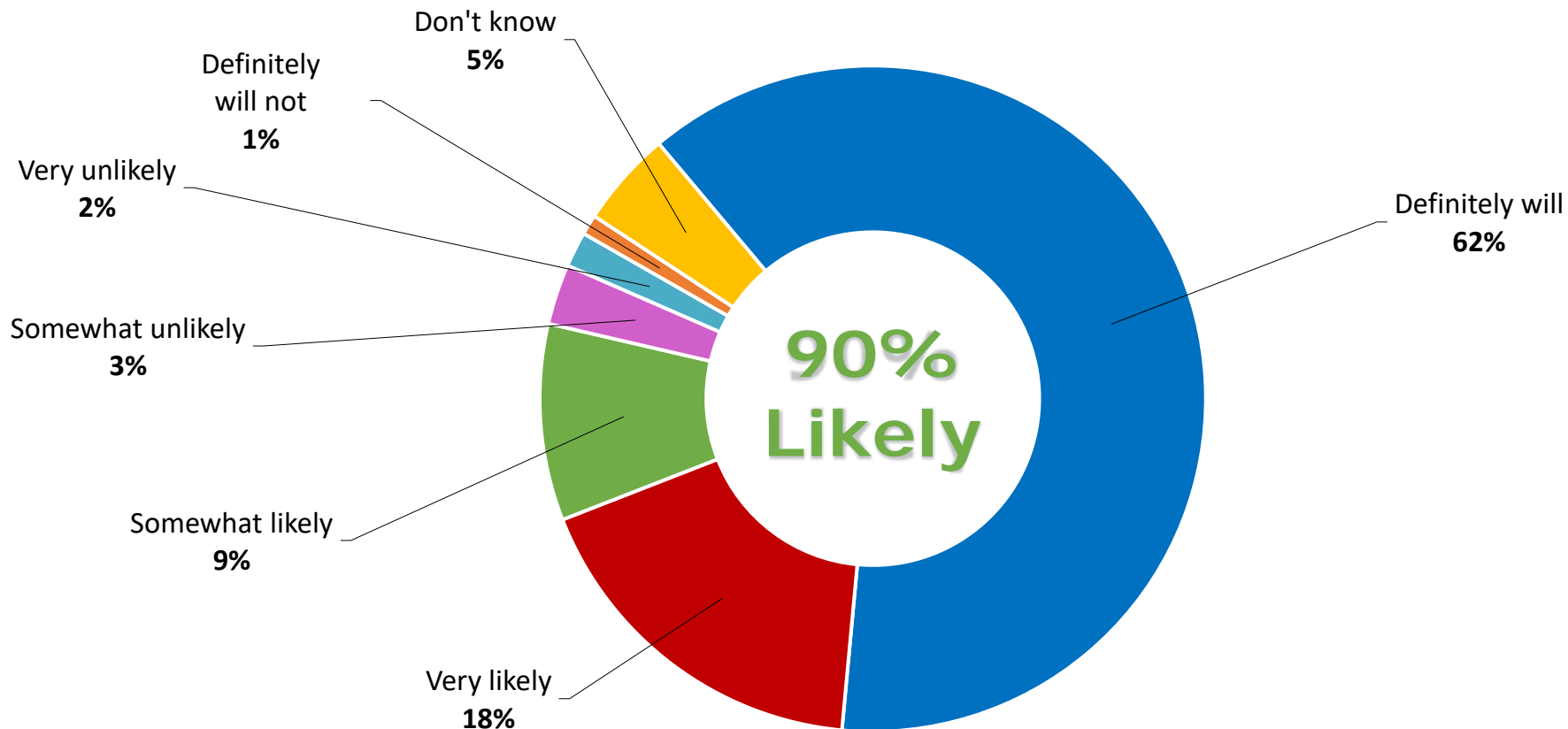
*Q9 & Q10. Before (Q9)/During (Q10) COVID-19, how did you receive information and updates about Omnitrans service? Select all that apply.*



# HOW LIKELY ARE CUSTOMERS TO RETURN TO OMNITRANS?

**90% indicate they are likely to ride after stay-at-home orders are lifted.**

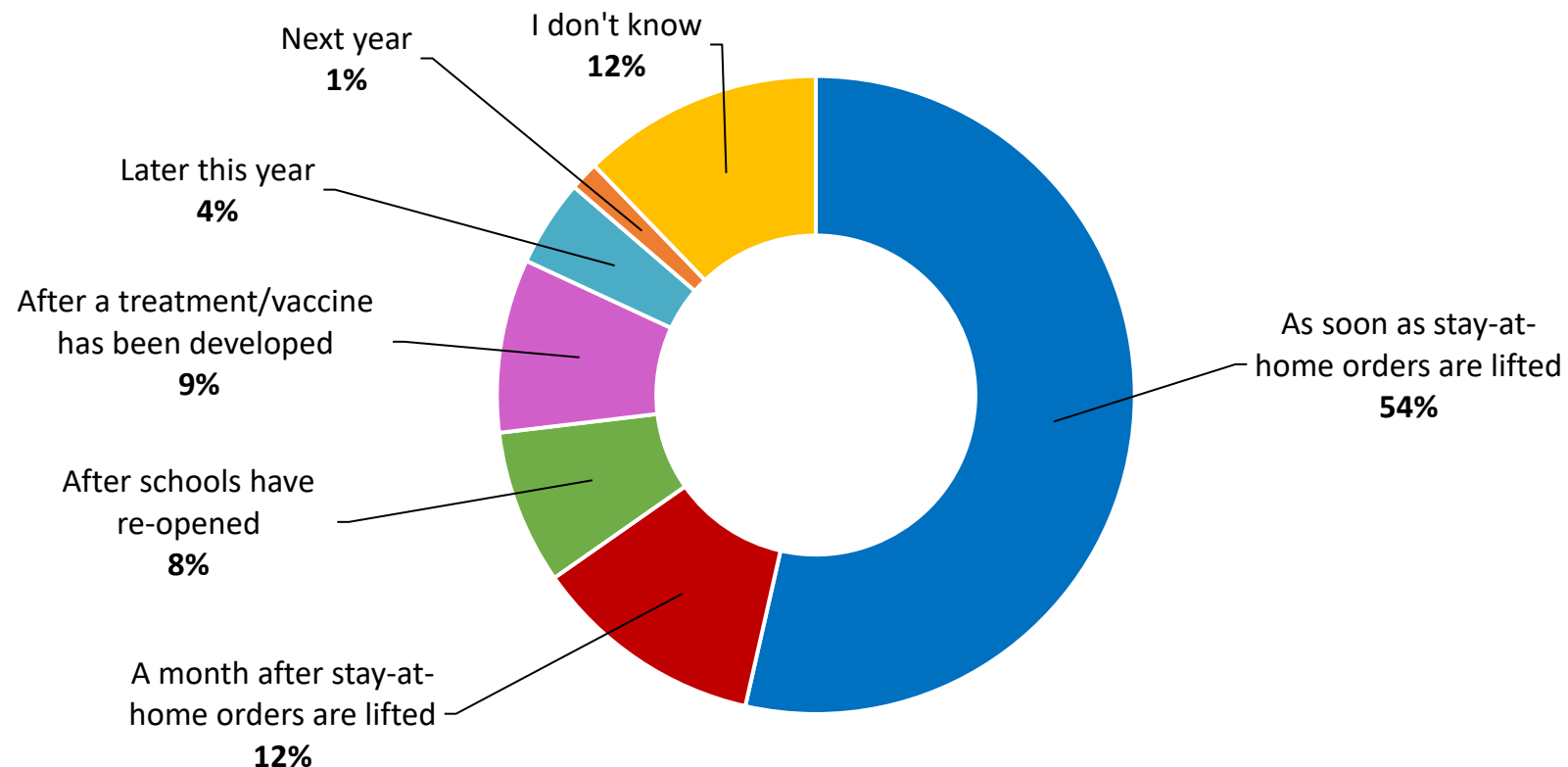
*Q6. Once stay-at-home orders are lifted, how likely are you to keep riding Omnitrans?*



# WHEN ARE CUSTOMERS LIKELY TO FEEL COMFORTABLE RIDING AGAIN?

**54% indicated they would resume riding as soon as stay-at-home orders are lifted.**

*Q7. How soon would you feel comfortable riding an Omnitrans vehicle again?*



# **ADDITIONAL MEASURES CUSTOMERS WOULD LIKE**

**Customers would feel safer riding OmniTrans if the following measures were implemented in addition to what is currently in place:**

*Q5. What additional precautionary measures would make you feel safer while using Omnitrans?*

- 1. Hand sanitizer dispensers aboard buses.**
- 2. Disinfecting of high-touch areas throughout the day.**
- 3. Enforcing mandatory face coverings for all passengers.**
- 4. Continuing 20 passenger max. per bus to encourage social distancing.**

# KEY TAKEAWAYS

- Most OmniTrans customers remained employed during COVID-19 and rode the bus to their essential jobs.
- 1 in 10 customers was laid off due to COVID-19; 1 in 10 customers was a student.
- 30% decrease in frequent riders (5+ days per week).
- 25% of riders stopped riding altogether during COVID-19.
- Customers' biggest concern is *other* customers not following health and safety protocols.
- Website & social media remain most reliable methods of communication with our customers.
- 90% customers are likely to return to OmniTrans after stay-at-home orders are lifted.
- More than half of customers (54%) feel comfortable riding OmniTrans as soon as stay-at-home orders are lifted.





# THANK YOU

ITEM # E3

**DATE:** July 22, 2020

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

**THROUGH:** Erin Rogers, CEO/General Manager

**FROM:** Jeremiah Bryant, Director of Strategic Development

**SUBJECT: WEST VALLEY CONNECTOR PROJECT UPDATE**

**FORM MOTION**

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

**BACKGROUND**

The West Valley Connector (WVC) is the second Bus Rapid Transit (BRT) line planned for implementation in the San Bernardino Valley. As part of a future connected system of sbX lines, the project will have similar features to the sbX Green Line, such as dedicated bus lanes, transit signal priority, and enhanced stations.

In 2017, the Omnitrans Board of Directors and the San Bernardino County Transportation Authority (SBCTA) Board of Directors approved a cooperative agreement between the two agencies, which designated SBCTA as the lead agency responsible for design, environmental clearance, right-of-way acquisition, and construction of the WVC project.

**Project Status**

As the lead agency under California Environmental Quality Act, the SBCTA Board of Directors approved the Environmental Impact Report (EIR) on May 6, 2020. Subsequently on June 12, 2020, the Federal Transit Administration, as the lead agency under National Environmental Policy Act, approved the Finding of No Significant Impact (FONSI). The EIR/FONSI environmentally clears two phases of the project:

- Phase 1 from the Downtown Pomona Metrolink Station to Victoria Gardens, including 3.5 miles of dedicated bus lanes in both directions on Holt Boulevard in Ontario with center median stations; and,
- Phase 2 from Ontario International Airport to Kaiser Permanente Medical Center.

Phase 1 is expected to reduce travel time from end to end of the corridor by 28%, and to achieve an average weekday ridership of 6,000 to 7,400, depending on the growth of Ontario International Airport, of which 2,200 to 2,700 are expected to be new riders.

Construction of Phase 2 alignment is scheduled to occur after the completion of Phase 1 when funding is available. As part of the phased approach, the San Bernardino County Transportation Authority (SBCTA) Board approved enhancing the existing local bus service frequency on Haven Avenue in advance of Phase 2, recognizing that planned development efforts underway may result in increased demand for service along Haven Avenue before Phase 2 is implemented.

SBCTA and Omnitrans were recently awarded \$15 million in Transit and Intercity Rail Capital Program (TIRCP) funds from the State of California for electric buses for Phase 1 of the WVC. SBCTA plans to apply for State funding for Phase 1 of the project through the Solutions for Congested Corridors Program, as well as submit a rating package for an FTA Small Starts grant in August 2020. (As the FTA designated recipient, Omnitrans will be the lead applicant on the Small Starts application).

SBCTA and its consultant team are now developing 65% design documents and will begin the right-of-way acquisition activities for Phase 1 of the WVC project in October 2020 upon approval by the SBCTA Board. As Omnitrans will be the operator of the new sbX line, Omnitrans staff continues to participate in meetings and provide input to SBCTA, including facilitating review of the design of station amenities, platforms, and IT systems for the corridor.

### **Project Decision Points**

The EIR/FONSI reflects the planned use of 60-foot articulated vehicles similar to the sbX Green Line vehicles. SBCTA and Omnitrans are considering the use of 40-foot electric vehicles in order to make use of available grant funds for electric vehicles, as 60-foot electric vehicles are not currently available on the market that meet Omnitrans' operational requirements for the corridor. As a result, SBCTA may need to revalidate the EIR/FONSI. Current ridership models predict that 40-foot vehicles can accommodate passenger capacity. Platforms are being designed with flexibility to accommodate both 40-foot and 60-foot vehicles with level ADA boarding.

If the WVC corridor goes forward with 40-foot vehicles, and because of Omnitrans' recent local bus service reductions as well as additional local service reductions that will take place to reduce duplication when the WVC starts operations, there will be space available at the West Valley Operations and Maintenance facility to accommodate the 18 WVC vehicles. Thus, in Phase 1, the WVC may be able to go forward without a new maintenance facility, but instead include electrical infrastructure upgrades at the West Valley facility and on-route chargers to achieve needed battery range. A new maintenance facility may still be needed in the future to accommodate a conversion to 60-foot vehicles to operate the corridor and the build-out of Phase 2.

Omnitrans, SBCTA, consultants, and contractors will continue to work in close coordination. Pending available funding sources, the corridor is currently planned to start operations in 2024.

### **CONCLUSION**

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

ER:JB:AMJ

ITEM #           E4          

**DATE:** July 22, 2020

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

**THROUGH:** Erin Rogers, CEO/General Manager

**FROM:** Jeremiah Bryant, Director of Strategic Development

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

**FORM MOTION**

- 1) Receive and forward to the Board of Directors an update on the results of the Adopt-a-Stop pilot program, and;
- 2) Recommend the Board of Directors approve continuation of the program.

**BACKGROUND**

On September 5, 2018, the Board of Directors approved a one-year Adopt-a-Stop pilot program. Omnitrans launched an outreach campaign in January through March 2019 to solicit participation at high-trash-volume bus stops identified by staff, in the cities of Colton, Fontana, Highland, Loma Linda, Montclair, Redlands, Rialto, and San Bernardino. Omnitrans staff met with city staff, shared promotional materials for cross-posting on city social media channels, made announcements at City Council meetings, and sent out direct mailings and emails to businesses, service organizations, and schools within proximity to the identified bus stop locations.

The first participant started in the volunteer litter pickup program in March 2019. By September 2019, there were 15 “Trash Busters” actively participating in the program. Participants are listed in Attachment A. All organizations continue to pick up trash at their adopted bus stop locations on a weekly basis (with the exception of the temporary suspension of the program during recent months due to the COVID-19 crisis).

Omnitrans provides safety guidelines and cleanup supplies to participants, including trash pickup sticks, trash bags, gloves, and Trash Buster logo high-visibility vests. Omnitrans staff coordinates with Trash Busters and installs a recognition sign at the bus stop after two months of active participation. Omnitrans also recognizes participants on social media with their permission.

### ***Program Results***

Omnitrans Stops and Stations Workers, who conduct regular cleaning and maintenance at bus stops, filled out a questionnaire to assess the impact of the volunteer litter pickup program. The questionnaire asked staff if bus stops have been (1) “less clean”, (2) “same level of cleanliness”, (3) “somewhat cleaner”, or (4) “much cleaner” during the volunteer litter pickup program than before the volunteer litter pickup program. The average response was **3.13**, between “somewhat cleaner” and “much cleaner”.

A total of \$2,500 was spent on supplies for the one-year pilot program. So while the program has a nominal cost and does not technically achieve a cost savings for the agency, the staff responses demonstrate that the volunteer litter pickup program has helped augment Omnitrans’ regular maintenance work to improve cleanliness of bus stops in the program.

### ***Paid Sponsorship***

The Adopt-a-Stop pilot program also yielded one paid sponsorship. Stater Brothers Markets sponsored a bench and trash can at the bus stop outside of their distribution facility on Harry Shepard Boulevard. Stater Brothers also participates in the trash pickup component of the program at the same bus stop.

### ***Bus Stop Cleanup Days***

Beyond the weekly litter pickup program, Omnitrans staff also partnered with the We are the Change San Bernardino Volunteers group to organize two community bus stop cleanup days in May and August 2019. The community cleanup days each had 15-20 volunteers who picked up trash at high-volume bus stops in a two-to-three-hour period. Several volunteers at the community cleanup days later became ongoing Trash Busters participating in the Adopt-a-Stop program on a weekly basis at a selected bus stop. The We are the Change group is interested in participating in more bus stop cleanup days in the future.

### ***Next Steps***

Following the success of the one-year pilot of the Adopt-a-Stop program, staff recommends continuing with the Adopt-a-Stop program. Under this continuation of the program, the participation of the 15 existing Trash Busters will be extended and approximately 15 new Trash Busters can be welcomed into the program in FY2021.

An annual budget of \$2,500 is available within the Strategic Development Department budget to operate the Adopt-a-Stop program in the same manner it was operated for the one-year pilot, which includes budget for approximately 15 new Trash Buster organizations in FY2021, including supplies such as trash bags, gloves, trash pickup sticks, branded high-visibility vests, and recognition signs.

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

**CONCLUSION**

Receive and forward to the Board of Directors an update of the results of the Adopt-a-Stop pilot program and recommend approval of continuation of the program.

ER:JB:AMJ

Attachment A: Trash Busters (Adopt-a-Stop Participants)

Attachment B: PowerPoint Presentation

**Attachment A – Trash Busters (Adopt-a-Stop Participants)**

<b>Start Date</b>	<b>Organization Name</b>	<b>Bus Stop Location</b>	<b>Route</b>	<b>City</b>
03/22/2019	Institute for Health Policy and Leadership	Anderson @ Prospect northbound farside	2	Loma Linda
04/01/2019	Mission Village Apartments	Holt @ Mountain westbound nearside	61	Ontario
04/04/2019	Mountain View Community Church	Sierra @ Merrill northbound nearside	19, 61	Fontana
04/19/2019	Amot Apparel	Baseline @ Waterman westbound farside	4	San Bernardino
05/08/2019	Rialto Host Lions Club, Inc.	Riverside at Baseline northbound farside	22	Rialto
05/17/2019	Golden State Municipal Attorney Services	sbX E at Court	sbX Green Line	San Bernardino
05/21/2019	Stater Brothers Markets	Harry Shepard @ Tippecanoe eastbound farside	15	San Bernardino
06/03/2019	Ortiz Ice cream	Baseline @ Massachusetts westbound farside	10	San Bernardino
07/12/2019	Familia Medina Murillo	Highland @ Palm eastbound farside	4	San Bernardino
08/01/2019	We are the change SB volunteers	E @ Court northbound nearside	2	San Bernardino
08/01/2019	San Bernardino County Transportation Authority	Valley College northbound nearside	1	San Bernardino
8/26/2019	Kappa Alpha Psi San Bernardino Alumni Chapter	California State University	2, 5, 7, 12	San Bernardino
09/18/2019	Cathedral of Praise International Ministries	Lynwood @ Del Rosa eastbound nearside	1	San Bernardino
09/18/2019	CSUSB Transportation Services	sbX California State University	sbX Green Line	San Bernardino
09/18/2019	The Enterprise Building/Freedom MMA	E @ Court southbound nearside	2	San Bernardino



# ADOPT-A-STOP PILOT PROGRAM UPDATE

**PLANS & PROGRAMS COMMITTEE  
JULY 22, 2020**





# VOLUNTEER LITTER PICKUP PROGRAM



# VOLUNTEER LITTER PICKUP PROGRAM



**CSUSB  
Transportation  
Services**

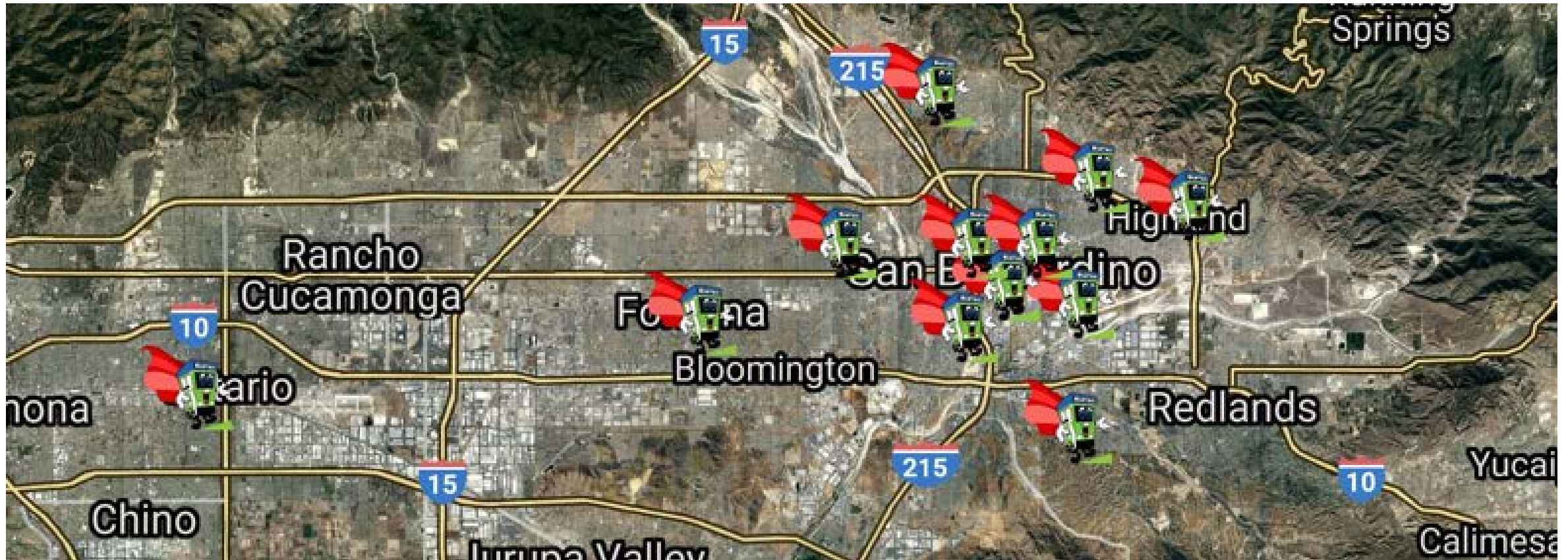
**Familia Medina  
Murillo**



**Golden State Municipal**  
*Specialized Process Service*



# VOLUNTEER LITTER PICKUP PROGRAM





# VOLUNTEER LITTER PICKUP PROGRAM

- Built community partnerships
- Improved cleanliness of bus stops



# PAID SPONSORSHIP PROGRAM





**THANK YOU!**