

The second round of focus groups (third and fourth focus group) for the ConnecTransit Plan were held on September 27th and 28th, one in English and one in Spanish. Both were held at 6pm over Zoom to maximize participation from residents throughout Omnitrans' service area. The Spanish focus group had 10 attendees; the English focus group had 2. Each focus group participant received a \$100 retail gift card as an incentive for their participation.

Focus group participants were asked to rank the importance of categories of potential transit improvements to recommend in the ConnecTransit Plan. Below is the summary of the average ratings from all focus group participants, as well as comments brought up by participants related to each category.

Potential Transit Solution/Improvement	Average Score	Examples Suggested by Participants
New Routes and Designs	5.00	Expansion of routes / new routes to serve more areas. Expanding OmniRide service to more communities, particularly low-income areas.
On-Demand Mobility Choices	5.00	Scooter share, especially between schools and transit stops. Expansion of volunteer driver reimbursement program. Van ride services to senior housing.
Health and Wellness	5.00	First-aid supplies onboard buses. Dividers between seats.
Customer Service	4.96	Technology for customers to submit issues encountered via text message.
Transit-Oriented Streets	4.92	Transit signal priority.
Inclusive Fare Policy and Collection Systems	4.92	GoSmart partnerships with employers, mobile payment readers on board, Google/Apple Pay integration. Free fares for people eligible for MediCal.
Trip Planning and Information	4.92	One-app integration for payment, trip planning, and detour notifications, in multiple languages. Promotion of places you can go on the bus.
Leadership Transparency and Accountability	4.92	Community/Rider Advisory Council, more focus groups.
System Connectivity and Transfers	4.83	Transit Ambassadors at transit centers.
Vehicle Designs	4.83	Zero-emission vehicles, WiFi and charging ports onboard, electronic wayfinding screens onboard. More space onboard.
Transit Facilities and Amenities	4.75	Transit-oriented development such as affordable housing at transit centers/sbX stations. Cleaning at bus stops and transit centers. More seating and lighting at bus stops. Public WiFi at transit centers and bus stops.
Route Frequency and Service Hours	4.50	Higher frequency during peak times (15-30 minutes instead of hourly routes), later evening hours, more weekend service.