

## **Support Material Agenda Item No. 4**

### **Board of Directors Metro Valley Study Session**

**October 13, 2016**

**10:00 a.m.**

Location:  
SANBAG

First Floor Lobby

1170 W. 3<sup>rd</sup> Street, San Bernardino, CA 92410

### **Discussion Calendar**

#### **Regional / Subregional Planning**

##### **4. Customer-Based Ridesharing and Transit Interconnectivity Study**

That the Metro Valley Study Session receive a presentation about SANBAG's "Customer-Based Ridesharing and Transit Interconnectivity Study."

*Attached is the Powerpoint Presentation.*



# Customer-Based Rideshare and Transit Interconnectivity Study: *A Project to Improve Shared and Active Transportation for San Bernardino Travelers*



# Study Purpose

- SANBAG and partners desire to maximize benefit of heavy investment in transit solutions
  - \$600M in capital improvements to public transit network
- Transformative time in public transportation
  - New Modes: Uber/Lyft, Rideshare Platforms, Shared Vehicles, Autonomous Vehicles – all addressing customer needs
  - New Technology to enhance information & operations
  - New interest by millennials in alternatives to driving
- What can policy makers, public transit managers and administrators do to capitalize on these factors, to increase alternative mode use?



# Study Area

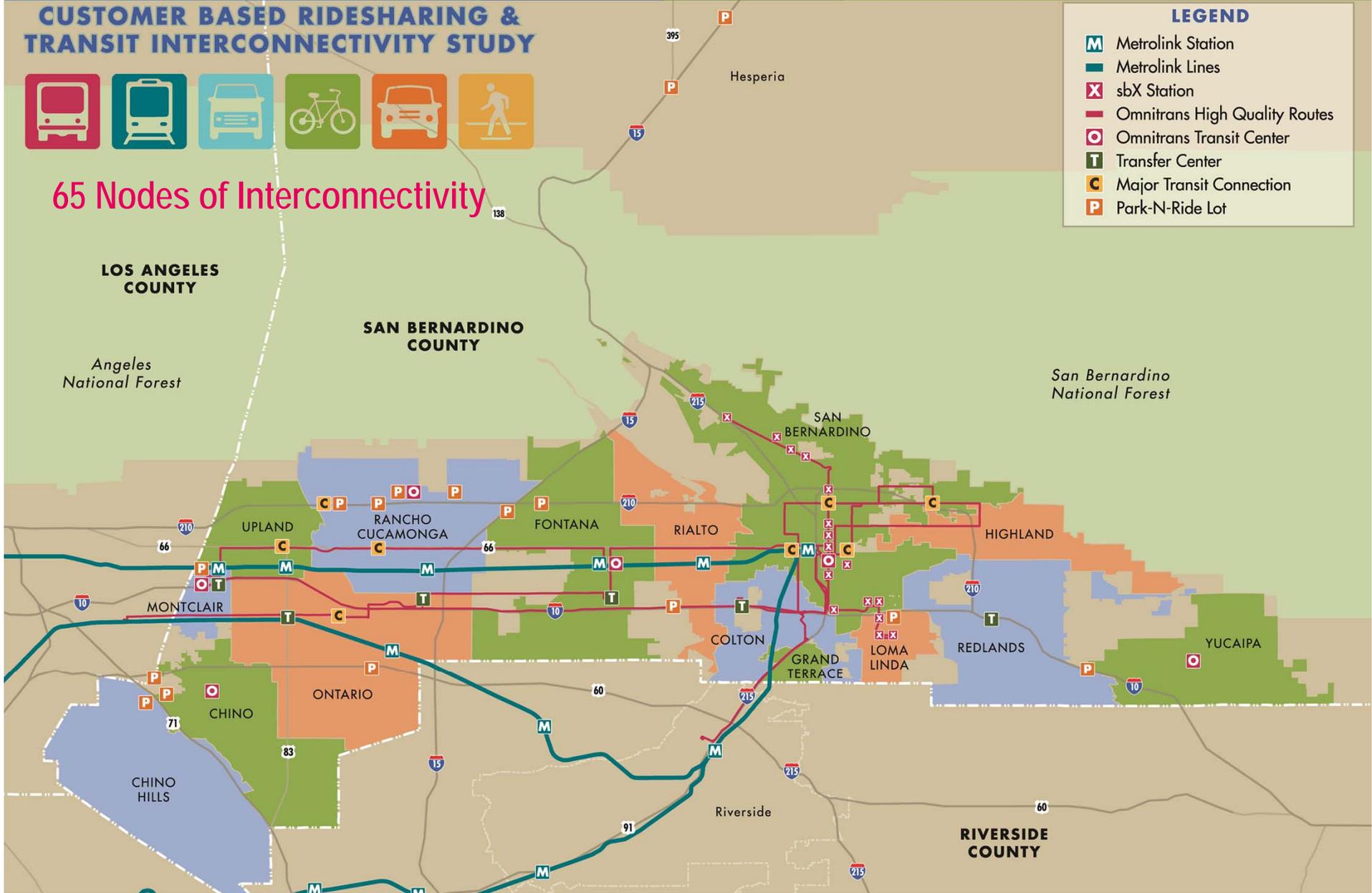
## CUSTOMER BASED RIDESHARING & TRANSIT INTERCONNECTIVITY STUDY



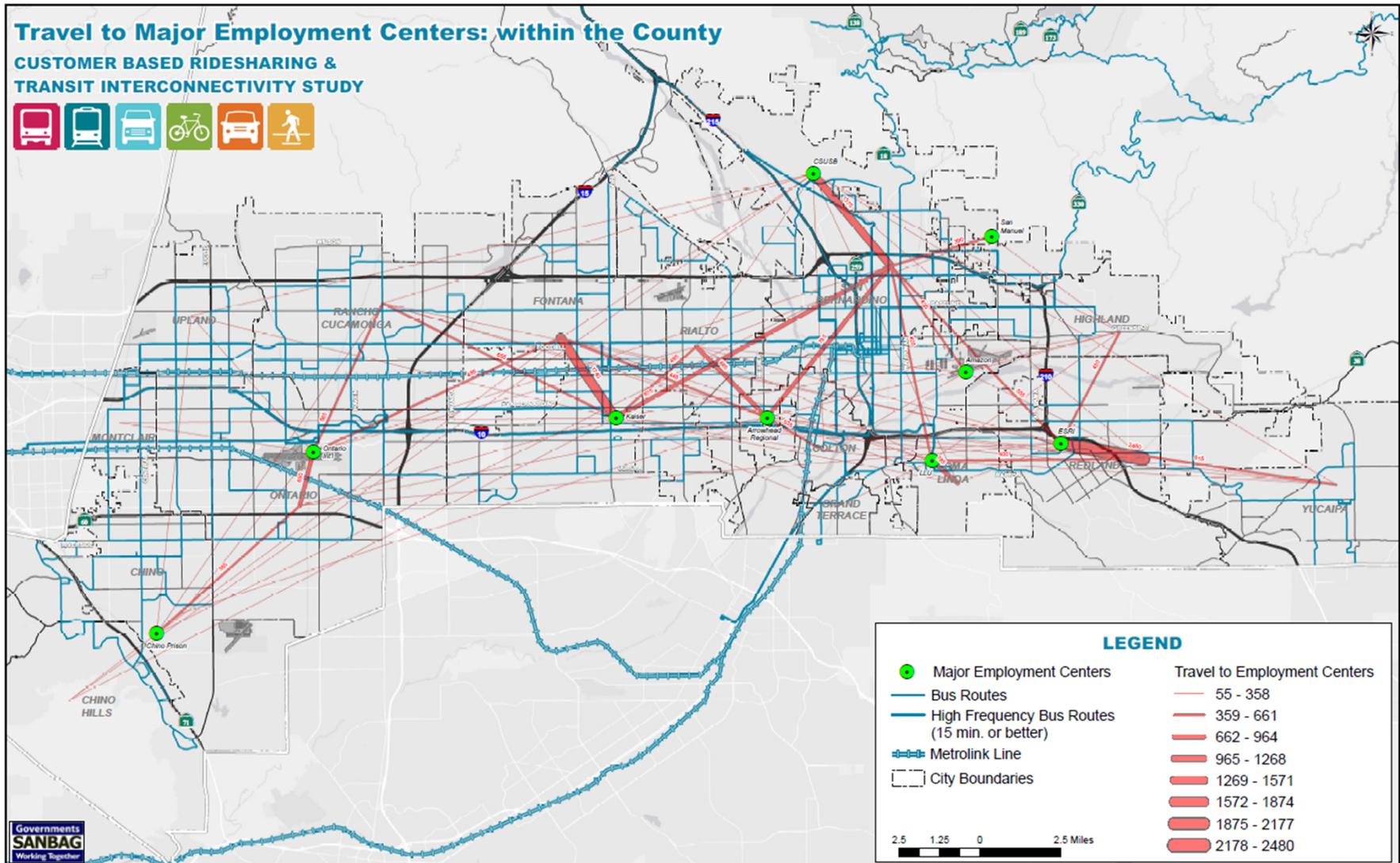
65 Nodes of Interconnectivity

**LEGEND**

- M** Metrolink Station
- Metrolink Lines
- X** sbX Station
- Omnitrans High Quality Routes
- O** Omnitrans Transit Center
- T** Transfer Center
- C** Major Transit Connection
- P** Park-N-Ride Lot

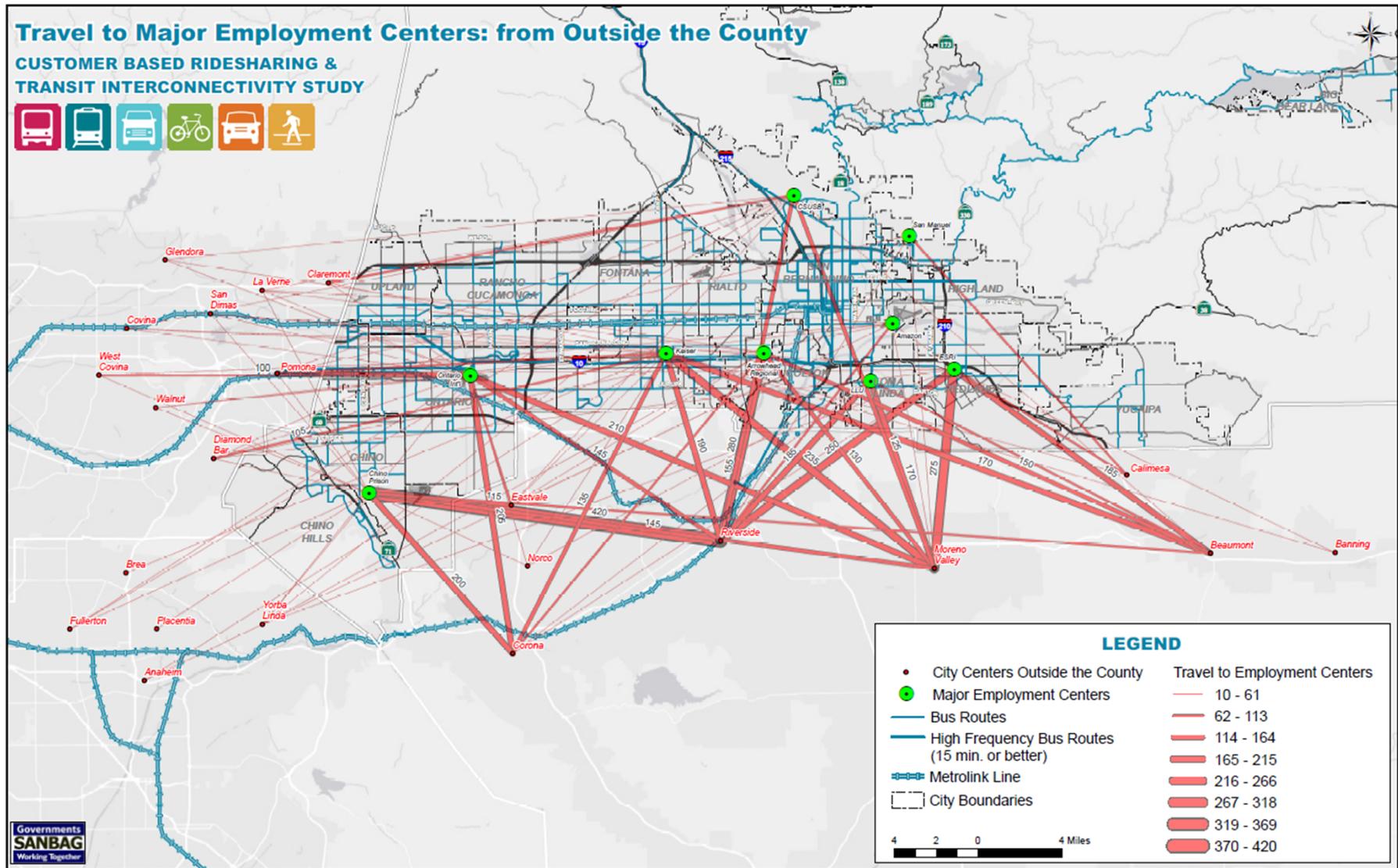


# Intra-county Travel Patterns



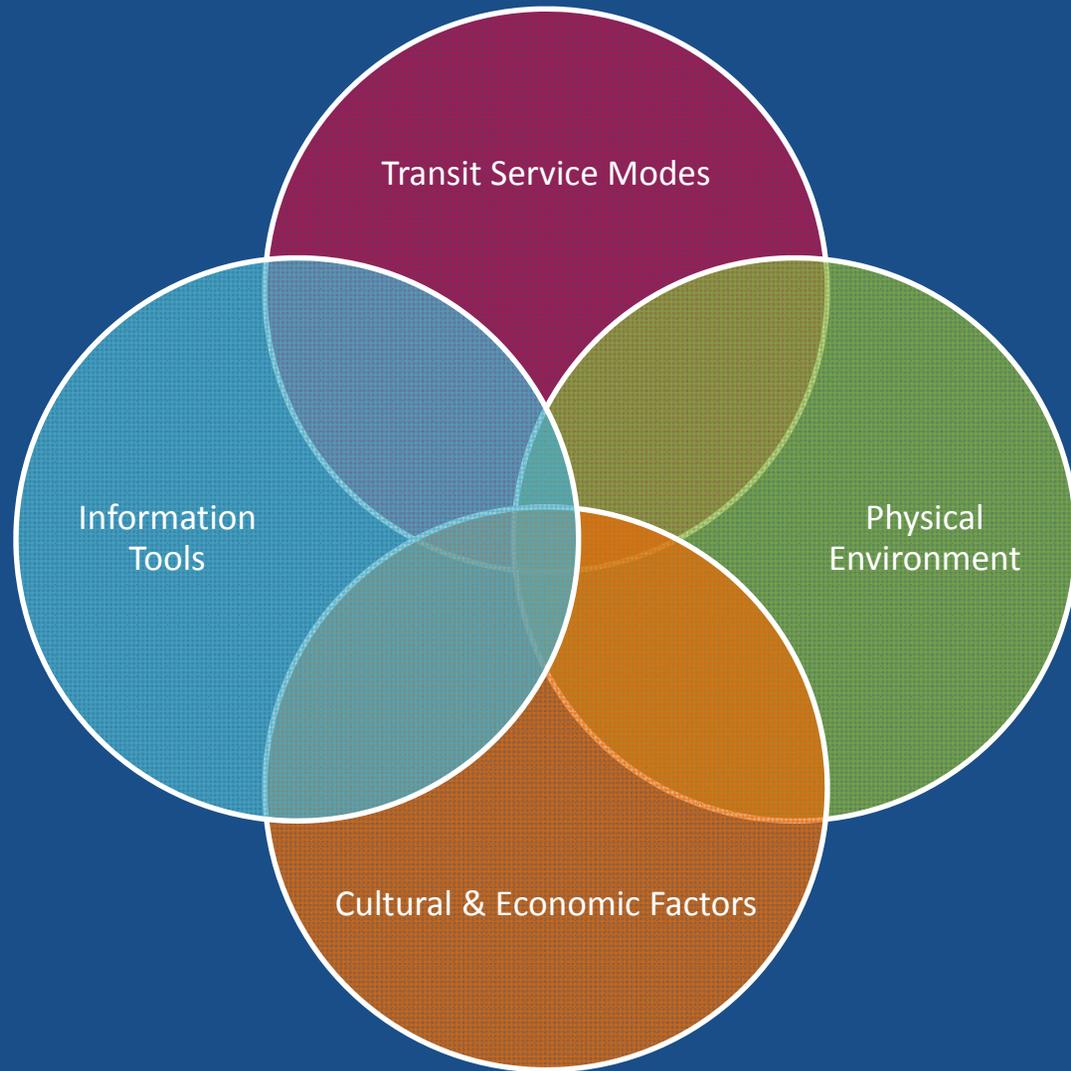
\*2013-2015 Statewide Integrated Traffic Records System (SWITRS) as provided by Cal Berkeley's Transportation Injury Mapping System  
 \*\*Heat color estimates were created using ESRI's point density tool which calculates a magnitude-per-unit area from point features (collision sites) that fall within a neighborhood around each cell.

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# Mobility – Traditional Mode Choice Factors



# Mobility in a Changing Landscape

Traditional Transit Modes

Traditional  
Information Tools

New Shared Use &  
Tech Enabled Service  
Modes

Technology  
Information Tools

Active Transportation  
Modes

Cultural & Economic  
Factors

Physical Environment



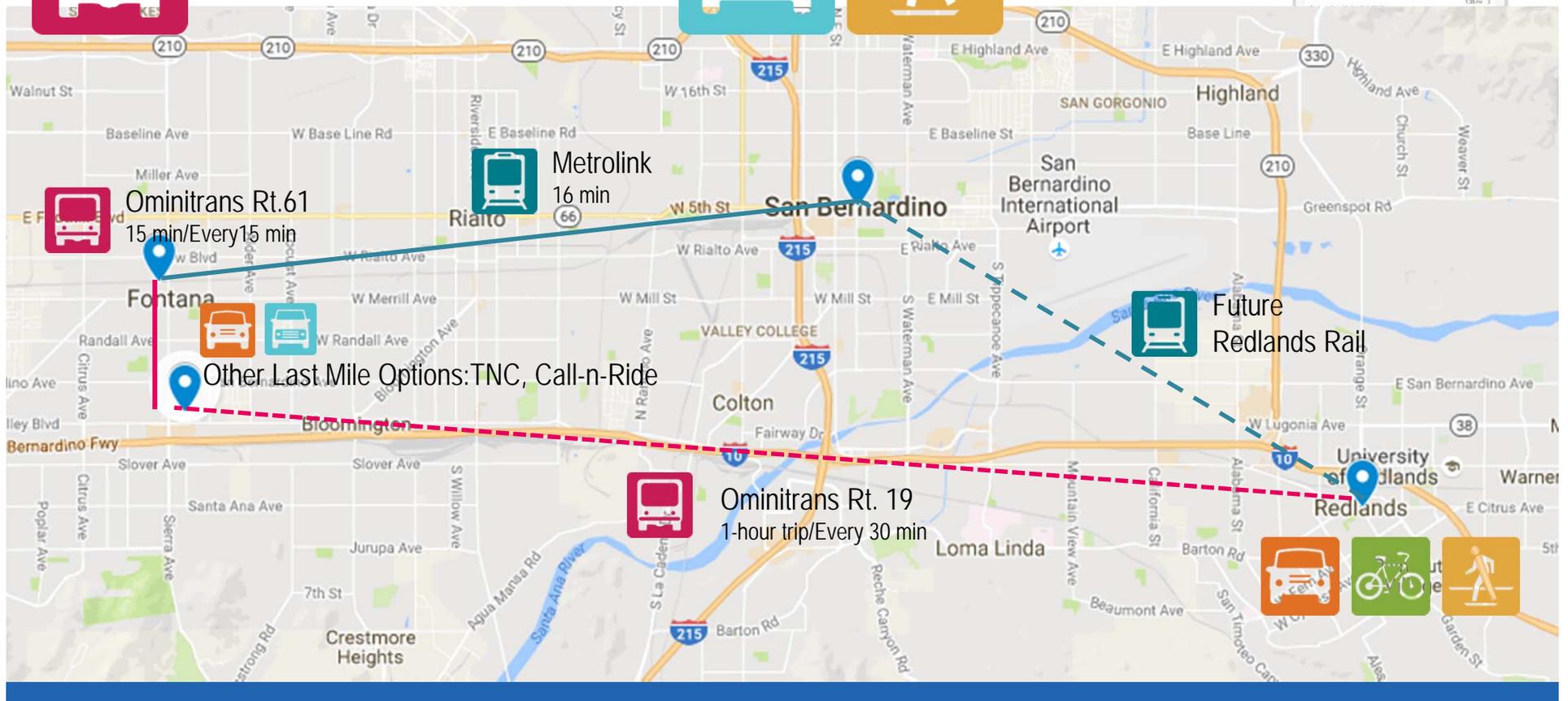
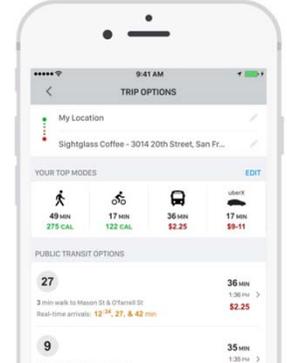
# Diverse Customer-Based Strategies



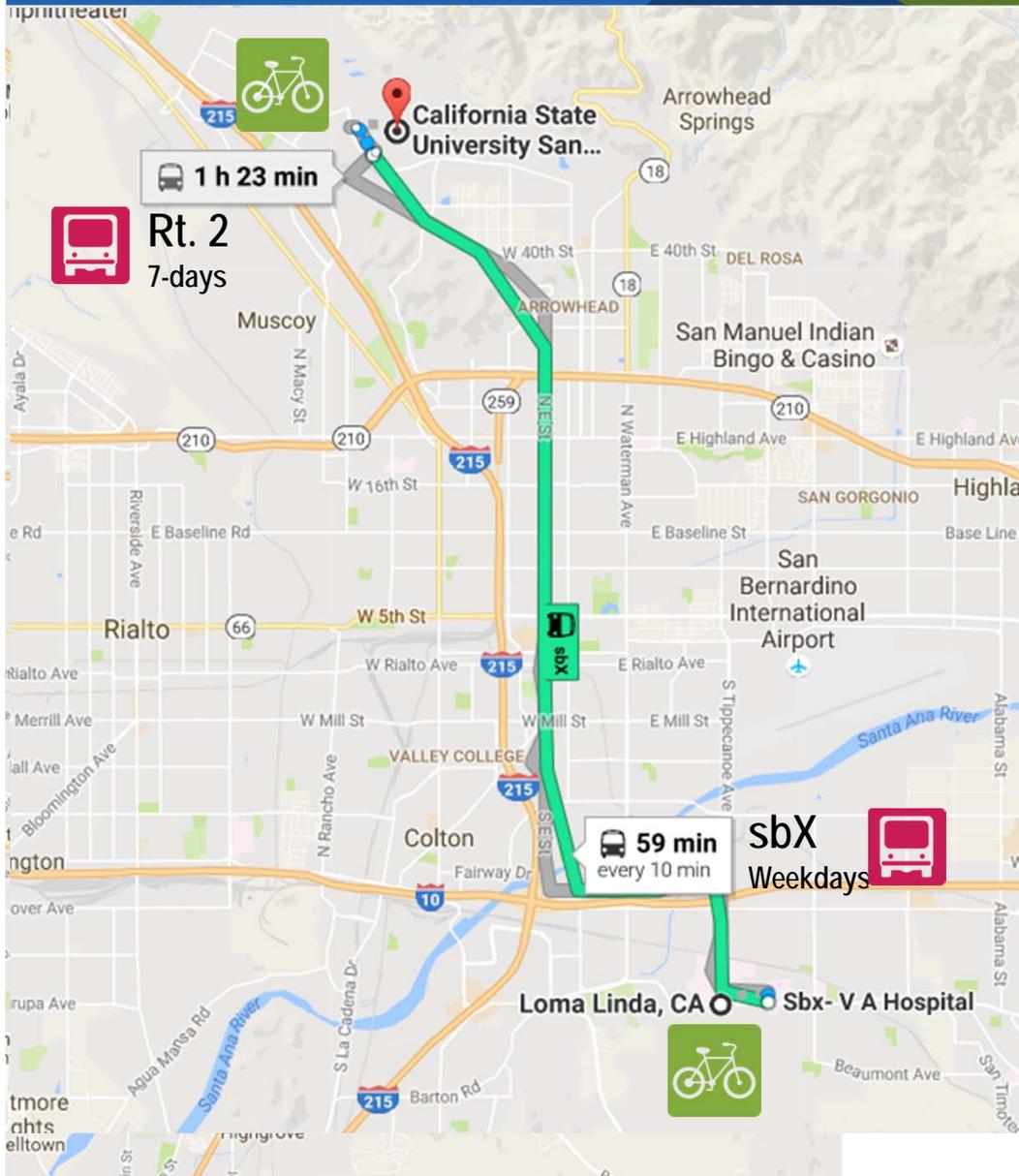
- Easy/fast transfers between trains and buses
- Access from the train or transit stop to worksite
- Targeted transit shuttles or demand response services to large employer locations
- Bicycle and pedestrian corridors
- Park & Ride Facilities
- Rideshare & Vanpool incentives
- Rideshare info and matching
- Consolidated multi-modal information
- Information technology – apps to plan and pay for trips



# Mode Choice Factors



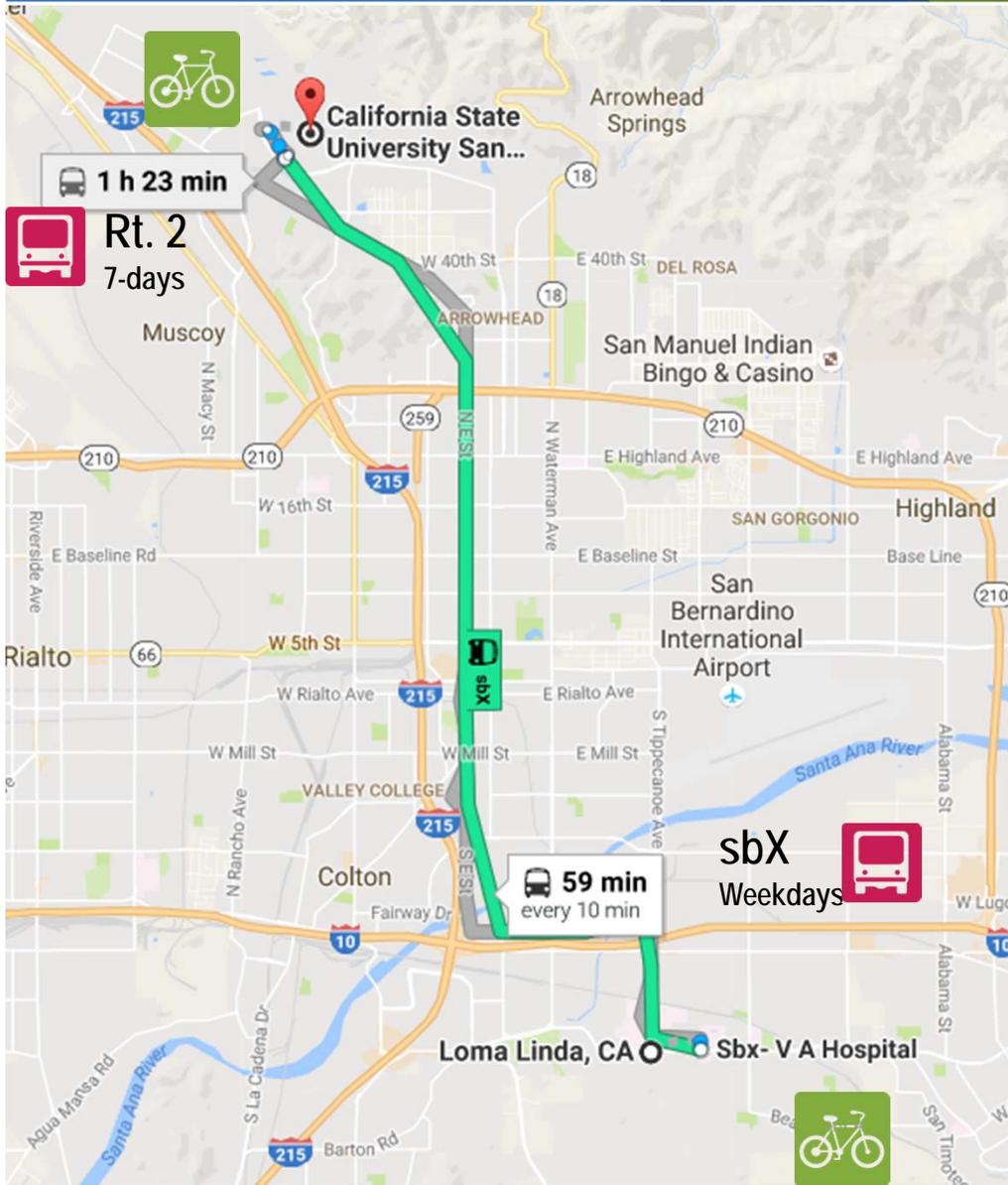
# Combining Active and Shared Modes



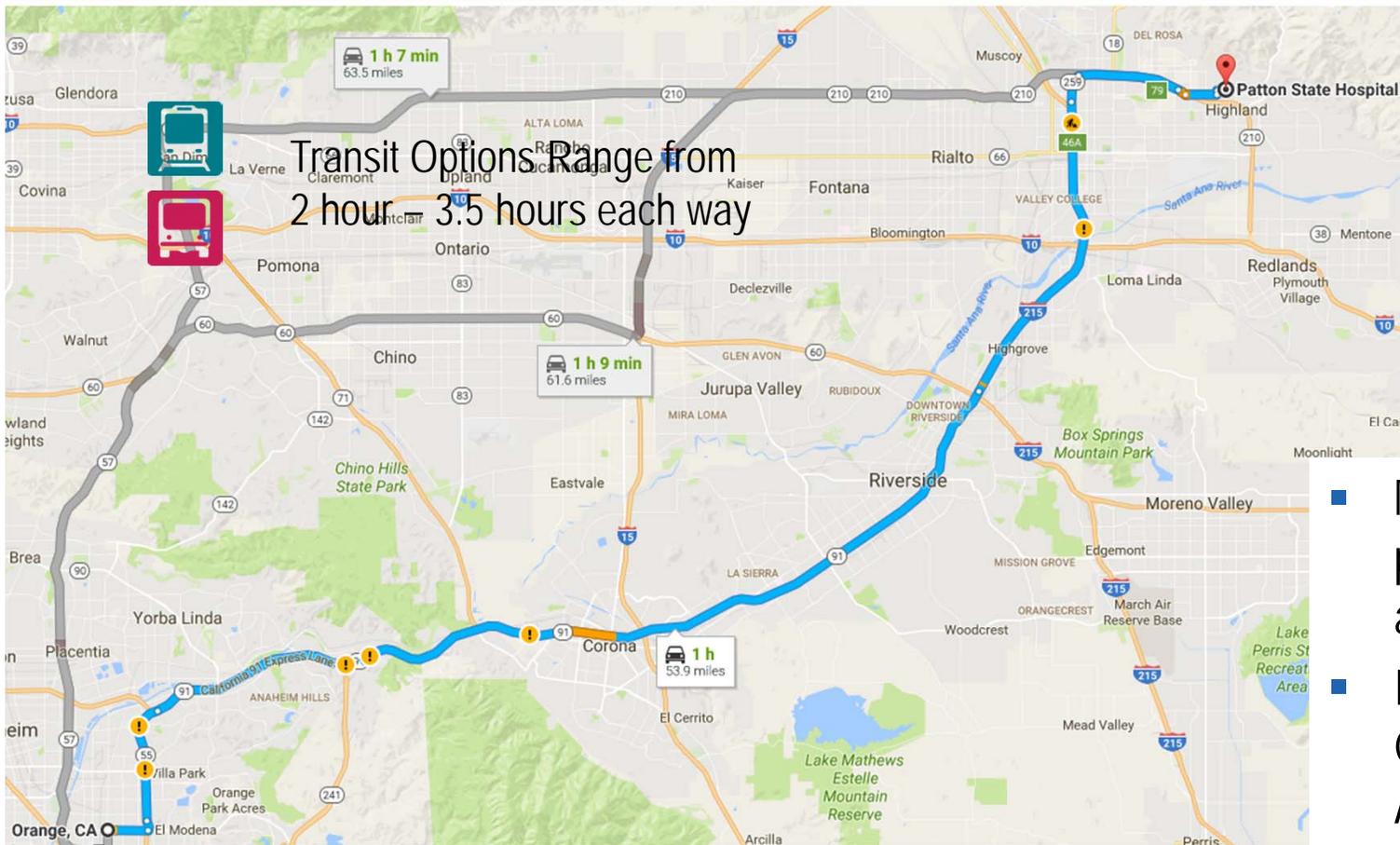
- CSUSB Student
- Resides in Loma Linda
- sbX or Omnitrans Rt. 2
- Bike for first and last mile



# Mode Choice Factors



# Long Distance Commutes



- Millennial who prefers not to drive alone (1 hour+)
- Resides in Orange County and works in Administration at Patton State Hospital



Carpool or Vanpool options more attractive; may need to look beyond Patton employees to find a good match.

## Defining Success

# *New Vision – Mobility as a Service*

### ■ Riders' Experience of Success

- Easy to use
  - Trip planning
  - Trip making
  - Fare payment
- Sufficiently speedy
- Goes where rider needs to go
- Feels safe
- Affordable
- Equitable

### ■ Key Performance Indicators

- Traditional transit – trips, cost effectiveness of trips, subsidy per trip
- Service modes – new partnerships, new technology
- Fare payment – seamless capability
- Built environment – safety indicators and urban space re-imagining
- Information – ease, completeness, confidence
- Accessibility – to more rider markets
- Funding – new grants, new funding potential



# How You Can Participate

1. Invite participation of major employers in your community
2. Distribute e-survey link to your employees
3. Participate in project workshop(s) on changing mobility landscape

Heather Menninger

**AMMA Transit Planning**

Heather@AmmaTransitPlanning.com

(951) 784-1333

Selena Barlow

**Transit Marketing**

SelenaBarlow@TransitMarketing.com

(520) 322-9607

# Project Components

