

Building Ridership and Visibility for Four Transit Agencies



cta

San Bernardino County
Transportation Authority

Nydia González

Project Overview

The goal of this project is to build transit ridership in the Mountain and Desert Communities of San Bernardino County that serve very distinct areas.

- VVTA serves the Victor Valley and Barstow with a service area population of over 350,000 and annual fixed route ridership of more than 1.7 million.
- MBTA serves the Morongo Basin with a service area population of about 61,000 and annual fixed route ridership of about 262,000.
- Mountain Transit serves two distinct service areas in the San Bernardino Mountains – the Crestline/RIM area and Big Bear Lake. The total service area population is about 44,000 and annual fixed route ridership is about 141,000.
- NAT serves the city of Needles with a population of less than 5,000 and annual ridership of about 28,000.



Why Are People Currently Using Transit?

During the past week, how many days have you ridden the bus?

Within the past week have you transferred to or from another neighboring system?

Which of the following would be most likely to cause you to ride the bus more often or to keep riding longer?

How do you get info about bus routes and schedules?

Which of the following would be most likely to cause you to ride the bus more often or to keep riding longer?

If they could ride for free for a week, would more of your friends and family members try riding the bus?



Inventory of Current Marketing Collateral



Survey Results

What transit users like about transit:

- Not having to rely on others for rides
- Not having to own or pay for a car
- Not having to walk or bike

Passenger information Sources

- Printed information is primary source for more than $\frac{1}{4}$ of riders
- 61% of riders have Smartphones

Highly positive response regarding the willingness of others to try transit if it were free for a week

- 11% No, not even if it was free
- 41% Maybe
- 48% Definitely



Building on Common Findings

Build on common findings regarding rider motivations

- Transit “frees” riders from:
 - The cost of driving
 - Having to ask for or wait for a ride
 - Discomfort of walking or biking
- Transit provides independence and freedom to travel on one’s own terms.

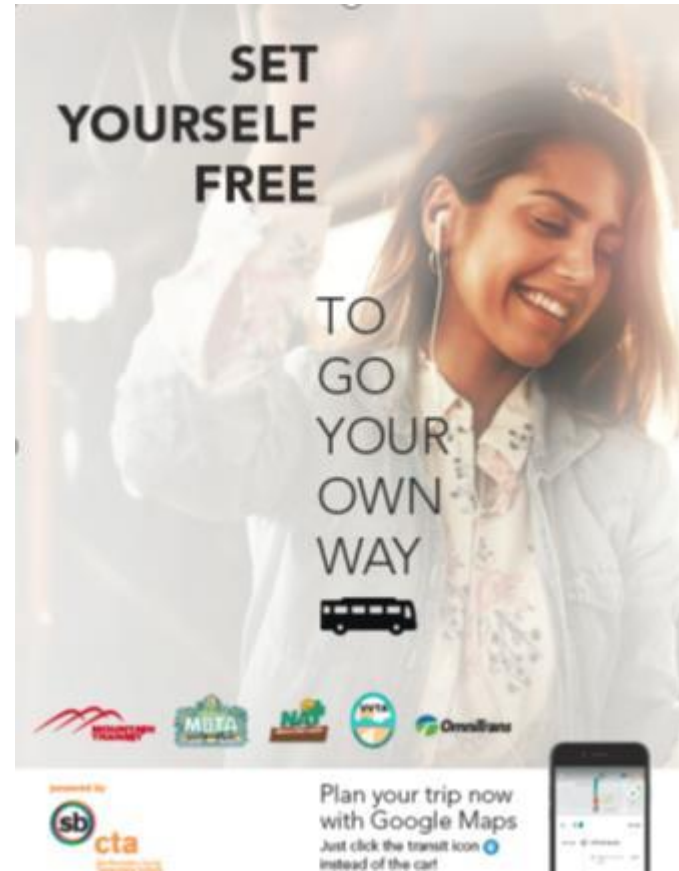
Campaign Slogan: Set Yourself Free

- Set yourself free from worrying about your ride.
- Set yourself free from the high costs of driving.
- Set yourself free from having to ask for a ride.
- Set yourself free to travel independently.
- Set yourself free from having to walk in hot weather.
- Set yourself free from searching for parking.
- Set yourself free to go your own way.



Campaign Plans

- **Common creative platform.**
- **Customized marketing plan for each system** – messaging and media specific to key targets.
- **Two types of strategies:**
 - Enhanced passenger information tools to make it easier for riders to try transit – long term value.
 - Ridership promotion campaign to generate trial and increased usage thru a free ride offer.
- **Consistent promotion of Google Transit to make riding the bus easier.**



Morongo Basin Transit Authority

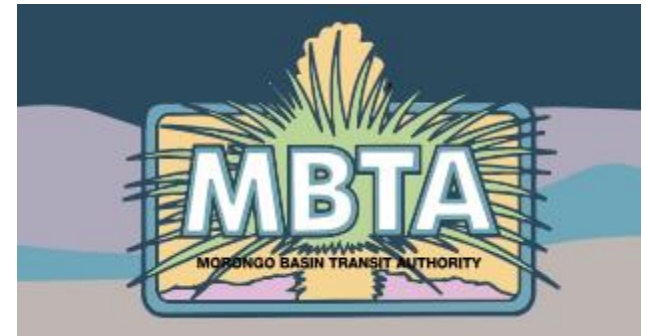
SET YOURSELF FREE
TO GO YOUR OWN WAY

www.mbtasb.com

Ride MBTA FREE with your CMC ID

SET YOURSELF FREE
FROM THE COST OF DRIVING

Ride MBTA FF
Ride Free this Summ
And Early Fall Augu



SET YOURSELF FREE
FROM WORRYING ABOUT YOUR RIDE

Ride MBTA FREE this Summer Semester
June 11-July 11 with your CMC ID



MBTA

Morongo Basin Transit Authority



SET YOURSELF FREE


TO GO YOUR OWN WAY

Ride FREE for five days!



MBTA

Needles Area Transit



NEEDLES AREA TRANSIT

Bus Stop #23

	Monday-Friday		Saturday	
Departs at:	AM	PM	AM	PM
:36	7:36	12:36	10:36	12:36
	9:36	1:36	11:36	1:36
	9:36	2:36		2:36
	10:36	3:36		3:36
	11:36	4:36		4:36
		5:36		
		8:36		

856-669-6309 www.cityofneedles.com/trans

Needles Area Transit



Public Transit Serving the City of Needles

Effective July 1, 2018



FREEDOM IS JUST A SHORT WALK TO THE BUS STOP




Hourly bus service all around Needles

Service Operates Monday-Friday 7:00am to 4:00pm Saturday 10:00am to 4:00pm

NAT NEEDLES AREA TRANSIT

www.cityofneedles.com/trans
266-669-6309



Needles Loop Route

- Bus stops
- Times shown are the minutes after each hour that the bus departs that stop.
- Loop departs 10:00 AM and returns to the 10:00 stop at 12:00 PM.
- Bus continues to North-South Loop depending on the last hour (10:00 AM and returns to 10:00 stop at 12:00 PM).

NAT NEEDLES AREA TRANSIT

www.cityofneedles.com/trans
856-669-6309

Needles Loop Route

Service Operates:
Monday-Friday 7:00am to 4:00pm
Saturday 10:00am to 4:00pm

No service on New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving Day, and Christmas Day.

Times shown are the minutes after each hour that the bus departs that stop.

Bus may arrive a few minutes late due to diversion service requests, but will not depart a stop before the time listed.

Time	Location	Drop-off address/stop
10:00	Depart 10 at 10:00	Chamber of Commerce
10:05	10:05 at 10:05	City Office
10:10	10:10 at 10:10	Needles Nat
10:15	10:15 at 10:15	Ball-Montali School
10:20	10:20 at 10:20	Bill Lodge
10:25	10:25 at 10:25	Max Concrete
10:30	10:30 at 10:30	Senior Center
10:35	10:35 at 10:35	Needles Hospital
10:40	10:40 at 10:40	Needles Beach Library
10:45	10:45 at 10:45	1000 Colorado Avenue
10:50	10:50 at 10:50	Flower Power
10:55	10:55 at 10:55	Buy Me Market
11:00	11:00 at 11:00	Chapman's Center
11:05	11:05 at 11:05	Chapman's Center
11:10	11:10 at 11:10	Chapman's Center
11:15	11:15 at 11:15	Chapman's Center
11:20	11:20 at 11:20	Chapman's Center
11:25	11:25 at 11:25	Chapman's Center
11:30	11:30 at 11:30	Chapman's Center
11:35	11:35 at 11:35	Chapman's Center
11:40	11:40 at 11:40	Chapman's Center
11:45	11:45 at 11:45	Chapman's Center
11:50	11:50 at 11:50	Chapman's Center
11:55	11:55 at 11:55	Chapman's Center
12:00	12:00 at 12:00	Chapman's Center
12:05	12:05 at 12:05	Chapman's Center
12:10	12:10 at 12:10	Chapman's Center
12:15	12:15 at 12:15	Chapman's Center
12:20	12:20 at 12:20	Chapman's Center
12:25	12:25 at 12:25	Chapman's Center
12:30	12:30 at 12:30	Chapman's Center
12:35	12:35 at 12:35	Chapman's Center
12:40	12:40 at 12:40	Chapman's Center
12:45	12:45 at 12:45	Chapman's Center
12:50	12:50 at 12:50	Chapman's Center
12:55	12:55 at 12:55	Chapman's Center
1:00	1:00 at 1:00	Chapman's Center
1:05	1:05 at 1:05	Chapman's Center
1:10	1:10 at 1:10	Chapman's Center
1:15	1:15 at 1:15	Chapman's Center
1:20	1:20 at 1:20	Chapman's Center
1:25	1:25 at 1:25	Chapman's Center
1:30	1:30 at 1:30	Chapman's Center
1:35	1:35 at 1:35	Chapman's Center
1:40	1:40 at 1:40	Chapman's Center
1:45	1:45 at 1:45	Chapman's Center
1:50	1:50 at 1:50	Chapman's Center
1:55	1:55 at 1:55	Chapman's Center
2:00	2:00 at 2:00	Chapman's Center
2:05	2:05 at 2:05	Chapman's Center
2:10	2:10 at 2:10	Chapman's Center
2:15	2:15 at 2:15	Chapman's Center
2:20	2:20 at 2:20	Chapman's Center
2:25	2:25 at 2:25	Chapman's Center
2:30	2:30 at 2:30	Chapman's Center
2:35	2:35 at 2:35	Chapman's Center
2:40	2:40 at 2:40	Chapman's Center
2:45	2:45 at 2:45	Chapman's Center
2:50	2:50 at 2:50	Chapman's Center
2:55	2:55 at 2:55	Chapman's Center
3:00	3:00 at 3:00	Chapman's Center
3:05	3:05 at 3:05	Chapman's Center
3:10	3:10 at 3:10	Chapman's Center
3:15	3:15 at 3:15	Chapman's Center
3:20	3:20 at 3:20	Chapman's Center
3:25	3:25 at 3:25	Chapman's Center
3:30	3:30 at 3:30	Chapman's Center
3:35	3:35 at 3:35	Chapman's Center
3:40	3:40 at 3:40	Chapman's Center
3:45	3:45 at 3:45	Chapman's Center
3:50	3:50 at 3:50	Chapman's Center
3:55	3:55 at 3:55	Chapman's Center
4:00	4:00 at 4:00	Chapman's Center

SET YOURSELF FREE

TO RELAX WHILE YOU RIDE

NAT NEEDLES AREA TRANSIT

10 FREE RIDES

VALID FOR 10 FREE RIDES ON NAT BUSES

VALID THROUGH JUNE 15, 2018

NAT NEEDLES AREA TRANSIT

1 2 3 4
5 6 7 8 9 10



NAT

Needles Area Transit



NAT

Victor Valley Transit Authority



SET YOURSELF FREE

TO GO YOUR OWN WAY

VICTOR VALLEY TRANSIT

www.vvta.org 760.948.3970

Ride FREE for five days!

5 FREE DAY-PASSES

Plan your trip now with Google Maps
Just click the transit icon instead of the car



SET YOURSELF FREE

TO GO YOUR OWN WAY

Ride the bus for FREE this week

Get your Victor Valley Transit free rides...
www.vvta.org/freerides

SET YOURSELF FREE

FROM SEARCHING FOR PARKING

Ride Victor Valley Transit FREE with your VVC ID

VICTOR VALLEY TRANSIT

www.vvta.org

cta



VVTA

Victor Valley Transit Authority



SET YOURSELF FREE TO GO YOUR OWN WAY 

Ride Victor Valley Transit **FREE** with your VVC ID

 VICTOR VALLEY TRANSIT www.vvta.org 

This advertisement features a woman on the left and a woman on the right, both looking towards the center. The background is a light, airy scene. The text is arranged in a clean, modern layout.



SET YOURSELF FREE FROM SEARCHING FOR PARKING 

Ride Victor Valley Transit **FREE** with your VVC ID

 VICTOR VALLEY TRANSIT www.vvta.org 

This advertisement features a woman on the left and a woman on the right, both looking towards the center. The background is a light, airy scene. The text is arranged in a clean, modern layout.



VVTA

Mountain Transit

TAKE TRANSIT TUESDAY

RIDE FREE EVERY TUESDAY IN JULY



Free rides on local and off-the-mountain routes

TAKE TRANSIT TUESDAY

RIDE FREE EVERY TUESDAY IN JULY



Free rides on local and off-the-mountain routes

TAKE TRANSIT TUESDAY

RIDE FREE EVERY TUESDAY IN JULY



Free rides on local and off-the-mountain routes

TAKE TRANSIT TUESDAY

RIDE FREE EVERY TUESDAY IN JULY





BE DRIVEN TO AVOID TRAFFIC AND PARKING HASSLES




WHERE WOULD YOU LIKE TO BE DRIVEN?

To work, shopping, the doctor or just out for some fun – Mountain Transit Route 4 connects Running Springs and Sky Forest to Lake Arrowhead. At Lake Arrowhead Village you can transfer to Route 2 for trips to Crestline and other RIM communities.



5 FREE DAY-PASSES

VALID FOR 5 DAY PASSES ON MOUNTAIN TRANSIT LOCAL ROUTES 1, 2 AND 4

VALID THROUGH JUNE 30, 2019

Present coupon to driver to get your free day pass work every week to ride.



1 2 3 4 5

Plan your trip now with Google Maps

1. Open Google Maps on your phone or computer
2. Enter your destination
3. Click on the transit icon

Transfer directions for when and where to catch the bus using this map. No real-time connections to email.




Mountain Transit

Wins



NEEDLES AREA TRANSIT

Bus Stop #29

	Monday-Friday		Saturday	
	AM	PM	AM	PM
Departs at:	7:30	10:30	10:30	12:30
	8:30	1:30	11:30	1:30
	6:30	2:30		2:30
	10:30	3:30		3:30
	11:30	4:30		4:30
		6:30		

866-668-6309 www.cityofneedles.com/transit

Find service to...

- MARINES 29 Palm Springs, Needles & Lake
- RoadRunner Joshua Tree Rd
- CXC Copper Mountain College

Needles Loop Route

Service Operates Monday-Friday 7:00am to 4:00pm Saturday 8:00am to 4:00pm

For service on New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving Day, and Christmas Day.

Transfer points are the includes after each loop that the bus begins its loop.

Bus may arrive a few minutes late due to destination service requests, but will not depart a stop before the time listed.

Stop	Location	Stop ID	Location
001	Stop # 1 (at 10th St)	001	Stop # 10 (at 10th St)
002	Stop # 2 (at 10th St)	002	Stop # 11 (at 10th St)
003	Stop # 3 (at 10th St)	003	Stop # 12 (at 10th St)
004	Stop # 4 (at 10th St)	004	Stop # 13 (at 10th St)
005	Stop # 5 (at 10th St)	005	Stop # 14 (at 10th St)
006	Stop # 6 (at 10th St)	006	Stop # 15 (at 10th St)
007	Stop # 7 (at 10th St)	007	Stop # 16 (at 10th St)
008	Stop # 8 (at 10th St)	008	Stop # 17 (at 10th St)
009	Stop # 9 (at 10th St)	009	Stop # 18 (at 10th St)
010	Stop # 10 (at 10th St)	010	Stop # 19 (at 10th St)
011	Stop # 11 (at 10th St)	011	Stop # 20 (at 10th St)
012	Stop # 12 (at 10th St)	012	Stop # 21 (at 10th St)
013	Stop # 13 (at 10th St)	013	Stop # 22 (at 10th St)
014	Stop # 14 (at 10th St)	014	Stop # 23 (at 10th St)
015	Stop # 15 (at 10th St)	015	Stop # 24 (at 10th St)
016	Stop # 16 (at 10th St)	016	Stop # 25 (at 10th St)
017	Stop # 17 (at 10th St)	017	Stop # 26 (at 10th St)
018	Stop # 18 (at 10th St)	018	Stop # 27 (at 10th St)
019	Stop # 19 (at 10th St)	019	Stop # 28 (at 10th St)
020	Stop # 20 (at 10th St)	020	Stop # 29 (at 10th St)
021	Stop # 21 (at 10th St)	021	Stop # 30 (at 10th St)
022	Stop # 22 (at 10th St)	022	Stop # 31 (at 10th St)
023	Stop # 23 (at 10th St)	023	Stop # 32 (at 10th St)
024	Stop # 24 (at 10th St)	024	Stop # 33 (at 10th St)
025	Stop # 25 (at 10th St)	025	Stop # 34 (at 10th St)
026	Stop # 26 (at 10th St)	026	Stop # 35 (at 10th St)
027	Stop # 27 (at 10th St)	027	Stop # 36 (at 10th St)
028	Stop # 28 (at 10th St)	028	Stop # 37 (at 10th St)
029	Stop # 29 (at 10th St)	029	Stop # 38 (at 10th St)
030	Stop # 30 (at 10th St)	030	Stop # 39 (at 10th St)
031	Stop # 31 (at 10th St)	031	Stop # 40 (at 10th St)
032	Stop # 32 (at 10th St)	032	Stop # 41 (at 10th St)
033	Stop # 33 (at 10th St)	033	Stop # 42 (at 10th St)
034	Stop # 34 (at 10th St)	034	Stop # 43 (at 10th St)
035	Stop # 35 (at 10th St)	035	Stop # 44 (at 10th St)
036	Stop # 36 (at 10th St)	036	Stop # 45 (at 10th St)
037	Stop # 37 (at 10th St)	037	Stop # 46 (at 10th St)
038	Stop # 38 (at 10th St)	038	Stop # 47 (at 10th St)
039	Stop # 39 (at 10th St)	039	Stop # 48 (at 10th St)
040	Stop # 40 (at 10th St)	040	Stop # 49 (at 10th St)
041	Stop # 41 (at 10th St)	041	Stop # 50 (at 10th St)
042	Stop # 42 (at 10th St)	042	Stop # 51 (at 10th St)
043	Stop # 43 (at 10th St)	043	Stop # 52 (at 10th St)
044	Stop # 44 (at 10th St)	044	Stop # 53 (at 10th St)
045	Stop # 45 (at 10th St)	045	Stop # 54 (at 10th St)
046	Stop # 46 (at 10th St)	046	Stop # 55 (at 10th St)
047	Stop # 47 (at 10th St)	047	Stop # 56 (at 10th St)
048	Stop # 48 (at 10th St)	048	Stop # 57 (at 10th St)
049	Stop # 49 (at 10th St)	049	Stop # 58 (at 10th St)
050	Stop # 50 (at 10th St)	050	Stop # 59 (at 10th St)
051	Stop # 51 (at 10th St)	051	Stop # 60 (at 10th St)
052	Stop # 52 (at 10th St)	052	Stop # 61 (at 10th St)
053	Stop # 53 (at 10th St)	053	Stop # 62 (at 10th St)
054	Stop # 54 (at 10th St)	054	Stop # 63 (at 10th St)
055	Stop # 55 (at 10th St)	055	Stop # 64 (at 10th St)
056	Stop # 56 (at 10th St)	056	Stop # 65 (at 10th St)
057	Stop # 57 (at 10th St)	057	Stop # 66 (at 10th St)
058	Stop # 58 (at 10th St)	058	Stop # 67 (at 10th St)
059	Stop # 59 (at 10th St)	059	Stop # 68 (at 10th St)
060	Stop # 60 (at 10th St)	060	Stop # 69 (at 10th St)
061	Stop # 61 (at 10th St)	061	Stop # 70 (at 10th St)
062	Stop # 62 (at 10th St)	062	Stop # 71 (at 10th St)
063	Stop # 63 (at 10th St)	063	Stop # 72 (at 10th St)
064	Stop # 64 (at 10th St)	064	Stop # 73 (at 10th St)
065	Stop # 65 (at 10th St)	065	Stop # 74 (at 10th St)
066	Stop # 66 (at 10th St)	066	Stop # 75 (at 10th St)
067	Stop # 67 (at 10th St)	067	Stop # 76 (at 10th St)
068	Stop # 68 (at 10th St)	068	Stop # 77 (at 10th St)
069	Stop # 69 (at 10th St)	069	Stop # 78 (at 10th St)
070	Stop # 70 (at 10th St)	070	Stop # 79 (at 10th St)
071	Stop # 71 (at 10th St)	071	Stop # 80 (at 10th St)
072	Stop # 72 (at 10th St)	072	Stop # 81 (at 10th St)
073	Stop # 73 (at 10th St)	073	Stop # 82 (at 10th St)
074	Stop # 74 (at 10th St)	074	Stop # 83 (at 10th St)
075	Stop # 75 (at 10th St)	075	Stop # 84 (at 10th St)
076	Stop # 76 (at 10th St)	076	Stop # 85 (at 10th St)
077	Stop # 77 (at 10th St)	077	Stop # 86 (at 10th St)
078	Stop # 78 (at 10th St)	078	Stop # 87 (at 10th St)
079	Stop # 79 (at 10th St)	079	Stop # 88 (at 10th St)
080	Stop # 80 (at 10th St)	080	Stop # 89 (at 10th St)
081	Stop # 81 (at 10th St)	081	Stop # 90 (at 10th St)
082	Stop # 82 (at 10th St)	082	Stop # 91 (at 10th St)
083	Stop # 83 (at 10th St)	083	Stop # 92 (at 10th St)
084	Stop # 84 (at 10th St)	084	Stop # 93 (at 10th St)
085	Stop # 85 (at 10th St)	085	Stop # 94 (at 10th St)
086	Stop # 86 (at 10th St)	086	Stop # 95 (at 10th St)
087	Stop # 87 (at 10th St)	087	Stop # 96 (at 10th St)
088	Stop # 88 (at 10th St)	088	Stop # 97 (at 10th St)
089	Stop # 89 (at 10th St)	089	Stop # 98 (at 10th St)
090	Stop # 90 (at 10th St)	090	Stop # 99 (at 10th St)
091	Stop # 91 (at 10th St)	091	Stop # 100 (at 10th St)
092	Stop # 92 (at 10th St)	092	Stop # 101 (at 10th St)
093	Stop # 93 (at 10th St)	093	Stop # 102 (at 10th St)
094	Stop # 94 (at 10th St)	094	Stop # 103 (at 10th St)
095	Stop # 95 (at 10th St)	095	Stop # 104 (at 10th St)
096	Stop # 96 (at 10th St)	096	Stop # 105 (at 10th St)
097	Stop # 97 (at 10th St)	097	Stop # 106 (at 10th St)
098	Stop # 98 (at 10th St)	098	Stop # 107 (at 10th St)
099	Stop # 99 (at 10th St)	099	Stop # 108 (at 10th St)
100	Stop # 100 (at 10th St)	100	Stop # 109 (at 10th St)



Wins

- **Create a consist campaign theme across agencies**
- **Create marketing collateral with a long shelf life**
- **Increase Ridership (during promotional months)**
 - MBTA saw an increase from 4% to 9%
 - Mountain Transit saw an increase from 15% - 35%
 - Needles increased by 52%
 - VVTA – TBD

