

Customer Based Ridesharing and Transit Interconnectivity Study



*Customer-Focused,
Technology-Enabled
Multi-Modalism*

October 24, 2018

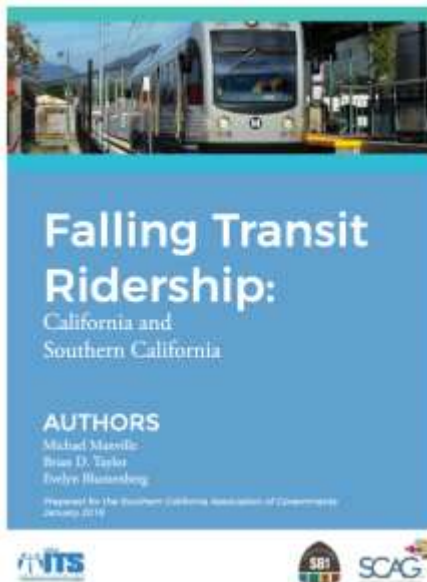


Purposes

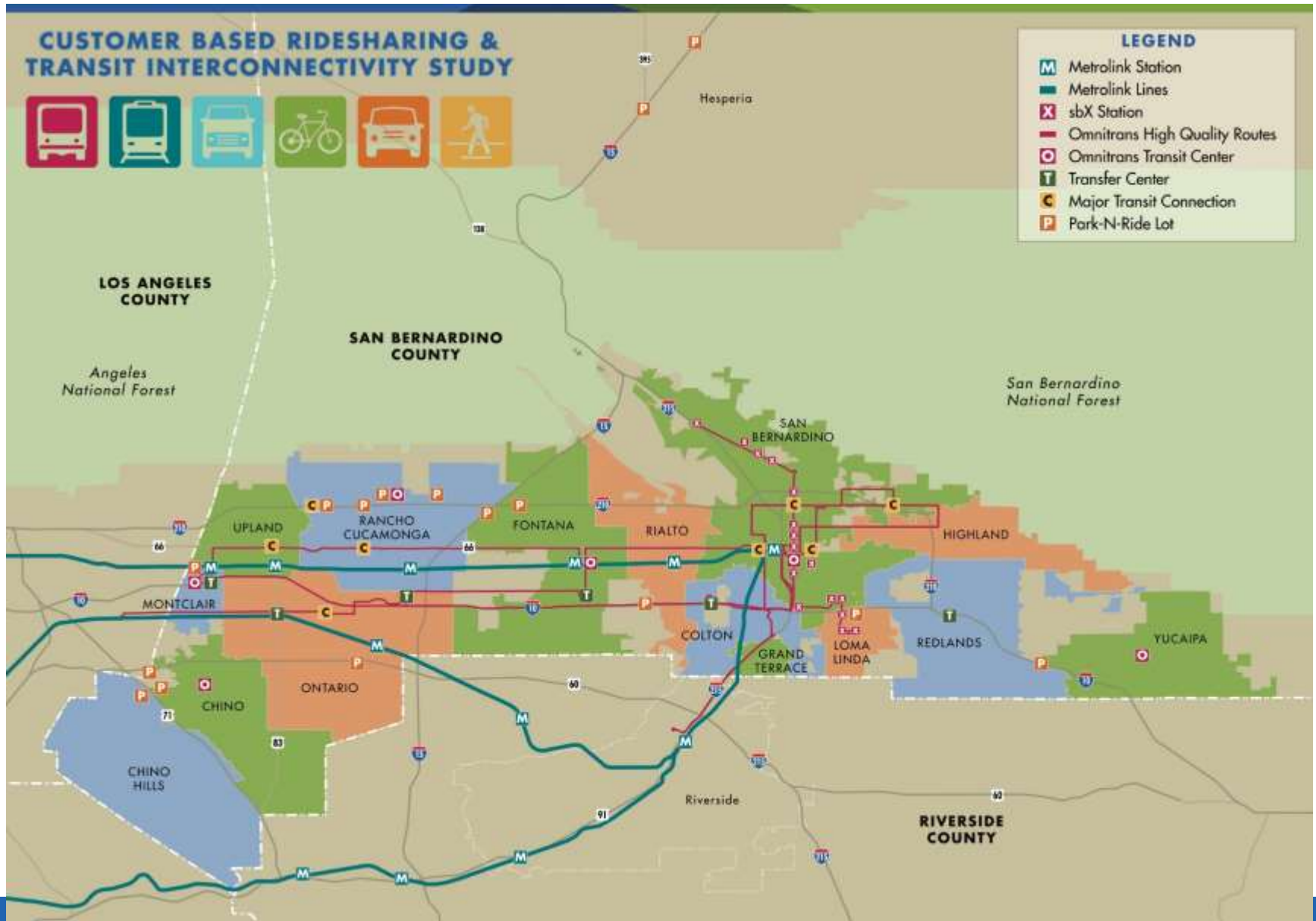
- This Study - Identify *customer-based* strategies for the San Bernardino Valley:
 - To grow use of alternate mode transportation
 - To building transit ridership
- Today –
 - Understanding the “customer”
 - “Wheel of Opportunities”
 - Strategy recommendations that work in SB Valley
 - Marketing and transit information as one strategy “bucket”

The Context – Regionally & Internationally

- UCLA Report on Falling Ridership
 - One-in-four non-riders could begin using transit
- Mobility As A Service (MAAS)
 - From the viewpoint of the “customer”
 - “Servicing” the customer at every stage of the trip



The Context – San Bernardino Valley



A Study Over Two Years

- **Phased Work Effort**
 - Volume 1: Existing Conditions – The Network
 - Volume 2: Understanding the Customer
 - Interviewed: 14 of the Valley's largest employers
 - E-survey: 5,769 employees and 1,446 CSUSB students
 - Focus groups: Nine settings and 77 commuters
 - 7 Strategy Workshops
 - Volume 3: Multimodal Strategies
- **ACTION PLAN**

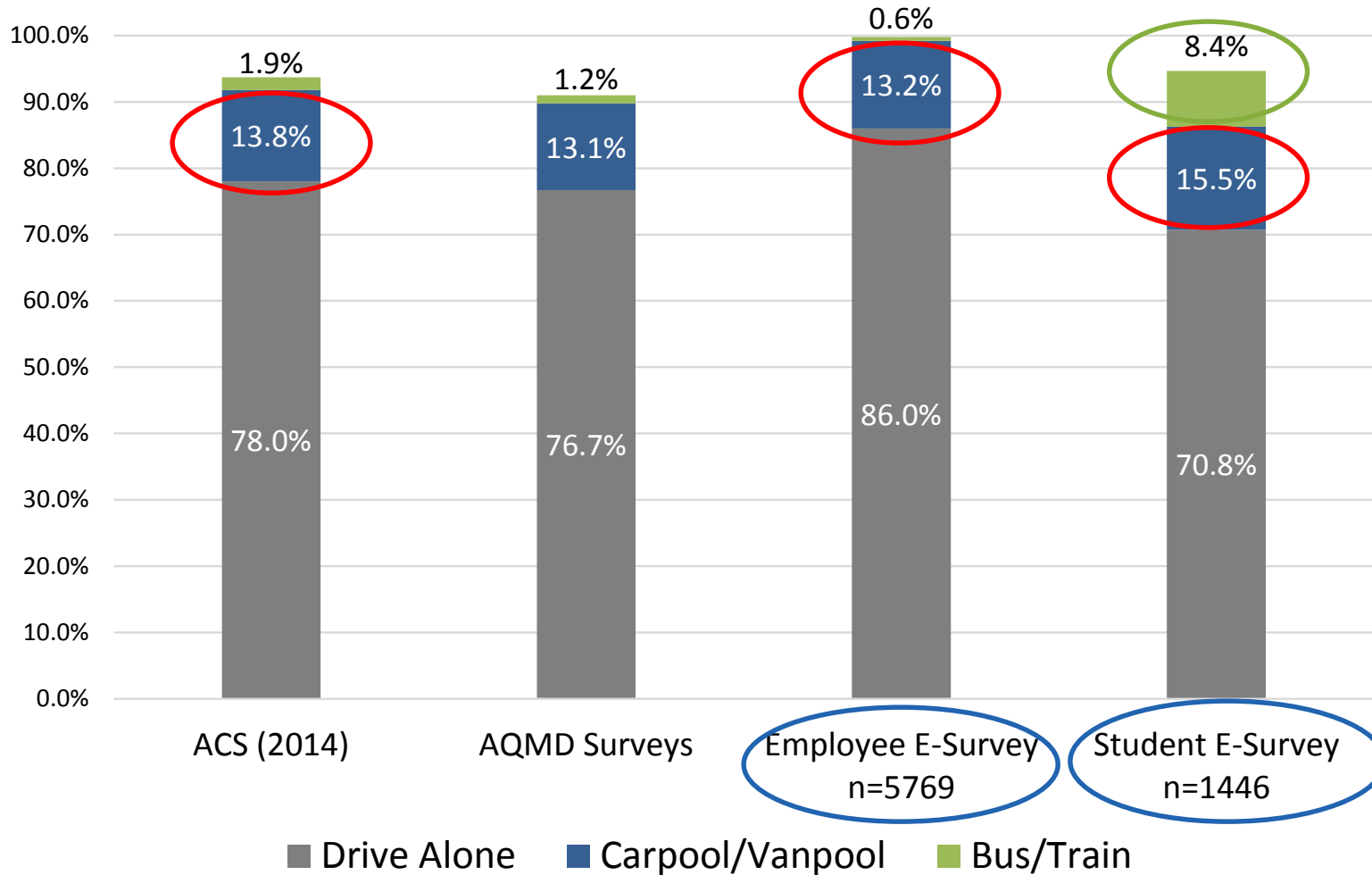
Customer-Focused,
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Multi-Modalism

UNDERSTANDING THE CUSTOMER



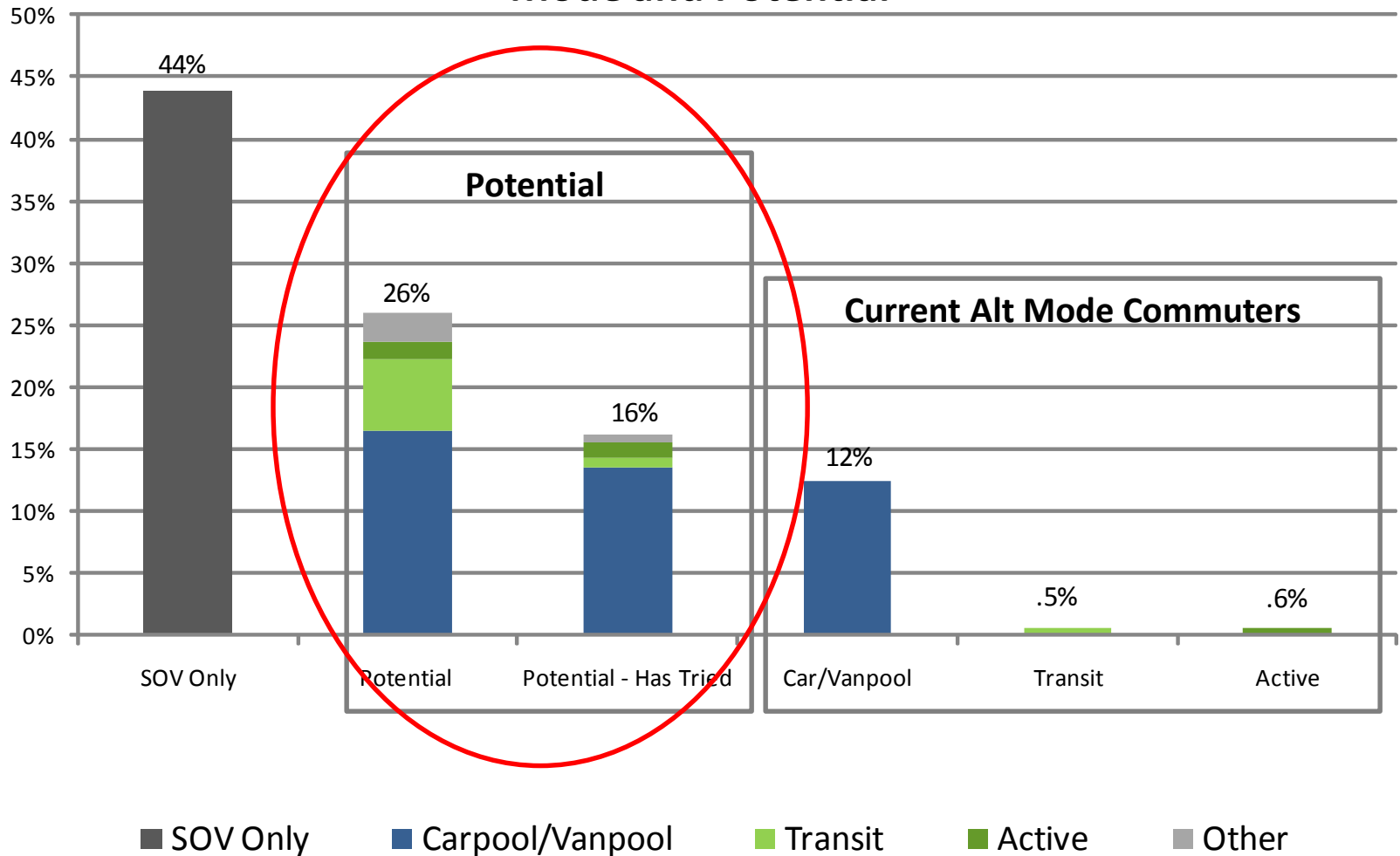
Current Commute Modes – San Bernardino Valley

Commute Mode



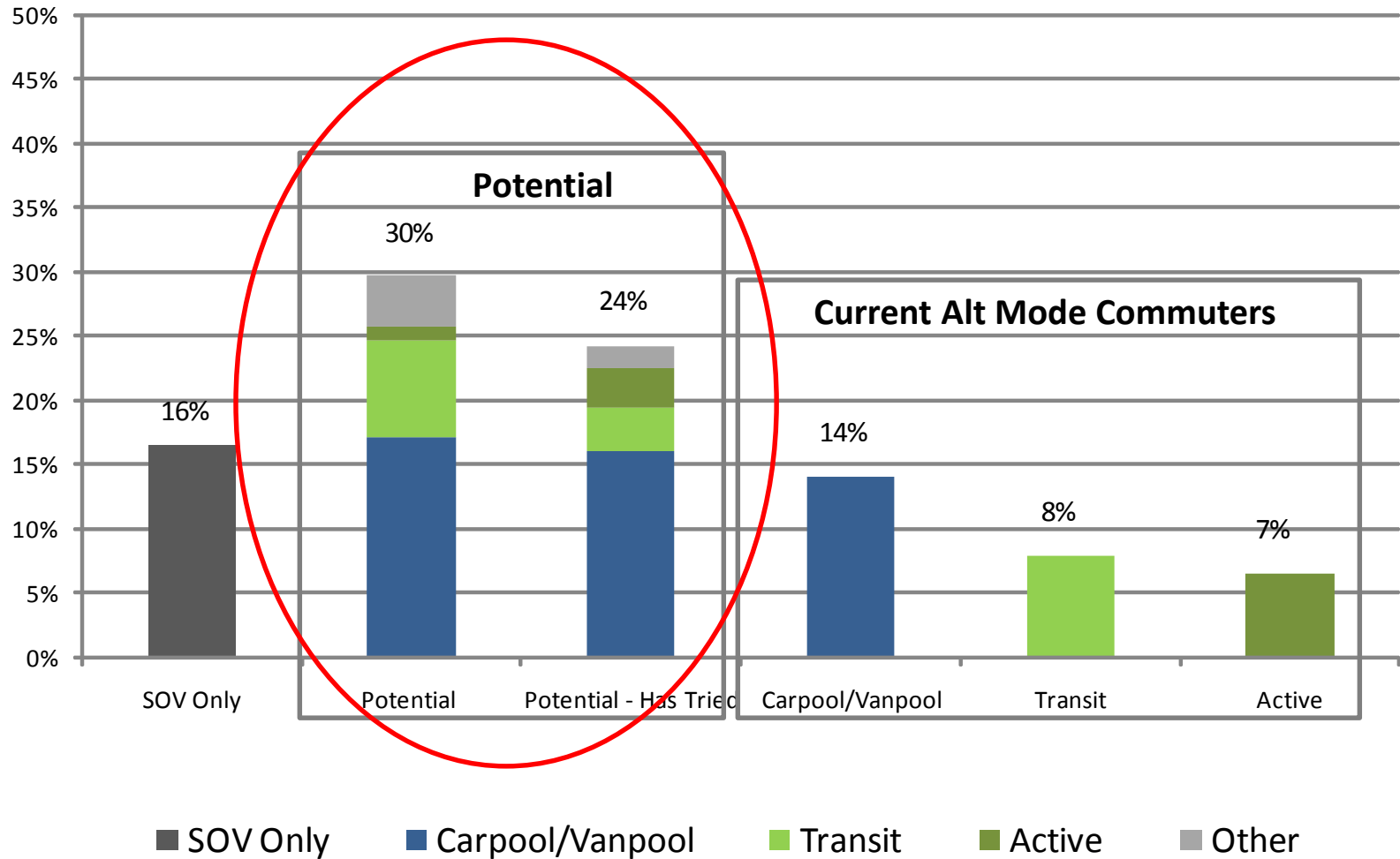
E-Survey Mode Use & Potential

Employees Mode and Potential



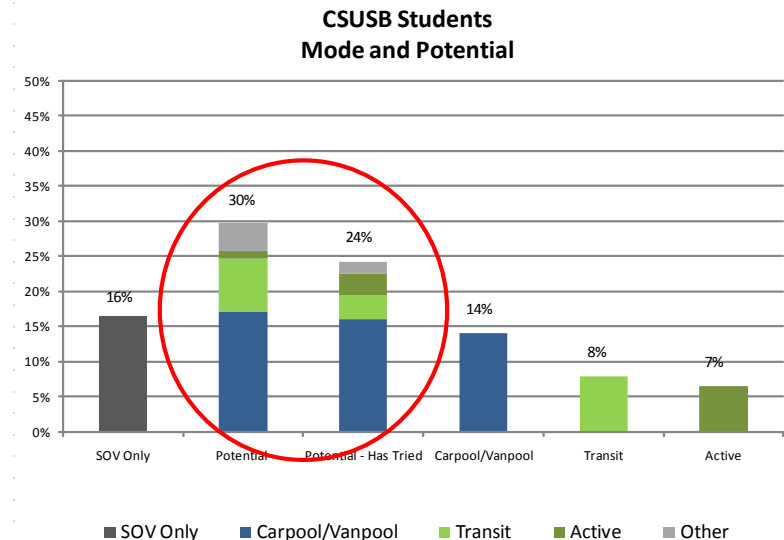
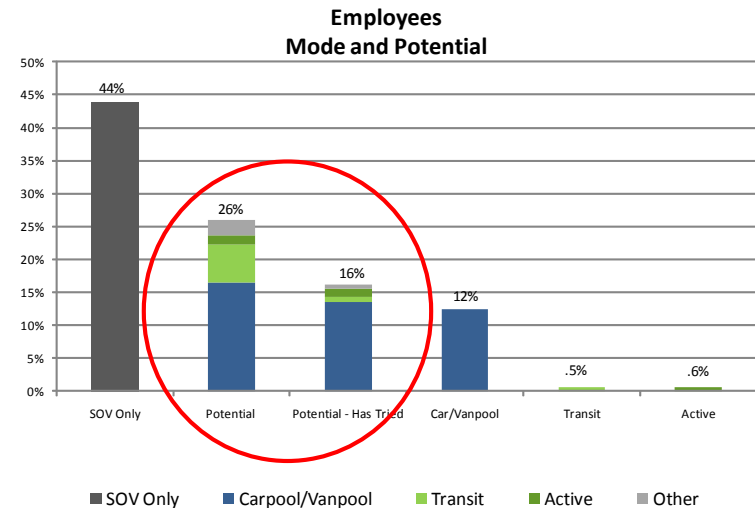
E-Survey Mode Use & Potential

CSUSB Students Mode and Potential

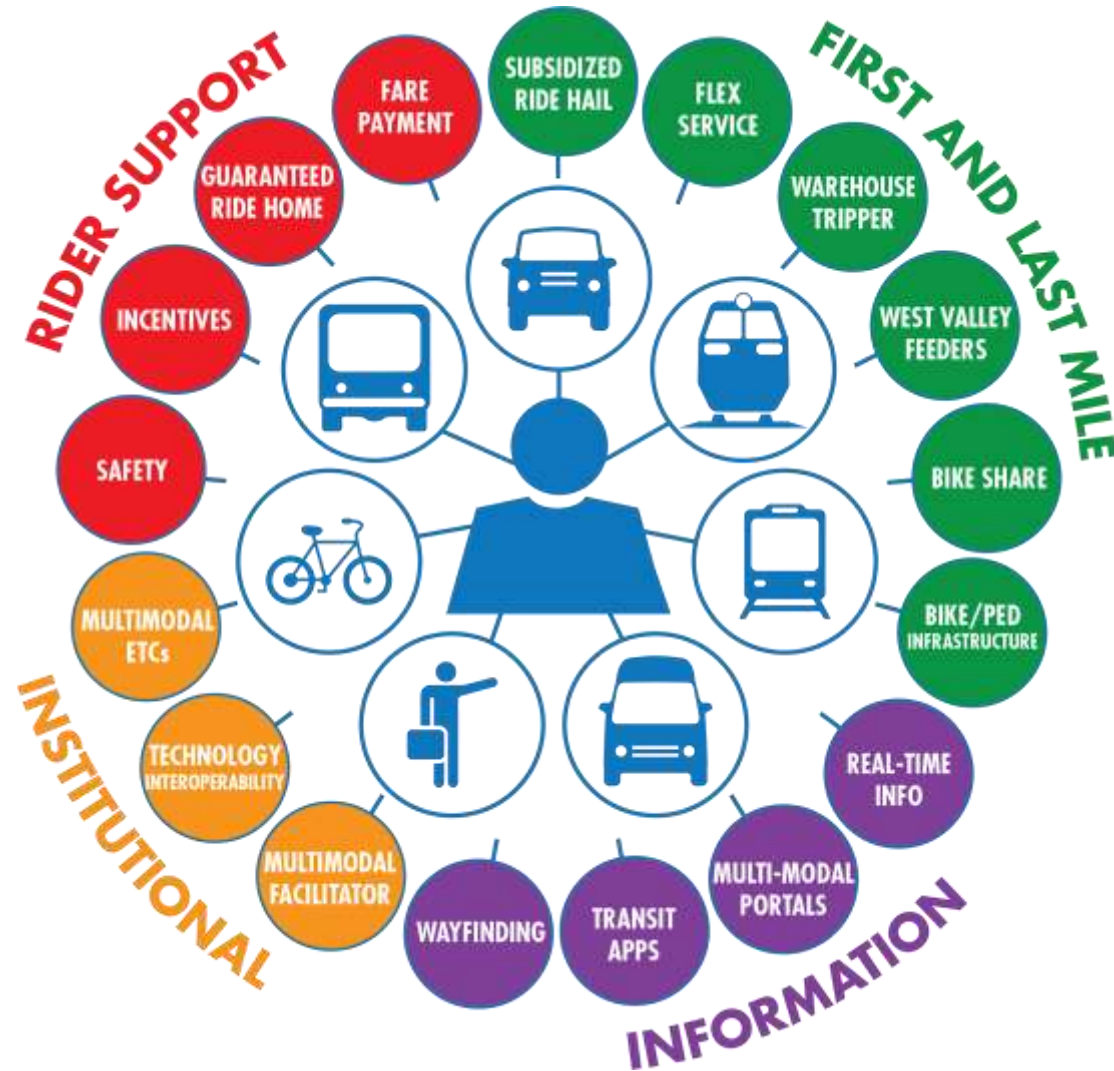


What we learned – Opportunity!

- Commute mindsets - Focus on the “potential user”
 - Make life easier for potential alternate mode “customers”
 - Identify benefits to the customer
 - Make the commute fun, easier!
- Infrastructure - Help on-going transit and ridesharing investments succeed with:
 - Technology tools
 - New service strategies



Customer-Focused, Technology-Enabled Multi-Modalism for the San Bernardino Valley



Action Plan – 16 Specific Strategies

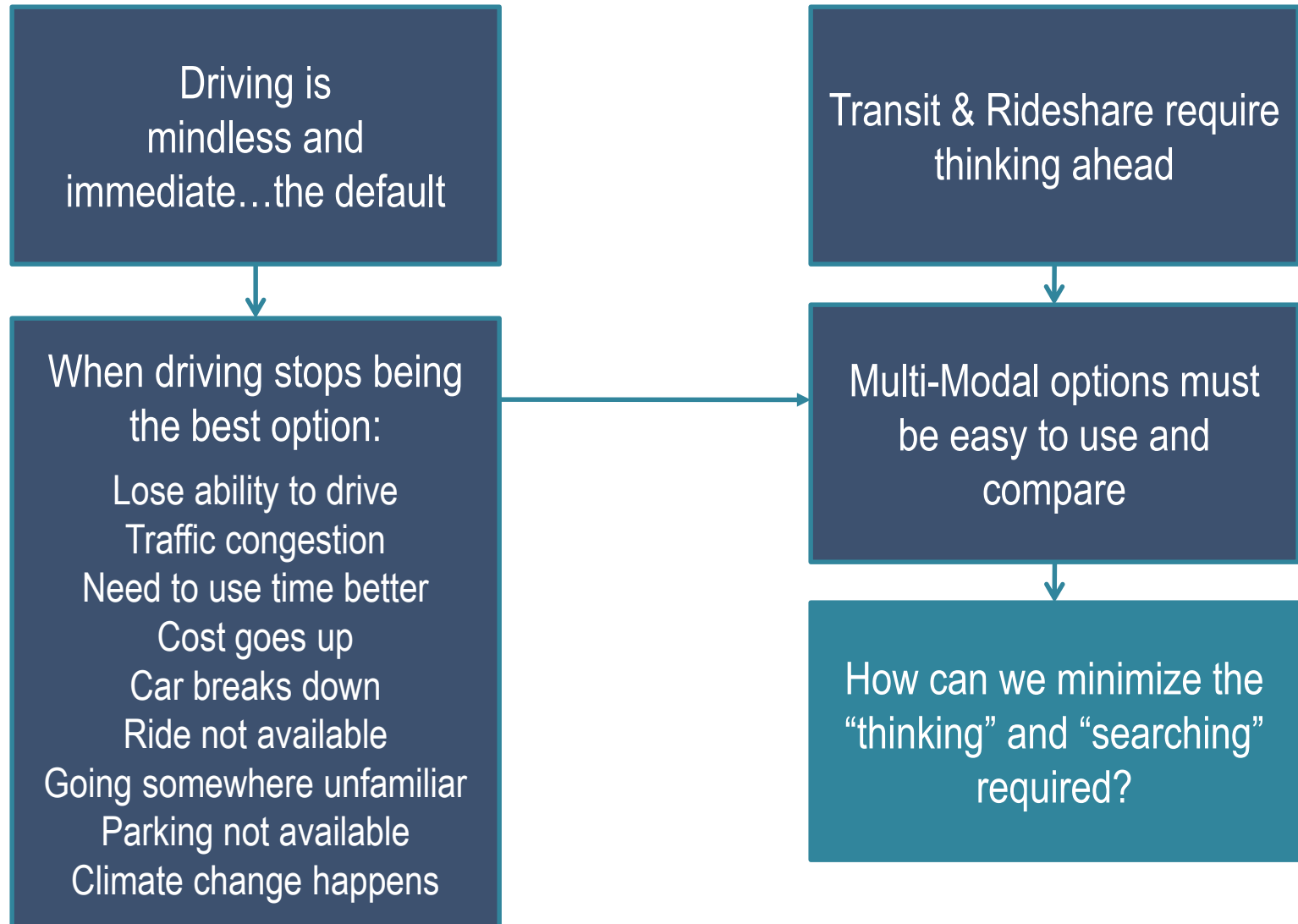


■ Designed to:

- View alternate mode travel from a customer perspective
 - Comparing trip choices?
 - Making multi-modal trips more seamless and hassle-free?
- Address specific challenges that make “customers” reluctant to choose alternate modes.
- Leverage technology to make it easier
- Make small, targeted investments to get the most out of transit and rideshare services.
- Help businesses and institutions better serve their customers (employees, visitors, shoppers).
- Test with real-life implementation, strategic pilots in SB Valley to improve commute experiences.
- Recognize “Principles of Multi-Modalism.”



The “Thinking” Challenge



Information Strategies

Making transit and other modes easy-to-find, easy-to-use

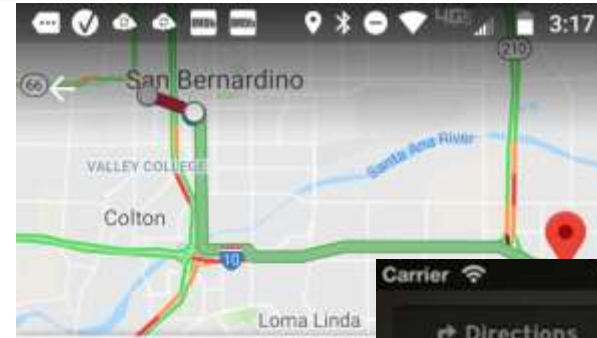
1. ✓ Promoting existing “Modern Apps” & customer facing technology
2. Developing way-finding tools

Downtown San Bernardino Area Map



Modern Apps Do the Thinking for the Rider

- What are Modern Apps?
 - Customer focused
 - Easy to Use and Intuitive
 - Highly rated by users
 - Ubiquitous – work wherever you are
 - Continuously improved
- Modern Apps already here!
 - Google Transit – trip planning
 - Transit – realtime info
 - Token Transit – fare payment



San Bernardino Line

San Bernardino Depot
1170 W. 3rd St., San Bern
CA 92410

San Bernardino Depot

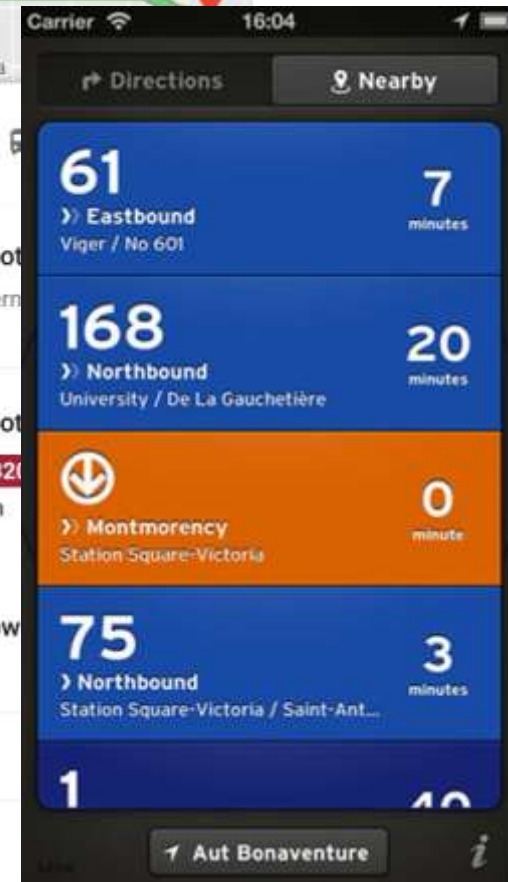
San Bernardino Line 320

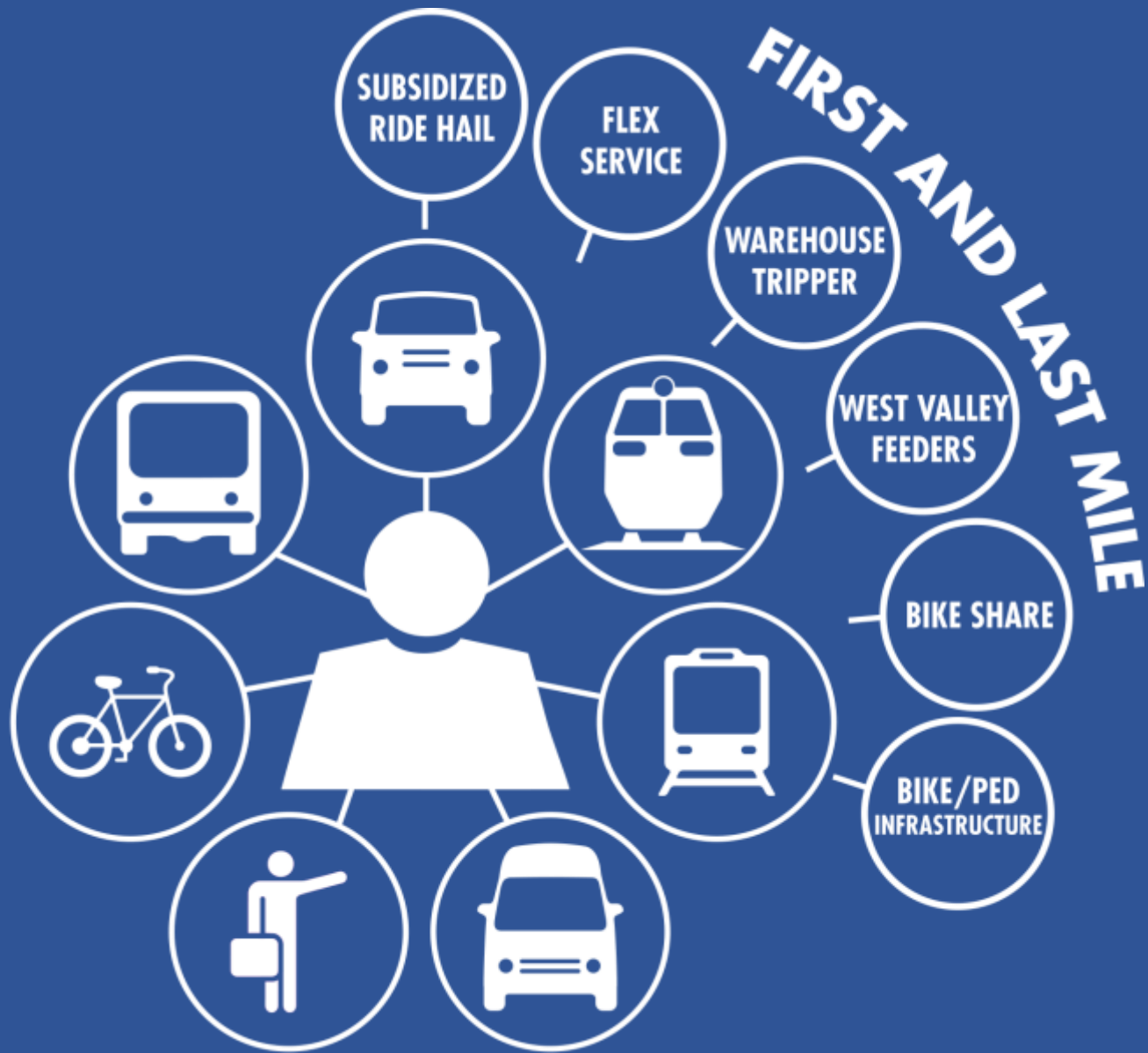
Bernardino - Downtown

Ride 1 stop (4 min)

San Bernardino - Dow
Metrolink Station

Walk 1 min (50 ft)





First-Mile Last-Mile Strategies

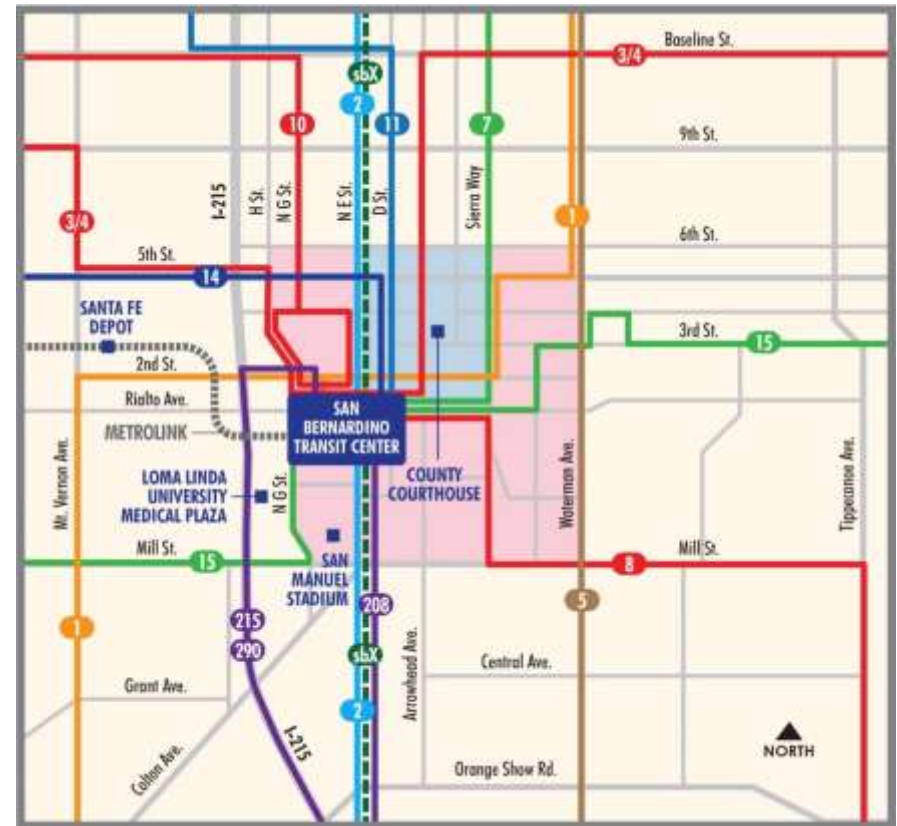
Enable multi-modal trips

1. ✓ West Valley Connector/ Improved Feeders
 - Route # 81, # 83
2. ✓ Subsidized Ride Hail Pilot –
 - 3 Metrolink Stations to Ontario Airport
3. On-Demand Flex Service –
 - Downtown San Bernardino
4. ✓ Warehouse Tripper Service –
 - Amazon off Anderson/Tippecanoe
5. Bikeshare-Bus Pilot –
 - Loma Linda to Redlands
6. Bike/ Pedestrian Infrastructure



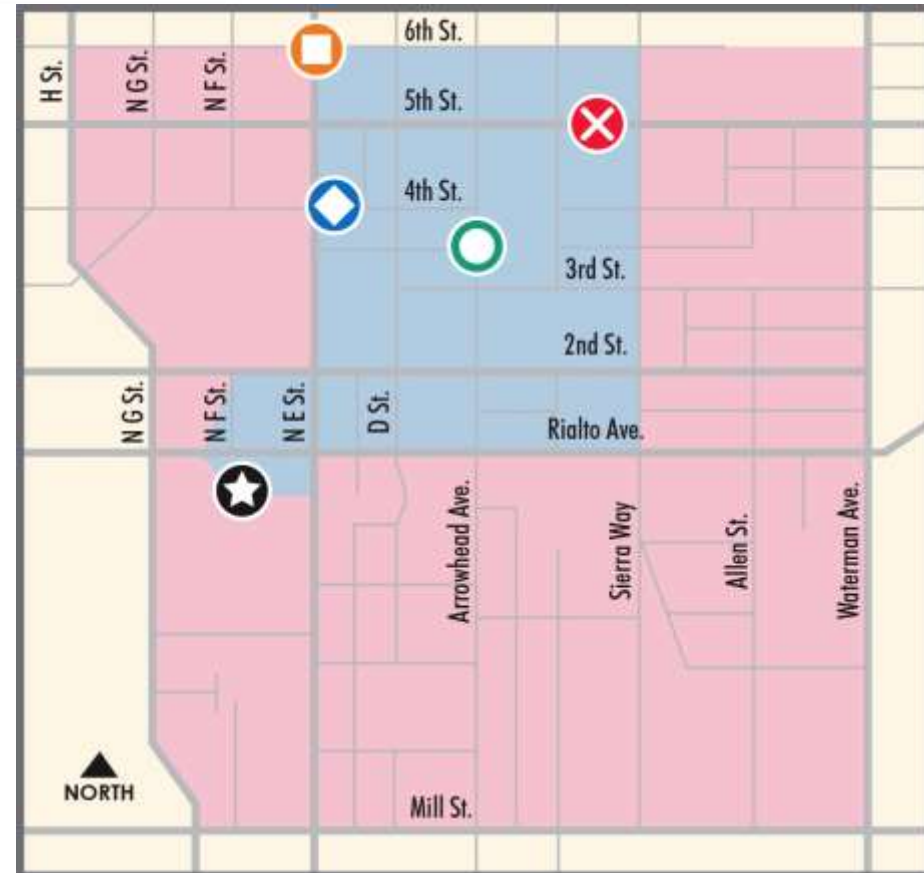
On-Demand Flex Service – Downtown SB

- Attracts new riders
 - Direct service between Metrolink and Downtown
- Complements the network
- Removes need to navigate scheduled service
- Waits for trains
- Shortens riders' travel times
- Smartphone app component



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- Verizon; S.B. County Superintendent of Schools
- S.B. County Offices
- Caltrans; CA. Dept. of Rehabilitation
- S.B. County Courthouse
- San Bernardino Transit Center

RIDER SUPPORT



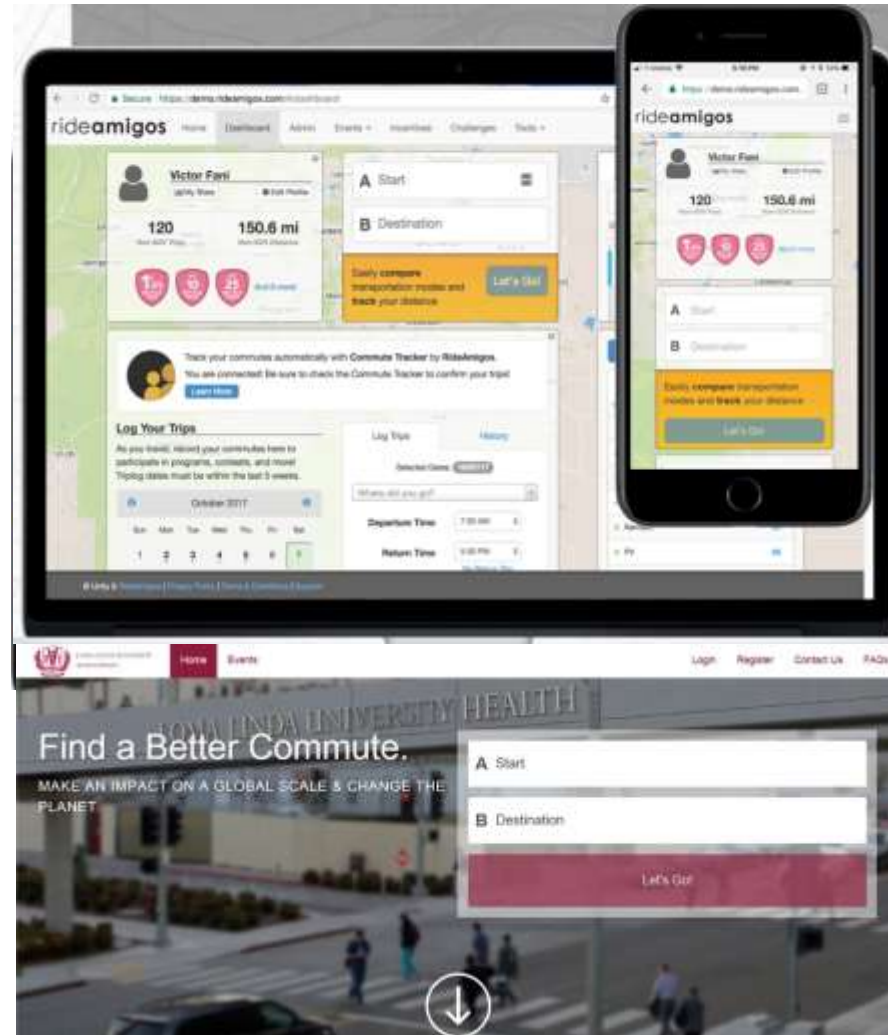
Rider Support Strategies

Provide tools to make it easy for commuters to choose and use an alternate mode

1. ✓ Electronic Fare Payment
 - Token Transit
2. ✓ Rideshare Engagement & Incentive Platforms
 - Loma Linda – Ride Amigos Pilot
3. Guaranteed Ride Home Refreshed
4. ✓ Targeted Safety Enhancements
 - Bus Stop “Ratings” for Solar Light Installation

Increasing Engagement for Rideshare Alternatives

- Compare trips across modes
- User-friendly, easy-to-access
- Open-sourced data platforms with high security
- Employer-focused portal
- Public/private partnership
 - ✓ Ride Amigos Pilot Portal - Loma Linda University Medical Center with SBCTA



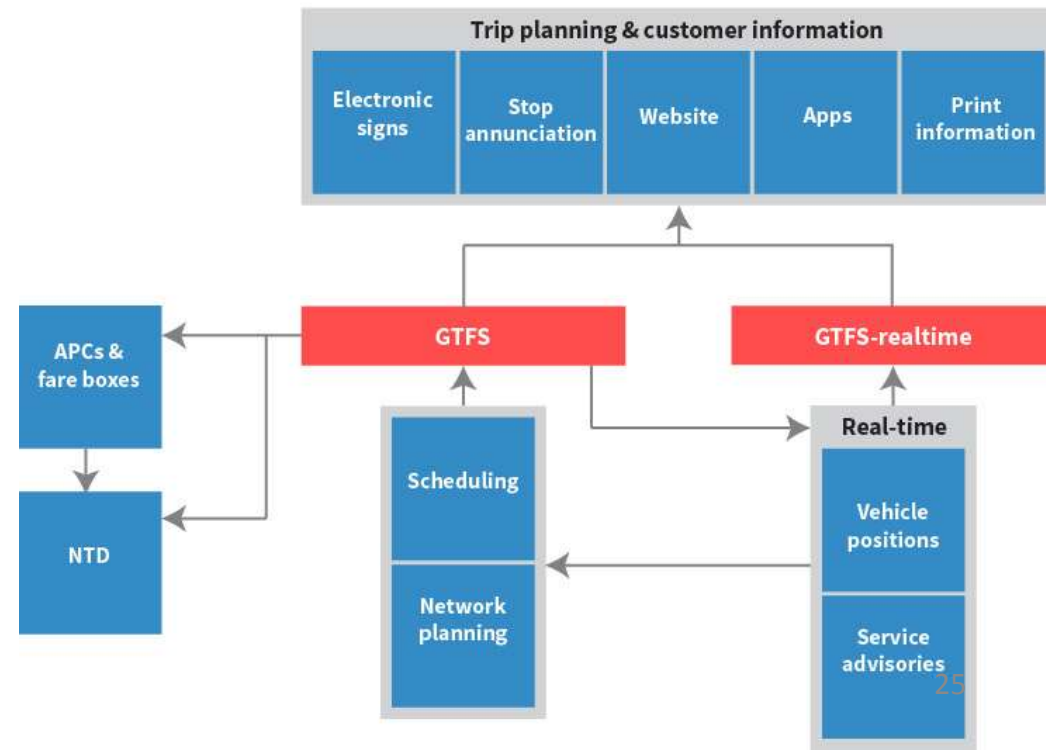


Institutional Strategies

Break down institutional silos that are mode focused at the expense of the customer

1. SBCTA Leadership with multi-agency partners
2. Multimodal ETCs
3. Technology Interoperability

Transit Stack





Customer-Based, Technology- Enabled, Multi-modalism

Customer-Focused, Technology-Enabled, Multi-modalism

- ACTION PLAN comes at a pivotal time for public transportation
 - Supports opportunity of Mobility as a Service (MaaS)
 - Places the customer first
- Multi-modal leadership, within/between agencies
 - Quarterly meetings
- Benchmarks
 - “Are we succeeding?”



Principles of Customer-Focused, Technology-Enabled, Multi-Modalism

■ Customer-focused

- Provides options meeting varying needs & motivations:
 - Easy to use
 - Accessible
 - Reliable
 - Immediate
 - Engaging
- Promotes cost savings, fast travel and safety
- Enables easy multi-modal choices
- Promotes incentives and challenges
- Supports the environment, healthy lifestyles & sustainability

■ Institutionally-focused

- Organize & collaborate on:
 - Multi-modal platforms
 - Open-source, inter-operable data platforms
 - Data sufficiently standardized to share
 - Big data resources
 - Promotes Data Stack standards
 - Supports integrated fare payment
- Encourages flexibility & nimbleness
- Promotes operations & planning across modes, across agencies

Customer-Focused, Technology-Enabled Multi-Modalism for the San Bernardino Valley



SBCTA website – GoSBCTA.com

Plans webpage

www.gosbcta.com/Plans-Projects/Plans-Rideshare-Transit.html