

## Customer-Based Ridesharing and Transit Interconnectivity Study for the San Bernardino Valley

SCAG, SBCTA, Omnitrans

AMMA Transit Planning is the prime contractor of this three-partners' study of the San Bernardino Valley on behalf of the Southern California Associated Governments (SCAG), San Bernardino County Transportation Authority (formerly SANBAG) and Omnitrans. The 18-month project is to improve shared and active transportation for San Bernardino travelers. Its goal is to enhance rideshare, transit and alternatives transportation options for San Bernardino Valley commuters and residents to grow transit use and help individuals discover alternatives to driving alone.

The project commenced in the fall of 2016 and has three phases:



- 1) describing how shared-ride users and prospective users **currently make trips** through an in-depth review of existing conditions among the 16 cities of the San Bernardino Valley;
- 2) obtaining employer and employee input on **how to improve the trip experience** through outreach to large employers and a region-wide employee e-survey; and
- 3) **crafting and prioritizing strategies** that will, from a customer viewpoint, improve mobility for San Bernardino Valley travelers, growing transit use and increasing customer choice.

During the project's second phase, a detailed and tested employee e-survey of only 5-minutes was distributed to participating large employers that include a mix of county, municipal, health care, and private industry employers. Analysis of the e-survey responses revealed rich quantitative information about commuter perspectives and attitudes regarding shared-use transportation. Stratified focus groups were undertaken in June, as pilot project strategies are constructed, likely to be "last mile" solutions, information and technology solutions, bike-and-bus program solutions, and other shared-ride projects. Among these strategies are coordinated fare medium solutions that will enable Omnitrans, Riverside Transit Agency, Victor Valley Transit Authority, Mountain Transit, and Pass Transit to have fare inter-operability.

The project's final phase in the fall/winter of 2017 will be the preparation of an Action Plan document geared to multiple audiences of transit operators, city and county policy makers and elected officials, public works and planning departments, large and medium-sized employers and their employee transportation coordinators (ETCs) and human resource departments, among others.

*Subcontractors* to AMMA Transit Planning on this project are: **Transit Marketing, Demand Trans, Dan Boyle & Associates, Mobility Planners, HDR, Inc., Alta and MK Consulting.**

