

Four goals and twenty-three strategies address findings for improving mobility of Coordinated Plan target group members, based upon multiple outreach activities across San Bernardino County, coupled with additional analyses. Multiple audiences will play a role in implementation, including public transportation bus and rail operators, specialized transportation providers, human service organizations, public agencies and local jurisdictions.

Goal 1: Support Public Transportation Recovery and Growth, Ensuring Accessibility for those with Greatest Need.

Recovery of San Bernardino County's public transportation network from its Pandemic ridership losses requires giving priority to essential workers and essential trips – including those for persons of low-income, persons with disabilities and older adults – to support an effective and robust mix of bus, rail and vanpool services.

Strategies

- 1.1 Increase frequencies** of public transportation bus and rail services in the key corridors serving essential workers and essential trips during the Pandemic, and secondarily, to attract potential, new public transportation users.
- 1.2 Support local bus routes** that serve local – within community – trip-making in areas of greatest need.
- 1.3 Improve bus travel speeds**, where possible, by providing direct bus travel in high use corridors.
- 1.4 Improve riders' connectivity**, with attention to coordinated transfers to rail, within and between fixed route bus services, and between counties' transit systems.
- 1.5 Maintain span-of-service hours and days** as the economy re-opens, to support shift workers at warehouses and retail and for essential trips made outside of traditional weekday peak travel periods.
- 1.6 Improve transit reliability**, including promoting technology tools to inform train/bus/van riders of arrival and embracing vehicle trip scheduling optimization for demand response services.
- 1.7 Secure and protect fare subsidy programs** that reduce or provide free fares to students, essential workers, persons with disabilities and older adults; support vanpool subsidy programs that are targeted to buying down rideshare costs for lower income workers.
- 1.8 Promote partnerships** between public transportation providers with small, medium and large employers, education facilities, and major institutions to support and promote mobility solutions on behalf of their constituents.

Goal 2: Build Capacity of Specialized and Alternative Transportation Programs.

Specialized and alternative transportation services and programs in San Bernardino County must be strengthened in a post-Pandemic environment as these complement bus and rail services, often meeting trip needs and serving areas that mass transportation cannot.

Strategies

- 2.1 Specialized transportation programs and capacity** should be increased, focused on Coordinated Plan target groups and trips they need that cannot readily be served by public transportation programs.
- 2.2 Long-distance trip solutions** should be developed and promoted, to assist riders and prospective riders in traveling San Bernardino County's long distances.
- 2.3 Funding for operations, technology, vehicles and other equipment** for specialized transportation programs should be identified and promoted, such as San Bernardino Valley Measure I, FTA Section 5310, and other discretionary funding programs.
- 2.4 Training** staff of specialized transportation providers should be encouraged and supported, to ensure that these services operate in-line with best practices, efficiently and effectively, including supporting membership in statewide associations and transportation-related training opportunities offered through Caltrans, CalACT, RTAP, CTAA and others.
- 2.5 Travel training**, including one-to-one, buddy, ambassador and navigator programs, should be available and promoted to support prospective riders in using fixed-route and rail services.

Goal 3: Promote Transportation Choices by Educating Riders, Gatekeepers and the General Public About Available Options.

Rebuilding public transportation ridership and growing awareness of specialized transportation services requires an active information network to inform and educate the general public, including riders, potential riders and their gatekeepers.

Strategies

- 3.1 To instill confidence in safety and security**, promote and educate the public on measures taken on behalf of users of public transportation, alternative and specialized transportation programs.
- 3.2 Promote technology** to educate the public on Google Transit and Transit App trip planning, IE Commuter ridematching, 211Ride trip discovery and mobile app payment options, among other technology-based tools.

- 3.3 Promote alternative transportation** including rideshare, vanpools, bicycle routes and other active transportation modes.
- 3.4 Websites and social media** should be used to the greatest extent possible – and kept current – to promote transit, alternative and specialized transportation services and programs.
- 3.5 Destination-oriented transit information** should be developed to help riders and prospective riders understand that they can easily and safely travel on transit to regional medical facilities and other important regional destinations.
- 3.6 Gatekeeper training** to human service systems, large employers, municipalities and more – including short videos, on-site meetings and recurring contacts – should be undertaken and widely promoted to encourage transit use by potential riders.
- 3.7 Promote coordinated multimodal performance reporting**, using SBCTA's Multimodal Transportation Quarterly Report and Caltrans' BlackCat Grants Management Platform, to identify available services and trends, expand coordination possibilities and promote use of services.

Goal 4: Develop Infrastructure to Support First-Mile/ Last-Mile Connections that Promote Access and Safe Travel

Improvements – including to the built environment – will support public transportation as it safely re-builds ridership and will encourage safe riding, walking and bicycling in local neighborhoods and on regional trip-making.

Strategies

- 4.1 Target and enhance passenger facilities at locations of greatest need** to improve safety, comfort, accessibility and information tools at rail stations, bus stops, bus shelters, transit centers and transfer locations.
- 4.2 Improve travel safety** for bicyclists and pedestrians, particularly in areas of high use, but also in areas with high accident rates.
- 4.3 Procure supplies and install equipment** that support personal safety or provide for in-vehicle protections that ensure safe environments and instill rider confidence.