Support Material Agenda Item No. 3

PASTACC

PUBLIC AND SPECIALIZED TRANSPORTATION ADVISORY AND COORDINATION COUNCIL

An advisory body to the San Bernardino County Transportation Authority addressing public transit and specialized transportation needs, issues and opportunities.

August 8, 2023
10:00 AM

LOCATION:
SBCTA Board Room, First Floor Lobby Board Room
1170 W. Third Street, San Bernardino, CA. 92410

III. PRESENTATION OF THE REGIONAL NETWORK CAMPAIGN

A PowerPoint presentation was received after the posting of the agenda.
San Bernardino Region
Transit Network Campaign

Developed and Presented by:
Selena Barlow, Transit Marketing
Rick Schuster, Think Graphic Design
Elea Carey, Transit Happy
Campaign Concept

- Promote the Regional Transit Network and the San Bernardino Transit hub.
- Address the issue that transit is too difficult to use.
- Convey that all “routes” lead to SB Transit Center and from there you can go anywhere.

- Showcase all transit systems that connect at SB Transit Center:
  - Metrolink
  - Arrow
  - Omnitrans (sbX and SB Connect)
  - VVTA (Victorville & Barstow)
  - Mountain Transit (RIM & BB)
  - SunLine (10) - Indio
  - Riverside (200) – Disneyland
  - Beaumont (120)
Campaign Objectives

- Build awareness of the extent of the regional transit network.
- Promote all transit systems that connect at San Bernardino Transit Center.
- Encourage potential riders to make trips on transit they might have never considered.
- Present transit in a way that is fun, approachable and personal.
It’s easier than you think
WHERE WILL YOU GO?
Showcasing the Regional Transit Network

Map Displays Regional Guide
Display Map for Transit Centers and Stations

Public Transit in the San Bernardino Region

Riding public transit in the San Bernardino region is easier than you think. Metrolink, Arrow, Omnitrans, VTA, Mountain Transit and three regional bus systems all come together right here at the San Bernardino Transit Center.

WHERE WILL YOU GO?
Transit Service at San Bernardino Transit Center

Arrow
metrolinktrains.com
800.371.5465

Arrow trains provide fast, convenient service between San Bernardino Transit Center and University of Redlands, with stations between in San Bernardino and Redlands. 22 trips M-F, 14 trips Sat-Sun.

Pay with your phone: Metrolink app

Beaumont Transit
beaumontga.gov/transit
951-769-8530

Beaumont Transit route 120 connects Beaumont and Cabazon with the San Bernardino Transit Center. 12 trips M-F, 3 trips Sat.

Six other routes provide express and local service in Beaumont, Cherry Valley and Cabazon, including Casino Morongo and the Desert Hills Premium Outlet Mall.

Pay with your phone: Token Transit app

Mountain Transit
mountaintransit.org
909.878.5200

Mountain Transit route 5 connects Big Bear and Running Springs with the San Bernardino Transit Center, and route 6 connects Lake Arrowhead and Crestline with San Bernardino. Rt 5: 2 trips M, W, F; Rt 6: 4 trips M-F.

Five other routes and a summer trolley connect towns of the San Bernardino Mountain area.

Pay with your phone: Token Transit app

Omnitrans
omnitrans.org
800-666-4428

Omnitrans routes 1, 2, 3, 4, 5, 6, 8, 10, 15, 215, 300, 305, and 306 serve the San Bernardino Transit Center.

Many other local and express routes serve the San Bernardino Valley from Pomona to Yucaipa, including service to Ontario Int'l Airport.

Omnitrans operates local and express bus routes, dial-a-ride rapid transit service, and OmniAccess, a paratransit service for persons with disabilities.

Pay with your phone: Token Transit app

Riverside Transit Agency
riversidetransit.com
951.565.5302

RTA route 200 connects the San Bernardino Transit Center with Riverside, Orange and Anaheim, including Disneyland. 11 trips M-F, 9 trips Sat-Sun.

RTA provides both local and regional services throughout the region with 22 fixed routes, three Commutelink express routes, microtransit and Dial-A-Ride services.

Pay with your phone: RTA GoMobile app

sbX
omnitrans.org
800-966-4428

This premier express route travels a 15.7 mile route along the E Street Corridor, from CSUSB at the north to Loma Linda University & Medical Center at the south. Stk features dedicated bus-only lanes, traffic signal prioritization, convenient onboard Wi-Fi, power outlets, and bike racks and runs every 15 minutes, Mon-Sat.

Pay with your phone: Transit app

Sunline Transit Agency
sunline.org
760.343.3451

Sunline route 10 connects San Bernardino Transit Center with Indio, with stops at CSUSB Main Campus, Beaumont, and CSUSB Palm Desert Campus.

Ten additional Sunline routes provide service throughout the Coachella Valley.

Pay with your phone: Token Transit app

Victor Valley Transit
vvtc.org
760.948.4021

Victor Valley Transit's route 15 connects Barstow and Victorville with the San Bernardino Transit Center, 6 trips M-F, 4 trips Sat, 2 trips Sun.

34 local and commuter routes connect Victorville, Adelanto, Azusa Valley, Barstow, Hesperia, Hesperia, Lucerna Valley and beyond.

Pay with your phone: Umo Mobility app

powered by

gosbcta.com/transit
Simplified Map for Ads and Posters
Riding public transit in the San Bernardino region is easier than you think.

Metrolink, Arrow, Omnitrans, VTA, Mountain Transit and three regional bus systems all come together at the San Bernardino Transit Center.

There you can make safe, easy and quick transfers from your local bus to dozens of buses and trains that will take you throughout the San Bernardino region, to Los Angeles, Orange County, Riverside, or the Coachella Valley.

gosbcta.com/transit
Stories that Show It’s Easier than You Think

Posters
Flyers
Print ads
Bus Cards
Social Media

Customized stories and tools for each system
WHERE WILL YOU GO?

IT’S EASIER THAN YOU THINK.

Metrolink, Arrow, OmniTrans, VVTA, Mountain Transit and three regional bus systems all come together at the San Bernardino Transit Center. From there, you can make safe, easy, and quick transfers to bus and train systems that’ll take you to dozens of San Bernardino County communities plus LA, Orange County, Riverside, the Coachella Valley and beyond. So, where will YOU go?

Public Transit in the San Bernardino Region

Metrolink • Arrow • OmniTrans • VVTA • Mountain Transit • RTA • Sunline • Beaumont Transit
WHERE WILL YOU GO?

Gabe loves his job at CSUSB, loves living in Redlands and hates fighting traffic. So he has his commute planned out on Google Maps.

He takes Metrolink Arrow to the San Bernardino Transit Center where he transfers to sbX.

He arrives at the University relaxed and ready for work and loving the money he saved on gas.

gosbcta.com/transit

Redlands to CSUSB
IT’S EASIER THAN YOU THINK.

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Metrolink • Arrow • Omnitrans • VVTA • Mountain Transit • RTA • Sunline • Beaumont Transit
WHERE WILL YOU GO?

San Bernardino to Ontario Airport

Diana from San Bernardino needs to get to the Ontario Airport. She uses Google Maps to plan her trip.

She takes Metrolink from the San Bernardino Transit Center to the Rancho Cucamonga station. There, she makes a quick, easy transfer to the free ONT Connect shuttle.

The ONT Connect shuttle drops a relaxed Diana right at the terminal with zero parking hassles and plenty of money saved for a latte on her way to the gate.

gosbcta.com/transit
Brandon from Barstow needs a checkup at Loma Linda Medical Center. Google Maps shows him the best way there.

He takes VVTA Route 15 from central Barstow to the San Bernardino Transit Center. There, he makes a quick, easy transfer to the sbX Green Line.

Brandon rides sbX directly to the Loma Linda Medical Center and gets a clean bill of health. With the money he saved on gas, he grabs lunch at one of the Hospitality Lane restaurants the sbX serves on his way back to the Transit Center and home.

gosbcta.com/transit
Ben and Lucas from Crestline snowboard all winter. But when the snow melts, they’re ready for a different kind of thrill.

Google Maps shows them the way to Disneyland.

They catch the early Mountain Transit Route 6 downhill to San Bernardino Transit Center. There, they transfer to RTA Route 200 to Anaheim.

The bus drops them less than a five-minute walk from the Magic Kingdom, where they can bobsled the Matterhorn and visit Snow White.

gosbcta.com/transit
San Bernardino College to Riverside Art Museum

WHERE WILL YOU GO?

Lizzie and Rafa, students at San Bernardino Valley College, need to do some research for their art history class. Google Maps makes it easy to plan a trip to the museum.

They take the Omnitrans Route 1 from the college to the San Bernardino Transit Center then transfer to the route 215 to Riverside.

They arrive at the Riverside Art Museum ready to study some dope art in the Cheech Marin Collection.

gosbcta.com/transit
WHERE WILL YOU GO?

Barb and Luis want to go to party with friends in Crestline, but they don’t want to drive. So they use Google Maps to plan a car-free adventure.

They take Metrolink from Rancho Cucamonga Station near their home to the San Bernardino Transit Center, then make a quick, easy transfer to the Mountain Transit Route 6 up the mountain.

They arrive in Crestline for a festive afternoon, then make a safe trip back down the hill.

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Rancho Cucamonga to Crestline
Sophia lives in Fontana and works as a programmer at ESRI in Redlands. She uses Google Maps to find a car-free way to commute to work.

She takes Omnitrans Route 10 from Fontana to the San Bernardino Transit Center. There she makes an easy transfer to the Arrow rail to Redlands.

Having cleaned out her email inbox on the train, she gets off at the ESRI station and enjoys a pleasant seven-minute treelined walk to her office.
WHERE WILL YOU GO?

They take VVTA Route 41 to the Route 15 and head to CSUSB where they transfer to Sunline route 10.

Liam and Aubrey from Apple Valley are psyched for music-and-art festival fun, so they pop open Google Maps to plan their trip to the Coachella Valley.

They roll into Indio just in time to rock.
WHERE WILL YOU GO?

They take VVTA Route 41 to the Route 15 and head to CSUSB where they transfer to Sunline route 10.

Liam and Aubrey from Apple Valley are psyched for music-and-art festival fun.

They roll into Indio just in time to rock.

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Internal Channels of Communication

Station/Transit Center Displays
Bus Cards and Posters
Organic Social Media
System Websites
Media Advertising

Geographically Targeted Digital Ads
Facebook and Instagram
Banner Ads on Local News Websites
Spanish Language Radio
Facebook Carousel Ads
(work in progress)
Digital Banner Ads

9 BUS & TRAIN SYSTEMS

San Bernardino Transit Center

So where will YOU go?

QUICK, SAFE, EASY TRANSFERS

San Bernardino Transit Center

Where will YOU go?

9 BUS & TRAIN SYSTEMS

San Bernardino Transit Center

So where will YOU go?
Learn more…

gosbcta.com/transit
QR Codes
Content for Webpage www.gosbcta.com/Transit

- Video
- Google Trip Planner
- Interactive Regional Transit Map
  - Click thru to transit agency websites
- Link to PDF of Regional Guide
Where did you go?

Tell us about your regional trip for a chance to win a gift card or other prize!

We want to hear about your regional public transit trip using one or more public transit operators in San Bernardino County. Did you run an errand, take a leisure trip, commute to work, visit friends or family or simply explore the region and your transit options? Tell us all about your trip below and you'll be eligible for a gift card or other prize drawing. Terms and Conditions available online at gosbcta.com/TransitNetwork.

Tell us about your trip

Name
 First Name
 Last Name
Campaign Launch

September 2023
Questions