



OmniTrans Expands On-Demand Transit Service to Increase Multimodal Mobility

Throughout San Bernardino Valley in Southern California, OmniTrans provides several public transit programs that serve residents living across 15 cities and communities. With fixed-route and express buses, paratransit, and Metrolink rail service, OmniTrans was utilizing these different modes of public transit to build an integrated multimodal network. However, the agency identified that certain fixed bus routes had low ridership and wanted to explore a more productive solution that could also expand the catchment area to better connect residents to the Metrolink rail service. As a result, OmniTrans partnered with RideCo to implement an on-demand transit service called OmniRide.

PROBLEM

Unproductive fixed bus routes with small catchment areas provided limited access to greater transit network

KEY CHALLENGES



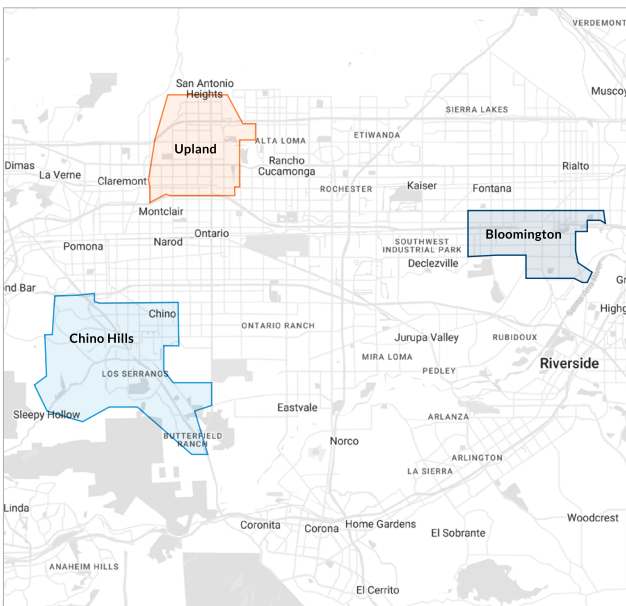
Low ridership and poor productivity on fixed-route buses



Fixed bus routes had more than 60-minute headways



Limited access to transit in Chino Hills and Upland communities



SERVICE ZONE STATS

- Chino Hills: 32 sq. mi.
- Upland: 17 sq. mi.
- Bloomington: 13 sq. mi.

The RideCo Solution

Using RideCo's industry-leading on-demand transit technology, OmniRide initially launched in Chino Hills and replaced the fixed bus route that was operating throughout the city. The stop-to-stop service has since expanded to two additional zones in Upland and Bloomington. Throughout the three zones, residents have increased access to essential destinations such as medical centers, senior living communities, and logistical employers in industrial centers. For trips with destinations beyond the service zones, OmniRide uses Time Snapping to connect residents to fixed bus routes and rail service.

In addition to expanding service coverage, OmniRide is being used as a tool to increase transit equity. Using the platform's customizable payment functionality, OmniTrans can configure payment options, such as free ride vouchers, based on passenger type and service area. For instance, the agency is offering free OmniRide service for homeless youth throughout Bloomington.

FLEET IMPLEMENTATION

6 vehicles

- ▶ Vehicle type: Ford Transit 350
- ▶ ADA compliant, bike-rack equipped

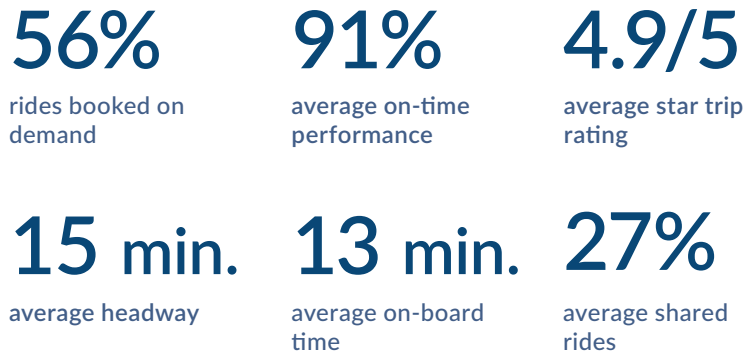
FLEET OPERATOR



View next page to see how RideCo increased service coverage and **reduced headways by over 73%**.

Service Results

Compared to the previous fixed bus routes, OmniRide has made public transit more accessible, **expanding the catchment area by 18% in Upland and 10% in Chino Hills**. Across all three service zones, OmniRide provides residents with a convenient mobility option that better connects them to essential destinations and other public transit modes—encouraging more multimodal mobility throughout the valley.



BEFORE	AFTER
Fixed-route headway in Chino Hills: 60 min.	OmniRide headway in Chino Hills: 15 min. 75% decrease
Fixed-route headway in Upland: 65 min.	OmniRide headway in Upland: 14 min. 78% decrease
Fixed-route headway in Bloomington: 60 min.	OmniRide headway in Bloomington: 16 min. 73% decrease

To support the Bloomington expansion, OmniTrans received a \$1 million grant from the Clean Mobility Options Pilot Program.



▶ Part of **California Climate Investments**, the program administers funding to projects that bring meaningful benefits to disadvantaged communities.

San Bernardino Valley, CA

“ We looked at who our riders are and where they are going, and what we learned is that people have access to places that our fixed-route network was not taking them. ... OmniRide serves to connect the whole region, so our vision is to further implement the service and expand access.”

— Erin Rogers
Chief Executive Officer, OmniTrans



Learn how your agency can use on-demand transit to expand multimodal mobility by contacting letschat@rideco.com or by visiting rideco.com.