



LOS ANGELES-SAN BERNARDINO INTER-COUNTY TRANSIT AND RAIL STUDY

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INTER-COUNTY STUDY

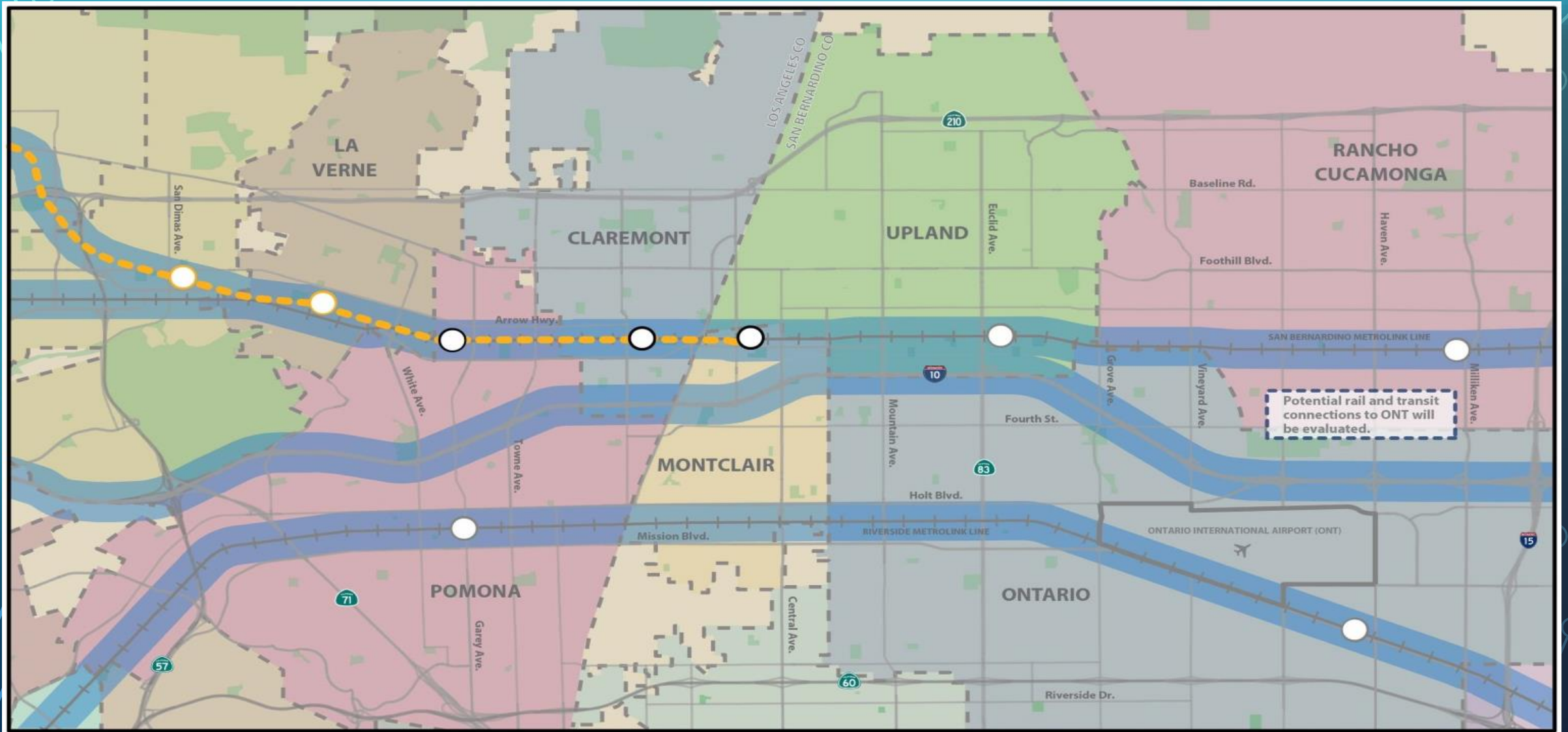
- Significant transportation improvements are under construction or are being planned in the Inter-County Study corridor.
 - Metro Gold Line to Montclair/Ontario International Airport (ONT)
 - Metrolink San Bernardino Line improvements
 - New HOV/Express Lanes on the I-10 San Bernardino Freeway
 - Potential express bus service competitive with Metrolink (commute time and fare)
 - Potential rail connections to ONT from the east
- SCAG conducting Inter-County Study in partnership with Metro and San Bernardino Associated Governments (SANBAG).

KEY QUESTIONS

- Metro: evaluate the efficiency and effectiveness of providing both light rail transit and commuter rail service in the same corridor.
- SANBAG: understand and ensure that San Bernardino County investments in direct rail transit service to ONT will benefit San Bernardino County residents, businesses and workers.



STUDY AREA MAP



INTER-COUNTY STUDY GOAL



To determine the optimum mix and service levels of commuter rail, light rail, BRT, and express bus in the corridor.

INTER-COUNTY STUDY OBJECTIVES

- Assess the market for transit and rail travel in the corridor, including employee and passenger trips to ONT.
- Estimate potential ridership, benefits and costs associated with transit and rail alternatives.
- Recommend a path forward for cost-effective transit and rail service to best serve communities along the corridor and to/from ONT, with a focus on coordinating plans for Gold Line, Metrolink, and transit access to ONT.

STAKEHOLDER AND PUBLIC INVOLVEMENT

- Two advisory committees (including cities, transit agencies, councils of governments)
- Two rounds of community meetings in both counties
- Up to 40 stakeholder meetings/presentations
- Project website:
<http://www.scag.ca.gov/programs/Pages/InterCountyTransitRail.aspx>
- Project fact sheet
- On-line survey

STUDY SCHEDULE

- ***Study Initiation***

- Winter 2015 to Spring 2016

- ***Alternatives Development & Refinement***

- Summer 2016 to Fall 2016

- ***Alternatives Evaluation***

- Winter 2016 to Spring 2017

- ***Study Conclusion & Recommendations***

- Summer 2017 to SCAG Transportation Committee and Regional Council
- Recommendations to Metro and SANBAG

COMMUNITY ENGAGEMENT NEW RULES

- Meet stakeholder expectations
 - Online presence
 - Infographics
 - Messaging
 - Call to action or where they come in
- Modify the traditional programs
 - Go to the people (presentation & events)
 - Capitalize on established relationships/programs
 - Community Outreach Tool Kit
- Build relationships on a new platform
 - Metroquest

SCAG'S STUDY COMMUNITY OUTREACH TOOL KIT

- Extended Outreach to Chambers of Commerce, Corridor Cities and Elected Official Offices
- Advertisements
- E-blast Notifications
- Meeting Postcard
- Social Media Infographics
- Rider Alerts
- Transit Seat Drops

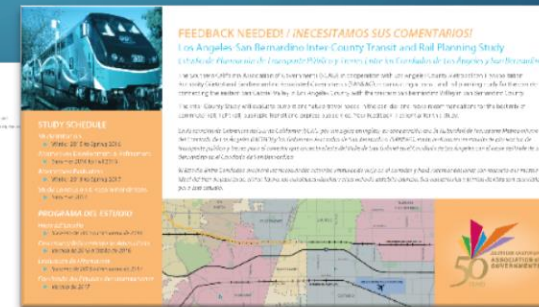
E-blasts



Infographics



Postcard Mailer



Seat-drops



Flyers

STUDY PURPOSE + BACKGROUND

The purpose of the **Los Angeles and San Bernardino Intercounty Transit and Rail Study** is to determine the need for transit, and the area, including International



STUDY PURPOSE + BACKGROUND

The study area faces **ACCESSIBILITY & MOBILITY CHALLENGES TODAY**

that will worsen in the future as **DEMAND FOR TRAVEL INCREASES**

Total trips within the study area are projected to grow

STUDY AREA BY THE NUMBERS

POPULATION

2012



665,905

+27%

2040



848,85

EMPLOYMENT



308,700

+45%



446,28

ACTIVITY CENTERS



WHAT IS IMPORTANT TO YOU?

Place a colored dot next to the issues that are important to you

- Most Important
- Second Most Important
- Third Most Important

Easier to Get from Study Area to...

Los Angeles County

San Bernardino County

Riverside County

Orange County



Enhance Connections Among Different Types of Transportation



Provide Cost Effective Transit & Rail Services



Improve frequency and hours of service for rail and bus



Is this your understanding of the **travel patterns** in the area?

Is there **any additional information related to travel patterns** that you would like to provide?

Please share your thoughts with us on your comment card and/or via the online survey



to Transit

INNOVATIVE PUBLIC ENGAGEMENT STRATEGIES

- **Results**

- 60 meeting attendees
- MetroQuest (1026 participants)

- **Final Thoughts**

- Keep everyone's focus on why
- Work toward consistency
- Learn from other's successes
- Don't be afraid of trends but learn how to capitalize on them.

- **Learn more by visiting**
www.scag.ca.gov

