

These four goals and related strategies (not in priority order) respond to findings for improving mobility of Coordinated Plan target group members, based upon four months of outreach across Riverside County, coupled with additional analyses. A range of audiences will play a role in implementation, including public transit operators, specialized transportation providers, human service organizations and public agencies.

Goal 1: Build a More Responsive, Sustainable Public Transit Network

Public transit that is responsive to older adults, persons with disabilities and persons of low-income, that is reliable and well-funded ensures a network that supports travel within and between communities in this large County.

Strategies

- 1.1 Address essential worker trip needs.** For routes serving densities of riders, this can include speeding vehicle trips by ensuring more direct, limited-stop with reliable connections and increased frequencies.
- 1.2 Grow ridership.** Rebuilding public transportation ridership includes a clear focus on Coordinated Plan target populations, including essential workers, while preparing for continuing population growth that will include more older Riverside County residents.
- 1.3 Promote mobility innovations and use of technology, seeking funding to support these.** Innovations include customer-facing technologies for fare payment and bus arrival time information to improve the rider experience, pursuing grants and other fund source support
- 1.4 Promote alternative fuel innovations, while seeking new funding.** New California Air Resource Board regulations require public transit to move steadily to zero emission fuel capabilities, to support the environment for riders, pedestrians and the general public.
- 1.5 Promote multi-modal connections.** These include good connectivity between modes – bus and rail; partnering of bus and bike and more.
- 1.6 Ensure safety and security.** Support and communicate about an ongoing focus on cleaning, necessary PPE and other strategies in a continuing COVID-19 environment.

Goal 2: Strengthen Specialized Transportation Options

Travel needs of Coordinated Plan target groups that cannot be met by fixed-route and rail public transit require alternative modes and services that recognize individuals' unique transportation requirements.

Strategies

- 2.1 Promote operations and capital support for specialized transportation.** Ensure attention to operating funding, support for replacing aging vehicles or adding new, accessible vehicles while ensuring program safety and facility security. Fund sources to which application can be made include: FTA Section 5310 countywide, Measure A in Western Riverside County, Older Americans Act Title IIIB, vendorization thru Inland Regional Center and more.
- 2.2 Grow capacity on specialized transport programs, anticipating continued population growth.** Riverside County's population will grow 10% by 2030. Older adult populations are increasing countywide, particularly those older than age 70. These elders, growing low-income and homeless populations along with persons with disabilities, may have specialized mobility requirements. Expanded vehicle fleets, more drivers and technology tools to increase efficiency can increase existing capacity.
- 2.3 Address long-distance trips needs.** Encourage emphasis on providing long-distance trips that cannot be met on existing services in fund application requests for FTA 5310 funding, Measure A Call for Projects and other specialized transportation fund sources.
- 2.4 Promote mobility innovations in specialized transportation.** These include: dynamic scheduling software for demand response programs, continued mileage reimbursement with volunteer escort drivers; user-side subsidy on taxis or Uber and Lyft; car share applications; Van y Vienen electric vehicle ridesharing; CalVans & SolVans commuter options for low-income workers; expanded and promoted bike share projects, and more.

3.0 Equitably Distribute Transportation Resources

A recognition of the importance of public transit in the lives of the underserved and under-represented, including communities of color and persons with disabilities, has been more clearly revealed by the Coronavirus Pandemic.

Strategies

- 3.1 Ensure proactive outreach to vulnerable populations.** Expand work with trusted messengers, in the native languages of vulnerable communities; use strategies to build trust by engaging in outreach prior to decision-making, reporting on outcomes and providing for continued dialogue and input from community members.
- 3.2 Identify Pandemic transit use patterns to understand new or more clearly revealed trip needs.** Transit ridership during the pandemic was focused on targeted communities

and individuals with the greatest need for public transportation. An examination of origins, destinations and travel characteristics during this period can help to focus resources in a way that will enhance social equity.

3.3 Establish social and racial equity frameworks for transportation planning and resource allocation.

Framework elements can include community needs assessment, mobility equity analyses, and community decision-making.¹ Public transit operators and human service programs can develop policy and practices consistent with a social and racial equity framework appropriate to their service delivery system.

3.4 Expand affordability strategies.

Support fares discounts, fare capping and free bus ticket distribution, as resources allow.

3.5 Target and continue bus stops and bus shelter development.

Target for enhancement those transit bus stops and transfer locations within or adjacent to vulnerable communities - including seniors' residential neighborhoods - for addition of benches, shelter from the sun and lighting while ensuring the physical accessibility of such improvements

4.0 Grow Public Transportation Awareness

Rebuilding public transit ridership and growing awareness of specialized transportation services requires an active information network.

Strategies

4.1 Expand use of information technology, with emphasis on customer-facing tools.

Maintain up-to-date GTFS, GTFS-Realtime and GTFS-Flex to facilitate the provision of transit information through Google Maps, and other standardized Trip Planning apps. Utilize touchless fare payment and real-time apps to enhance the traveler experience. Promote demand response scheduling software that includes customer facing "Where'sMyRide" type apps and notifications.

4.2 Promote "teaching" use of transit information technology.

Educate human services personnel working with Coordinated Plan populations in the use of Google Transit and other transit information apps and tools. Provide them with the knowledge needed to both assist their clients with trip planning and serve as a conduit for transit information tools.

4.3 Ensure communication with vulnerable populations embraces the broadest array of methods.

The Pandemic brought more households and individuals into technological communications; while technology is critical, traditional paper schedules, call centers and newsletter communiques remain important.

4.4 Promote leadership and information exchange around transportation by RCTC and others.

Promote formal and informal coordination dialogue among 1) public transit planning

¹ Mobility Equity Framework: How to Make Transportation Work for People. Creager, H.; Espino, J; Sanchez, A. Greenlining Institute. March 2018.

and operations organizations, 2) large public human service agencies (such as Office on Aging, Inland Regional Center and Department of Public Social Services) and 3) specialized transportation providers. Expand existing transit planning and decision-making committees to reflect Coordinated Plan target group members and to provide training to new participants to increase their effectiveness in these conversations.

4.5 Develop regional transit information tools to facilitate long, cross-jurisdictional trips particularly to medical facilities. As a printed guide and/or website, provide information about transportation services that allow target populations to travel between Riverside County's far flung communities. Include all transportation services, both public and specialized, along with information about how these services connect to serve trips throughout the County or beyond.