



CASHLESS FARE ANALYSIS

**Board of Directors
November 6, 2024**



FARE COLLECTION - OVERVIEW

Where Omnitrans collects fares:

- Onboard buses
- Mobile fares via app
- Omnitrans.org
- Omnitrans Headquarters
- San Bernardino Transit Center
- Pass Outlets (32) including city sites and local businesses



ONBOARD CASH COLLECTION COMPARISON

	National Average	L.A. Metro	Riverside Transit	Omnitrans Fixed Route	OmniRide Microtransit
Percentage of boardings paid with cash	21%	43%	40%	32%	40+%

DEMOGRAPHICS

20% of Californians are under- or unbanked

Profile of likely unbanked/likely cash customers:

Economically disadvantaged areas

<\$30,000 household income

Limited English proficiency

Less formal education

Community members of color

Varying month to month income

Source: 2023 L.A. Metro Fare Study

Omnitrans Service Area Profile:

19% of the Riverside/San Bernardino metropolitan area is unbanked

39% <\$25,000 household income

60+% community members of color

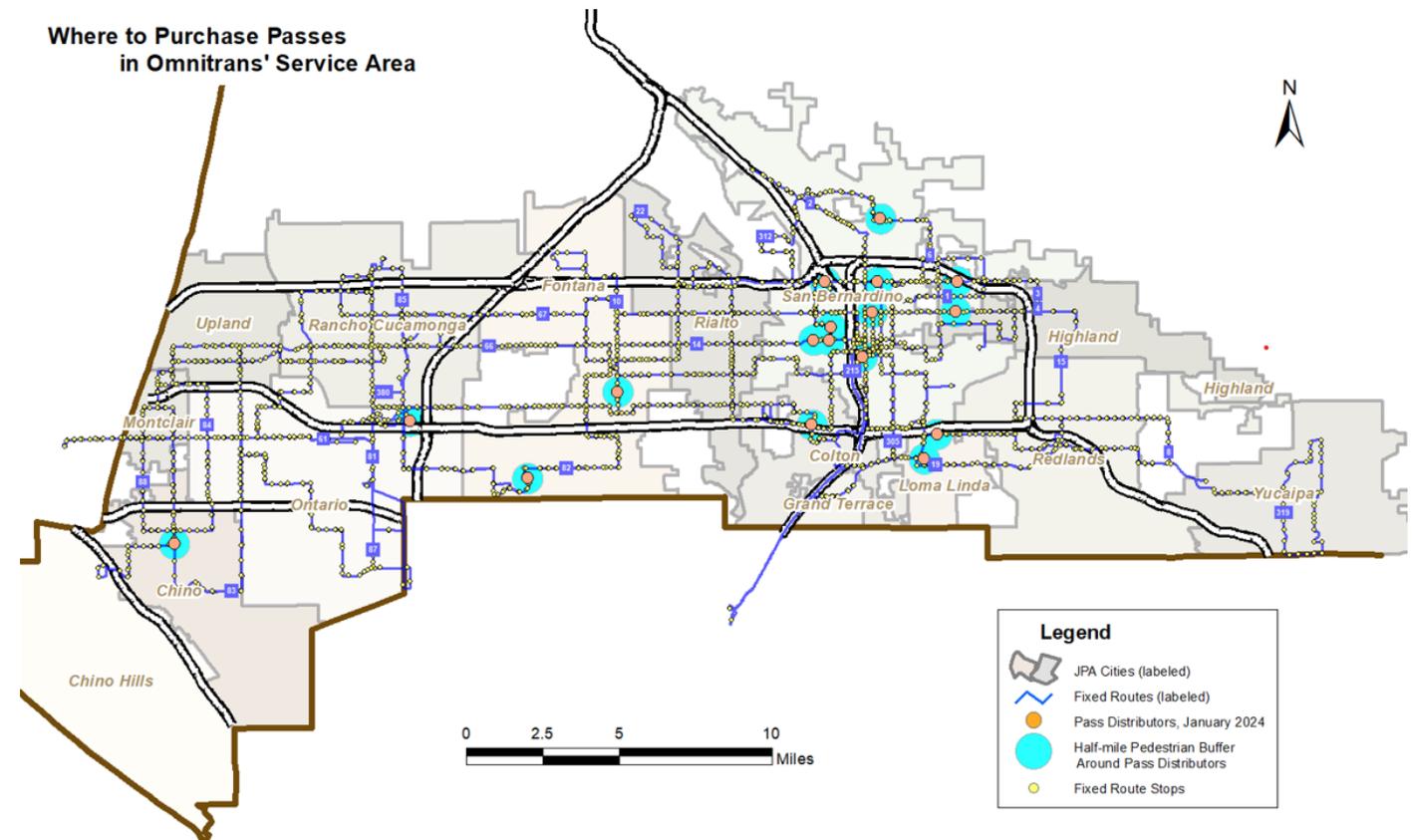
Source: 2021 FDIC National Survey



CASHLESS FARE INFRASTRUCTURE

Transition to cashless fare would require the addition of 200 pass outlets and ticket vending machine across Omnitrans' service area

- Currently 2% of Omnitrans' service area is covered by outlets
- In contrast, L.A. Metro has 450 vendor outlets and 100 ticket vending machines for TAP Card purchases



REGIONAL CONNECTIVITY

Transition to cashless fare could impact regional connectivity convenience

- Omnitrans has 15 Transit and Transfer Centers in its service area
- 9 provide connections to neighboring public and private transit providers
- In total, Omnitrans connects to 9 regional bus and rail agencies

LEGEND

- Bus Route
- Transfer Center
- Longline Center
- Metrolink
- Metrolink Station
- Transit Center (New Location)
- Landmark
- Hospital
- University
- State Highway
- Light Rail Rapid
- Service Road
- Park and Ride

Transit Centers: Montclair Transit Center, Chaffey College Transit Center, Rancho Cucamonga Metrolink, Fontana Metrolink Transit Center, Cal State University San Bernardino, Pomona Transit Center, Chino Transit Center, Ontario Civic Center Transfer Station, South Fontana Transfer Center, Arrowhead Regional Medical Center Transfer Center, Redlands Depot & Transfer Mall, Yucaipa Transit Center, Yucca Valley Transit Center.

OmniTrans Routes

Route	Route Name
100	Pala/Redland - Cal State - VA Hospital
101	ARCBC - San Bernardino/Cal State
102	Cal St - El - Loma Linda
103	Baseline - Highland - San Bernardino
104	San Bernardino - Sierra Way - Cal State
105	San Bernardino - Baseline - Chaffey Hills College
106	Fontana - Baseline - San Bernardino
107	Fontana - Foothill - San Bernardino
108	Fontana - San Bernardino/Highland - Redlands
109	Fontana - Colton - Redlands - Yucaipa
110	North Hills - Riverside Ave. - ARCBC
111	Fontana - Ontario Mills - OMT Airport - Pomona
112	Fontana - Foothill Blvd - Metrolink
113	Chaffey College - Baseline - Fontana
114	Chino - Haven - Chaffey College
115	Rancho Cucamonga - Fontana - Sierra Lakes
116	Chino - Duval Ave. - Upland
117	Chino - Metrolink Ave. - Chaffey
118	Chino - Metrolink - Chaffey College
119	Chaffey College - Ontario - Eastvale
120	Chino Hills - Pomona Ave. - Metrolink
121	Riverside - San Bernardino
122	San Bernardino - ARCBC - Ontario Mills - Metrolink
123	San Bernardino - ARCBC - Ontario Mills - Metrolink
124	San Bernardino - Williams - Grand Terrace
125	Fontana - Inyokan - Colton
126	Yucaipa - San Bernardino
127	OMT Connect: Ontario International Airport - Rancho Cucamonga/Metrolink
128	OMT Connect: Arrow/Buff/BTC - Downtown San Bernardino
129	San Bernardino - Williams - Grand Terrace
130	Fontana - Inyokan - Colton
131	Yucaipa - San Bernardino
132	OMT Connect: Ontario International Airport - Rancho Cucamonga/Metrolink
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136	Yucaipa - San Bernardino

Fare Information

FARE	Single Ride	7-Day	31-Day	Proof of Eligibility
Full Fare	\$2.00	\$6.00	\$26.00	\$68.00
Student (Age 62+)	\$1.50	\$4.50	\$19.50	\$51.00
Senior (Age 62+)	\$1.50	\$4.50	\$19.50	\$51.00
Disabled (Veterans/Healthcare)	\$1.50	\$4.50	\$19.50	\$51.00
Verano	\$1.50	\$4.50	\$19.50	\$51.00
Student (Age 18-21)	Free	Free	Free	Free
Child (18 & under)	Free	Free	Free	Free

OmniRide

OmniRide is a microtransit service, which is a reservation-based, on-demand shared transit service. OmniRide is operated by Omnitrans, and serves Bloomington, Chino, Chino Hills and Upland areas.

OmniRide Fares

Full Fare: \$4 per trip.

Disabled/Veterans/Healthcare/Verano \$1; student \$2.

Fares include an OmniRide 1-day pass for unlimited use and transfers to all Omnitrans services with the exception of OmniAccess.

Download FREE from Google Play or the App Store.

Download the OmniRide On-Demand App to make your reservation. Available on the App Store and Google Play.

FARE COLLECTION – NEEDS COMPARISON

Fare Collection Necessities	Current System	Cashless System
Additional Staff	-	√
Armored Services	√	√ +
Banking Fees	√	√ +
Fare Media	√	√
Farebox	√	√
Mobile App	√	√
Mobile Fare Validators	√	√
Ticket Vending Machines (TVMs)	√	√ +
Outlets	√	√ +
Vaults	√	-

**Early cost estimate
(TVMs)\$12 million**

LOCAL CASHLESS FARE CASE STUDIES

2023 L.A. Metro Cash to TAP Card Conversion and Fare Capping Study

- Higher cash use/Lower income
- Primary cash customer concerns:
 - Comfort - pay or use cash for most purchases
 - TAP Card purchase = special trip/inconvenience
 - Committing cash to fare media that might be needed for another purpose
- Conclusion – continue cash, promote TAP use

LOCAL CASHLESS FARE CASE STUDIES

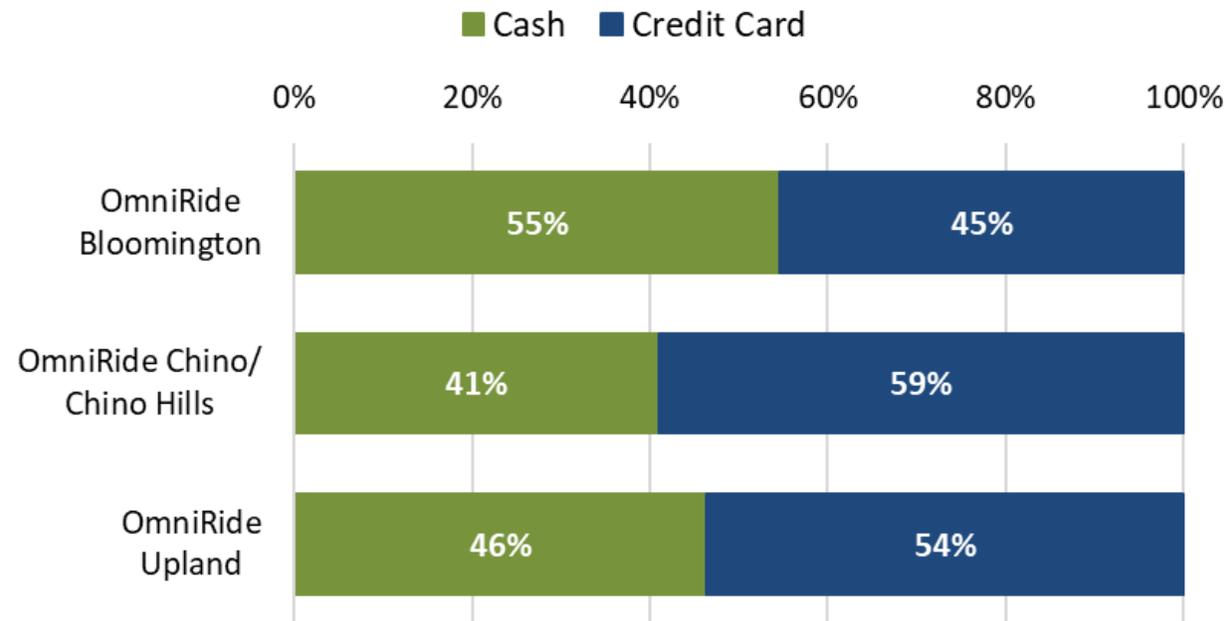
Santa Monica Big Blue Bus

- 1-year pilot program
- No cash onboard – TAP cards
- Dwell time markedly reduced
- 2/3 of customers in favor of restoring cash
- Equity concerns negatively impacted project
- Agency returned to cash following pilot



LOCAL CASHLESS FARE CASE STUDIES

OmniRide Microtransit

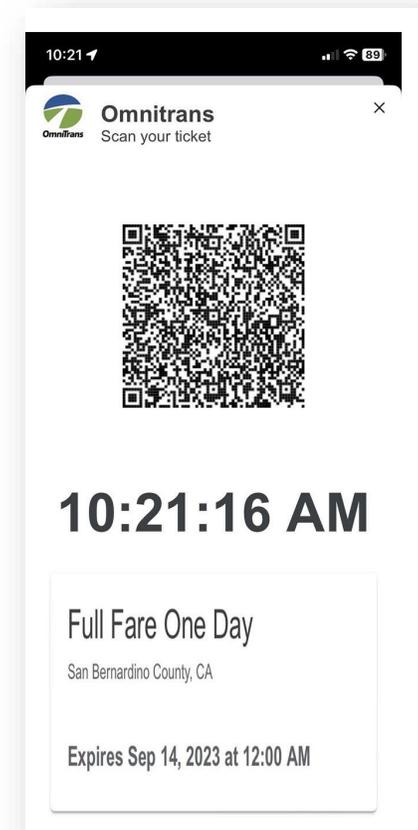


- Reservations and payment are online application-based
- Nearly half of customers choose to pay with cash

CURRENT INITIATIVES

Ongoing promotion to reduce cash collection

- Fare capping implementation
- Mobile fare promotion
- Mobile fare validator installation
- Preparation for open loop payment



OPEN LOOP PAYMENT

Open-loop payment systems allow customers to pay for their trips using a contactless card or mobile device, instead of specific transit ticket or pass.

Advantages:

- Convenience
- Efficiency
- Cost-effectiveness
- Accessibility
- Discount Administration



Challenges:

- Technological complexity
- Equipment costs



Source: "Open to Open Loop: Payments Challenges to Public Transit," Transport Findings 2024

FUTURE CONSIDERATIONS

- Fare Policy study
- Farebox replacement





THANK YOU