



CommuterLink Route 10

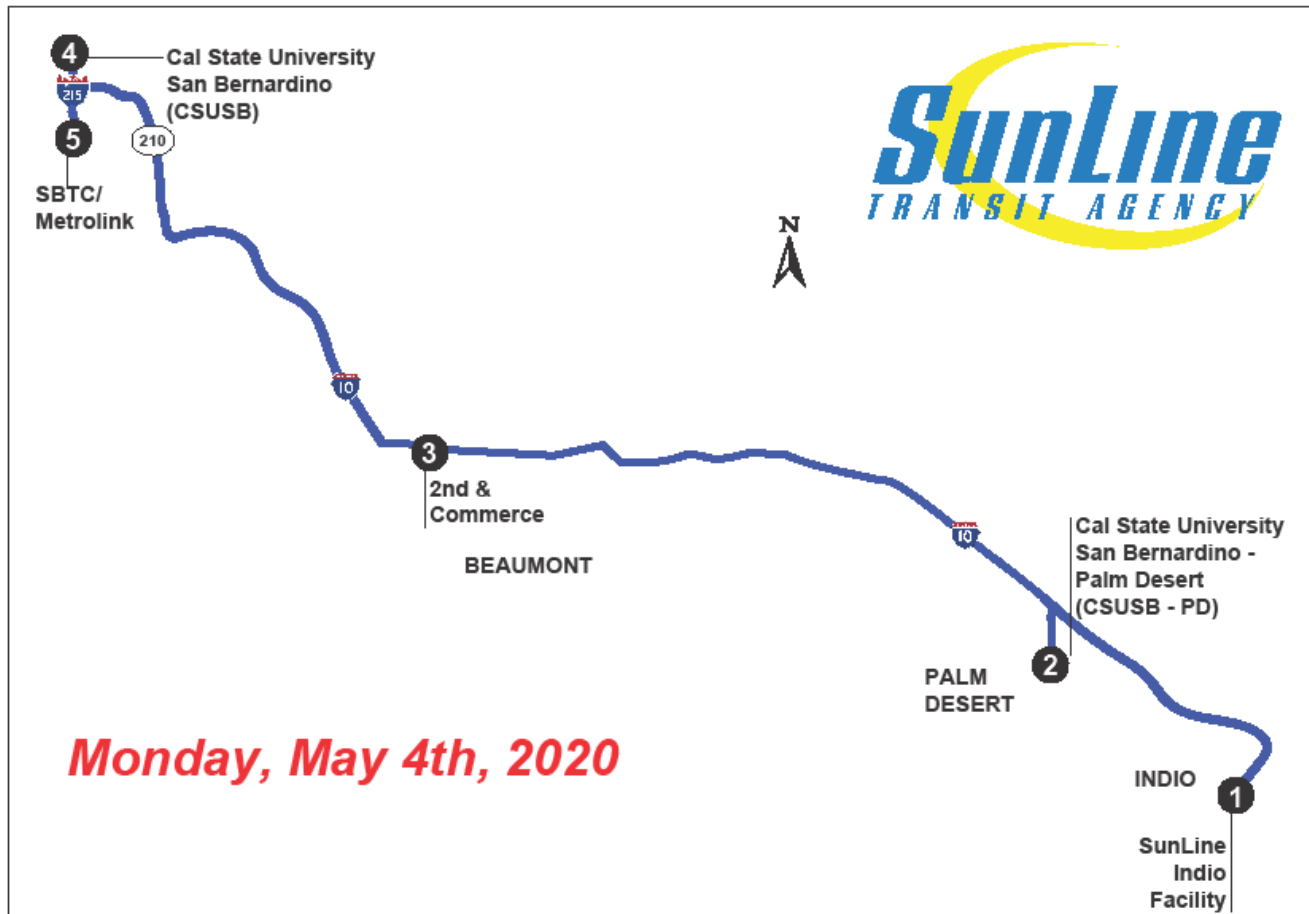
a product of Rethink

Draft

To City of Beaumont

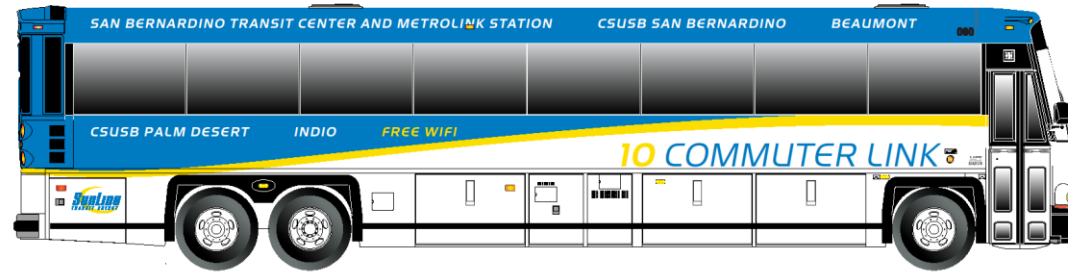
January 17, 2020

Five bus stops, a 92mile trip

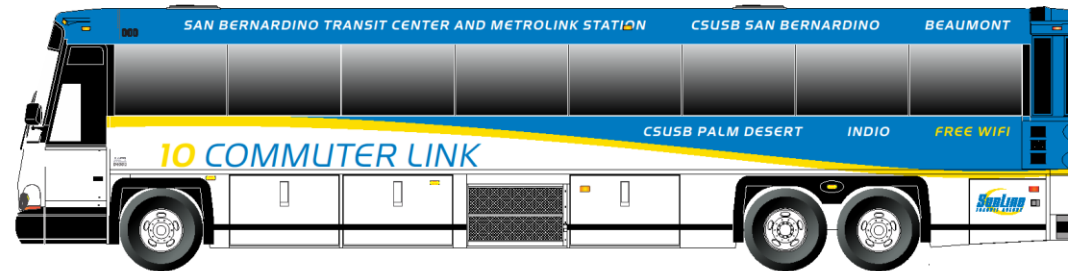


1. Indio – Hwy 111 & Flower
2. CSUSB – PD
3. Beaumont at 2nd Street Commerce (Walmart)
4. CSUSB main campus in San Bernardino
5. San Bernardino Transit Center (SBTC) and Metrolink Station

Bus Branding (Draft)



DRAFT 2A



Draft

Draft Schedule under development

- Draft schedule under development**

WESTBOUND				
Indio to San Bernardino				
Hwy 111 & Flower	CSUSB-PD	Beaumont Walmart	CSUSB Main Campus	San Bernardino MetroLink
Time	25	45	45	20
5:55:00 AM	6:20:00 AM	7:05:00 AM	7:50:00 AM	8:10:00 AM
7:50:00 AM	8:15:00 AM	9:00:00 AM	9:45:00 AM	10:05:00 AM
1:00:00 PM	1:25:00 PM	2:10:00 PM	2:55:00 PM	3:15:00 PM
3:00:00 PM	3:25:00 PM	4:10:00 PM	4:55:00 PM	5:15:00 PM

EASTBOUND				
San Bernardino to Indio				
San Bernardino MetroLink	CSUSB Main Campus	Beaumont Walmart	CSUSB-PD	Hwy 111 & Flower
Time	25	45	45	20
8:45:00 AM	9:10:00 AM	9:55:00 AM	10:40:00 AM	11:00:00 AM
11:45:00 AM	12:10:00 PM	12:55:00 PM	1:40:00 PM	2:00:00 PM
3:45:00 PM	4:10:00 PM	4:55:00 PM	5:40:00 PM	6:00:00 PM
5:45:00 PM	6:10:00 PM	6:55:00 PM	7:40:00 PM	8:00:00 PM



Soft timepoint provided for passenger convenience only, not a time-point. Buses will leave earlier than the times noted because of the unpredictable freeway travel times. For actual bus arrival time projections, log on to...

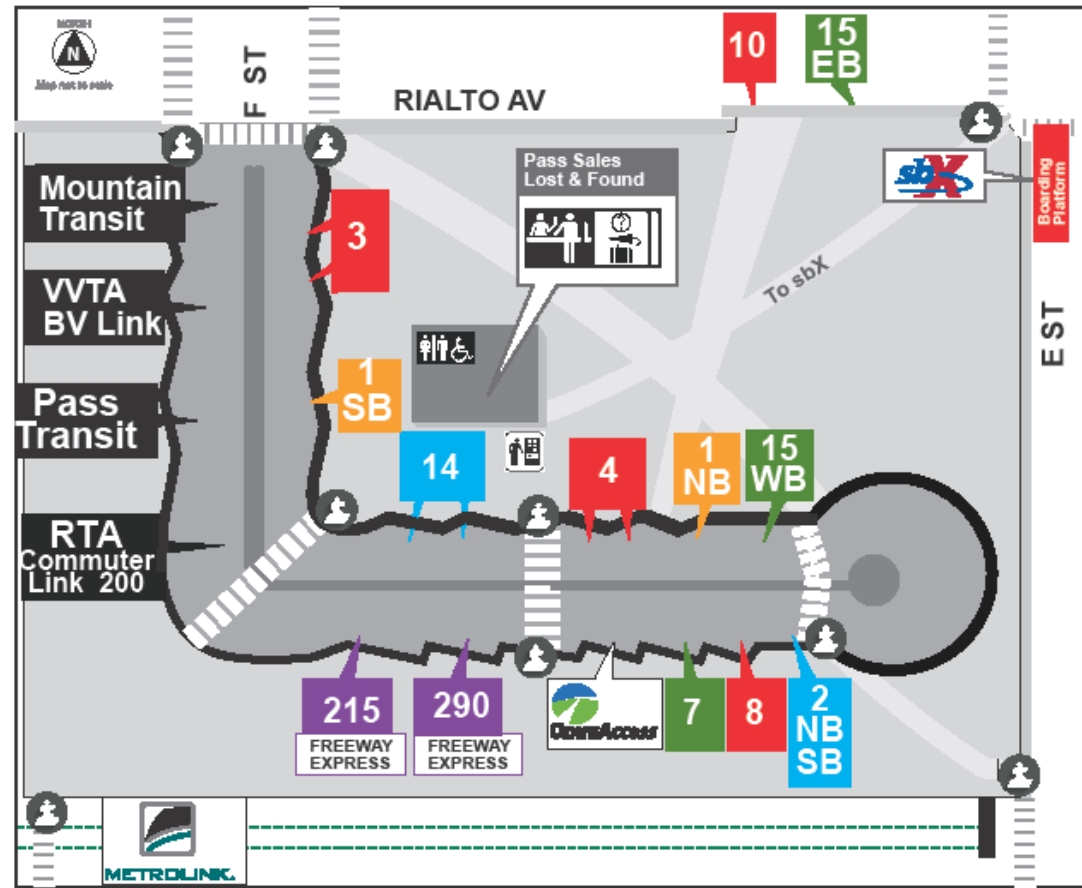
Reverse commute trips

Draft

Fare, operating and marketing objectives

1. Connect residents of Coachella Valley to SBTC/Metrolink (more than twice the number of trains serving the Riverside station) (see graph, next page)
2. Connectivity – Connect residents of Coachella Valley to PASS transit and RTA and key destinations such as Cabazon, Riverside University Health Center, VA Hospital and other destinations served by PASS transit and RTA
3. Connect residents of PASS area, San Jacinto, Hemet and Moreno Valley to Cal State and UCR Palm Desert campuses
4. \$6 Base/\$4 S&D (same as 220 without zones)
5. The CSUSB University Pass program and College of the Desert pass program entitles students and faculty to use all SunLine fixed route services at no cost, with a valid ID
6. Eliminate transfer penalties, top-ups, negotiate reciprocal transfer agreements to make transit user-friendly and attractive

San Bernardino Transit Center (SBCCTA)/Metrolink Station (actual stop location TBD)



Fare, operating and marketing details

- Three-bike bike rack
- Standees are not allowed
- Install bus stop signs

Marketing Plan

- Route and bus branding underway
- Bus stop sign design underway
- “Coming soon” brochure under development
- Printed and e-information brochures under development
- CSUSB, Metrolink, Omnitrans, IE Commuter, Stakeholders
- During CSUSB school-off promotions

Interagency operating/reciprocal agreements

- Omnitrans - New agreement
- Metrolink – New agreement
- RTA – Update agreement (transfers with 31/discontinue 220)
- PASS Transit – New agreement
- VVTA – Do not need an agreement?
- MATA – Do not need an agreement?