

San Joaquin One Voice® Project Request

San Joaquin Regional Transit District (RTD) Transit Vehicle Public Display Monitor System Project

Project Summary:

RTD recognizes the need to provide exceptional passenger experiences while riding in their vehicles. Passengers no longer expect their public transit commute to be a matter of simply:

- Getting on board at the bus stop
- Traveling to their destination
- Getting on the bus

Passengers are seeking sophisticated, on-board, user-friendly methods for serving up data to:

- Enhance their transit experiences and provide additional value during commutes
- Stay abreast of current information as it pertains to them in-the-moment
- Maximize their time and make correct/best connections

The Transit Vehicle Public Display Monitor system would be an added benefit to RTD providing additional revenue stream through on-board digital advertising. The Transit Vehicle Public Display Monitor system consists of a display monitor, installed in one or more locations on the bus. The media player will display video or images based on pre-defined campaigns and announcements. The content can also be swapped out at a moment's notice providing real-time information for passengers. This package will be designed to make significant impact through just one Transit Vehicle Public Display Monitor system resulting in:

- Increase Passenger Awareness and Safety by providing a live feed from all or some on-board cameras onto a public display monitor reduces instances of assault. If a person sees themselves on video, they are less likely to commit a crime. On-board monitors also help passengers feel safer knowing they and their fellow passengers are being recorded.
- Providing Passengers with Real-Time Updates. RTD can use this on-board system to convey real-time status updates and public service announcements. Amber alerts, traffic congestion, accident details, local event and emergency coverage help make passenger commutes more efficient and relevant. The system serves as a connection point between passengers, the transit agency and local surroundings.
- Enable Digital Advertising Opportunities. Digital advertising will connect our passengers to information that relates to where they are at the moment. Are they at a stop that features a McDonalds 2 for 1 discount meal? Is it lunchtime? Or is it Taco Tuesday – half price tacos? This type of Infotainment can help RTD earn additional revenue with very little effort. The onboard advertising is

remotely managed, including the updating of ad-related media files. Location-based advertising can also help RTD form mutually beneficial relationships with local business. These relationships provide increased revenue for the local economy as well.

RTD operates services primarily in and around the City of Stockton where most of the census tracts fall within the 75th percentile or higher, especially the central and southern areas of the city where nearly all census tracts are in the 75th percentile or higher.

The project is a good use of taxpayer funds since it will further develop RTD's capacity to reduce and manage its dependency on the electric grid, contribute toward grid resiliency and reduce energy costs.

Community Impact:

Stockton is a low-income community with a high percentage of minorities. This project will serve approximately 309,000 residents:

- 42.2% Hispanic or Latino
- 11.1% Black
- 21.2% Asian
- .2% American Indian

Percent of population with income below 150% of poverty level:

- 36.0%

The areas surrounding the Stockton, CA Transit Center and areas served by RTD are considered a collection of environmental justice (EJ) neighborhoods due to a dense area of minority, immigrant, and low-income communities that are closely integrated with polluting ports, railroads, industries and some of the busiest goods-movement pathways in the nation. RTD has their domicile zero emission bus depots in EJ neighborhoods. Urban buses and trains are the workhorses of California's public transit systems. Disadvantaged communities make up the majority of RTD's service area as well as the broader region. The California Environmental Protection Agency's (CalEPA) Cal Enviro notes that 51% (71 of 139) of San Joaquin County's census tracts are defined as SB 535 Disadvantaged Communities.

More than 34% of children ages 1–17 in San Joaquin County have been reported as diagnosed with asthma compared to 7% nationwide. In addition, 20% of adults in the county have been diagnosed with asthma compared with 8% nationwide. San Joaquin County ranks 9th highest in the nation for particulate matter and is in non-attainment for federal air quality standards for particulate matter (PM 2.5) and ozone.

In many of the low-income areas of Stockton, Asthma rates are within the 90 to 100th percentile of the state of California. Outdoor pollution can trigger asthma attacks or make asthma worse and cause people to be more susceptible to pneumonia, flu and other illnesses. The project will reduce the emission of particulates that create local air pollution, which leads to local environmental health concerns, smog and unhealthy ozone concentrations.

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- **Project will install Transit Vehicle Public Display Monitor Systems on 130 transit vehicles**
- **Project Cost**
 - \$1,320,000
 - \$198,000 (Local Match)

