



Inside Corona's COA Implementation

ITE Western District Annual Meeting
June 30. 2026

Why Conduct a COA?

The Setting

- The current transit system has existed for several years with no significant changes
- The City is growing with many new neighborhoods
- This growth has increased traffic
- The senior population is growing
- Dial-A-Ride was converted from general public to seniors and the disabled only in 2018
- This negatively impacted youth riders who do not have access to fixed route service
- City Council and regional partners are very supportive of transit and want to see it improve and grow

Why Conduct a COA?

Opportunity to:

- Collect data about current transit usage
- Understand the City of Corona's transit needs
- Tailor Corona Cruiser service to efficiently and productively meet these needs
- Identify service opportunities to connect all areas of the community

Identify strategies to:

- Increase ridership by encouraging current riders to ride more and attracting new riders
- Improve the customer experience
- Improve cost effectiveness
- Improve service reliability and quality
- Provide alternatives to traffic congestion

Existing System

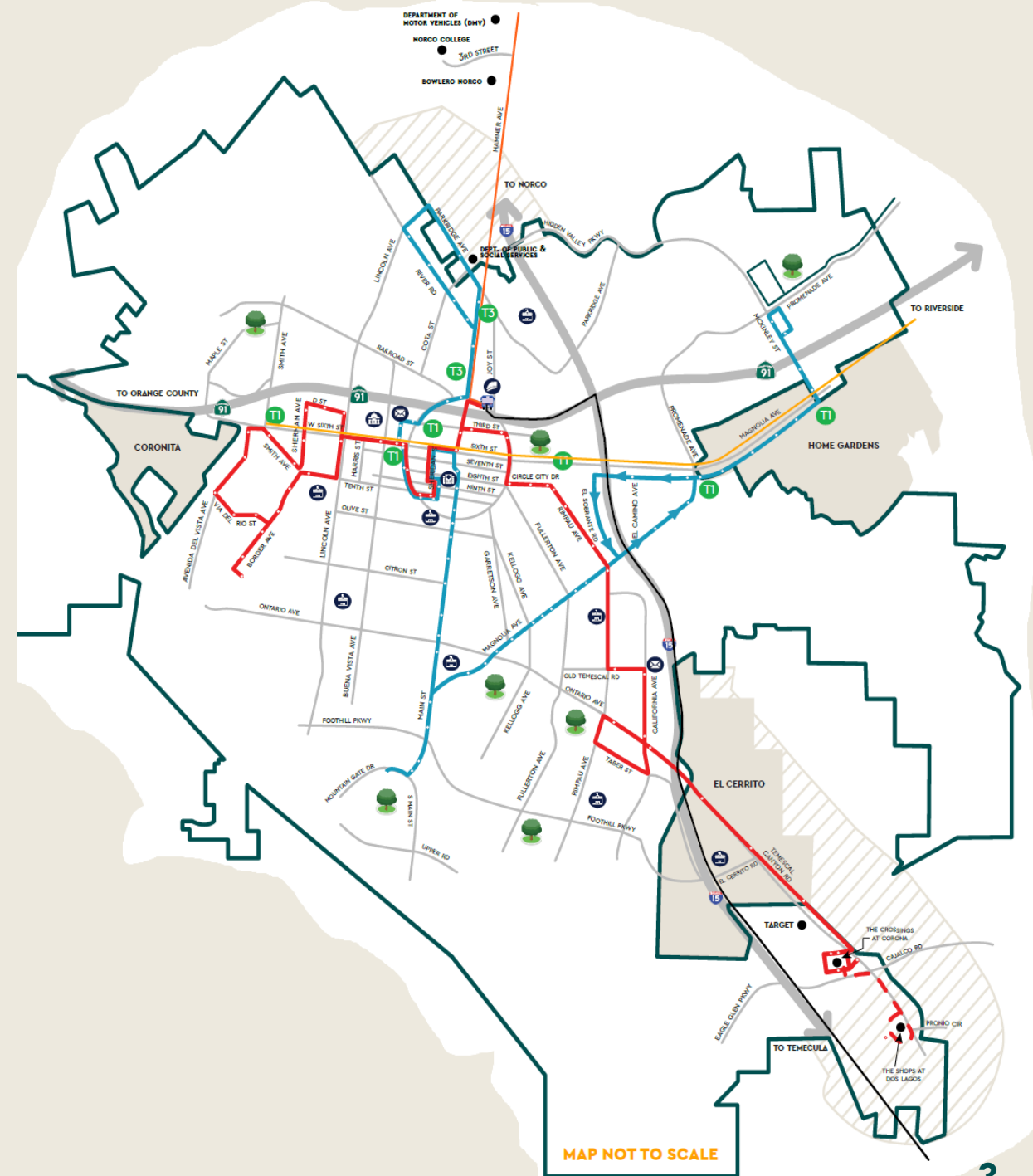
Corona Cruiser, fixed route

- Blue Line & Red Line
 - Span of Service:
 - 6:30 AM to 7:00 PM on weekdays
 - 9:00 AM and 5:00 PM on Saturdays
 - Frequency
 - Red Line – every 60 min. (average)
 - Blue Line – every 60 min. (average)

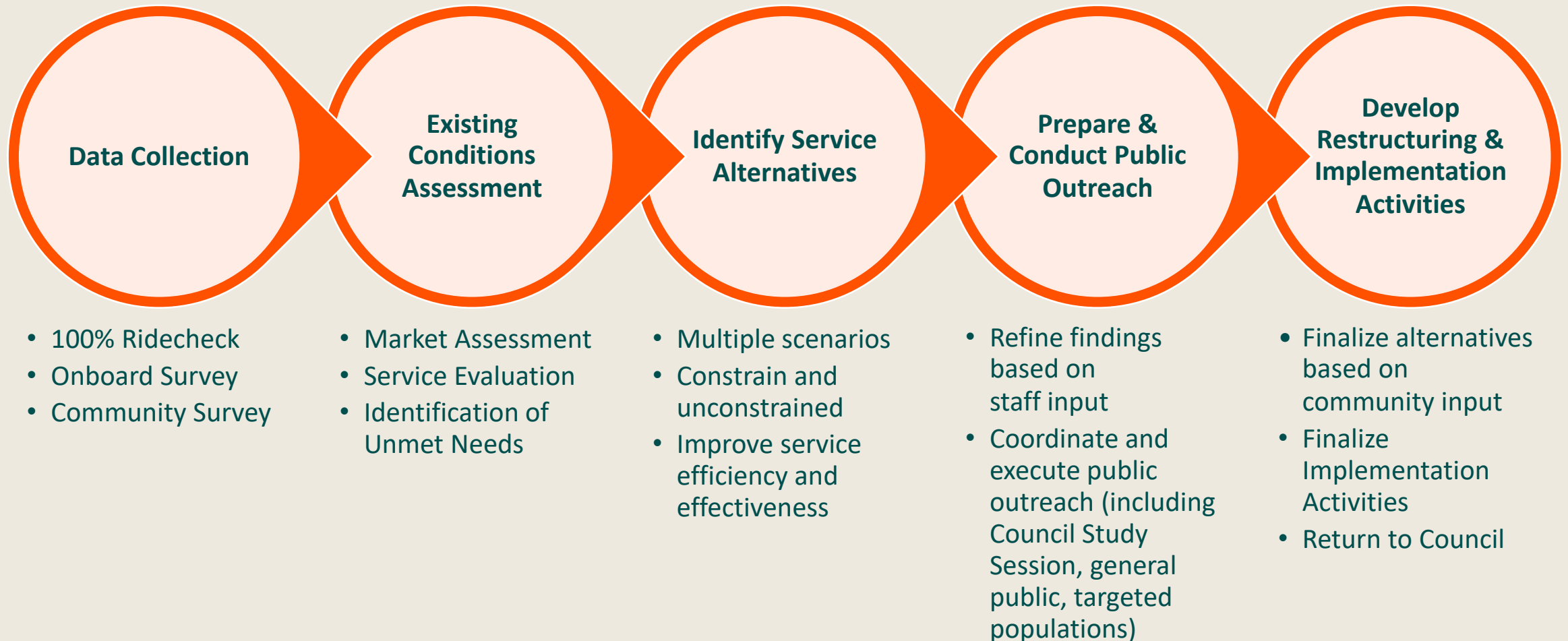
Citywide Dial-A-Ride (DAR)

- For all seniors and persons with disabilities
- Operate on weekdays and Saturdays

20 vehicles in fleet (13 DAR; 7 Cruiser)



COA Process



Draft Alternatives

Click to View
on Map

	Scenario 1	RECOMMENDED Scenario 2	Scenario 3
Services	1 Fixed Route w/ Dial-A-Ride - Microtransit Citywide - Operation costs increased by 39%	3 Fixed Routes w/ Dial-A-Ride 2 Microtransit Zones w/ 10 Destinations - Operation costed increased by 15%	2 Fixed Routes w/ Dial-A-Ride - Operation costs remain status quo
Frequency	30 minutes	60 minutes	55-70 minutes
Span	Weekday: 6:30 AM - 7:00 PM Saturday: 9:00 AM - 5:00 PM	Weekday: 6:30 AM - 7:00 PM Saturday: 9:00 AM - 5:00 PM	Weekday: 6:30 AM - 7:09 PM Saturday: 8:52 AM - 5:09 PM
Pros (unmet needs addressed)	- Coverage - Reliability - Productivity	- Coverage - Reliability - Productivity - Cost increase by 15%	Cost remain status quo
Cons	- Cost Increase by 39% - Less riders in the same time period	Frequency remains at 60 min.	- Coverage - Reliability - Productivity

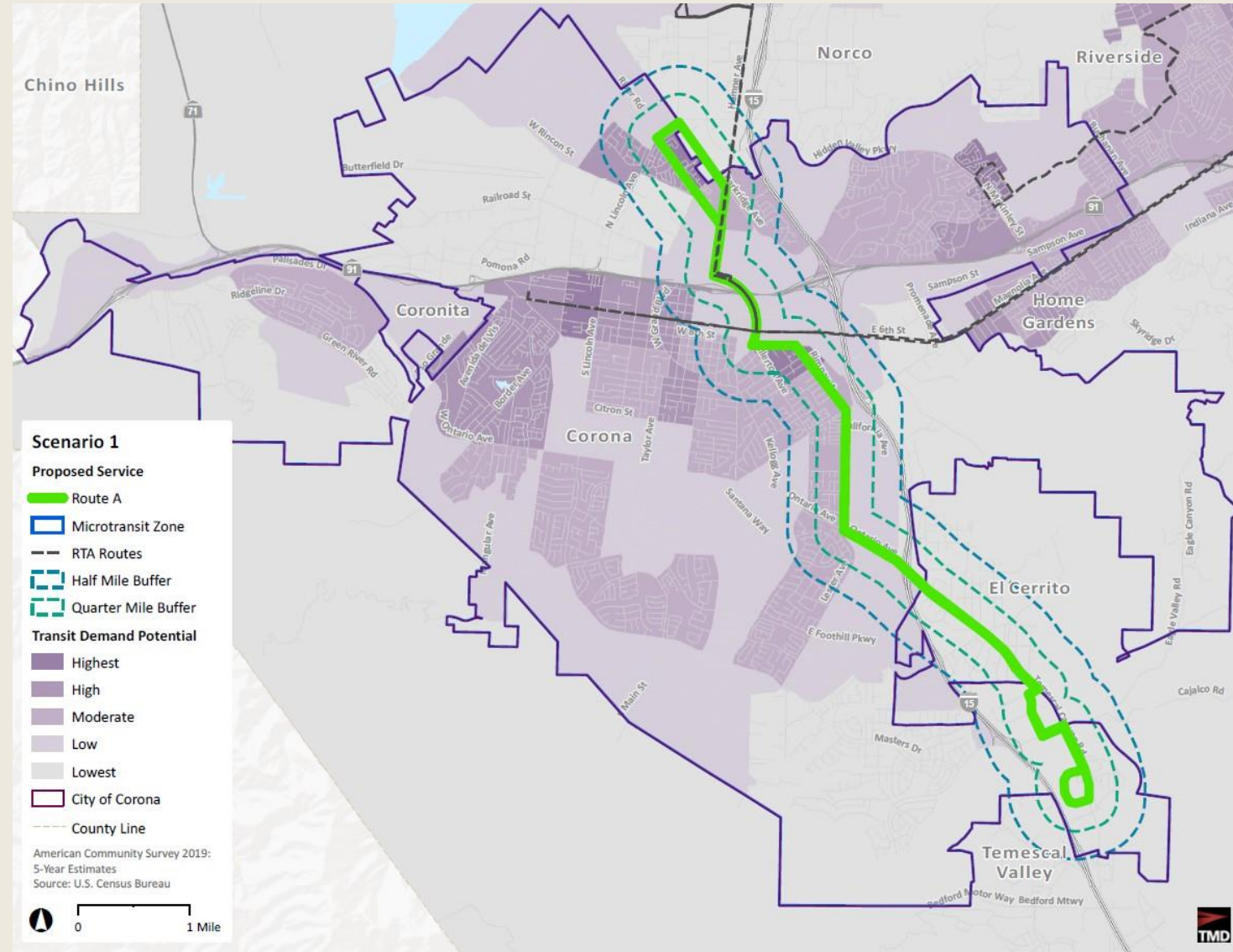
Draft Alternatives

Scenario 1

- 1 Fixed Route operating every 30 minutes (3 vehicles)
- 1 Citywide Microtransit Zone

Budget Impact:

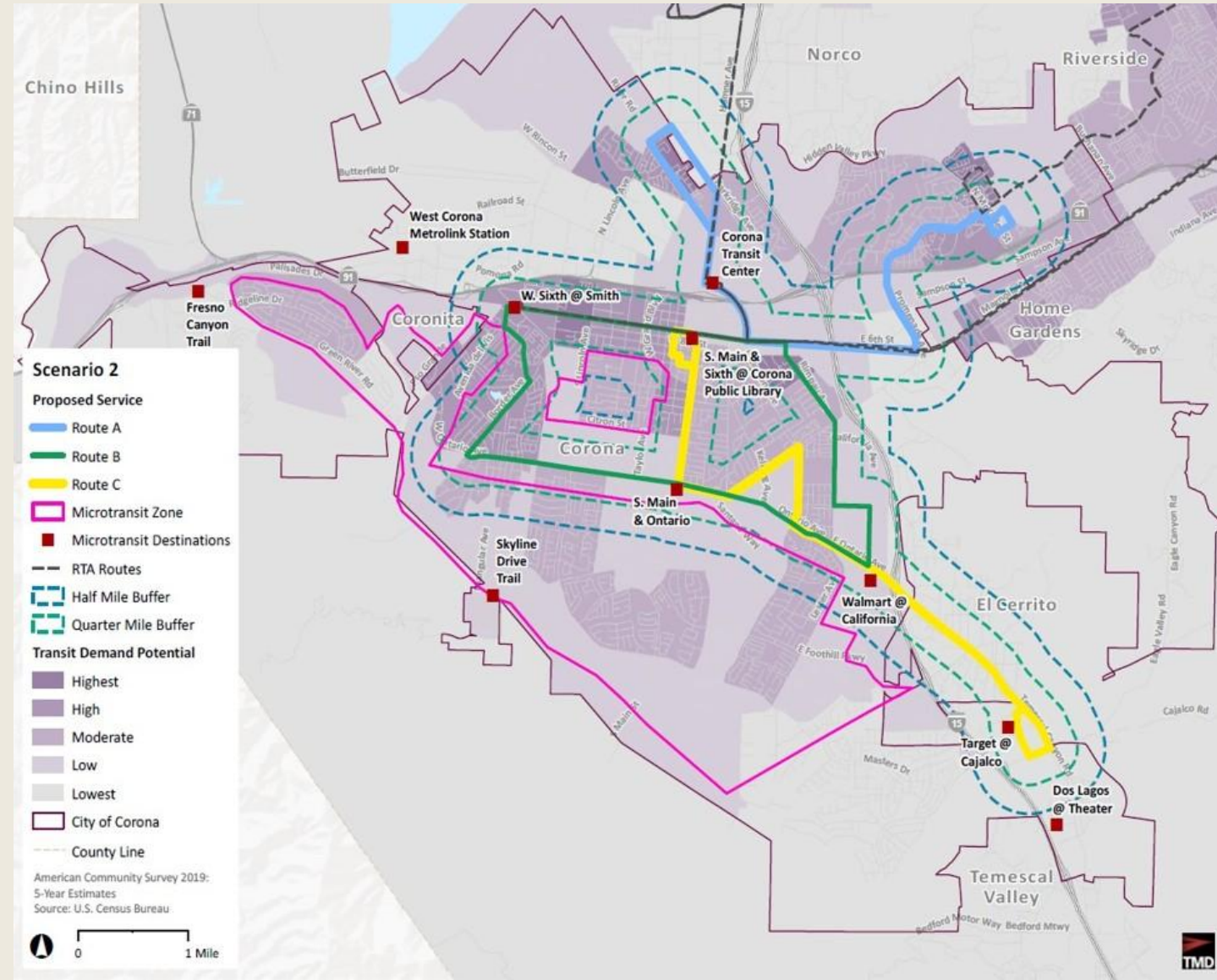
Increase operating cost by 39%



Draft Alternatives

Scenario 2

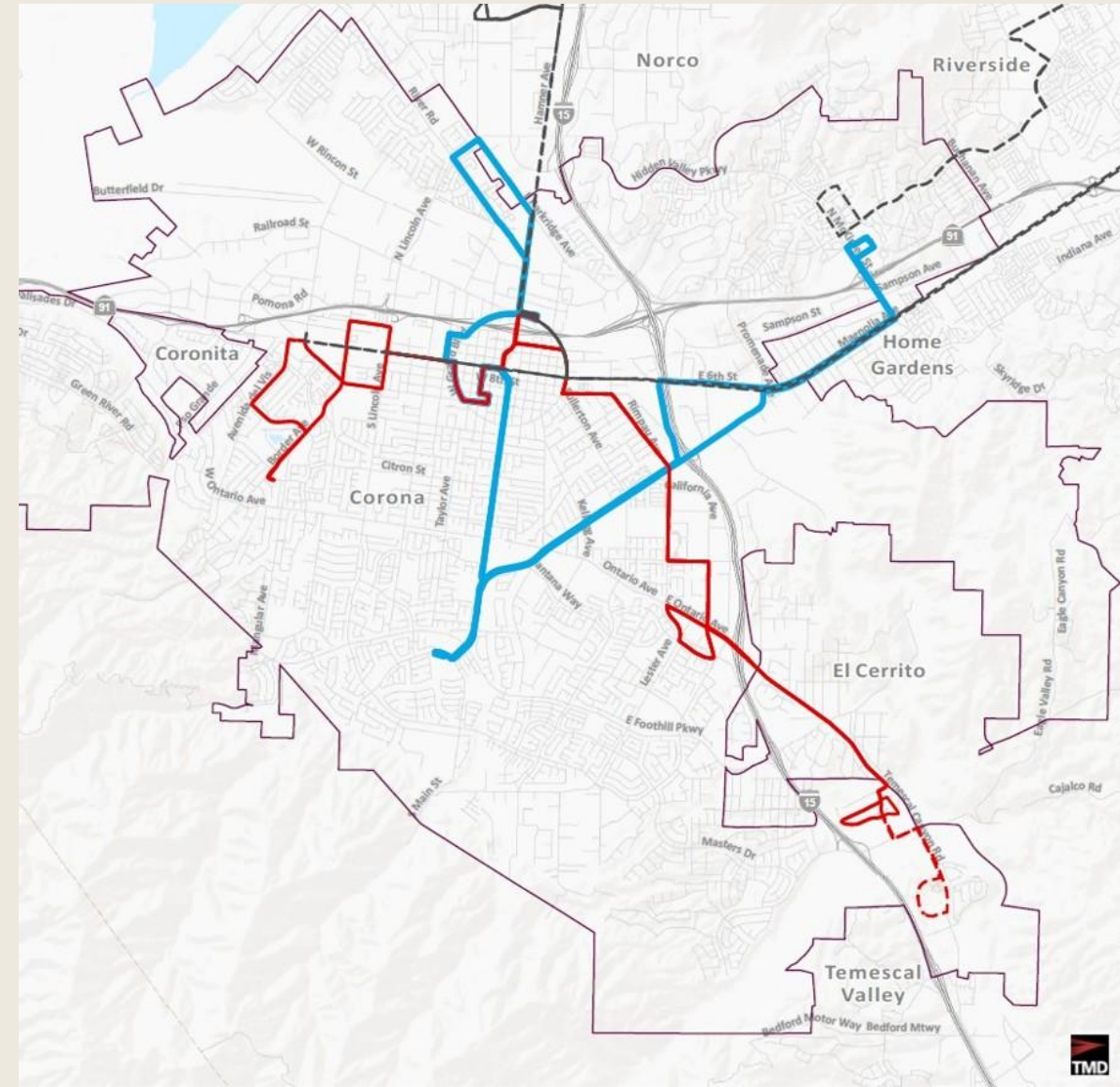
- 3 Fixed Routes – each route operating every 60 minutes (4 vehicles)
- 2 Microtransit Zones with 10 Microtransit Destinations
- **Budget Impact:** Increase operating cost by 15%



Draft Alternatives

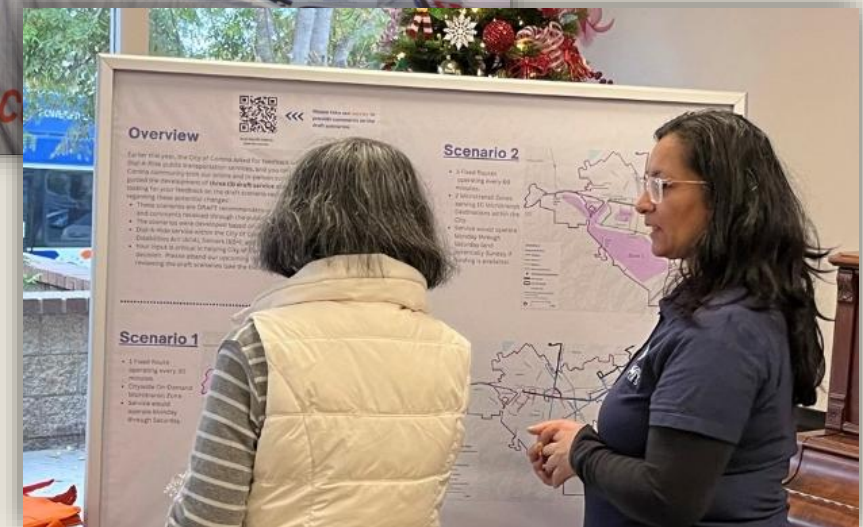
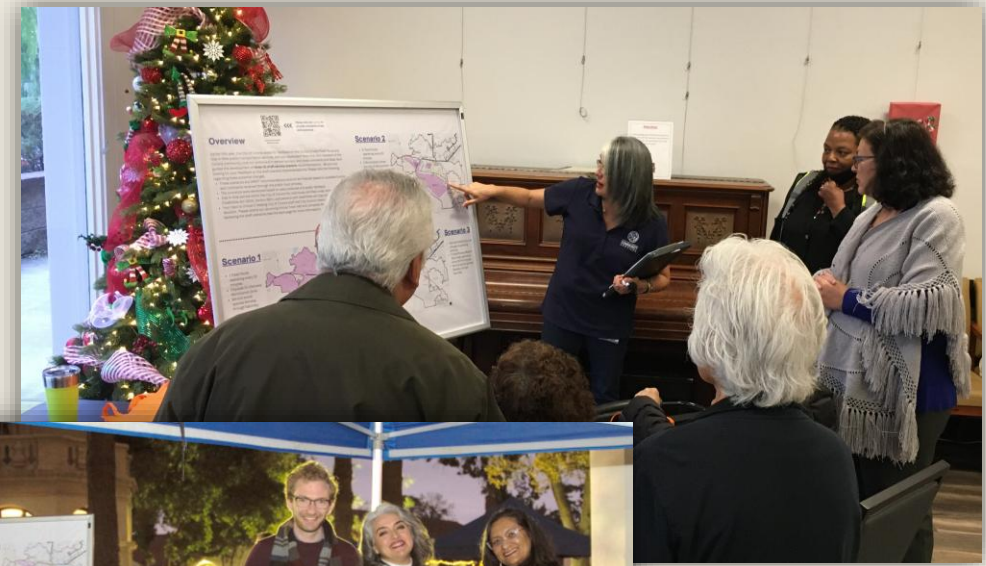
Scenario 3

- Maintain existing Blue and Red Line service (4-5 vehicles)
 - Blue Line – 60 minutes frequency
 - Red Line – 60 minutes frequency
- **Budget Impact:** Maintains operating cost



Collecting Input

- Tabling at the Corona Senior Center
- Tabling at the Holiday Lighting Ceremony on the Historic Civic Center Lawn
- A Virtual Town Hall meeting
- Email blasts and social media posts
- Notices on all buses and at city facilities
- 108 responses received



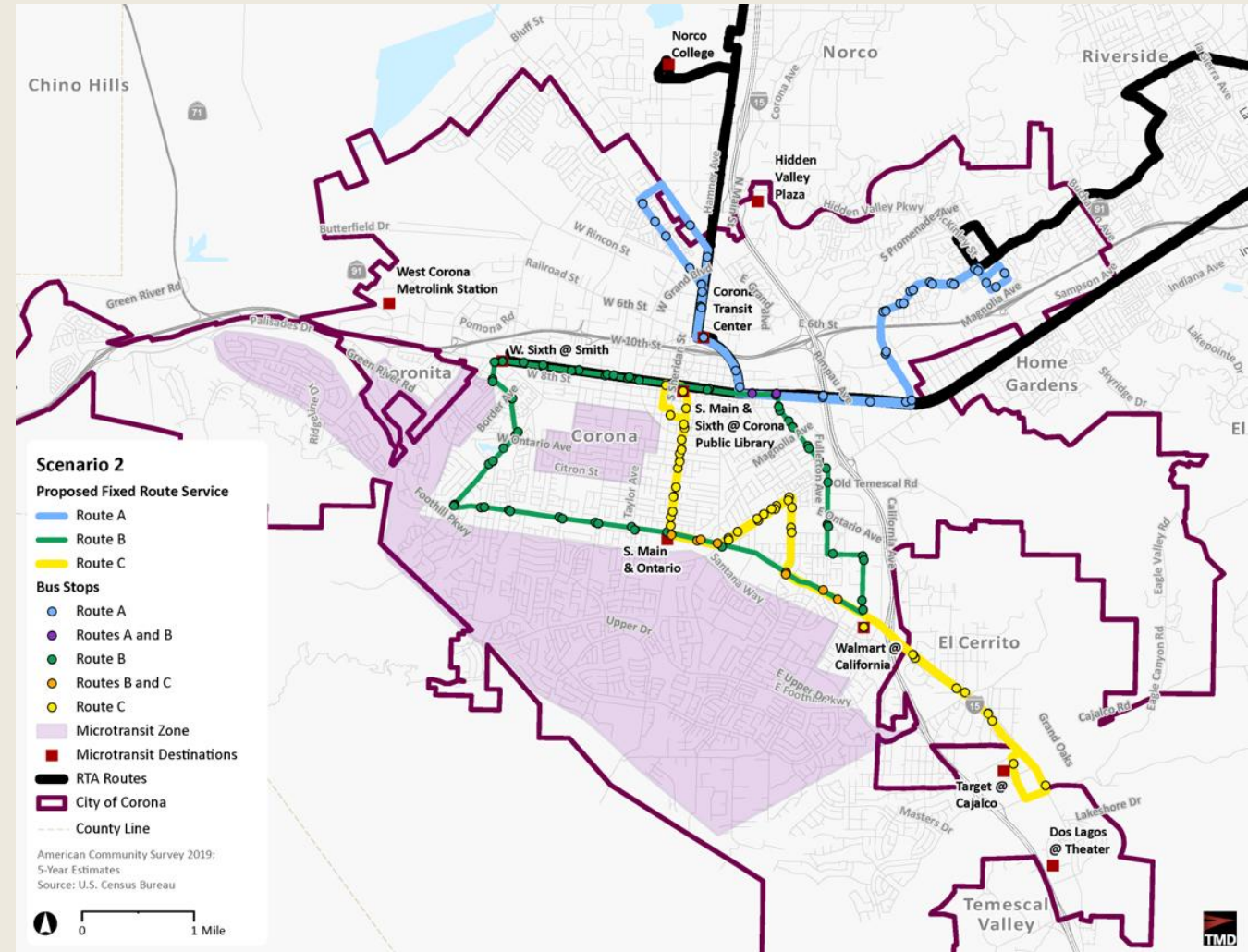
What We Heard

Respondents overwhelmingly selected Scenario 2

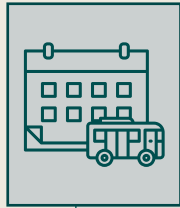


Scenario 2 Benefits

- Streamlined existing routes to provide faster, more reliable service
- Increases direct service to Ontario & California retail area – a major destination within the City
- More direct service from senior housing to the Senior Center and library
- Retains and improves access to middle and high schools
- Introduces on-demand microtransit service in areas difficult to serve by fixed routes
- Reduces overlap with RTA Route 1
- Eliminates unproductive route segments



Implementation Activities



Develop detailed schedules for each proposed route



Conduct a stop audit to determine the best location and improvements needed



Identify other capital elements needed to support the new network



Bus stop implementation



Develop microtransit metrics and procure microtransit software



Develop a strategy for informing the community of the changes



Redesign public information materials



Train drivers and support staff on the new routes



Train staff on using software and microtransit protocols

Where we are Today

Moving forward with implementation

- City Council approved implementing Scenario 2 in August 2023
- City staff issued an RFP for a Project Manager to oversee the implementation
- MBI/TMD selected to manage implementation
- Current activities include:
 - Vehicle procurement
 - Bus stop amenity policy
 - Bus stop locations
 - Finalizing service plan

Where we are Today

Challenges since adopting the plan

- Downtown Corona Redevelopment includes a road diet on one major corridor, which will compromise the running time for two routes
- School district is seeking a Corona Cruiser to take on additional responsibility for transporting students to and from school
- Major road work over the next several years will impact bus running times and may require frequent detours
- Bus stop budget does not fully align with the amount of amenities the City Council desires for bus stops

The Future

- Microtransit is designed to serve neighborhoods where the street pattern does not allow for efficient fixed route alignments, and also neighborhoods where transit demand is uncertain
- Actual microtransit ridership patterns may evolve into fixed route service using vans and cutaways in neighborhoods where large buses can't travel
- Assess where TSP will improve reliability and travel time for bus service
- Will seek new funding to provide more frequent and/or longer service spans, where warranted.
- Continuously monitor service to respond to changing demand and growth promptly

Questions?

