



**Portland
2010**

Partnerships Big and Small

San Luis Obispo County, California

Neomi Vembu

create eNVy graphic design

Commute for Cash Challenge 2009

- “Drive alone” commuters registered on www.rideshare.org and logged in trips made by foot, bike, carpool, vanpool, bus or working from home.
- Commuters with the most miles were rewarded with cold hard cash.
- Benefits: Reduced stress, saved on commute costs, less wear and tear on our roads and decreased Green House Gas emissions.
- Statistics: By the end of the month, 522 individuals representing 194 teams registered for the online challenge. In total, participants traveled 215,685 miles, reduced 155,572.6 pounds of harmful emissions and saved \$153,136 by not driving alone. A startling 201 individuals who had never before used an alternative to driving alone participated.



Commute for Cash Kick-off Event



Commute for Cash 2009 bus mural at San Luis Obispo Farmer's Market event.

Redesigned Existing Graphics

- Gave a fresh look to existing graphics so riders can read schedules and maps, clearly.
- Simplified system map/route graphic.
- Reorganized schedules and timetables.
- Designed Kiosk maps and schedules.
- Created interior and exterior bus ads.
- Created passes with images of the area.
- Created maps and schedules for local retail partners.

Route Graphic



Interior and Exterior Bus Ads



rt
REGIONAL TRANSIT AUTHORITY

RTA buses get you around our county **7 days a week.**

Talk Green. Live Green. Hop on Board

www.slorta.org



Meet the Locals!

Ride **FREE** around Avila Beach!

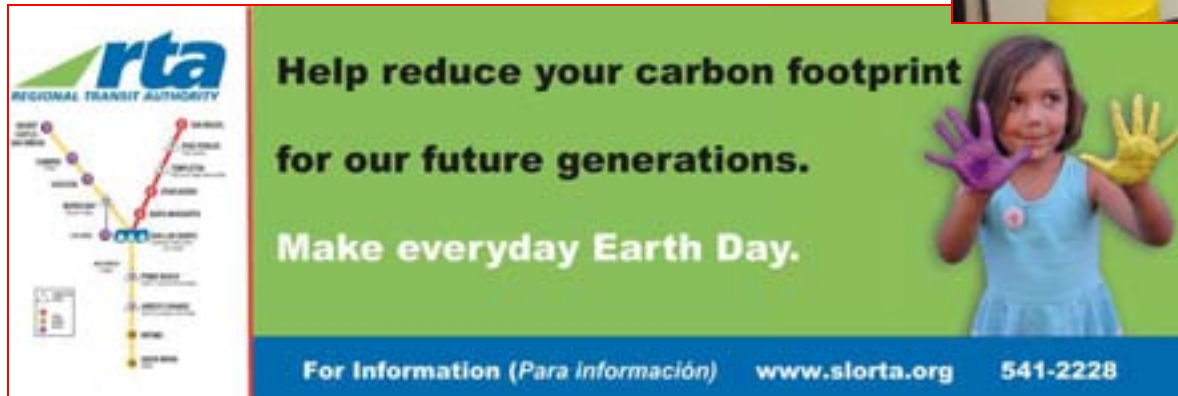
rt
REGIONAL TRANSIT AUTHORITY



rt
REGIONAL TRANSIT AUTHORITY

Help reduce your carbon footprint
for our future generations.
Make everyday Earth Day.

For Information (Para Información) www.slorta.org 541-2228



rt
REGIONAL TRANSIT AUTHORITY

Help reduce your carbon footprint
for our future generations.
Make everyday Earth Day.

For Information (Para Información) www.slorta.org 541-2228

Kiosks

CAL POLY

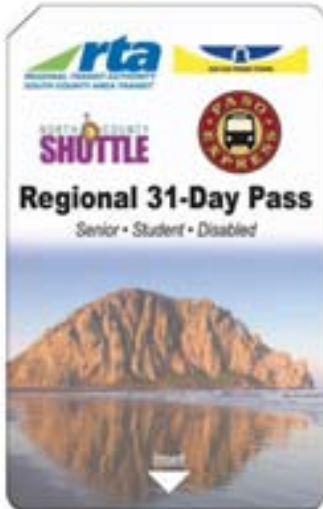
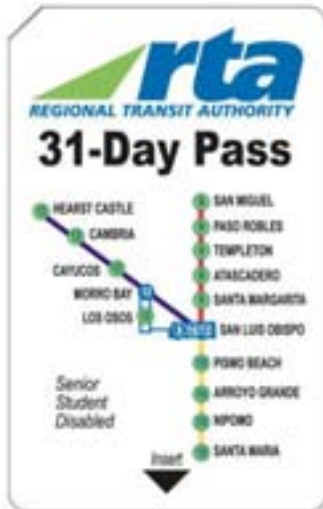
rt
REGIONAL TRANSIT AUTHORITY

San Pedro 100 for wheelchair service to San Luis Obispo

For more information/
Para obtener más información:
(805) 541-5229 • info@rtfa.org • www.rtfa.org



Schedules and Passes



SAN MIGUEL	MONDAY - SATURDAY	SUN	SUNDAY	SAN MIGUEL	SUN	SUNDAY
Mission @ 14th	- - - - - 8:01	- - - - - 12:00	- - - - -	8:08	11:00	2:00
Head @ Mission	- - - - - 8:14	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
Cambridge @ Buena	- - - - - 8:18	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
Nipono @ Buena	- - - - - 8:21	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
Free @ 9th (Train Station) - Connect w/Pass Express	8:25	8:30	8:35	8:40	8:45	8:50
STATION	8:55	9:00	9:05	9:10	9:15	9:20
Lea Talley Park & Ride - Connect w/NBC	9:25	9:30	9:35	9:40	9:45	9:50
ATASCADERO	9:55	10:00	10:05	10:10	10:15	10:20
Cayucos Ave. across from City Admin. Building	10:25	10:30	10:35	10:40	10:45	10:50
Viaja Camino @ Buena	- 8:45	- 7:00	8:45	8:45	10:50	11:45
STATION	- 8:50	- 7:05	8:50	8:50	11:00	11:45
@ Camino Real @ Escucha Ave.	- 7:05	- 8:01	8:01	8:01	11:01	11:51
STATION	- 7:10	- 8:06	8:06	8:06	11:06	11:56
Cal Poly Campus (Kennedy Library)	8:10	7:10	7:10	7:10	10:10	11:10
SLO Government Ctr. - Connect w/SLO Transit & RTA	8:27	7:27	7:27	7:27	10:27	11:27
STATION	8:32	7:32	7:32	7:32	10:32	11:32
SAN LUIS OBISPO	8:42	7:42	7:42	7:42	10:42	11:42
SLO Government Ctr. - Connect w/SLO Transit & RTA	- - - - -	- - - - - 8:02	- - - - -	- - - - -	- - - - -	- - - - -
Cal Poly Campus (Kennedy Library)	- - - - -	- - - - - 8:19	- - - - -	- - - - -	- - - - -	- - - - -
STATION	- - - - -	- - - - - 8:24	- - - - -	- - - - -	- - - - -	- - - - -
@ Camino Real @ Escucha Ave.	8:30	7:30	7:30	7:30	10:30	11:30
ATASCADERO	8:40	7:40	7:40	7:40	10:40	11:40
Viaja Camino @ Buena	7:12	- - - - -	8:12	8:12	10:12	11:12
Cayucos Ave. across from City Admin. Building	7:23	- - - - -	8:23	8:23	10:23	11:23
STATION	7:28	- - - - -	8:28	8:28	10:28	11:28
Lea Talley Park & Ride - Connect w/NBC	7:30	- - - - -	8:30	8:30	10:30	11:30
Mission @ 14th	7:40	- - - - -	8:40	8:40	10:40	11:40
Head @ Mission	7:45	- - - - -	8:45	8:45	10:45	11:45
Cambridge @ Buena	7:50	- - - - -	8:50	8:50	10:50	11:50
Nipono @ Buena	7:55	- - - - -	8:55	8:55	10:55	11:55
Free @ 9th (Train Station) - Connect w/Pass Express	7:58	- - - - -	8:58	8:58	10:58	11:58
STATION	8:03	- - - - -	9:03	9:03	11:03	12:03
Mission @ 14th	8:08	- - - - -	9:08	9:08	11:08	12:08

ROUTE 9

Weekly • Sunday

Serving: San Miguel - Paso Robles
Templeton - Atascadero - Santa Margarita
Cal Poly - San Luis Obispo

Amtrak Stations: Paso Robles
Greyhound Bus Stations: Paso Robles

ROUTE TO	San Luis Obispo	Santa Margarita	Templeton	San Miguel
San Luis Obispo	\$1.00	\$2.00	\$1.00	\$1.00
San Luis Obispo	\$2.00	\$1.00	\$2.00	\$2.00
San Miguel	\$1.00	\$2.00	\$1.00	\$1.00

Regional DAY Pass: \$3.00

Senior and Disabled Discount Fares

Regular	Senior	Student	Disabled
\$1.00	\$2.00	2.00	2.00
\$2.00	\$1.50	1.50	1.50

Please Carry Exact Fare. Drivers do not make change.
Need to Connect to another bus?

Let the driver know when you board. You will need to pay an additional full fare to ride any subsequent buses or you may purchase a Regional DAY Pass from your driver for only \$5.00, good all-day on all fixed routes in San Luis Obispo County.

541-2228 or www.slocta.org

BICYCLES
Bicycle racks are available on all RTA buses. First come, first served. Bicycles may be transported at any established bus stop. RTA is not responsible for lost, damaged or stolen bicycles. No bike may be transported in the bike racks with excessive luggage still attached. Lightweight panniers or handlebar bags are acceptable.

WHEELCHAIR PASSENGERS
All RTA buses are equipped with wheelchair lifts to accommodate any passenger needing boarding assistance.

REGIONAL TRANSIT TRANSFER POINTS
Paso Robles Multi-Modal Transit Facility at Free at 8th
Connects with Paso Express & Dial-A-Ride (239-4747)
Lea Talley Park and Ride
Connects with North County Shuttle (239-6747)

SLO County Government Center on Oak St. at Pine
Connects with RTA Routes 10 and 12 (541-2228) and SLO Transit (541-6498)

SERVICE DAYS
Monday through Sunday, except New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.



Existing Transit System in San Luis Obispo

- Bus system includes the city bus, county bus, trolleys and a new double decker bus.
- Walking, bicycling, car pooling and vanpooling are encouraged.
- Most commuters drive in single passenger vehicles.

San Luis Obispo RTA



Transit system in San Luis Obispo



San Luis Obispo Area

