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

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!

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

For Information (Para información) www.slorta.org 541-2228
Building Livable Communities with Transit

Kiosks
Building Livable Communities with Transit

Schedules and Passes

**31-Day Pass**
- San Miguel
- Paso Robles
- Templeton
- Atascadero
- Santa Margarita
- San Luis Obispo
- Hearst Castle
- Cambria
- Cayucos
- Morro Bay
- Los Osos
- Santa Maria

**Regional 31-Day Pass**
- Senior
- Student
- Disabled

**31-Day Pass**
- San Luis Obispo
- Paso Robles
- Templeton
- Atascadero
- Santa Margarita
- San Luis Obispo

**Schedules and Passes**

**Regional Transit Authority**

**Route 9**
- Call 541-2228 or visit our new Bus Trip Planner online at www.rtaota.org

**Wheelchair Passengers**
All RTA buses are equipped with wheelchair lifts to accommodate any passenger needing traveling assistance.

**Regional Transit Transfer Points**
- Paso Robles Multi-Modal Transit Facility
- Fire at 8th

**Service Days**

**Schedules**

**Effective August 15, 2016**
- Serving: San Miguel, Paso Robles, Templeton, Atascadero, Santa Margarita, San Luis Obispo
- Boarding Stations: Paso Robles, Atascadero, Santa Margarita, San Luis Obispo

**Regional Day Pass**
- $0.00

**Senior and Disabled Discount Fare**
- $0.00
- $0.00

**Please Carry Exact Fare**
Drivers do not make change.

**Rental Information**
- $0.75, $1.25, $2.00

**Contact Information**
- 541-2228 or www.rtaota.org

**Please Use Only for Use on Bus**
- RTA
- Regional Transit Authority
- www.rtaota.org
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