

RIVERSIDE TRANSIT AGENCY  
Minutes of Meeting No. 2005-4A  
Regular Meeting  
April 28, 2005

**1. CALL TO ORDER**

Chairman Ayres called the regular meeting of the Riverside Transit Agency Board of Directors to order at 2:02 p.m., on Thursday, April 28, 2005, in the RTA Conference Room, 1825 Third Street, Riverside, CA.

Present:

1. Brenda Salas, City of Banning
2. Jeff Fox, City of Banning
3. Jon Winningham, City of Calimesa
4. Frank Kessler, City of Canyon Lake
5. Karen Spiegel, City of Corona
6. Roger Meadows, City of Hemet
7. Daryl Hickman, City of Lake Elsinore
8. Bonnie Flickinger, City of Moreno Valley
9. John Motte, City of Perris
10. Ameal Moore, City of Riverside
11. Jim Ayres, City of San Jacinto
12. Jeff Comerchero, City of Temecula
13. Bob Buster, County of Riverside, District I
14. <sup>1</sup>Donna Johnston
15. <sup>2</sup>Ron Roberts
16. <sup>3</sup>Patty Goodwin

Absent:

1. Warnie Enochs, City of Murrieta
2. Frank Hall, City of Norco

**2. SELF-INTRODUCTIONS**

Self-introductions of those in attendance took place.

**3. FLAG SALUTE**

Director Meadows led the attendees in the flag salute.

**4. PUBLIC COMMENTS - NON-AGENDA ITEMS**

The clerk of the Board announced that there were no public comments.

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<sup>1</sup>Alternate for Director Tavaglione, County of Riverside District II

<sup>2</sup>Alternate for Director Stone, County of Riverside District III

<sup>3</sup> Alternate for Director Ashley, County of Riverside District V

## **5. PRESENTATIONS**

### **- TO RTA'S BUS ROADEO WINNER**

Chairman Ayres presented trophy to Ron Dickey for having won first place at this year's bus Roadeo. Mr. Dickey will represent the Agency at the Southern California Regional Bus Roadeo as well as the International Bus Roadeo.

Mr. Dickey thanked the Board members for their support.

Chairman Ayres announced that the winners of the Roadeo in the Board members' category were:

First Place - Director Frank Hall  
Second Place – Director Jeff Fox  
Third Place – Director Bonnie Flickinger  
Last Place – Chairman Ayres

### **- TO DIRECTOR JEFF COMERCHERO IN RECOGNITION OF FIVE YEARS OF SERVICE**

Chairman Ayres presented Director Comerchero with an award to commemorate five years of service as a member of the RTA Board of Directors.

## **6. APPROVAL OF MINUTES – MARCH 24, 2005, BOARD MEETING**

M/S/C (FLICKINGER/GOODWIN) approving the March 24, 2005, Board meeting minutes. The motion carried unanimously.

## **7. CONSENT CALENDAR**

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item A – RTA Financial Profile – March 2005. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item B – Ridership Report – March 2005. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item C – Personnel Report – March 2005. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item D – Transportation Center Report – March 2005. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item E – On Time Performance Report – March 2005. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item F – Board Administrative Committee Meeting – 2/9/05 Minutes. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item G – Board Budget and Finance Committee Meeting – 3/16/05 Minutes. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item H – Board Operations Committee Meeting – 3/30/05 Minutes. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item I – Transportation NOW Meetings’ Attendees – December 2004 – March 2005. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item J – Agency Credit Card Statement for March. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item K – Cash Flow Projections. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item L – Quarterly Performance Standards Report – Period Ending 3/31/05. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item M – Farebox Recovery Ratio Report – Period Ending 3/31/05. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item N – Investment Report – Period Ending 3/31/05. The motion carried unanimously.

M/S/C (GOODWIN/SPIEGEL) approving the receipt and file of item O – Corona/Norco Holiday Trolley Service Update. The motion carried unanimously.

Directors Salas and Motte arrived at the meeting after item 7.

8. **AUTHORIZATION TO RENEW AGREEMENT WITH DAVID TURCH AND ASSOCIATES (DTA) FOR GOVERNMENT RELATIONS SERVICES**

M/S/C (FOX/GOODWIN) as to the following:

- Authorize staff to execute an agreement with David Turch and Associates for government relations services at a cost of \$48,000 per-year, plus reasonable and customary expenses, for the period of July 1, 2005, through June 30, 2006.

The motion carried unanimously.

**9. REVIEW AND ADOPT POSITION ON RIVERSIDE COUNTY TRANSPORTATION COMMISSION'S PRODUCTIVITY IMPROVEMENT PROGRAM (PIP) AND TRANSIT POLICY STATEMENT**

M/S/C (COMERCHERO/GOODWIN) as to the following:

- Support the adoption of the Transit Policy Statement being considered by the Riverside County Transportation Commission.
- That the Policy Statement be considered for adoption before the PIP. This will enable at least 60-days for staff to present the final PIP to the RTA Board for review and comment.

The motion carried unanimously.

**10. BOARD MEMBER COMMENTS AND REMARKS**

Alternate Goodwin reported that the Moreno Valley/Perris Transportation NOW Chapter developed a program to teach parents and students about RTA buses and all the amenities public transportation has to offer. This program has been very successful, and it was very enlightening and encouraging to hear comments from those who came to the presentations as they are very interested in learning more about the Agency and its services. The Chapter members hope to expand this program and take it to senior centers around the area.

Director Spiegel announced that the Corona/Norco Transportation NOW Chapter has changed their meeting time to 9:00 a.m. on May 12<sup>th</sup>. Director Spiegel announced that the City of Corona kicked off Armed Forces month and encouraged everyone to be supportive of all service men and women.

**11. ANNOUNCEMENTS**

Mr. Rubio made the following announcements:

- So far this fiscal year, from July 1<sup>st</sup> to the present, the Agency has met its safety goals, including no lost work days. This goal has never been reached before, and thus far the Agency has realized a savings of \$657,277. There are 65 days left in this fiscal year, and if the goal is reached, a special recognition to commemorate the event is planned for all of RTA staff and Board members which would include a barbecue, polo shirts, and pins. Mr. Rubio credited this accomplishment to the Agency's new Risk Manager, Mr. Jiles Smith.
- Mr. Rubio recognized Director Ameal Moore for his recent 2005 Champions for Justice Award sponsored by the Fair Housing Council of Riverside County. The award honors those who have contributed to change in the world by making personal sacrifices in order for positive social change to occur in the lives of the poor, senior citizens, the disabled, the homeless, youth, minorities, and others in

Riverside County.

- The Transportation Marketing and Communications Association (TMCA) recently announced RTA as a recipient of a 2005 TRANNY award of Excellence. This year out of 207 entries, RTA was one of 18 organizations that have received the prestigious award for our entry in the new media category for our 3-D Interactive Student Transit Education Program, also known as STEP. RTA 3-D STEP Program, entitled "Road Trip" is geared towards students in grades 6-12 and it teaches them basics in using an RTA ride guide and system map. This is the third year in a row that RTA has been recognized with a TRANNY award.
- Early this month, The Agency sponsored the CalAct Conference with guest speaker Will Kempton, CalTrans Director, who shared his vision for mobility transit, and the direction CalTrans will take in upcoming years. This is the third year RTA has hosted this conference. In recognition of continued support, CalAct presented our chairman with a plaque.

Director of Marketing, Scott Richardson announced that on Friday, May 13<sup>th</sup>, a ribbon cutting ceremony will take place to commemorate the upgrading of CommuterLink, Route 202 to WiFi and Satellite TV. It is expected that this event will receive local and national media coverage.

Chairman Ayres commented that this is going to be a great event and encouraged everyone to attend.

## 12. **NEXT MEETING**

The next regular meeting of the RTA Board of Directors is scheduled for Thursday, May 26, 2005, at 2:00 p.m., in the RTA Conference Room, at 1825 Third Street, Riverside, CA.

## 13. **ADJOURNMENT**

The meeting was adjourned at 2:49 p.m.

Respectfully submitted,

Larry Rubio  
Chief Executive Officer

Maricela Hernandez  
Clerk of the Board

ATTENDANCE SHEET

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<u>NAME</u>	<u>ORGANIZATION</u>
1. LARRY RUBIO	CHIEF EXECUTIVE OFFICER
2. KEN SMART	AGENCY GENERAL COUNSEL
3. GRANT BRADSHAW	CHIEF OPERATING OFFICER
4. CHRIS GALLANES	CHIEF FINANCIAL OFFICER
5. SCOTT RICHARDSON	DIRECTOR OF MARKETING
6. VINCE ROUZAUD	DIRECTOR OF PURCHASING AND MATERIALS MANAGEMENT
7. NICK BURRIE	DIRECTOR OF MAINTENANCE
8. LAURA MURILLO	DIRECTOR OF HUMAN RESOURCES
9. RICK KACZEROWSKI	DIRECTOR OF INFORMATION TECHNOLOGIES
10. MARICELA HERNANDEZ	EXECUTIVE ASSISTANT/CLERK OF THE BOARD
11. JUDYLYNN GRIES	ADMINISTRATIVE SERVICES MANAGER
12. VALERIE KELLY	OPERATIONS MANAGER
13. JILES SMITH	RISK MANAGER
14. NATALIE ZARAGOZA	CONTRACTS' ADMINISTRATOR
15. MARY ARDEN	ADMINISTRATIVE ASSISTANT/ DEPUTY CLERK OF BOARD
16. CHERI HAGGERTY	COMMUNITY RELATIONS SPECIALIST
17. MIKE MCCOY	SENIOR PLANNER
18. LYNN ROBERTSON	COIN COUNTER
19. ERIC HALEY	RIVERSIDE COUNTY TRANSPORTATION COMMISSION
20. TANYA LOVE	RIVERSIDE COUNTY TRANSPORTATION COMMISSION
21. MARIA ARANGUIZ	CITY OF CORONA
22. TED HARRIS	MV TRANSIT
23. AMY HICKMAN	LAKE ELSINORE RESIDENT
24. DEBBIE PITTS	COACH OPERATOR
25. RON DICKEY	COACH OPERATOR

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NAME

ORGANIZATION

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|---------------------------|----------------|
| 26. CHUCK MONROE          | COACH OPERATOR |
| 27. MR. AND MRS. CAMPBELL | BUS RIDERS     |
| 28. PAUL LENOVER          | BUS RIDER      |
| 29. KEITH WHITE           | BUS RIDER      |