

RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

February 23, 2006

TO: BOARD OF DIRECTORS  
THRU: Larry Rubio, Chief Executive Officer  
FROM: *SR* Scott Richardson, Director of Marketing  
SUBJECT: Authorization for Travel to Attend the American Public Transportation Association's (APTA) Transportation and University Communities Conference

Summary:

The American Public Transportation Association (APTA) will hold their bi-annual Transportation and University Communities Conference on March 18-21, 2006, in East Lansing, MI, at Michigan State University. Staff is requesting authorization for the director of marketing to attend this conference.

The Transportation and University Communities Conference brings transit agencies from across the country together to discuss planning, funding and marketing university services. Attending the conference will enable staff to gain knowledge of transit related university service best practices and lessons learned though attending seminars and networking with peers. The conference is timely because the Agency is currently in discussions with University of California, Riverside (UCR) to examine service integration, expansion, and marketing.

Fiscal Impact:

The conference expenses are listed below:

|                              |                |
|------------------------------|----------------|
| Conference Registration      | \$ 395         |
| Airfare/Transportation       | \$ 440         |
| Lodging                      | \$ 290         |
| Meals                        | <u>\$ 200</u>  |
| Total (not to exceed) amount | <b>\$1,325</b> |

There are sufficient funds in the travel budget to cover this expense.

Recommendation:

Authorize the Agency's director of marketing to attend the American Public Transportation Association (APTA) Transportation and University Communities Conference to be held in East Lansing, MI, on March 18-21, 2006, at a total cost not to exceed \$1,325.