



RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

March 23, 2006

TO: BOARD OF DIRECTORS
THRU: Larry Rubio  Chief Executive Officer
FROM: Scott Richardson, Director of Marketing 
SUBJECT: Corona/Norco/District 2 Holiday Trolley Service Update

Summary:

At the July 28, 2005, meeting, the Board authorized trolley service in Corona and Norco on the weekends of December 10, 11 and 17, 18. The shuttle service used two trolleys per weekend and was intended to take residents to various shopping centers and points of interest in the community. The service was sponsored by the cities of Corona and Norco and RTA.

RTA has provided this service for the past nine years as part of its roster of annual holiday community events. The members of the Corona/Norco/District 2 Transportation NOW Chapter are instrumental in designing the route, planning the kick-off events and conducting community outreach. The kick-off events were held on Dec. 10 at the Clark Terrace Apartments in Norco and on Dec. 17 at the Corona Public Library. The Corona/Norco/District 2 Transportation NOW members solicited business and organizations in the community to donate items for goodie bags distributed to the first 50 people who attended each kick-off.

RTA marketing staff, in conjunction with Corona/Norco/District 2 Transportation NOW members, distributed posters, fliers and inserts announcing the trolley service to senior centers and housing complexes, various government agency offices (e.g. city halls, social service agencies), and businesses along the trolley route. A ¼-page advertisement was taken out in the local edition of the Press Enterprise and ran the Friday prior to each weekend of service. Press releases were issued and sent to local media. In addition, the City of Corona distributed flyers on all Corona Cruiser fixed route buses. The service was also announced at local chambers of commerce meetings, school

presentations and at other events attended by RTA and Corona/Norco/District 2 Transportation NOW members.

Following are the ridership totals for the 2005 service:

Date	Ridership
12/10	45
12/11	29
12/17	64
12/18	85
Total	223

Following are ridership totals for the last four years:

Year	Ridership
2002	199
2003	220
2004	285
2005	223

Because ridership dropped in 2005, the Corona/Norco/District 2 Transportation NOW Chapter is currently working with RTA staff to examine possible ways to increase ridership including routing and marketing enhancements. When these plans are finalized, staff will present the proposed service to the Board for approval.

Fiscal Impact:

Total operating cost for this service was \$3,704, of which the cities of Corona and Norco each paid \$800 and RTA picked up the balance of \$2,104.

Committee Recommendation:

This item was discussed at the Board Budget and Administration and Board Operations Committee meetings of March 1st. The Committees' members unanimously approved recommending this item to the full Board of Directors.

Recommendation:

Receive and File.