

RTA BOARD OPERATIONS COMMITTEE MEETING July 12, 2006

1. CALL TO ORDER:

Committee Chairperson Spiegel called the meeting to order at 3:04 p.m., on July 12, 2006, in the RTA Conference Room with the following in attendance:

2. SELF-INTRODUCTIONS:

Self-introductions of those in attendance took place.

Board Committee Members:

Committee Chairperson Karen Spiegel, City of Corona Mayor
Director Frank Kessler, City of Canyon Lake Councilmember
Director Daryl Hickman, City of Lake Elsinore Councilmember
Director Doug McAllister, City of Murrieta Mayor Pro Tem
Director Bonnie Flickinger, City of Moreno Valley Mayor

RTA Staff:

Larry Rubio, Chief Executive Officer
Tom Franklin, Chief Operating Officer
Craig Fajnor, Chief Financial Officer
Vince Rouzaud, Director of Purchasing and Materials Management
Rick Kaczerowski, Director of Information Technologies
Mark Stanley, Director of Planning
Scott Richardson, Director of Marketing
Brad Weaver, Communications Specialist
Maricela Hernandez, Executive Assistant/Clerk of the Board

Other Attendees:

Donna Hecht, RTA rider.

3. PUBLIC COMMENTS – NON-AGENDA ITEMS:

Ms. Donna Hecht, RTA rider was present to comment on item 9. Committee Chairperson Spiegel announced item 9 would be heard and discussed first.

9. AUTHORIZATION TO SET PUBLIC HEARINGS FOR POSSIBLE SERVICE MODIFICATIONS:

Mr. Mark Stanley, Director of Planning, presented a report on possible service modifications.

Ms. Donna Hecht, RTA rider, 1455 North Mountain Avenue, Claremont, CA, thanked the Committee members for opening a public hearing period for Route 204. Ms. Hecht said she hopes staff will look at alternate solutions for this route after the public hearing process.

Director McAllister inquired if other alternatives have been researched in case Route 204 is discontinued. Mr. Rubio replied that the alternative for Route 204 would be Route 90 which is operated by Omnitrans. This alternative is not as effective because it would double passenger commute time.

Mr. Rubio explained alternatives for the other routes being proposed for modification:

- Route 61, Sun City Scooter, a pilot program circulator - alternatives would be Dial-A-Ride (DAR) and two fixed routes that travel in that community.
- Route 36, serving Banning, Beaumont, Calimesa, and Redlands Mall - alternative would be the use of Measure A by the City of Calimesa; funding provided by RCTC for the city to operate three buses that RTA donated to the city.
- Route 33, Ladybug Shuttle in the City of Hemet - staff is looking at modifying this route as this area is served by other routes. This is one of the poorest performing routes in the system and the alternative would be DAR and other fixed routes in the area.
- Route 18A - staff is looking at reduction of non-productive trips.

Discussion took place regarding modifications being recommended for Route 17.

Director Flickinger inquired what the proposed modification would be for Route 204 if it does not get discontinued. Mr. Rubio replied that staff would recommend a reduction in the number of trips, but before any recommendations are presented, public feedback needs to be obtained to properly evaluate with the Board the information needed to make the decision. This route has unproductive trips later in the morning or later in the afternoon that might be able to be trimmed off, but before proposing any changes, the number of passengers needs to be evaluated on each trip to find out what the impact would be on its performance.

Director Flickinger inquired as to the criteria used to come up with the list of routes being proposed for modification. Mr. Rubio replied that these routes are poor-producers under the Productivity Improvement Program (PIP) for a number of criteria. There could be some routes that are as under-performing as these, but there is no alternative. It is basic life-line services and without that route, there are people who have no way to get around. This is the first fiscal year that the Agency has to abide by the PIP. Mr. Tom Franklin, Chief Operating Officer, commented that only a few routes were selected for modification because the Comprehensive Operational Analysis (COA) is being conducted at the present time.

Discussion continued on the routes being proposed for modification.

M/S/C (KESSLER/MCALLISTER) approving and recommending this item to the full Board of Directors for their consideration as follows:

- Authorize staff to schedule public hearings for the modification and/or elimination of routes 18A: Sunnymead Ranch to RCC/ Moreno Valley Campus, 33: LadyBug Shuttle - Hemet, 36: Beaumont/Banning to Calimesa and Redlands Mall, 61: Sun City - Sun City Scooter and 204: Downtown Riverside/ Montclair Transcenter. Staff will return to the Board with results of the public hearings and recommendations for each route.

The motion carried unanimously.

4. APPROVAL OF MINUTES – JUNE 7, 2006, COMMITTEE MEETING:

M/S/C (MCALLISTER/FLICKINGER) approving the minutes of the June 7, 2006, Committee meeting. The motion carried unanimously.

5. PRODUCTIVITY IMPROVEMENT PROGRAM (PIP) REPORT:

Mr. Craig Fajnor, Chief Financial Officer, presented the Productivity Improvement Program (PIP) report.

6. AUTHORIZATION TO OFFER SERVICE TO THE FESTIVAL OF LIGHTS DOWNTOWN AGLOW IN DOWNTOWN RIVERSIDE:

M/S/C (KESSLER/HICKMAN) approving and recommending this item to the full Board of Directors for their consideration as follows:

- Authorize staff to work with Calimesa, Hemet/San Jacinto, Temecula, Beaumont, Banning, Mead Valley, Corona, and Country Village to develop a program with bus routes serving the Festival of Lights Downtown Aglow on the four Saturdays immediately following Thanksgiving. Authorize staff to develop routes, market the service, presell tickets, and operate service to and from the event.

The motion carried unanimously.

7. AUTHORIZATION TO OPERATE SERVICE FOR 2006 CORONA/NORCO/DISTRICT 2 HOLIDAY TROLLEY:

M/S/C (MCALLISTER/FLICKINGER) approving and recommending this item to the full Board of Directors for their consideration as follows:

- Authorize staff to operate service for the Corona/Norco Holiday Trolley on the weekends of December 9-10 and 16-17 and work in partnership with the Corona/Norco/District 2 Transportation NOW Chapter to initiate community outreach, plan event kick-offs, and operate the trolley route at a cost not to exceed \$3,170 including promotion.

The motion carried unanimously.

8. AUTHORIZATION TO IMPLEMENT ROUTING CHANGES ON ROUTE 17 AND MODIFY SHORT RANGE TRANSIT PLAN (SRTP):

M/S/C (FLICKINGER/HICKMAN) approving and recommending this item to the full Board of Directors for their consideration as follows:

- Authorize rerouting and marketing of Route 17 that would include elimination of the route west of the Moreno Valley Mall and extension of service on the eastern portion of the route to serve the Super WalMart effective August 16, 2006.
- Authorize an amendment to the Short Range Transit Plan to include these changes and submit the request to the Riverside County Transportation Commission for consideration.

The motion carried unanimously.

10. IMPLEMENT UNIVERSITY OF CALIFORNIA, RIVERSIDE UNIVERSITY STUDENT PASS AND TRANSIT SERVICE AND MODIFY SHORT RANGE TRANSIT PLAN (SRTP):

M/S/C (KESSLER/MCALLISTER) approving and recommending this item to the full Board of Directors for their consideration as follows:

- Authorize staff to enter into a Memorandum Of Understanding with the University of California, Riverside to establish a University Pass fare reimbursement agreement with the

University of California, Riverside for a per trip reimbursement of 60 cents, limited to \$32 per month with a contractual maximum value of \$250,000 per year.

- Authorize staff to establish with the University of California, Riverside for the September 25, 2006 implementation of the new “Crest Cruiser” bus service.
- Authorize staff to amend agreement # C-3-019 with McDonald Transit in the not-to-exceed amount of \$120,000 to provide the “Crest Cruiser” bus service.
- Authorize staff to enter into a lease agreement with University California, Riverside for two Cable Car Classics Trolleys, model year’s 2001 and 2003 for use on the Crest Cruiser bus route at a cost of \$1 per bus annually. This lease agreement is subject to approval by RTA legal counsel.
- Authorize an amendment to the Short Range Transit Plan to include these changes and submit the request to the Riverside County Transportation Commission for consideration.

The motion carried unanimously.

11. BOARD MEMBER COMMENTS AND REMARKS:

Director Flickinger inquired if staff had any knowledge about the success of the bill board promotion recently conducted by the Los Angeles Metropolitan Transit Authority (LAMTA) encouraging people to ride public transit. Mr. Rubio replied that LAMTA has experienced a ridership increase of 6 percent year over year. It is unknown if the increase is attributable to their bill board promotion. Most of their increase has been realized in their Orange Line from the San Fernando Valley into the city, which is a BRT route that occupies what was once a railroad thoroughfare. Mr. Rubio said that staff can contact LAMTA to inquire about the campaign’s success. Director Flickinger inquired if marketing of that sort would be feasible for RTA because of the price of gas. Mr. Scott Richardson, Director of Marketing, replied that staff is looking at different marketing programs for this year.

Director Flickinger commented that while she was doing research on the Agency’s website, she found some glitches, which she will share with the marketing department so they can be corrected.

12. OTHER BUSINESS:

Mr. Rubio announced that the picnic date has been changed to September 23rd.

13. ADJOURNMENT:

The meeting was adjourned at 4:06 p.m.