

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

July 27, 2006

TO: BOARD OF DIRECTORS
THRU: ^J Larry Rubio, Chief Executive Officer
FROM: ^{SR} Scott Richardson, Director of Marketing
SUBJECT: Authorization to Operate Service for 2006 Corona/Norco/District 2
Holiday Trolley

Summary:

At the July 28, 2005, meeting, the Board authorized trolley service in Corona and Norco on two consecutive weekends during the month of December. The trolley service ran on December 10-11 and 17-18, utilizing two trolleys per weekend. The service was intended to take residents to various shopping centers and points of interest in the community, sponsored by the cities of Corona and Norco and RTA. For many, the trolley route is a highlight of the holiday season.

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 kick-off events and conducting community outreach.

At this time, staff is requesting the Board provide authorization to operate this service in December 2006. As in past years, the route will be designed by the Transportation NOW Chapter, and this year it will also serve portions of the unincorporated areas surrounding Corona and Norco. RTA staff worked with the Transportation NOW Chapter to survey likely riders of the route to help locate popular shopping destinations, and this data was used to help plan the route. The Transportation NOW chapter and RTA staff will partner to initiate community outreach and determine kick-off event locations. Service is planned to operate on the weekends of December 9, 10 and 16, 17.

Fiscal Impact:

The cost to operate this service on both weekends is anticipated to be \$2,970. The cities of Corona and Norco have agreed to partially sponsor this service at a cost of \$800 per city and the County of Riverside District 2 will provide \$1,000 sponsorship resulting in operational costs for RTA of \$370. The proposed cost for marketing outreach, including ad placements, printing services and promotional items, is anticipated to be \$1,800, which will be financed by RTA as a part of our community outreach and branding campaign for a total cost to RTA of \$2,170.

Committee Recommendation:

This item was discussed at the Board Budget and Administration and Board Operations Committee meetings of July 12th. The Committees' members unanimously approved and recommended this item to the full Board of Directors for their consideration.

Recommendation:

- Authorize staff to operate service for the Corona/Norco/District 2 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 \$2,170 including promotion.