

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 Institute Routing Changes on Route 17

Summary:

In September 1992, RTA implemented Route 17 which currently travels from Sycamore Canyon and Fair Isle in Riverside to the Riverside County Regional Medical Center in eastern Moreno Valley with service to the Moreno Valley Mall, Moreno Valley City Hall, and the Department of Motor Vehicles (DMV) office on Box Springs in Riverside.

Since its inception, this directly-operated route has undergone various changes and staff has conducted numerous promotions to increase ridership, but it has consistently shown low productivity. Currently, Route 17 does not meet any of the Productivity Improvement Program (PIP) criteria and has seen a continual ridership decline during the past year (down 5.2 percent year to date). Ridership in May 2006 was 5,037, and farebox recovery was 6.5 percent.

Surveys show that the least productive section of the route is the segment west of the Moreno Valley Mall. The main destination of that section has been the DMV office on Box Springs. However, that office has just relocated to Spruce and Chicago in Riverside.

As a result of these factors, staff examined several alternatives that would provide vitality to this route and concluded that the optimum configuration would be to delete the unproductive section of the route west of the Moreno Valley Mall that served the former DMV location and move those resources to serve points in eastern Moreno Valley with greater ridership potential.

The proposed changes would provide service to the new Super WalMart on Moreno Beach Drive, which has become a frequently requested destination by customers. This routing would also serve the

planned Super Target which will be located nearby. This change equates to deleting five miles of the route on the western end and adding a three-mile segment to the eastern end. There are other realignments that will alter routing to serve potentially more productive parts of the city and additional destination points with the goal of better meeting current and potential customer needs. The net effect will be the route changing from 16 miles to 13 miles in length. Service hours will remain unchanged. A map is included to show the current and proposed routing.

Public hearings to receive input on the change were held at the Moreno Valley City Hall on May 18th. These were publicized through flyers distributed on Route 17 buses, advertisements in the newspaper and rider alerts on all RTA buses. The only input received was from the Moreno Valley-Perris Transportation NOW Chapter that supported the change.

Staff will conduct a planned marketing campaign for current Route 17 riders and Moreno Valley residents to promote the service change and increase ridership on the route.

Fiscal Impact:

The operating costs for Route 17 for FY 2006-07 are budgeted at \$746,880 and include the proposed change. Marketing costs are budgeted at \$3,500 and were included in the Board-approved Fiscal Year 2006/07 budget.

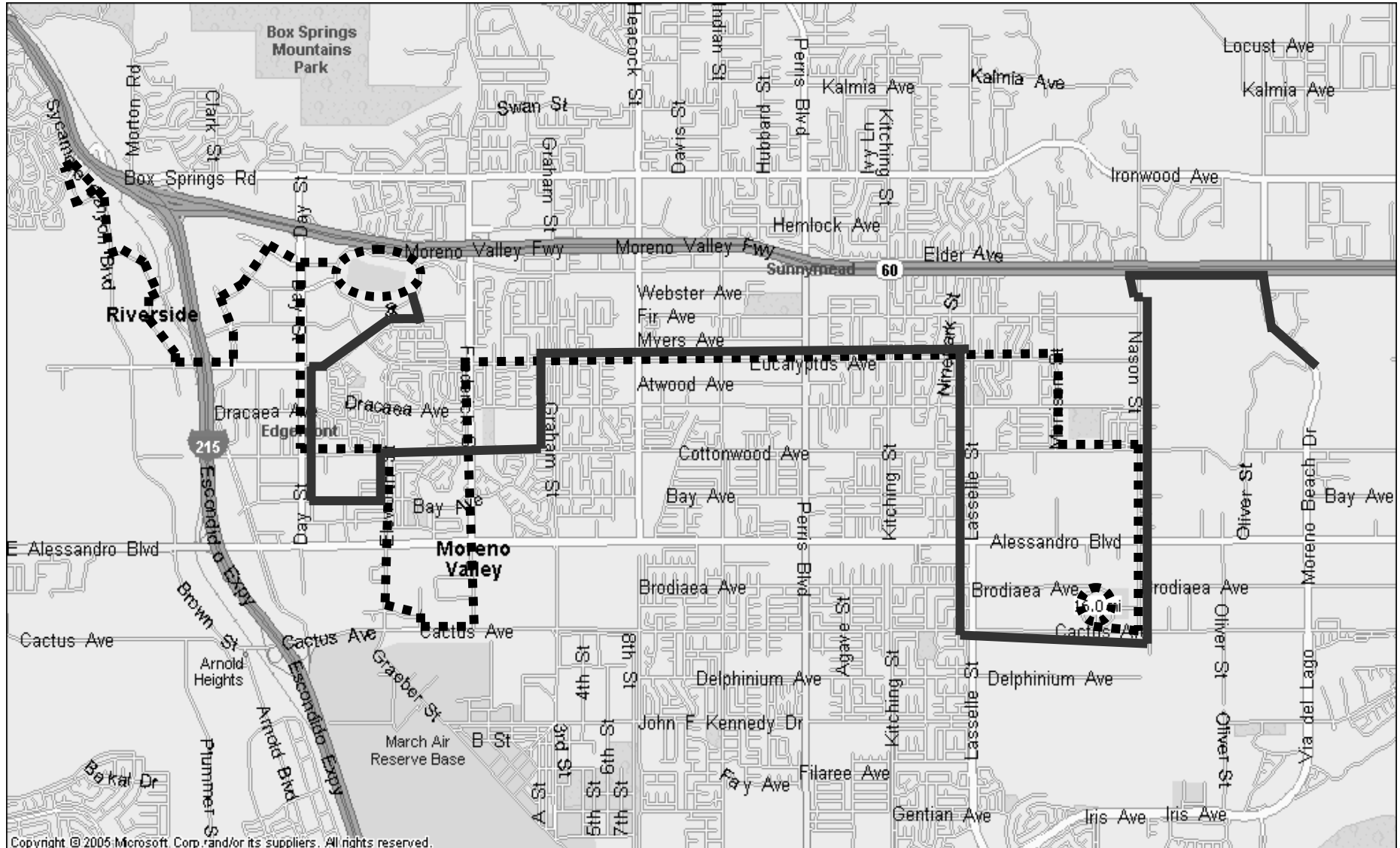
Committee Recommendation:

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

Recommendation:

- Authorize rerouting and marketing of Route 17 that would include elimination of the western portion 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.
- Report back to the Board quarterly on route performance.

Map: Route 17



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