

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

July 27, 2006

TO: BOARD OF DIRECTORS

THRU: Larry Rubio, Chief Executive Officer

FROM: Mark Stanley, Director of Planning

SUBJECT: Authorization to Implement U-Pass (University Pass) Fare Agreement with the University of California, Riverside, Implement New Crest Cruiser Transit Service and Amend FY 2007 Budget and Short Range Transit Plan to Incorporate these Changes

Summary: Initially starting as an aspect of "GO Riverside," an effort to gain community input on transit enhancements within the City of Riverside service area, the University of California, Riverside (UCR) and Riverside Transit Agency (RTA) discussed ways to better serve the campus students that populate and utilize facilities throughout Riverside.

The outgrowth of the discussions through a series of meetings has been the development of a plan to provide seamless trips for students across RTA and UCR fixed route transit service and make better use of transit resources through service efficiencies.

To provide the seamless student trips, UCR through a Memorandum of Understanding (MOU) will reimburse RTA for trips taken using a UCR student identification card. To improve service efficiency, RTA will operate a proposed transit route, called the "Crest Cruiser" that streamlines the connection of student off campus housing to the core of the university.

UCR Student Pass Program

The agreement will allow students to board any fixed route RTA bus without paying a fare. Each student trip will be counted for reimbursement by UCR. UCR will receive a discounted rate of 60 cents per trip with a maximum of \$32 per month per rider.

RTA fareboxes will be programmed to accept student identification cards. Each time a student swipes the pass through the farebox the trip will be counted, providing the date, time and number of uses for the pass. The reimbursement program is being modeled after the University of California, Irvine and California State University, Fullerton pass program with OCTA where students can use their student identification card to travel throughout OCTA's system.

New Transit Route Service

The Crest Cruiser transit service is designed to directly link students to campus from off-campus housing in addition to providing a connection to other on-campus routes and adjoining RTA bus service. The route will operate in a clockwise direction on the following streets.

The map illustrates the proposed UCR transit route, the current UCR Trolley Line, the current UCR Gold Line, and adjoining RTA routes.

1. University Campus Lot 30;
2. South on Canyon Crest to Central;
3. West along Central to Chicago;
4. North on Chicago to University;
5. East on University to Iowa;
6. North on Iowa to Linden;
7. East on Linden to Canyon Crest;
8. South on Canyon Crest, Campus Drive and to Lot 30.

The route is 6.85 miles and is similar to the UCR Blue Line service that will be discontinued once the Crest Cruiser starts.

UCR – RTA JOINT PROPOSAL: "CREST CRUISER" SHUTTLE



The Crest Cruiser will operate during the regular academic year, excluding holidays, break periods, and the summer session for a total of 178 days. Hours of operation will be from 7:00am to 7:00pm, with 30 minute headways and a total of 24 trips daily. Estimated runtime is about 28 minutes. The existing UCR Highlander Hauler and RTA stops will be used for boarding and de-boarding locations.

Marketing

A strategic marketing program targeted for the publication of new service will begin in late September, at the start of the fall semester.

Elements of the marketing campaign will include:

1. A newly designed bus incorporating the UCR logo.
2. Promotion of the program, which allows UCR students to ride on any RTA bus by swiping their student I.D. card.
3. Two (2) full page advertisements in the Highlander newspaper.
4. Public service announcements on the KUCR radio station during Welcome Week.
5. Flyers and tri-fold brochures for on-campus and off-campus apartments and residence halls.
6. Participation during Welcome Week events, including a booth at the UCR block party.
7. Promotional give-aways such as frisbees and key chains.

Joint marketing events will continue throughout the year and will be aimed at promoting the new Crest Cruiser service as well as other RTA routes.

If approved, these changes will require an amendment to the current Budget and Short Range Transit Plan (SRTTP) and will be subject to approval by the Riverside County Transportation Commission (RCTC).

Fiscal Impact:

UCR will reimburse RTA on a per rider basis at a rate of 60 cents not to exceed the equivalent of a 31-day Youth Pass, currently valued at \$32 per month. The MOU has the minimum value UCR will reimburse RTA for the cost of operations, currently valued at an annual amount of \$120,000 and a maximum value of \$250,000 per year.

The operation of the Crest Cruiser will be contracted to McDonald Transit by amendment to agreement # C-3-. The hourly contracted rate for operating this service is \$43.05. The average number of hours per month will be 214 for an amount not-to-exceed \$120,000 annually. These fees include all operational costs (fuel, maintenance, labor, insurance, and oversight).

RTA's proposed UCR marketing campaign is estimated at \$8,730 and is included in the Board approved FY 2007 budget.

To keep capital cost down; UCR will lease RTA two Cable Car Classics Trolleys, model year's 2001 and 2003, at a cost of \$1 per bus annually. The lease agreement is pending the Agency's legal counsel review.

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 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 FY 2007 Budget and Short Range Transit Plan to include these changes and submit the request to the Riverside County Transportation Commission for consideration.