

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

November 16, 2006

TO: BOARD OF DIRECTORS
THRU: Larry Rubio, Chief Executive Officer
FROM: *SR* Scott Richardson, Director of Marketing
SUBJECT: Riverside Public Library Bus Pass Promotion Discount

Summary:

The Arlington Branch of the Riverside Public Library is scheduled to close for remodeling and expansion beginning in November for approximately eight months.

Because this library branch serves a large number of lower-income residents who often do not have access to a car, the library has asked RTA to create a partnership program to help their patrons utilize other library branches via RTA while the Arlington Branch is closed.

The proposed program would allow the library to purchase \$1.25 one-ride passes at a discounted price of 60 cents each. The library would give two passes to each library patron at no charge when they check out books to provide a trip home and a trip back to the library to return the books.

The benefits of this program include helping the library to continue to provide their vital services to the community during the branch closure, encouraging the public to utilize the library and introducing new riders to RTA service.

At the conclusion of the program when the library branch reopens, RTA would purchase back any unissued passes from the library.

Fiscal Impact:

The program will likely generate additional passenger trips that would not have occurred otherwise and will possibly result in creating new regular customers. The cost to RTA for the library purchasing 300 one-ride passes at 60 cents each would be \$195.

Committee Recommendation:

This item was discussed at the Board Budget and Administration Committee meeting of November 1, 2006. The Committee members unanimously approved and recommended this item to the full Board of Directors for their consideration.

Recommendation:

Authorize the sale of up to 300 one-ride passes to the Riverside Public Library at a price of 60 cents each to be distributed at no cost to library patrons during the closure of the Arlington Branch Library. Any unissued passes can be returned by the library to RTA for a refund at the purchase price at the conclusion of the program.