

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

December 21, 2006

TO: BOARD OF DIRECTORS
THRU: ^J Larry Rubio, Chief Executive Officer
FROM: ^{SR} Scott Richardson, Director of Marketing
SUBJECT: Free Bus Rides on New Year's Eve

Summary: Agency staff recommends offering free bus service on New Year's Eve. Starting at 6:00 p.m. on Sunday, December 31st, staff proposes all rides be free on all of RTA's 38 fixed routes. The free fares would run until the end of each bus schedule on that day.

RTA will offer the free rides on all fixed bus routes to help support riders who have to work on New Year's Eve. The Agency will also offer the free rides to provide an alternate mode of transportation to those who do not want to drive or should not drive on the holiday.

The New Year's holiday is a perfect time to provide our support back to the community. This is our way of saying "thank you" to the residents for their year-round patronage to public transportation. Members of the RTA Board can introduce this public service program to the community because they are very concerned about the personal safety of people who will be out-and-about celebrating the holidays. Hopefully, many will be persuaded to leave their car at home and instead use public transit, lessening the likelihood of accidents, unwanted injuries, and even fatalities.

To increase the attractiveness of utilizing this service and to reward those who do, RTA has partnered with area Fat Daddy's BBQ Bistro, Moreno Valley Flower Box, Flame Broiler, Papa John's Pizza and Subway franchises to provide discount coupons to customers who ride that night after 6:00 p.m.

Fiscal Impact:

The loss in revenue is estimated to be less than \$1,200 by providing this public service.

Committee Recommendation:

This item was discussed at the Board Budget and Administration Committee and the Board Operations Committee meetings of December 6, 2006. The Committees' members unanimously approved and recommended this item to the full Board of Directors for their consideration.

Recommendation:

Authorize the Agency to offer free rides on all fixed routes buses from 6:00 p.m. to the end of business on Sunday, December 31, 2006.