

RTA BOARD OPERATIONS COMMITTEE MEETING
March 14, 2007

1. CALL TO ORDER:

Committee Chairman Doug McAllister called the meeting to order at 3:04 p.m., on March 14, 2007, in the RTA Board Room:

2. SELF-INTRODUCTIONS:

Self-introductions of those in attendance took place.

Committee Members:

1. Committee Chairman Doug McAllister, City of Murrieta Mayor
2. Chairman Frank Hall, City of Norco Mayor Pro Tem
3. First Vice Chairman Frank Kessler, City of Canyon Lake Councilmember
4. Director Jeff Fox, City of Beaumont Mayor
5. Director Daryl Hickman, City of Lake Elsinore Councilmember
6. Director Bonnie Flickinger, City of Moreno Valley Councilmember
7. Director John Motte, City of Perris Councilmember
8. Director Jim Ayres, City of San Jacinto Mayor
9. Director Bob Buster, County of Riverside, District I

RTA Staff:

1. Larry Rubio, Chief Executive Officer
2. Tom Franklin, Chief Operating Officer
3. Craig Fajnor, Chief Financial Officer
4. Vince Rouzaud, Chief Procurement and Logistics Officer
5. Mark Stanley, Director of Planning
6. Scott Richardson, Director of Marketing
7. Rick Kaczerowski, Director of Information Technologies
8. Maricela Hernandez, Executive Assistant/Clerk of the Board

Other Attendees:

None.

3. PUBLIC COMMENTS – NON-AGENDA ITEMS:

None.

4. APPROVAL OF MINUTES – FEBRUARY 7 2007, COMMITTEE MEETING:

M/S/C (FLICKINGER/HICKMAN) approving the minutes of February 7, 2007, Committee meeting. The motion carried unanimously.

5. PRODUCTIVITY IMPROVEMENT PROGRAM (PIP) REPORT:

Mr. Fajnor presented the Productivity Improvement Program (PIP) report.

6. CORONA/NORCO/DISTRICT 2 HOLIDAY TROLLEY SERVICE UPDATE:

Mr. Richardson presented an update on the Corona/Norco/District 2 Holiday Trolley Service. Director Buster commented that there are many seniors in the Temescal Canyon area who might be interested in taking the trolley to go shopping. He inquired if

there is potential for extending the service to this area. Mr. Richardson replied that there is. Director Buster said that his District would be able to share some of the costs to extend this service to the Temescal Canyon area.

7. FESTIVAL OF LIGHTS SERVICE UPDATE:

Mr. Richardson presented an update on the Festival of Lights Service.

Discussion took place regarding ways to better market this service.

9. ROUTE 50 - JURY TROLLEY SERVICE MODIFICATIONS:

M/S/C (AYRES/FLICKINGER) approving and recommending this item to the full Board of Directors for their consideration as follows:

- To approve a pilot program for the proposed route option 2 with an extension to Metrolink during the morning and afternoon commute hours.

The motion carried unanimously.

10. RESOLUTION AUTHORIZING THE TRANSFER OF OWNERSHIP AND FEDERAL TRANSIT ADMINISTRATION (FTA) INTEREST IN THREE (3), MODEL YEAR 2003 SPECIALTY VEHICLE TROLLEY COACHES FROM OMNITRANS TO THE RIVERSIDE TRANSIT AGENCY:

M/S/C (FOX/AYRES) approving and recommending this item to the full Board of Directors for their consideration as follows:

- Adopt and authorize the Chairman of the Board of Directors to approve the attached Resolution No. 2007-01 authorizing the transfer of ownership and federal interest in three (3) trolley coaches from Omnitrans to the Riverside Transit Agency.

The motion carried unanimously.

8. NEW RIDER PROGRAM:

Mr. Richardson presented current programs and promotions geared towards encouraging and persuading the community to try public transit.

Staff was directed to analyze current marketing programs and report back to this Committee additional initiatives that include the following:

- Review current events RTA participates in and any other possible events where the Agency can gain exposure
- Things that keep passengers from riding such as noisy buses
- Available technology (WiFi and DirecTV)
- Input from Transportation NOW Chapters on new ideas
- Public outreach regarding available services such as trip planner
- Highlight business commuters to break stigma of who rides the bus
- Marketing campaign or Op-Ed regarding cost to ride bus vs. cost of gasoline/use of personal auto

11. BOARD MEMBER COMMENTS AND REMARKS:

Discussion took place regarding the upcoming 30th anniversary celebration.

Discussion took place about the possibility of conducting presentations at the different city council and Transportation NOW meetings which include a CommuterLink bus to give attendees the opportunity to experience the amenities onboard RTA buses. Mr. Rubio said that these presentations are a great idea and we can also include the 30th anniversary video that talks about the last 30 years and where the Agency is heading.

Discussion took place regarding the projected population growth in western Riverside County.

12. OTHER BUSINESS:

Mr. Rubio made the following announcements:

- Tomorrow, March 15th – RTA will host the Riverside Greater Hispanic Chamber of Commerce mixer to highlight the Agency's 30th anniversary.
- Sunday, March 18th – Bus Rodeo will be held at our Hemet facility.

13. ADJOURNMENT:

The meeting was adjourned at 3:56 p.m.