


RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

March 22, 2007

TO: BOARD OF DIRECTORS
THRU: Larry Rubio, Chief Executive Officer
FROM:  Scott Richardson, Director of Marketing
SUBJECT: Corona/Norco/District 2 Holiday Trolley Service Update

Summary: At their July 27, 2006, meeting, the Board authorized trolley service in Corona, Norco, and District 2 on the weekends of December 9-10 and 16-17. The shuttle service used two trolleys per weekend to take residents to various shopping centers and points of interest in the community. The service was sponsored by the cities of Corona, Norco, District 2, and RTA.

RTA has provided this service for the past ten years as part of its roster of annual holiday community events. The members of the Corona/Norco/District 2 Transportation NOW Chapter were instrumental in designing the route and made significant improvements from the previous year that resulted in a ridership increase of 29 percent. In addition, the chapter played a major role in planning the kick-off events and conducting community outreach. The kick-off events were held on December 9th at the Crowne Point Apartments in Corona and on December 16th at the Clark Terrace Apartments in Norco. The Corona/Norco/District 2 Transportation NOW members solicited businesses and organizations in the community to donate items for goodie bags that were distributed to the first 50 people who attended each kick-off.

RTA marketing staff, in conjunction with Corona/Norco/District 2 Transportation NOW members, distributed posters, fliers and inserts announcing the trolley service to senior centers and housing complexes, various government agency offices (e.g. city halls and social service agencies), and businesses along the trolley route. An advertisement promoting the service ran in the local edition of the *Press Enterprise* the Friday prior to each weekend of service. Press releases were issued and sent to local media. In addition, the City of Corona distributed flyers on all Corona Cruiser fixed route buses. The

service was also announced at local chambers of commerce meetings, school presentations, and at other events attended by RTA and Corona/Norco/District 2 Transportation NOW members.

Following are the ridership totals for the 2006 service:

Date	Ridership
12/9	142
12/10	40
12/16	55
12/17	<u>50</u>
Total	287

Following are ridership totals for the last five years:

Year	Ridership
2002	199
2003	220
2004	285
2005	223
2006	287

Fiscal Impact:

Total operating cost for this service was \$2,970, for which the cities of Corona and Norco each donated \$800 and the County of Riverside District 2 worked with Sahabi Enterprises, Inc. for a \$1,000 donation resulting in a final operating cost to RTA of \$370 (87.5 percent farebox recovery). Approximately \$1,800 was spent in marketing the service, which was considered part of the Agency's general marketing program because it effectively marketed the entire bus system, confirmed RTA's commitment to involvement in community events and offered residents the opportunity to experience RTA's service.

Committee Recommendation:

This item was discussed at the Board Budget and Administration and Board Operations Committee meetings of March 14, 2007. The Committees' members unanimously approved and recommended this item to the full Board of Directors for their consideration.

Recommendation:

Receive and File.