

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

May 24, 2007

TO: BOARD OF DIRECTORS

THRU: ^J Larry Rubio, Chief Executive Officer

FROM: ^{SR} Scott Richardson, Director of Marketing

SUBJECT: Authorization to Operate a Six-Month Trial General Public Trolley Service Serving the 'Arts Walk' in Cooperation with the Riverside Downtown Partnership

Summary: The Riverside Cultural Consortium, a collaboration of arts, cultural, historic, educational, and community organizations working towards the common goal of developing and strengthening the opportunities and support for arts and culture in the City of Riverside, founded the Riverside Arts Walk on First Thursdays in early 2004.

The event presents arts and cultural sites, organizations, and talent within the City of Riverside with visitors and participants coming from throughout the Inland Region. Operating year-round on the first Thursday of every month from 6:00 to 9:00 p.m., the event includes approximately 20 arts destinations (museums, galleries, artist studios, the library, cafés, etc.) each month, with special monthly features and performances.

To increase event attendance and decrease the traffic in downtown Riverside during the event, the Riverside Downtown Partnership (RDP) has asked RTA to operate The Trolley during the event and offered to sponsor this service. The RDP and the Riverside Cultural Consortium have also offered to promote the service to event attendees.

Staff has created a route that will serve sites open for the event and operate on the first Thursdays of each month from 6:30 p.m. to 9 p.m. with approximately 10 minute frequency. The service would be an open door service to the public, stops would be clearly marked and the schedules would be published in the Ride Guide and in promotional literature. Because RDP sponsorship would cover all operational costs, fares would be free.

At this time, staff is requesting the Board provide authorization to operate this service beginning June 7, 2007, for a six-month trial period.

Fiscal Impact:

The cost to operate this service once a month for a six-month trial period is anticipated to be \$750. The RDP has agreed to sponsor this service at a cost of \$750 resulting in no operational costs for RTA and 100 percent farebox recovery. Fares would be free to all public who ride. The proposed cost for marketing outreach, including ad placements, printing services and promotional items, is anticipated to be \$2,000, which will be handled by the RDP.

Committee Recommendation:

This item was discussed at the Board Budget and Administration and Board Operations Committee meetings of May 2, 2007. The Committees' members unanimously approved and recommended this item to the full Board of Directors for their consideration.

Recommendation:

Authorize staff to operate a six-month trial, general public, free fare, open door trolley service with 100 percent of the \$750 operational costs subsidized by the Riverside Downtown Partnership beginning June 7, 2007.