



May 26, 2016
1:00 p.m.

AGENDA

**Board Executive Committee Meeting
Riverside County Administration Center
Board of Supervisors Conference Room C
4080 Lemon Street, Fifth Floor
Riverside, CA 92501**

Any person with a disability who requires a modification or accommodation in order to participate in this meeting, or any person with limited English proficiency (LEP) who requires language assistance to communicate with the Riverside Transit Agency Board of Directors during the meeting, should contact the Riverside Transit Agency Clerk of the Board, telephone number (951) 565-5044, no fewer than two business days prior to this meeting to enable the Riverside Transit Agency to make reasonable arrangements to assure accessibility or language assistance for this meeting.

Agenda item descriptions are intended to provide members of the public a general summary of business to be conducted or discussed. Posting of any recommended action on an agenda item does not indicate what action will be taken. The Board of Directors may take any action it believes is appropriate on the agenda item and is not limited in any way by the notice of any recommendation.

All documents related to any agenda item are available for public inspection at www.riversidetransit.com or through the Clerk of the Board's office at the Riverside Transit Agency, 1825 Third Street, Riverside, CA 92507.

ITEM

RECOMMENDATION

- 1. CALL TO ORDER**
- 2. SELF-INTRODUCTIONS**

ITEM

RECOMMENDATION

3. PUBLIC COMMENTS – NON-AGENDA ITEMS

RECEIVE COMMENTS

Members of the public may address the Board regarding any item within the subject matter jurisdiction of the Board; however, no action may be taken on off-agenda items unless authorized by law. Comments shall be limited to matters not listed on the agenda. Members of the public may comment on any matter listed on the agenda at the time that the Board considers that matter. Each person's presentation is limited to a maximum of three (3) minutes.

4. APPROVAL OF MINUTES – APRIL 28, 2016, EXECUTIVE COMMITTEE MEETING (P.3)

APPROVE

5. TRANSPORTATION NOW QUARTERLY ATTENDANCE REPORT (P.6)

RECEIVE AND FILE

6. GOVERNMENT RELATIONS REPORT (P.12)

RECEIVE AND FILE

7. MORENO VALLEY MOBILITY HUB

DISCUSS

8. AUTHORIZE A YOUTH SUMMER FARE OF 25 CENTS PER BOARDING FROM JUNE 1 THROUGH SEPTEMBER 11, 2016 (P.16)

APPROVE

9. NEXT MEETING

Thursday, June 23, 2016, 1:00 p.m.
Riverside County Administration Center
Board of Supervisors Conference Room C
4080 Lemon Street, Fifth Floor, Riverside, CA 92501

10. MEETING ADJOURNMENT

RTA BOARD EXECUTIVE COMMITTEE MEETING
Minutes
April 28, 2016

1. CALL TO ORDER

Chairman Johnston called the Board Executive Committee meeting to order at 1:00 p.m. on April 28, 2016, in the Board of Supervisor's Conference Room C, 4080 Lemon St., Riverside, CA.

2. SELF-INTRODUCTIONS

Self-introductions of those in attendance took place.

Committee Attendees

1. Chairman Frank Johnston, City of Jurupa Valley
2. First Vice-Chair Linda Krupa, City of Hemet
3. Second Vice-Chair Art Welch, City of Banning
4. Director Brenda Knight, City of Beaumont

Absent

1. Immediate Past Chair Marion Ashley, County of Riverside District V
2. Director Randon Lane, City of Murrieta

RTA Staff

1. Larry Rubio, Chief Executive Officer
2. Craig Fajnor, Chief Financial Officer
3. Vince Rouzaud, Chief Procurement & Logistics Officer
4. Jim Kneepkens, Director of Marketing
5. Bob Bach, Director of Maintenance

Other Attendees

1. James Donich, Agency General Counsel

3. PUBLIC COMMENTS - NON-AGENDA ITEMS

None.

4. APPROVAL OF MINUTES – FEBRUARY 25, 2016 EXECUTIVE COMMITTEE MEETING

M/S/C (KRUPA/KNIGHT) approving the minutes of the February 25, 2016 Executive Committee meeting.

The motion carried unanimously.

5. APPROVAL OF MINUTES – MARCH 24, 2016 EXECUTIVE COMMITTEE MEETING

M/S/C (KNIGHT/WELCH) approving the minutes of the March 24, 2016 Executive Committee meeting.

The motion carried unanimously.

6. CONSIDERATION OF A PUBLIC SAFETY SERVICE ANNOUNCEMENT ON A BUS

Mr. Kneepkens led a discussion regarding consideration of a public safety service announcement on a bus.

7. FEDERAL TRANSIT ADMINISTRATION (FTA) TRIENNIAL REVIEW UPDATE

Mr. Rouzaud presented an update on the FTA Triennial Review.

8. FISCAL YEAR 2016/2017 (FY17) BUDGET ASSUMPTIONS

Mr. Fajnor presented the FY17 budget assumptions.

The Executive Board Committee went into closed session at 1:30 p.m.

9. CLOSED SESSION

A CLOSED SESSION WAS HELD PURSUANT TO GOVERNMENT CODE SECTION 54956.9(c) TO CONFER WITH LEGAL COUNSEL REGARDING THE POTENTIAL INITIATION OF LITIGATION (1 CASE).

10. CLOSED SESSION

A CLOSED SESSION WAS HELD PURSUANT TO GOVERNMENT CODE SECTION 54957.6 TO DISCUSS THE COLLECTIVE BARGAINING AGREEMENT NEGOTIATIONS WITH THE AMALGAMATED TRANSIT UNION, LOCAL 1277. THE DESIGNATED REPRESENTATIVE FOR THE RIVERSIDE TRANSIT AGENCY IS LARRY RUBIO, AND THE DESIGNATED REPRESENTATIVE FOR THE AMALGAMATED TRANSIT UNION, LOCAL 1277 IS ARTURO E. AGUILAR.

The Executive Board Committee returned to open session at 1:57 p.m.

11. NEXT MEETING

Thursday, May 26, 2016, 1:00 p.m.
Riverside County Administration Center
4080 Lemon St., 5th Floor, Conference Room C
Riverside, CA 92501

12. MEETING ADJOURNMENT

The meeting was adjourned at 1:58 p.m.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

May 26, 2016

TO: BOARD EXECUTIVE COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Eric Ustation, Government Affairs Manager
SUBJECT: Transportation NOW Quarterly Attendance Report

Summary: Transportation NOW has six chapters; Greater Riverside, Hemet/San Jacinto Valley, Moreno Valley/Perris, Northwest, San Gorgonio Pass, and Southwest. Each chapter meets monthly at a location convenient to the membership. Attendance includes transit users, elected officials, transit advocates, community activists and Riverside Transit Agency staff.

Attached is the calendar year 2016 1st quarter attendance report for all six chapters.

Recommendation:

Receive and file.

Transportation NOW Meeting Attendees
January - March 2016

Jan-15

Greater Riverside Chapter

Chapter was dark in January due to T-NOW Annual meeting

Hemet/San Jacinto Valley Chapter

Chapter was dark in January due to T-NOW Annual meeting

Moreno Valley / Perris Chapter

1	Tonya Burke	City of Perris Mayor Pro Tem
2	Cesar Gomez	Assemblymember Jose Medina's Office
3	Edward Init	City of Moreno Valley
4	Thomas Ketcham	Supervisor Kevin Jeffries' Office
5	Randon Lane	City of Murrieta Mayor
6	Melanie Ling	Congressman Mark Takano's Office
7	Tyler Madary	Senator Richard Roth's Office
8	Diana Martin	Community Stakeholder
9	Cynthia Mendez	City of Perris
10	Jesse Molina	City of Moreno Valley Councilmember
11	Tasha Samuel	RTA customer
12	Brad Weaver	Riverside Transit Agency

Northwest Chapter

1	Ike Bootsma	City of Eastvale Mayor
2	Brian Champion	City of Corona
3	Berwin Hanna	City of Norco Councilmember
4	Donna Johnston	Jurupa Valley School District Boardmember
5	Frank Johnston	City of Jurupa Valley Councilmember
6	Jerry Sincich	Temescal Municipal Advisory Council
7	Eric Ustation	Riverside Transit Agency
8	Keith White	RTA rider

San Gorgonio Pass Chapter

Chapter was dark in January due to T-NOW Annual meeting

Southwest Chapter

1	Greg August	City of Menifee Mayor Pro Tem
2	Nicole Dailey	City of Lake Elsinore
3	Maryann Edwards	City of Temecula Councilmember
4	Laura Hernandez	Menifee resident
5	Daryl Hickman	City of Lake Elsinore Councilmember
6	Chris Hyland	Lake Elsinore Commissioner
7	Randon Lane	City of Murrieta Mayor
8	Joseph Morabito	Wildomar Rap
9	Jeff Pedersen	Assemblymember Melissa Melendez's Office
10	Marsha Swanson	City of Wildomar Councilmember
11	Eric Ustation	Riverside Transit Agency
12	Ken Woytek	Menifee Senior Advisory Committee
13	John Zaitz	City of Canyon Lake Councilmember

Feb-15

Greater Riverside Chapter

1	Clarissa Cervantes	Councilmember Andy Melendrez's Office
2	Carmen Cuevas	Assemblymember Jose Medina's Office

Transportation NOW Meeting Attendees
January - March 2016

3	Maria De los Santos	Community Connect
4	Armando Escobedo	Riverside resident
5	Rolando Fuentes	Community Connect
6	Jeff Kraus	UC Riverside
7	Richard Lemire	Community Action Partnership
8	Tyler Madary	Senator Richard Roth's Office
9	Will Martinez	Assemblymember Eric Linder's Office
10	Andy Melendrez	City of Riverside Councilmember
11	Araceli Ruiz	Supervisor Kevin Jeffries' Office
12	Muhammad Sohail	UC Riverside - Highlander Action Committee
13	Eric Ustation	Riverside Transit Agency

Hemet/San Jacinto Valley Chapter

1	Frank Burnett	RTA rider
2	CW Cecchi	Hemet Transportation & Parking Commission
3	Deni Horne	Assemblymember Melissa Melendez's Office
4	Linda Krupa	City of Hemet Councilmember
5	James Pangrazzi	San Jacinto Community Activist
6	Eric Ustation	Riverside Transit Agency
7	Tom Wilson	Assemblymember Chad Mayes' Office

Moreno Valley / Perris Chapter

1	Tonya Burke	City of Perris Mayor Pro Tem
2	Mark Ealy	Reverend
3	Cesar Gomez	Assemblymember Jose Medina's Office
4	Thomas Ketcham	Supervisor Kevin Jeffries' Office
5	Eric Lewis	City of Moreno Valley
6	Melanie Ling	Congressman Mark Takano's Office
7	David Madsen	South Coast Air Quality Management District
8	Cynthia Mendez	City of Perris
9	Jeff Pedersen	Assemblymember Melissa Melendez's Office
10	Juan Rodriguez	City of Perris
11	Tasha Samuel	RTA customer
12	Eric Ustation	Riverside Transit Agency

Northwest Chapter

1	Ike Bootsma	City of Eastvale Mayor
2	Dick Haley	City of Corona Vice Mayor
3	Berwin Hanna	City of Norco Councilmember
4	Donna Johnston	Jurupa Valley School District Boardmember
5	Frank Johnston	City of Jurupa Valley Councilmember
6	Tyler Madary	Senator Richard Roth's Office
7	Will Martinez	Assemblymember Eric Linder's Office
8	Jerry Sincich	Temescal Municipal Advisory Council
9	Eric Ustation	Riverside Transit Agency
10	John Vondriska	Corona Norco Unified School District
11	Keith White	RTA rider

San Gorgonio Pass Chapter

1	Celina Cabrera	City of Beaumont
2	Nancy Carroll	City of Beaumont Treasurer
3	James Foster	Morongo Band of Mission Indians
4	Pat Foster	City of Beaumont
5	Shane Helms	Morongo Band of Mission Indians
6	Mario Janesin	Community Access Center

Transportation NOW Meeting Attendees
January - March 2016

7	Brenda Knight	City of Beaumont Councilmember
8	Bob Little	Pass EDA
9	Jack Marty	Riverside County Transportation Commission volunteer
10	Joyce McIntire	City of Calimesa Mayor Pro Tem
11	Harry Nead	Sun Lakes, Riverside Transit Agency rider
12	Anita Petke	SunLine Transit Agency
13	Diego Rojo	SunLine Transit Agency
14	Ron Roy	Beaumont resident
15	Richard Skwara	Beaumont resident
16	Rita Skwara	Beaumont resident
17	Brenda Teeman	Beaumont resident
18	Richard Teeman	Beaumont resident
19	Elizabeth Urtiaga	City of Beaumont
20	Eric Ustation	Riverside Transit Agency
21	Kenny Ware	City of Banning
22	Art Welch	City of Banning Mayor
23	Tom Wilson	Assemblymember Chad Mayes' Office
24	Anita Worthen	Vet Expo/Beaumont resident

Southwest Chapter

1	Lisa Almilli	Riverside Transit Agency
2	Brian Ambrose	City of Murrieta
3	Greg August	City of Menifee Mayor Pro Tem
4	Teri Biancardi	Sierra Club
5	Nicole Dailey	City of Lake Elsinore
6	Maryann Edwards	City of Temecula Councilmember
7	Laura Hernandez	RCTC CAC member
8	Deni Horne	Assemblymember Melissa Melendez's Office
9	Chris Hyland	Lake Elsinore Commissioner
10	Danielle Jenkins	VA Loma Linda
11	Randon Lane	City of Murrieta Mayor
12	David Madsen	South Coast Air Quality Management District
13	Michael Momeni	Sierra Club
14	Joseph Morabito	Wildomar Rap
15	Eric Ustation	Riverside Transit Agency
16	Jason Vaughn	VA Loma Linda
17	Virginia Werly	Riverside Transit Agency
18	John Zaitz	City of Canyon Lake Councilmember

Mar-15

Greater Riverside Chapter

1	Clarissa Cervantes	Councilmember Andy Melendrez's Office
2	Sabrina Cervantes	Assemblymember Jose Medina's Office
3	Luis Hernandez	Blindness Support Services
4	Jeff Kraus	UC Riverside
5	Richard Lemire	Community Action Partnership
6	Melanie Ling	Congressman Mark Takano's Office
7	Araceli Ruiz	Supervisor Kevin Jeffries' Office
8	Mike Teruel	Rick Engineering Company
9	Eric Ustation	Riverside Transit Agency

Hemet/San Jacinto Valley Chapter

1	Frank Burnett	RTA rider
2	CW Cecchi	Hemet Transportation & Parking

Transportation NOW Meeting Attendees
January - March 2016

3	Laura Hernandez	Hemet resident
4	Flora Johnson	Green Coalition
5	Linda Krupa	City of Hemet Councilmember
6	Alonso Ledezma	City of San Jacinto Councilmember
7	Jeff Pedersen	Assemblymember Melissa Melendez's Office
8	Ron Running	City of Hemet Planning Department
9	Eric Ustation	Riverside Transit Agency
10	Tom Wilson	Senator Mike Morrell's Office

Moreno Valley / Perris Chapter

1	Roy Bleckert	Moreno Valley resident
2	Tonya Burke	City of Perris Mayor Pro Tem
3	Barry Busch	Supervisor Marion Ashley's Office
4	Cesar Gomez	Assemblymember Jose Medina's Office
5	Thomas Ketcham	Supervisor Kevin Jeffries' Office
6	Eric Lewis	City of Moreno Valley
7	Cynthis Mendez	City of Perris
8	Jesse Molina	City of Moreno Valley Councilmember
9	Jaime Moreno	Moreno Valley Hispanic Chamber of Commerce
10	Tasha Samuel	RTA customer
11	Eric Ustation	Riverside Transit Agency

Northwest Chapter

1	Ike Bootsma	City of Eastvale Mayor
2	Brian Champion	City of Corona
3	Dick Haley	City of Corona Vice Mayor
4	Berwin Hanna	City of Norco Councilmember
5	Donna Johnston	Jurupa Valley School District Boardmember
6	Frank Johnston	City of Jurupa Valley Councilmember
7	Tyler Madary	Senator Richard Roth's Office
8	Jerry Sincich	Temescal Municipal Advisory Council
9	Eric Ustation	Riverside Transit Agency
10	Keith White	RTA rider

San Gorgonio Pass Chapter

1	Celina Cabrera	Beaumont Pass Transit
2	Nancy Carroll	City of Beaumont Treasurer
3	Maria De Los Santos	211 Riverside County
4	Pat Foster	City of Beaumont
5	Rolando Fuentes	211 Riverside County
6	Shane Helms	Morongo Band of Mission Indians
7	Jeff Hewitt	City of Calimesa Mayor
8	Mario Janesin	Community Access Center
9	Frank Johnston	RTA Board Chairman
10	Bob Little	Pass EDA
11	Jack Marty	Riverside County Transportation Commission volunteer
12	Joyce McIntire	City of Calimesa Mayor Pro Tem
13	Diego Rojo	Sunline Transit Agency
14	Mike Simon	Calimesa resident
15	Richard Skwara	Braille Institute
16	Rita Skwara	Sun Lakes resident
17	Brenda Teeman	Beaumont resident
18	Richard Teeman	Beaumont Resident
19	Eric Ustation	Riverside Transit Agency
20	Art Welch	City of Banning Mayor

Transportation NOW Meeting Attendees
January - March 2016

21 Kenneth White Banning Pass Transit

Southwest Chapter

1	Brian Ambrose	City of Murrieta
2	Greg August	City of Menifee Mayor Pro Tem
3	Nicole Dailey	City of Lake Elsinore
4	Maryann Edwards	City of Temecula Councilmember
5	Laura Hernandez	RCTC CAC member
6	Amy Hickman	Lake Elsinore
7	Daryl Hickman	City of Lake Elsinore Councilmember
8	Chris Hyland	Lake Elsinore resident
9	David Madsen	South Coast Air Quality Management District
10	Joseph Morabito	Wildomar Rap
11	Pam Nelson	Sierra Club
12	Jeff Pedersen	Assemblymember Melissa Melendez's Office
13	Eric Ustation	Riverside Transit Agency
14	John Zaitz	City of Canyon Lake Councilmember

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

May 26, 2016

TO: BOARD EXECUTIVE COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Eric Ustation, Government Affairs Manager
SUBJECT: Government Relations Report

Summary: Following is a synopsis of federal and state legislative events and issues affecting the Riverside Transit Agency (RTA).

Federal Events and Issues

FY17 Transportation Appropriations

Both branches of the Legislature have been working towards passing an FY17 transportation appropriations bill. The House and the Senate versions both fund programs administered by the Federal Transit Administration close to levels authorized under the Fixing America's Surface Transportation (FAST) Act. While both versions increase overall spending for highway and transit programs, they differ slightly in that the House bill prohibits the use of federal funds for high-speed rail in California. Both bills are expected to be heard and passed early June.

Highway Trust Fund

While the passing of the FAST Act provided funding for the Highway Trust Fund (HTF) through 2020, there are concerns building that the sources used are unsustainable and the HTF will again need additional revenue streams beginning in 2021. A letter has begun circulating in the House urging the Ways and Means Committee to adopt a permanent funding solution to the HTF's structural revenue deficit. The letter cites a pilot program authorized by the FAST Act which would implement a user fee system and strongly suggests that the Committee look at all available options so that transportation and transit funding can finally have a dependable funding source.

State Events and Issues

State Budget

A California budget bill must be passed by midnight on June 15, 2016. On May 13, Governor Jerry Brown released his “May Revise,” which is his Administration’s update to the proposed FY17 state budget. The Governor’s revise reflects a \$1.9 billion decrease in tax revenue, prompting his call for fiscal restraint. Unfortunately, this lower revenue projection decreases the proposed allocation to the State Transit Assistance Program by \$48.2 million. However, despite the lower revenue projections, the May Revise reconfirms the Governor’s commitment to advancing his transportation funding proposal released last year. The proposal would generate a total of \$36 billion over the next decade and emphasize a fix-it first approach to transportation investments in order to bring existing infrastructure into a state of good repair. More specifically, the Governor’s Revise would provide \$16.2 billion for highway repairs and maintenance, \$2.3 billion for state trade corridors, \$13.5 billion in local roads and \$4 billion for transit and intercity rail via the Transit and Intercity Rail Capital Program (TIRCP).

Transit Legislation

June 3, 2016 is the last day for each house to pass bills introduced in that house. The following are brief summaries of priority transit legislation that RTA is following.

SBx 1-1

In early May, Senator Jim Beall, Chair of the Senate Transportation and Housing Committee, amended his bill first introduced during the 2015 special session on transportation. The amended bill would generate \$6.5 billion towards improving California’s highways, streets, public transit and commuter rail. Specifically, SBx 1-1 would:

- Increase the gas excise tax by 12 cents and index it to the Consumer Price Index (generating \$1.7 billion annually).
- Increase the diesel excise tax by 22 cents and index it to the Consumer Price Index (generating \$600 million annually).
- Increase the incremental diesel sales tax to 5.25% (generating \$300 million annually).
- Introduce an annual road access fee of \$35 per vehicle and index it to the Consumer Price Index (generating \$1 billion annually).

- Introduce an annual zero-emission vehicle fee of \$100 per vehicle (generating \$10 million annually).
- Increase the vehicle registration fee by \$35 and index it to the Consumer Price Index (generating \$1 billion annually).
- Redirect half of vehicle weight fees that are currently allocated to transportation debt service to transportation purposes (repurposing \$500 million annually).
- Allocate additional cap and trade auction proceeds as follows:
 - +10% to Transit and Intercity Rail Capital Program (netting \$200 million annually).
 - +5% to Low Carbon Transit Operations Programs (netting \$100 million annually).
 - Institute Caltrans Reforms and Efficiencies (netting \$100 million annually).
 - Require repayment of outstanding transportation loans (freeing \$1 billion in one-time revenue).

Finally, the bill would put into place constitutional protections that would prohibit the Legislature from borrowing or redirecting new revenues for purposes other than those specifically outlined.

AB 1572

This bill would entitle a pupil who attends a school that is eligible for Title 1 federal funding to free transportation to and from school provided by the local educational agency, if either of the following conditions are met: (1) The pupil resides more than one-half mile from the school. (2) The neighborhood through which the pupil must travel to get to school is unsafe due to stray dogs, no sidewalks, known gang activity, or other reasons documented by stakeholders. The requirements for this bill would be contingent upon funding in the annual Budget Act.

AB 1595

This bill would require a private or public employer that provides mass transportation services in the state to train employees who are likely to interact or come into contact with victims of human trafficking, in recognizing the signs of human trafficking and how to report those signs to the appropriate law enforcement agency. The bill would require that, by January 1, 2018, the training be incorporated into the initial training process for all new employees and that all existing employees receive the training. The bill would require the Department of Justice to develop guidelines for the training, including, but not limited to, guidance on how to report human trafficking.

AB 1746

This bill would authorize certain transit operators to conduct a transit bus-only program using the shoulders of certain state highways as transit bus-only traffic corridors, subject to approval by the Department of Transportation and the Department of the California Highway Patrol. Existing law requires that the highway segments to be used for the program are to be jointly determined by the districts, the department, and the Department of the California Highway Patrol.

SB 824

This bill proposed to make changes to the Low Carbon Transit Operations Program (LCTOP) to give recipient transit agencies more flexibility. Specifically, it would authorize transit agencies to:

- Use funds for the costs to operate new or expanded service in the fiscal year in which the service is first implemented, and in any subsequent year if the agency demonstrates additional greenhouse gas (GHG) emission reductions.
- Use funds for any expenditure with demonstrated GHG emission reductions.
- Retain funding allocations in a given year for an unlimited number of fiscal years and use accumulated funds in a future year for a larger expenditure.
- Loan or transfer funding shares to another recipient transit agency in the same region for any identified eligible expenditure.
- Enter into an agreement with other transit agencies to pool respective funding shares of each member for any identified eligible program expenditure.
- Apply to Caltrans to reassign any savings or surplus amounts allocated for an expenditure that has been completed to another eligible expenditure.

Recommendation:

Receive and file.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

May 26, 2016

TO: BOARD EXECUTIVE COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Jim Kneepkens, Director of Marketing
SUBJECT: Authorize a Youth Summer Fare of 25 Cents per Boarding from June 1 through September 11, 2016

Summary: Historically, Riverside Transit Agency (RTA) bus ridership drops during the summer months. This begins in June, the end of the school year, as students stop riding the bus to get to local schools and colleges, commuters take vacations and warmer weather makes driving more comfortable. Last calendar year, for example, RTA ridership dropped ten percent during June, July and August and quickly increased 11 percent in September when school resumed.

With ridership expected to dip again over the next few months, staff believes now is an ideal time to reintroduce RTA as a viable summer transportation option. In an effort to promote public transportation and increase ridership during the summer for students in grades 1-12, staff proposes offering 25-cent rides for the entire summer. The promotion would run from June 1 to September 10. The 25-cent-per-boarding fare would be offered on any fixed-route bus including CommuterLink express buses. To qualify for the reduced fare, students would be required to show a school-issued student ID card from the most recent school year, an RTA Youth ID card, a California driver's license or state ID showing the student is 18 years old or younger.

The 25-cent promotional summer fare presents an opportunity for significant savings. The regular youth fare on local bus service is \$1.50 per boarding, \$4 for a 1-day pass and \$35 for a 30-day pass. Youth CommuterLink fares are \$3 per boarding, \$7 for a 1-day pass and \$75 for a 30-day pass.

While some transit agencies offer students a discounted summer pass, RTA staff believes the proposed reduced cash fare is more advantageous at this time. The 25-cent cash fare would eliminate the need for students to travel to a pass outlet or purchase a pass online, or have a pass that can be lost, stolen or damaged. The cash discount provides immediate savings and instant access to the bus. And, rather than spending money on bus fare, students can have more cash in their pockets at their destinations.

The promotional fare is designed to raise awareness and remind students and parents that public transportation is an available option during the summer. Long-term, the promotion is a way to establish long-term bus ridership among students. During the promotion, staff expects a 10% increase in youth ridership. Beyond the promotion, the goal is that new riders would continue and current riders would become more frequent riders.

Marketing of the promotional fare will target both students and their parents, the latter often the decision-makers on how their children get around during the summer. Promotional materials will promote popular destinations accessible by bus --- the beach, the mall, the movies, or any place where they can hang out with friends --- all without bothering mom or dad for a ride. Marketing materials will also promote some of the benefits of riding the bus --- convenience, safety, reducing pollution, and time and money saved by the parents.

The promotional fare will be advertised on our website, social media, through email alerts, on-board brochures, rider alerts, and mailings directly to the schools and other local partners. The marketing department is also exploring other online advertising opportunities.

When the promotion ends, staff will analyze ridership to determine if the promotion had any immediate success or created any potential long-term ridership.

Fiscal Impact:

Although staff estimates a 10% increase in youth ridership during the promotion, a reduction in farebox revenue less than \$45,000 is expected, resulting in a reduction of the farebox ratio of .06%.

Recommendation:

Approve and recommend this item to the full Board of Directors for their consideration as follows:

- Authorize Agency staff to implement a youth summer fare of 25 cents per boarding on all fixed-route buses from June 1 through September 11, 2016.