



**BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING
WEDNESDAY, MAY 4, 2011, 1:00 P.M.
RIVERSIDE TRANSIT AGENCY BOARD ROOM
1825 THIRD STREET
RIVERSIDE, CA 92507**

1. **CALL TO ORDER**
2. **SELF-INTRODUCTIONS**
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 6, 2011, COMMITTEE MEETING](#)** **APPROVE**
(P. 3)
5. **CONSENT CALENDAR**
All items on the Consent Calendar will be approved by one motion and there will be no discussion on individual items unless a Board member or member of the public requests a specific item be pulled from the calendar for separate discussion
 - A. **[TRANSPORTATION CENTER MONTHLY REPORT – MARCH 2011](#)** (P. 7) **RECEIVE AND FILE**
 - B. **[PERSONNEL REPORT – MARCH 2011](#)** (P. 10) **RECEIVE AND FILE**
6. **[BILLBOARD ADVERTISING RIDERSHIP IMPACT](#)** (P.16) **RECEIVE AND FILE**

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 RTA Board during the meeting should contact the RTA Clerk of the Board, telephone number (951) 565-5044, no fewer than two business days prior to this meeting to enable RTA to make reasonable arrangements to assure accessibility or language assistance for this meeting.

Agenda related writings or documents provided to the Board of Directors are available for public inspection in the office of the Clerk of the Board and at the reception desk while the meeting is in session.

**RTA BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING
MAY 4, 2011
PAGE TWO**

7. BOARD MEMBER COMMENTS AND REMARKS

8. OTHER BUSINESS

9. ADJOURN

RTA BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING
April 6, 2011

1. CALL TO ORDER:
Committee Chairman Doug McAllister called the Board Administration and Operations Committee meeting to order at 1:00 p.m., on April 6, 2011, in the RTA Board Room.
2. SELF-INTRODUCTIONS:
Self introductions of those in attendance took place.

Attendees:

1. Committee Chairman Doug McAllister, City of Murrieta Mayor Pro Tem
2. Chairman Bob Buster, County of Riverside, District I
3. Director Jesse Molina, City of Moreno Valley Mayor Pro Tem
4. Director Jeff Fox, City of Beaumont Councilmember
5. Director Ella Zanowic, City of Calimesa Mayor
6. Director Daryl Hickman, City of Lake Elsinore Councilmember
7. Director Ike Bootsma, City of Eastvale Councilmember
8. Director Don Robinson, City of Banning Councilmember

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. Rick Kaczerowski, Director of Information Technologies
6. Jim Kneepkens, Director of Marketing
7. Mark Stanley, Director of Planning
8. Natalie Zaragoza, Contracts Manager
9. Bob Bach, Director of Maintenance
10. Laura Murillo, Director of Human Resources
11. Natalie Gomez, Clerk of the Board of Directors
12. Virginia Werly, Contract Operations Manager

Other Attendees:

None.

3. PUBLIC COMMENTS – NON-AGENDA ITEMS:
None.
4. APPROVAL OF MINUTES –MARCH 2, 2011, COMMITTEE MEETING:
M/S/C (HICKMAN/FOX) approving the minutes of March 2, 2011, Committee meeting. The motion carried unanimously.

Chairman Buster arrived at the meeting during Item 4.

5. CONSENT CALENDAR:

M/S/C (ROBINSON/HICKMAN) approving the receipt and file of item A – Transportation Center Monthly Report – February 2011. The motion carried unanimously.

M/S/C (ROBINSON/HICKMAN) approving the receipt and file of item B – Personnel Report – February 2011. The motion carried unanimously.

6. AUTHORIZATION TO RENEW COOPERATIVE AGREEMENT NO. 9-024 WITH THE UNIVERSITY OF CALIFORNIA, RIVERSIDE (UCR) FOR THE UNIVERSITY PASS REVENUE AGREEMENT (U-PASS); AUTHORIZATION TO COMBINE COOPERATIVE AGREEMENT NO. 9-025 WITH UCR FOR THE OPERATION OF ROUTE 51 (CREST CRUISER) WITH COOPERATIVE AGREEMENT NO. 9-023 WITH UCR FOR THE OPERATION OF ROUTE 53 (BEAR RUNNER) INTO COOPERATIVE AGREEMENT NO. 11-022

Director Hickman inquired about ridership numbers for the routes. Mr. Rouzaud stated the ridership for the routes was approximately 28,000 students per month and the program was very successful.

Committee Chairman Doug McAllister inquired if RTA received 100 percent farebox recovery from the routes and Mr. Rouzaud replied that RTA did.

Mr. Rubio stated the program was subsidized by UCR parking fees and fines. The U-PASS program was a cost benefit for UCR to have RTA run the routes as the cost of the program was far less than building a new parking structure at UCR.

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

- Authorize staff to renew the U-Pass fare reimbursement agreement with UCR for a per-trip reimbursement of \$.90 per-student and a per-student cap of \$35 per-month for a total of \$214,870.50 from July 1, 2011 through June 30, 2012.
- Authorize staff to enter into a new Cooperative Agreement No. 11-022 with UCR for reimbursement of operating expenses of \$122,174 for the Crest Cruiser and \$43,163 for the Bear Runner (for a total of \$165,337) from September 1, 2011 through June 30, 2012.

The motion carried unanimously.

7. AUTHORIZATION TO RENEW COOPERATIVE AGREEMENT NO. 09-026 WITH THE CITY OF TEMECULA FOR ROUTE 55

Mr. Rubio commented that a couple of months ago the Board approved a restructuring of the routes in Temecula and this service is layered on top of the reduced service. The 20 percent reimbursement from the City of Temecula keeps it at a zero fare route so passengers will not have to pay a fare. The net impact to the Agency is zero as far as costs, ridership is a big plus, and the city pays for the passenger fares on the trolley.

Committee Chairman Doug McAllister stated there was a trend with this model in the schools for this type of program, and Temecula and Riverside had similar programs. He inquired if RTA had thought of pursuing the model with other cities to subsidize people to ride the bus. Mr. Rubio stated RTA looked at a program a few years back in Boulder, Colorado with three primary routes; the Hop, Skip and Jump. The City of Boulder and Colorado University subsidized the entire transit system with no fare and high frequency bus routes in the downtown area. The program worked so well that the city started requiring any new development or new applications for business licenses would require the home owner or business owner to subsidize at least one year of transit passes. In Long Beach, the Downtown Business Association runs The Passport shuttle which is free, high frequency and travels between the Queen Mary and the downtown area. Downtown Denver Colorado does the same thing on their mall. The City of Riverside has tried it a couple of times and it has not been successful due to the layout of the city.

Chairman Buster stated the downtown Jury Trolley is successful but in some respects one could walk faster to restaurants from the courts. Mr. Rubio commented walking distances are short and parking is abundant in downtown Riverside. The reason the program is working well in Temecula is the route goes to the high school, the library, the mall and the subdivision of Harveston where many of the students live.

Mr. Rubio stated we could look at other venues and opportunities where this type of program might work. He pointed out the UCR Bear Runner runs between downtown Riverside and UCR and operates between 7:12 p.m. and runs until 12:37 a.m. The City of Riverside would like to see the route extended until about 2:30 a.m. but no one wants to come up with the money to pay for it. The challenge is finding a dense population in a local area and destinations the riders want to go.

Committee Chairman Doug McAllister feels it is a program that works and recommended finding a way to exploit it. Mr. Rubio stated RTA would certainly look at it.

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

- Authorize staff to renew Cooperative Agreement No. 09-026 with the City of Temecula for the continued operation of Route 55.

The motion carried unanimously.

8. BOARD MEMBER COMMENTS AND REMARKS:

Director Fox reported the population in Beaumont just surpassed 37,000. In year 2000, the population was 8,500. The Redlands Bike Classic held April 1 was very successful.

Director Hickman reported the city held a Mud Run which attracted 15,000 people and recently held boat races. The baseball season starts April 7.

Chairman Buster reported the Fourth Annual Veterans Parade would be held in Riverside on April 16 at 10 a.m. with many exhibits and entries.

Director Zanowic reported the city would be holding a street fair on April 9 and proceeds

would be donated to non-profits. The event is held twice a year and with approximately 80 booths.

Director Bootsma reported on March 26 the Eastvale Community Events Committee held casino night at his residence. Approximately 150 people attended the annual event. In July the City of Eastvale will hold a benefit for the Cancer Society.

Director Jesse Molina reported they are trying to improve ridership to the Moreno Valley Mall with the Air Aware art contest. He commented that the U-PASS type programs may not work for their high schools as they are spread out in the city, however, could work to help transport seniors to the mall.

9. OTHER BUSINESS:

Mr. Rubio stated that he and Vice Chairman McAllister traveled to Sacramento for California Transit Association (CTA) Lobby Day along with transit operators from throughout California. The climate in Sacramento was much like the climate in Washington D.C. with no commitments or answers to the budget. The Gas Tax Swap enacted last year was re-crafted this year and signed by the Governor, however, hinged on the budget coming together and getting the initiative out to the voters to consider continuing the gas extensions. That fell apart and the Gas Tax Swap which preserved our State Transportation Assistance (STA) Fund is now in jeopardy again. RTA has not banked on receiving that money since 2007 so none of our budget is predicated on it. RTA hopes to receive the money, as it would be a big boost to RTA's capital replacement program, but do not anticipate receiving that money this year. RTA has other sources and has done enough in the past few years to weather through quite well for the foreseeable future. Committee Chairman Doug McAllister inquired if there was anything we could do about the STA and the Gas Tax law. Mr. Rubio replied the Transit Association is lobbying, individual transit operators are lobbying, the county; the California League of Cities is lobbying, to try and affect some common sense in Sacramento. Committee Chairman Doug McAllister stated to not rely on Sacramento to figure it out and Board members need to show up regularly in Sacramento and become the brokers of the deals in some way shape or form as best we can to use our friendships and relationships to get them to talk to each other. He would like to see the Agency look into utilizing all our contacts up in Sacramento.

10. ADJOURNMENT:

The meeting was adjourned at 1:35 p.m.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

May 4, 2011

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Jim Kneepkens, Director of Marketing

SUBJECT: Transportation Center Monthly Report – March 2011

Summary: The Customer Information Center answered 34,493 calls in March 2011, a 6.9% increase compared to March 2010. Calls included 231 commendations, general comments and valid complaints. Calls to Dial-A-Ride were 11,217, a 1.7% decrease compared to March 2010. A total of 45,710 calls were received between the two call centers, an increase of 4.7% compared to the same period last year.

The attached report presents call volume history and details commendations, general comments and complaints by type.

Recommendation:

Receive and file.

Riverside Transit Agency

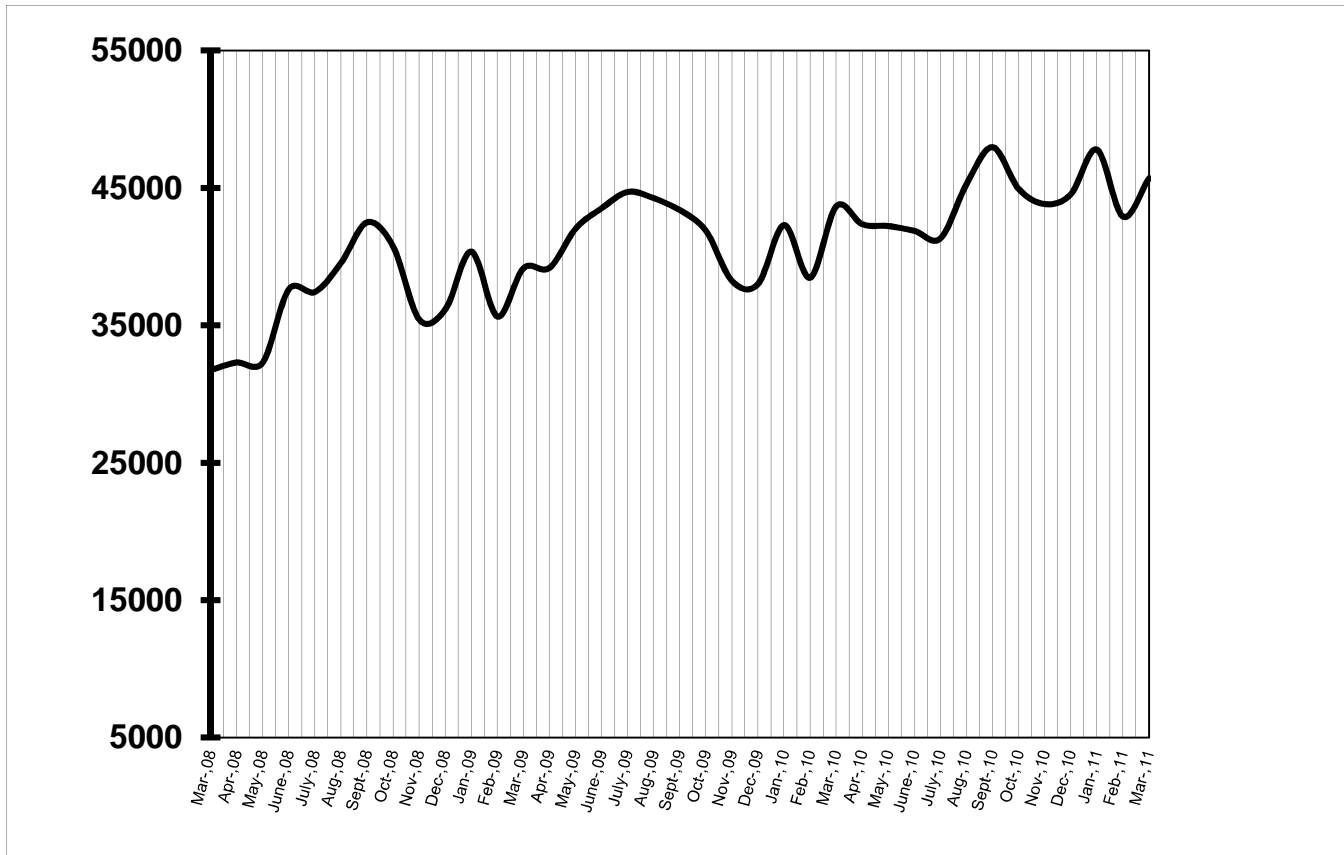
March 2011 Transportation Center Call Totals

Customer Information Center (CIC)	Same Month		Percent Change
	Current Month	Year	
Information Calls	34,262	31,954	7.2%
Complaints	168	230	-27.0%
Comments	39	51	-23.5%
Commendations	24	26	-7.7%
Total CIC Calls	34,493	32,261	6.9%

Dial-A-Ride (DAR)

Total DAR Calls	11,217	11,415	-1.7%
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Total Calls	45,710	43,676	4.7%
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Complaints, Comments & Commendations

March 2011

Valid Complaints

Category	Number This Month This Year	Number This Month Last Year	12 Month Average per Month	Complaints per 10,000 Passengers
Bus Stop	6	0	4	0.36
Careless Driving	12	27	15	0.59
Conduct	7	19	13	0.09
Crowded	1	2	3	0.18
Customer Service	37	66	30	0.11
Early Bus	12	17	6	0.02
Fare Dispute	4	6	4	0.56
Late Bus	31	35	25	0.18
Missed Transfer	11	7	5	0.06
No Show	7	6	8	0.47
Passed By	17	19	17	0.17
Passenger Conduct	1	1	3	0.11
Other	22	12	18	0.33
Total	168	217	152	3.22

Ridership

	Ridership This Month This Year	Ridership This Month Last Year	12 Month Average per Month
All services	762,336	733,835	662,277

Comments

	Number This Month This Year	Number This Month Last Year	12 Month Average per Month	Comments per 10,000 Passengers
General Comments	39	79	47	0.59

Commendations

	Number This Month This Year	Number This Month Last Year	12 Month Average per Month	Commendations per 10,000 Passengers
General Commendations	24	28	19	0.36

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

May 4, 2011

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Laura Murillo, Director of Human Resources

SUBJECT: Personnel Report – March 2011

Summary: The attached report summarizes personnel activity that occurred in March 2011. The following information is outlined in the report:

- Number of budgeted positions versus number of filled positions by department and position.
- Percentage of minority and female employees by position classification.
- Number of disciplinary actions by gender.
- Percentage of minority and female applicants by position.
- Number of minority and female employees by personnel actions

Recommendation:

Receive and file.

SUMMARY OF BUDGETED POSITIONS
March 2011

<u>DEPARTMENT AND TITLE</u>	<u>BUDGETED POSITIONS</u>	<u>FILLED POSITIONS</u>
<u>ADMINISTRATION</u>		
Chief Executive Officer	1	1
Executive Assistant/Clerk of the Board	<u>1</u>	<u>1</u>
Department Subtotal	2	2
<u>ACCOUNTING</u>		
Chief Financial Officer	1	1
Performance Reporting & Analysis Manager	1	1
Controller	1	1
Principal Financial Analyst	1	1
Accounting Supervisor	1	1
Planning Analyst	1	1
Payroll Coordinator	1	1
Revenue Account Coordinator	1	1
A/P Clerk	1	1
General Acct. Clerk	1	1
Coin Counter (Full-time)	<u>2</u>	<u>2</u>
Department Subtotal	12	12
<u>HUMAN RESOURCES</u>		
Director of Human Resources	1	1
Labor Relations Officer	1	1
Risk Manager	1	1
Risk Management Specialist	1	1
Human Resources Specialist – Benefits	1	1
Human Resources Specialist – Recruitment	1	1
Human Resources Clerk	1	1
Receptionist	<u>1</u>	<u>1</u>
Department Subtotal	8	8
<u>INFORMATION TECHNOLOGY</u>		
Director of Information Technologies	1	1
ITS Administrator	1	1
Systems Analyst	<u>1</u>	<u>1</u>
Department Subtotal	3	3
<u>MAINTENANCE</u>		
Director of Maintenance	1	1
Maintenance Manager	1	1
Maintenance Quality Control	1	1
Contract Operations Maintenance Supervisor	1	1
Maintenance Supervisor	6	6
Electronic Technician	1	1
Groundskeeper	1	1
Mechanic	27	27
Property Maintainer	1	1
Tire Servicer	1	1
Servicer	<u>11</u>	<u>11</u>
Department Subtotal	52	52

<u>DEPARTMENT AND TITLE</u>	<u>BUDGETED POSITIONS</u>	<u>FILLED POSITIONS</u>
<u>MARKETING</u>		
Director of Marketing	1	1
Marketing Manager	1	1
Planning & Program Manager	1	1
Customer Information Supervisor	1	0
Customer Information Center Clerk, Full-time	1	1
Customer Information Center Clerk, On-call	<u>16</u>	<u>14</u>
Department Subtotal	21	18
<u>OPERATIONS</u>		
Chief Operating Officer	1	1
Operations Manager	1	1
Executive Assistant	1	0
Operations Supervisor	13	12
Operations Analyst	1	1
Stops/Zones Supervisor	1	1
Stops/Zones Groundskeeper	8	8
Transit Clerk	1	1
Coach Operator		
Full-Time	182	183 ¹
Part-Time	<u>20</u>	<u>21</u> ¹
Department Subtotal	229	229
<u>CONTRACT OPERATIONS</u>		
Contract Operations Manager	1	1
Contract Operations Analyst	1	1
Contract Operations Specialist	2	1
Customer Service Specialist, Full-time	2	1
Customer Service Specialist, Part-time	<u>0</u>	<u>1</u>
Department Subtotal	6	5
<u>PLANNING</u>		
Director of Planning	1	1
Senior Planner	1	1
Scheduling Analyst	<u>1</u>	<u>1</u>
Department Subtotal	3	3
<u>PURCHASING</u>		
Chief Procurement & Logistics Officer	1	1
Contracts Manager	1	1
Contracts Administrator	2	2
Storeroom Supervisor	1	1
Buyer	1	1
Parts Clerk	<u>4</u>	<u>4</u>
Department Subtotal	10	10
Totals	346	342

¹The Agency experienced the following extended leaves of absences: 10 Coach Operators on workers' compensation; 8 Coach Operators on disability leave.

TOTAL WORKFORCE AND UTILIZATION ANALYSIS

<u>POSITION CLASSIFICATION</u>	<u>TOTAL EMPLOYEES</u>	<u>% OF MINORITY EMPLOYEES</u>	<u>% OF FEMALE EMPLOYEES</u>	<u>2000 CENSUS AVAILABILITY</u>		<u>2000 CENSUS UNDERUTILIZED</u>	
				<u>% MIN.</u>	<u>% FEM.</u>	<u>MIN.</u>	<u>FEM.</u>
Officials/Managers	41	43.9	26.8	29.6	33.2	No	Yes
Professionals	12	41.7	25.0	35.0	63.6	No	Yes
Administrative Support	35	68.6	77.1	46.7	81.7	No	Yes
Craftsmen & Kindred Workers	28	60.7	0.0	50.5	11.4	No	Yes
Operatives	204	71.6	42.6	67.3	25.6	No	No
Laborers	22	63.6	4.5	75.1	29.4	Yes	Yes

DISCIPLINARY ACTIONS

<u>DEPARTMENT</u>	<u>WARNINGS, COUNSELINGS & WRITTEN REPRIMANDS</u>								<u>SUSPENSIONS</u>							
	<u>Male</u>				<u>Female</u>				<u>Male</u>				<u>Female</u>			
	<u>(C</u>	<u>B</u>	<u>H</u>	<u>O²)</u>	<u>(C</u>	<u>B</u>	<u>H</u>	<u>O)</u>	<u>(C</u>	<u>B</u>	<u>H</u>	<u>O)</u>	<u>(C</u>	<u>B</u>	<u>H</u>	<u>O)</u>
Maintenance	1	3	1	0	0	1	0	0	1	0	0	0	0	0	0	0
Operations	2	8	2	0	3	7	8	0	0	1	2	0	1	0	0	0
TOTALS	(17)				(19)				(4)				(1)			

APPLICATION ANALYSIS

<u>POSITION TITLE</u>	<u>TOTAL APPLICANTS</u>	<u>%OF MINORITY APPLICANTS</u>	<u>% OF FEMALE APPLICANTS</u>
Coach Operator	47	45%	43%
Contracts Operations Specialist	67	70%	64%
Customer Information Clerk	82	76%	61%

² C=Caucasian, B=Black, H=Hispanic, O=Other

Personnel Activity
Full-Time and Regular Part-Time:

March 2011

Personnel Activity	All Employees			Minority Employees Male				Minority Employees Female				Total Minorities	
	Activity	Total	Male	Female	Black	Asian/Pac. Is.	Amer. Indian	Hispanic	Black	Asian/Pac. Is.	Amer. Indian	Hispanic	Total
New Hires	3	2	1	1			1						2
Promotions	2		2									1	1
Transfers	0												0
Demotions	0												0
Terminations	2	1	1					1					1
Resignations	2	2										2	2
Retirements	1		1										0
Other	0												0

FOR FISCAL YEAR 07/01/10 THROUGH 06/30/11
 FULL-TIME SEPARATIONS:

	<u>ADMINISTRATION</u>	<u>OTHER</u>
Terminations	6	6
Resignations	2	6
Retirements	0	8
Other	0	1

FOR FISCAL YEAR 07/01/09 THROUGH 06/30/10
 FULL-TIME SEPARATIONS:

	<u>ADMINISTRATION</u>	<u>OTHER</u>
Terminations	1	7
Resignations	1	4
Retirements	2	9
Other	0	0

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

May 4, 2011

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Jim Kneepkens, Director of Marketing
SUBJECT: Billboard Advertising Ridership Impact

Summary: At the September 23, 2010 meeting, the Board authorized staff to issue a sole source purchase order to Lamar Advertising for billboard advertising along the I-215 and I-15 corridors. The purpose of the advertising was to promote ridership on CommuterLink routes 202, 208, 212 and 217. The advertisements were expected to also reach other CommuterLink and local fixed route potential customers.

CommuterLink bus service was first offered September 2, 2003. At that time the Agency launched four routes with express service throughout western Riverside County and destinations in San Bernardino and San Diego counties. These routes include:

Route 202: Murrieta, Temecula, Oceanside Transit Center
Route 204: Riverside to Montclair Transcenter
Route 206: Temecula, Murrieta, Lake Elsinore, Corona Transit Center
Route 208: Temecula, Murrieta, Sun City, Perris, Moreno Valley, Riverside-Downtown Metrolink Station, Downtown Riverside

On January 13, 2008, the Agency introduced CommuterLink Route 210 which provides service from the Pass Area to Moreno Valley and downtown Riverside with stops at the RTA Downtown Terminal and the Marketplace Metrolink Station.

On June 29, 2009, the Agency launched CommuterLink routes 212 and 217. Route 212 offers service from the Hemet and San Jacinto areas through the communities of Homeland and Perris terminating in downtown Riverside. Route 217 also originates in the Hemet and

San Jacinto areas and provides service to employment centers in Murrieta, Temecula and Escondido in San Diego County. Both routes were implemented as part of the Federal Transportation Administration's Job Access and Reverse Commute and New Freedom programs.

Lastly, on July 1, 2010, Route 149 with service between downtown Riverside, Corona and Orange County was converted to CommuterLink Route 216.

Each year, the marketing plan includes promotion of all bus routes, including CommuterLink. Marketing CommuterLink has included print advertising, direct mail, flyers, special events, the RTA website, social media, Ride Guide, bus system map and press releases. Despite staff's marketing efforts, some CommuterLink routes have not performed as favorably as desired. In an effort to increase ridership, staff supplemented previous advertising campaigns with two billboard advertisements. One was located along I-215 just north of Ramona Expressway in Perris and was visible to southbound drivers. This location specifically targeted potential customers for CommuterLink routes 208 and 212. This advertisement was visible from October 4 to December 27, 2010. The second billboard was located along I-15 just north of Rainbow Valley Road, south of Temecula, and was visible to northbound drivers. This location specifically targeted potential customers for CommuterLink routes 202 and 217. This advertisement was visible from November 20, 2010 to February 12, 2011.

In evaluating advertising opportunities for CommuterLink, billboard advertising is one of the most cost-effective means to meet our target market. If an advertisement is placed in a local newspaper, television channel or radio, the advertisement has a useful life of about up to 30 seconds. When the same advertisement is placed on a billboard, it gets noticed 24 hours per day for months. Thousands of people view billboards on their commute to work or home, and it doesn't get lost in the pages like an advertisement placed in a newspaper. Continual exposure creates brand awareness and strong name recognition.

The cost for billboard advertisements is very reasonable: \$2,500 to \$7,500 per month depending on location, about the same cost as one full-page newspaper advertisement or sending direct mail for one day. Billboard advertisements reach the commuter target market directly and with frequency. Billboard advertising has a high-impact on commuters and is a cost-effective method of advertising.

Although billboard advertising is one of the most cost-effective methods of reaching commuters, RTA continues an integrated marketing approach that includes other advertising media, including a mix of print, direct mail, formal presentations, participation in community events and parades, social media and website promotions. Not all potential riders drive major freeway corridors and additional advertising formats adequately supplement billboard advertising and reinforce RTA's message.

The data below reflects ridership figures for the period in FY2011 that the billboards were visible compared to the same time period in FY2010. During the period, total Agency ridership including CommuterLink grew 1.4% from FY2010 to FY2011. Excluding CommuterLink, local fixed route ridership grew 1.28% for the period.

During the same period, total CommuterLink ridership grew over 14% (10,855 rides). Routes that were targeted with billboard advertisements grew over 24% while CommuterLink routes that did not have targeted billboard advertisements grew 7.6%.

Total Fixed Route Ridership (all RTA Routes)

Oct '09 - Feb '10	3,123,112
Oct '10 - Feb '11	3,166,860
Increase - Riders	43,748
Increase - Percent	1.40%

Total Fixed Route Ridership excluding CommuterLink Routes & Route 149*

Oct '09 - Feb '10	3,012,196
Oct '10 - Feb '11	3,050,780
Increase - Riders	38,584
Increase - Percent	1.28%

Total CommuterLink Ridership (excludes Routes 149/216*)

Oct '09 - Feb '10	76,693
Oct '10 - Feb '11	87,548
Increase - Riders	10,855
Increase - Percent	14.15%

**Total Ridership on CommuterLink Routes without
Billboard Advertising (Routes 204, 206, 210)**

Oct '09 - Feb '10	46,477
Oct '10 - Feb '11	50,031
Increase - Riders	3,554
Increase - Percent	7.65%

**Total Ridership on CommuterLink Routes with
Billboard Advertising (Routes 202, 208, 212, 217)**

Oct '09 - Feb '10	30,216
Oct '10 - Feb '11	37,517
Increase - Riders	7,301
Increase - Percent	24.16%

**Routes 149 and 216 were excluded because local fixed Route 149 was changed to CommuterLink 216 on July 1, 2010 resulting in a higher fare category that affected local ridership.*

Recommendation:

Receive and file.