



**BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING  
WEDNESDAY, JUNE 6, 2012, 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 – MAY 2, 2012, 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 – APRIL 2012](#)** **RECEIVE AND FILE**  
(P.6)
  - B. **[PERSONNEL REPORT – APRIL 2012](#)** **RECEIVE AND FILE**  
(P.9)

*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.*

6. APPROVE A TWO-PERCENT DISADVANTAGED BUSINESS ENTERPRISE (DBE) PARTICIPATION GOAL FOR FEDERAL FISCAL YEARS 2013-2015 AS REQUIRED UNDER FEDERAL TRANSIT ADMINISTRATION (FTA) GUIDELINES PER 49 C.F.R. PART 26 (P.16) APPROVE
7. AUTHORIZATION TO ENTER INTO AGREEMENT NO. 12-015 WITH THE CITY OF RIVERSIDE FOR THE RENEWAL OF THE CITY EMPLOYEE PASS (CITY PASS) PROGRAM (P.26) APPROVE
8. APPROVE THE REVISION OF THE SERVICE STANDARDS AND WARRANTS GUIDELINES FOR EXISTING AND NEW TRANSIT SERVICES (P.28) APPROVE
9. HOLIDAY EVENTS SCHEDULE (P.42)
10. BOARD MEMBER COMMENTS AND REMARKS
11. OTHER BUSINESS
12. NEXT MEETING  
ADMINISTRATION AND OPERATIONS COMMITTEE MEETING  
WEDNESDAY, JULY 4, 2012  
1:00 P.M.  
RTA HEADQUARTERS  
1825 THIRD STREET  
RIVERSIDE, CA 92507
13. ADJOURN

RTA BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING  
May 2, 2012

1. CALL TO ORDER:

Committee Chair Zanowic called the Board Administration and Operations Committee meeting to order at 1:00 p.m., on May 2, 2012, in the RTA Board Room.

2. SELF-INTRODUCTIONS:

Self introductions of those in attendance took place.

Board Committee Attendees:

1. Committee Chair Ella Zanowic, City of Calimesa Mayor
2. Committee Vice-Chair Bridgette Moore, City of Wildomar
3. Chairman of the Board, Doug McAllister, City of Murrieta Mayor
4. Director Jesse Molina, City of Moreno Valley Councilmember
5. Director Daryl Hickman, City of Lake Elsinore Mayor Pro Tem
6. Director Ike Bootsma, City of Eastvale Councilmember
7. Director Don Robinson, City of Banning Mayor
8. Alternate Brenda Knight, City of Beaumont, Member at Large

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. Bob Bach, Director of Maintenance
8. Laura Murillo, Director of Human Resources
9. Natalie Gomez, Clerk of the Board of Directors
10. Natalie Zaragoza, Contracts Manager
11. Virginia Werly, Contract Operations Manager
12. Gordon Robinson, Director of Planning
13. Kelly Bach, Manager of Performance Analysis
14. Eric Ustation, Government Affairs Representative
15. Brad Weaver, Marketing Manager

Other Attendees:

None.

3. PUBLIC COMMENTS – NON-AGENDA ITEMS:

None.

4. APPROVAL OF MINUTES – April 4, 2012, COMMITTEE MEETING:

M/S/C (ROBINSON/MOLINA) approving the minutes of April 4, 2012, Committee meeting. The motion carried unanimously.

5. CONSENT CALENDAR:

M/S/C (MOORE/HICKMAN) approving the receipt and file of item A – Transportation Center Monthly Report – MARCH 2012. The motion carried unanimously.

M/S/C (MOORE/HICKMAN) approving the receipt and file of item B – Personnel Report – MARCH 2012. The motion carried unanimously.

6. AUTHORIZATION TO OPEN A PUBLIC HEARING TO CONSIDER SERVICE MODIFICATIONS ON COMMUTERLINK ROUTE 210 EFFECTIVE WITH THE SEPTEMBER 9, 2012 SERVICE CHANGE

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

- Authorize The Opening Of A Public Hearing To Consider Service Modifications On Commuterlink Route 210 Effective With The September 9, 2012 Service Change.

The motion carried unanimously.

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

M/S/C (ROBINSON/BOOTSMA) 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 from July 1, 2012 through June 30, 2013.

The motion carried unanimously.

8. REQUEST TO OPEN PUBLIC HEARING ON THE FISCAL YEAR 2012/2013 (FY13) OPERATING BUDGET, CAPITAL BUDGET, AND SHORT RANGE TRANSIT PLAN (SRTP)

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

- Open the public hearing on the FY13 Operating budget, Capital budget, and SRTP, and continue this item to the June 28, 2012 Board of Directors meeting.

The motion carried unanimously.

9. BOARD MEMBER COMMENTS AND REMARKS

Director Robinson stated that new bus benches with roofs and solar panels for lighting were installed throughout Banning.

Director Hickman thanked RTA staff, especially Mr. Robinson and Mr. Ustation, for the presentation at the Lake Elsinore Unified School District.

10. OTHER BUSINESS:

None.

11. NEXT MEETING:

Board Administration and Operations Committee Meeting

Wednesday, June 6, 2012

1:00 p.m.

RTA Headquarters

1825 Third Street

Riverside, CA 92507

13. ADJOURNMENT:

The meeting was adjourned at 1:30 p.m.

RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

June 6, 2012

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Jim Kneepkens, Director of Marketing

SUBJECT: Transportation Center Monthly Report – April 2012

Summary: In April 2012, the Customer Information Center answered 32,751 calls, a 3.4% increase compared to April 2011. Calls included 226 commendations, general comments and valid complaints. The number of calls to Dial-A-Ride was 12,233, a 14.5% increase compared to April 2011. A total of 44,984 calls were received between the two call centers, an increase of 6.2% 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

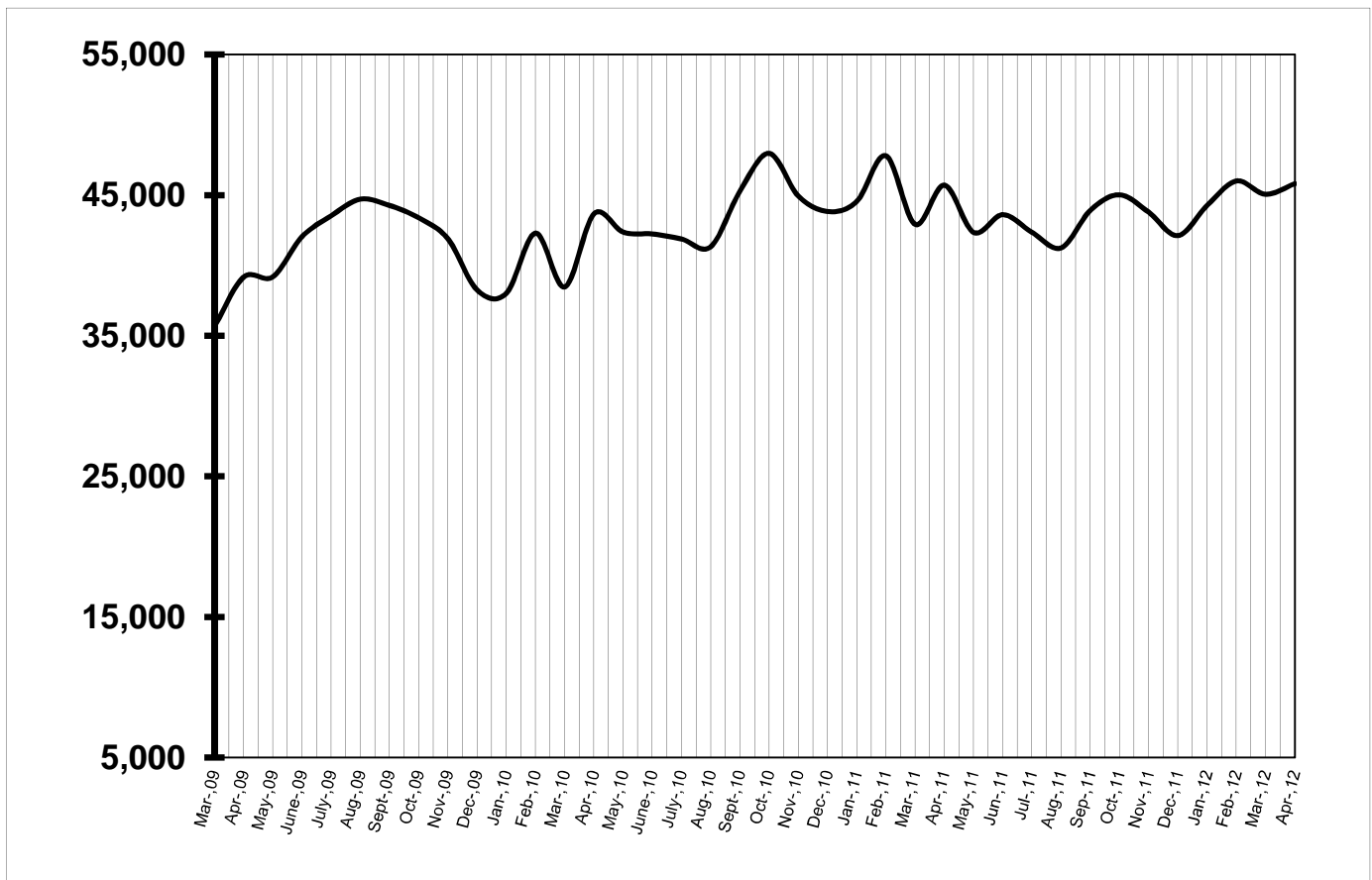
## April 2012 Transportation Center Call Totals

Customer Information Center (CIC)	April 2012	April 2011	Percent Change
	Information Calls	32,525	31,483
Complaints	134	121	10.7%
Comments	54	33	63.6%
Commendations	38	24	58.3%
<b>Total CIC Calls</b>	<b>32,751</b>	<b>31,661</b>	<b>3.4%</b>

### Dial-A-Ride (DAR)

<b>Total DAR Calls</b>	<b>12,233</b>	<b>10,687</b>	<b>14.5%</b>
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<b>Total Calls</b>	<b>44,984</b>	<b>42,348</b>	<b>6.2%</b>
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# Complaints, Comments & Commendations

## Valid Complaints

Category	April 2012	April 2011	12 Month Average per Month	Complaints per 10,000 Passengers
Bus Stop	2	3	2	0.53
Careless Driving	12	10	16	0.75
Conduct	13	15	22	0.03
Crowded	2	0	3	0.17
Customer Service	16	22	16	0.18
Early Bus	4	5	6	0.03
Fare Dispute	3	5	3	0.22
Late Bus	21	21	28	0.06
Missed Transfer	9	5	9	0.04
No Show	13	6	8	0.29
Passed By	14	13	22	0.12
Passenger Conduct	3	3	3	0.18
Other	22	13	30	0.30
<b>Total</b>	<b>134</b>	<b>121</b>	<b>167</b>	<b>2.89</b>

## Ridership

	April 2012	April 2011	12 Month Average per Month
All services	747,186	709,203	723,646

## Comments

	April 2012	April 2011	12 Month Average per Month	Comments per 10,000 Passengers
General Comments	54	33	57	0.75

## Commendations

	April 2012	April 2011	12 Month Average per Month	Commendations per 10,000 Passengers
General Commendations	38	24	30	0.53



RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

June 6, 2012

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Laura Murillo, Director of Human Resources

SUBJECT: Personnel Report – April 2012

Summary: The attached report summarizes personnel activity that occurred in April 2012. 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**

April 2012

<b>DEPARTMENT AND TITLE</b>	<b>BUDGETED POSITIONS</b>	<b>FILLED POSITIONS</b>
<b><u>ADMINISTRATION</u></b>		
Chief Executive Officer	1	1
Executive Assistant/Clerk of the Board	<u>1</u>	<u>1</u>
Department Subtotal	2	2
<b><u>ACCOUNTING</u></b>		
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
Accounts Payable Clerk	1	1
General Accounting Clerk	1	1
Coin Counter	<u>2</u>	<u>2</u>
Department Subtotal	12	12
<b><u>HUMAN RESOURCES</u></b>		
Director of Human Resources	1	1
Labor Relations Officer	1	1
Risk Manager	1	1
Training 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	9	9
<b><u>INFORMATION TECHNOLOGY</u></b>		
Director of Information Technology	1	1
ITS Administrator	1	1
Systems Analyst	<u>1</u>	<u>1</u>
Department Subtotal	3	3
<b><u>MAINTENANCE</u></b>		
Director of Maintenance	1	1
Maintenance Manager	1	1
Maintenance Quality Control	1	1
Contract Operations Maintenance Supervisor	1	1
Maintenance Supervisor	7	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	53	52

<b>DEPARTMENT AND TITLE</b>	<b>BUDGETED POSITIONS</b>	<b>FILLED POSITIONS</b>
<b><u>MARKETING</u></b>		
Director of Marketing	1	1
Marketing Manager	1	1
Government Affairs Representative	1	1
Customer Information Supervisor	1	1
Customer Information Clerk, Full-Time	1	1
Customer Information Clerk, On-Call	<u>16</u>	<u>16</u>
Department Subtotal	21	21
<b><u>OPERATIONS</u></b>		
Chief Operating Officer	1	1
Operations Manager	1	1
Executive Assistant	1	1
Operations Supervisor	14	14
Operations Analyst	2	2
Stops/Zones Supervisor	1	1
Stops/Zones Groundskeeper	8	8
Transit Clerk	1	1
Coach Operator		
Full-Time	181	181
Part-Time <sup>1</sup>	<u>21</u>	<u>28</u>
Department Subtotal	231	238
<b><u>CONTRACT OPERATIONS</u></b>		
Contract Operations Manager	1	1
Contract Operations Analyst	1	1
Contract Operations Specialist	2	2
Customer Service Specialist, Full-Time	2	2
Customer Service Specialist, Part-Time	0	0
Travel Training Supervisor	1	1
Travel Training Specialist	2	2
Contract Operations Administrative Clerk, Full-Time	<u>1</u>	<u>1</u>
Department Subtotal	10	10
<b><u>PLANNING</u></b>		
Director of Planning	1	1
Senior Planner	2	2
Scheduling Analyst	<u>1</u>	<u>1</u>
Department Subtotal	4	4
<b><u>PURCHASING</u></b>		
Chief Procurement & Logistics Officer	1	1
Contracts Manager	1	1
Contracts Administrator	2	1
Storeroom Supervisor	1	1
Buyer	1	1
Parts Clerk	<u>4</u>	<u>4</u>
Department Subtotal	10	9
<b>Totals</b>	<b>355</b>	<b>360</b>

<sup>1</sup>The Agency experienced the following extended leaves of absences: 6 Coach Operators on workers' compensation, and 5 Coach Operators on disability leave.

**TOTAL WORKFORCE AND UTILIZATION ANALYSIS**

<b>POSITION CLASSIFICATION</b>	<b>TOTAL EMPLOYEES</b>	<b>% OF MINORITY EMPLOYEES</b>	<b>% OF FEMALE EMPLOYEES</b>	<b>2000 CENSUS AVAILABILITY</b>		<b>UNDERUTILIZED</b>	
				<b>%MIN</b>	<b>%FEM</b>	<b>MIN</b>	<b>FEM</b>
Executive/First/Mid Level Officials & Managers	46	50.0%	32.6%	31.4%	39.9%	No	Yes
Professionals	13	38.5%	23.1%	34.6%	49.8%	No	Yes
Administrative Support Workers	42	69.0%	78.6%	48.6%	72.8%	No	No
Operatives	209	71.8%	40.7%	69.9%	70.8%	No	Yes
Craft Workers	28	60.7%	0.0%	48.2%	5.6%	No	Yes
Laborers	10	40.0%	0.0%	73.7%	15.3%	Yes	Yes
Service Workers	12	83.3%	8.3%	59.2%	56.2%	No	Yes
<b>Total</b>	<b>360</b>						

## DISCIPLINARY ACTIONS

DEPARTMENT	WARNINGS, COUNSELINGS & WRITTEN REPRIMANDS								SUSPENSIONS							
	Male				Female				Male				Female			
	(C	AA	H	O)	(C	AA	H	O)	(C	AA	H	O)	(C	AA	H	O)
Maintenance	1	4	0	1	0	0	0	0	1	0	1	0	0	0	0	0
Operations	3	8	4	1	5	4	2	0	0	0	1	0	0	1	0	0
	(22)				(11)				(3)				(1)			

C=Caucasian, AA=African American, H=Hispanic, O=Other

### APPLICATION ANALYSIS

<u>POSITION TITLE</u>	<u>TOTAL APPLICANTS</u>	<u>% OF MINORITY APPLICANTS</u>	<u>% OF FEMALE APPLICANTS</u>
Coach Operator, Part-Time	55	84%	49%
Receptionist	52	87%	96%

**PERSONNEL ACTIVITY**

**Full-Time and Part-Time:**

Personnel Activity	All Employees			Minority Employees Male						Minority Employees Female						Total Minorities
	Total	Male	Female	AA	HISP	API	AIAN	NHOPI	MULTI	AA	HISP	API	AIAN	NHOPI	MULTI	Total
Activity																
New Hires	3	3		1	1											2
Promotions	0															0
Transfers	0															0
Demotions	0															0
Terminations	1	1			1											1
Resignations	1	1		1												1
Retirements	1		1													0
Other	0															0

FOR FISCAL YEAR 07/01/11 THROUGH 06/30/12  
FULL-TIME SEPARATIONS

	<u>Administration</u>	<u>Other</u>
Terminations	2	11
Resignations	2	4
Retirements	1	7
Other	0	1

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

	<u>Administration</u>	<u>Other</u>
Terminations	7	8
Resignations	2	6
Retirements	2	9
Other	0	1

AA = African American

AIAN = American Indian or Alaskan Native

HISP = Hispanic

NHOPI = Native Hawaiian or Other Pacific Islander

API = Asian Pacific Islander

MULIT = Two or More Races

RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

June 6, 2012

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Vince Rouzaud, Chief Procurement and Logistics Officer

SUBJECT: Approve a Two-Percent Disadvantaged Business Enterprise (DBE) Participation Goal for Federal Fiscal Years 2013-2015 as Required Under Federal Transit Administration (FTA) Guidelines per 49 C.F.R. Part 26

Summary: Historically, the Agency has been required to establish and submit an annual Disadvantaged Business Enterprise (DBE) participation goal to the FTA in order to maintain the Agency's eligibility to receive Federal financial assistance from the United States Department of Transportation (U.S. DOT). The purpose of establishing a DBE participation goal is to promote increased participation in federally-assisted contracts by small, socially, and economically disadvantaged business enterprises.

In Federal fiscal year 2010, the U.S. DOT amended provisions of 49 C.F.R Part 26, effectively changing this requirement from an annual DBE goal to a triennial goal. Our current DBE goal of two-percent, approved by the Board in July 2009 and submitted to the FTA in August 2009, is in effect through September 30, 2012.

In February of 2011, the U.S. DOT amended provisions of 49 C.F.R. Part 26 requiring DBE participation programs to include a Small Business Participation element. At the April 2012 Board of Directors meeting, the Board approved a Small Business Participation Policy that is now incorporated within the Agency's DBE program. Accordingly, the renewal of the Agency's triennial DBE participation goal includes this new requirement.

As required by the U.S. DOT, 49 C.F.R. Part 26, the Agency must set its triennial goal using its best efforts to meet the goal through race neutral measures. While best efforts and race neutral measures are used to encourage and promote participation, if the Agency's goal is not reached, then specific contract goals may be considered. Historically, the Agency has not needed to bolster its DBE participation with the establishment of contract specific goals.

The U.S. DOT's Office of Small and Disadvantaged Business Utilization 'recommendations and suggested methodologies' were utilized to



develop the Agency's DBE goal for this next period. By using these tools, a proposed goal of two-percent was calculated. The resulting step by step methodology is set forth in the attached "Riverside Transit Agency – Proposed DBE Overall Goal". Also, an unsigned copy of the Agency's DBE Policy Statement is attached for informational purposes only; it will be executed and posted internally at the Agency upon the completion of the public comment period.

If approved by the Board, the Agency will issue a public notice of its proposed triennial goal and methodology used to calculate that goal. These documents are required to be available for public review during normal business hours for a period of 30 days; public comments are accepted for a period of 45 days.

Fiscal Impact:

Establishing a 3-year DBE participation goal is required for continued eligibility to receive Federal financial-assistance from the FTA.

Recommendation:

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

- Approve a two-percent DBE participation goal for Federal fiscal years 2013-2015.

**FEDERAL FISCAL YEAR 2013-2015  
DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM**

**RIVERSIDE TRANSIT AGENCY  
PROPOSED TRIENNIAL DBE GOAL**

As required by Federal Regulations 49 CFR Part 26, public agencies receiving Federal Department of Transportation funds must adopt a three-year DBE goal. Utilization of race neutral measures is the preferred method of achieving DBE participation. Contract specific goals may be established in those instances when it is anticipated that exclusive use of race neutral measures may not be sufficient to achieve the Agency's goal.

The following methodology was used to establish a Rounded Weighted Base Figure for DBE availability and the resulting goal for DBE participation for FFYs 2013-2015.

**I. GOAL METHODOLOGY**

First, the number of ready, willing, and able DBEs is determined by evaluating the following data: a) prospective and existing DBE vendors who have either previously or currently provided goods or services to the Agency; b) DBEs who have registered on the Agency's website as a prospective vendor; c) DBEs from the California Unified Certification Program (CUCP) database; and d) DBEs who have participated in past procurements (bid list information).

**Table 1** below calculates weighted federal project dollars by the 'North American Industrial Classification System' (NAICS) code categories for the Agency's contracting opportunities. Using the percentage of federal funds available for contracting opportunities in FFYs 2013-2015, the result is a weighted percentage base figure for each category reflecting those contracting opportunities directly associated with federal funds and specifically anticipated under the Agency's budget.

**Table 1**

<b>NAICS Code</b>	<b>Project</b>	<b>FTA \$\$</b>	<b>Total Project \$\$</b>	<b>Weight (%)</b>
<b>237310</b>				
Construction	Bus Stop Amenities	360,000	450,000	0.80
Electric/HVAC	Facilities Maintenance	77,980	97,475	0.80
Plumbing, etc.				
<b>Subtotal for 237310:</b>		437,980	547,475	0.80
<b>424210/441310</b>				
Wholesale/	Capitalized Maintenance Spares	3,457,208	4,321,510	0.80
Retail Sales,	Information Technology	1,912,843	2,391,054	0.80
Other Bldg				
Materials				
<b>Subtotal for 424210/441310:</b>		5,370,051	6,712,564	0.80
<b>423130</b>				
Tires, wholesale	Capitalized Tire Lease	684,645	855,805	0.80
and lease				
<b>Subtotal for 423130:</b>		684,645	855,805	0.80
<b>561210</b>				
Facilities	Support Equipment	166,520	208,150	0.80
Support	Revenue Vehicle Systems	251,360	314,200	
Services				
<b>Subtotal for 561210:</b>		417,880	522,350	0.80
		<b>\$6,910,556</b>	<b>\$8,638,194</b>	

**Table 2** below then determines the relative availability of DBE contractors by using both the Agency's internal prospective vendor database and the California Unified Certification Program's vendor database as discussed above. The number of available vendors within each project NAICS code is used to determine the relative availability of DBE contractors within the Agency's service area for this year's project.

**Table 2**

<b>NAICS Code</b>	<b># of DBEs Available</b>	<b># of All Vendors Available</b>	<b>Relative Availability</b>
237310	420	455	0.92
424210/444310	5	143	0.03
423130	0	4	0.00
561210	134	259	0.52
	559	861	0.65
<b>Overall Relative Avail:</b>			0.37

**Table 3** utilizes the availability determined in Table 2, along with the project funds weight percentages as determined in Table 1 and calculates the **rounded weighted base figure** found at the bottom of this table.

<b>Table 3</b>				
<b>NAICS Code</b>	<b>Project</b>	<b>Weight (Table 1)</b>	<b>Availability (Table 2)</b>	<b>Weighted Base Figure (%)</b>
<b>237310</b>	Bus Stop Amenities	0.80	0.92	0.74
Construction	Facilities Maintenance	0.80	0.92	0.74
Electric/HVAC				
Plumbing, etc.				
<b>424210/441310</b>	Capitalized Maintenance			
	Spares	0.80	0.03	0.03
Wholesale/Retail	Information Technology	0.80	0.03	0.03
Retail Sales,				
Other Bldg				
Materials				
<b>423130</b>	Capitalized Tire Lease	0.80	0.00	0.00
Tire sales/lease				
<b>561210</b>	Support Equipment	0.80	0.52	0.41
			<b>TOTAL:</b>	<b>1.95%</b>
			<b>Rounded Weighted Base Fig:</b>	<b>2.00%</b>

## II. ADJUSTMENTS TO THE BASE FIGURE

Next, several factors, as outlined under Title 49, were evaluated to consider whether the rounded weighted base figure of Table 3 needed adjustment to ensure it reflects, as accurately as possible, the DBE participation the Agency could expect in the absence of discrimination.

The Agency reviewed the disparity study completed by the State of California Department of Transportation. However, the data available from this disparity study reflected utilization trends throughout the state and generally included a mix of project

types more related to general transportation (fixed guideways) than transit related projects typical for the Agency. Accordingly, this adjustment criterion was not used.

Other agency goals were not utilized as an adjustment factor as no other U.S. DOT recipients with substantially similar contracting opportunities and similar market areas were identified.

Further, no comments were received during the last public comment period for use as an adjustment factor.

Finally, the federal contracting opportunities identified for this period (Table 1 above) continue to be substantially limited from past years (lower levels of federal funding; see staff report to Board Administration and Operations Committee dated May 2, 2012 'Request to Open Public Hearing on the Fiscal Year 2012/2013 Operating Budget, Capital Budget and Short Range Transit Plan'). Past DBE participation has been achieved primarily through the award of prime contracts. DBE participation in the form of subcontracts has been infrequent and minimal. Analysis has shown this is due to the relatively small size of many of the Agency's contracting opportunities which limit the subcontracting opportunities.

After reviewing the information presented herein, staff recommends no adjustment be made to the proposed overall Agency goal of 2.00% (the weighted percentage base figure from Table 3).

### **III. ANTICIPATED PROJECTS FOR FEDERAL FISCAL YEARS 2013-2015**

The following projects represent the anticipated federally funded capital contracting opportunities for the Federal Fiscal Years beginning October 1, 2012 through September 30, 2015. The Agency anticipates \$8,638,194 will be available for capital projects during the upcoming federal fiscal year periods. The federal dollar portion of this amount equals \$6,910,556 (dollars available for contracting opportunities). By applying the proposed DBE goal of 2.00% the Agency projects potential expenditures of \$138,211 with DBEs during this period for the contracting opportunities listed in Table 1 above.

#### **IV. UTILIZATION OF RACE/GENDER-NEUTRAL METHOD**

The Agency will meet its annual goal by using race-neutral methods of facilitating DBE participation. The Agency actively seeks to solicit procurement participation from DBE certified firms and affirmatively ensures the same in its public notices.

Race-neutral methods include, but are not necessarily limited to, the following:

- DBE participation through a prime contract obtained through competitive procurement procedures.
- DBE participation through a subcontract on a prime contract without a DBE goal
- DBE participation on a prime contract exceeding a contract goal
- DBE participation through a subcontract from a prime contractor that did not consider a firm's DBE status in its award process
- Agency participation in local area DBE outreach events

The Agency will also make efforts to ensure that Requests for Proposals (RFPs), Invitation for Bids (IFBs) and all corresponding contracting requirements foster participation by DBEs and other small businesses. The Agency encourages prime contractors to subcontract portions of the work to DBEs. Formal RFPs and IFBs are available on the Agency's website as is the Agency's DBE policy and general information about "how to do business" with the Agency. The Agency also informs its contractors of the state Unified Certification Program and publishes contact information for the certifying agencies in its formal procurement documents.

#### **V. PUBLIC NOTICE IN SETTING OVERALL ANNUAL DBE GOAL**

The Agency will place a public notice in the Passenger Transport, a widely circulated publication, and in the Press Enterprise, a locally circulated newspaper. The notice will inform the public of the proposed goals and that the rationale for the goal is available for review for a 30-day period with comments being accepted for a 45-day period. In order to provide sufficient public notice, the Notice will be published upon board approval of the proposed goal. The notice will read as follows:

**LEGAL NOTICE**  
**FOR**  
**RIVERSIDE TRANSIT AGENCY**  
**DISADVANTAGED BUSINESS ENTERPRISE GOAL**

Gentlemen/Ladies:

The Riverside Transit Agency (RTA) has proposed an overall goal of 2.00% for Disadvantaged Business Enterprise (DBE) participation in contracting opportunities during the 2013 - 2015 Federal Fiscal Years beginning October 1, 2012, pursuant to 49 CFR Part 26. Documentation on the methodology of the DBE goal and the recently revised DBE plan are available for inspection for 30 days from the date of this notice, Monday through Friday from 8 a.m. to 5 p.m. at the offices of RTA located at 1825 Third Street, Riverside, California 92507. Comments regarding the goals and the plan will be accepted for 45 days from the date of this notice. Anyone wanting to request further information or to discuss RTA's DBE program should contact Natalie Zaragoza at the address listed or by calling (951) 565-5194.

**VI. ESTABLISHMENT OF GOAL**

Based upon the information and methodology presented above, it is proposed that the Agency's overall annual goal for the Federal Fiscal Years 2013-2015 be established at 2.00%.



## **SMALL BUSINESS PARTICIPATION POLICY**

### **A. PURPOSE**

Small businesses are important to the growth and development of Riverside County and they make valuable contributions to our nation's economy. The purpose of this statement is to establish a policy under which the Riverside Transit Agency (RTA) will seek to foster the growth and development of small business as a part of its Disadvantaged Business Enterprise Program.

### **B. POLICY AND RESPONSIBILITY**

It is the policy of the RTA to ensure that opportunities to compete for and receive a fair share of RTA's procurement expenditures are provided to small businesses. For purposes of this policy, small businesses are as defined in the Code of Federal Regulations, Title 49, Part 26.5 and the Small Business Act and Small Business Administration regulations under Title 13, part 121.

The RTA's Contract Manager shall serve as the Agency's point of contact for small businesses and will oversee the implementation of this policy.

### **C. FOSTERING SMALL BUSINESS PARTICIPATION**

It is the policy of the RTA to ensure that, on an annual basis, a reasonable number of prime contracts are of a size that small businesses, including DBEs, can reasonably perform. Small business participation is actively encouraged by careful procurement planning to eliminate unnecessary and unjustified bundling of contract requirements into a single contract. Unbundling requirements at the procurement level eliminates the preclusion of small business participation and encourages the participation of small business by offering meaningful contracting opportunities that small business can manage with their resources.



- I. It is the policy of the RTA to engage in outreach activities and programs to assist, counsel, and advise small businesses on how to pursue contracting opportunities with RTA.
- II. RTA shall continue to foster an environment where highly skilled suppliers and vendors may compete successfully for a fair share of RTA's procurements based on their own merits; and will encourage large businesses to increase subcontracting opportunities for small businesses.
- III. RTA will publish and post information to assist small businesses in its contracting efforts. For example, RTA will post on its website (1) a forecast of future contract opportunities, (2) Current procurement opportunities with RTA, and (3) "How to do Business with RTA" to assist small businesses in marketing its service and products to RTA.

RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

June 6, 2012

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Vince Rouzaud, Chief Procurement and Logistics Officer

SUBJECT: Authorization to Enter into Agreement No. 12-015 with the City of Riverside for the Renewal of the City Employee Pass (City Pass) Program

Summary: Since FY08, the Agency and the City of Riverside have partnered in a City Employee Pass (City Pass) program that enables City of Riverside (City) employees to utilize their employee identification (ID) cards to ride the Agency's fixed-route and Commuterlink buses at no cost to the employee. The Agency is reimbursed by the City at a discounted fare and the revenue generated from the City Pass program is based on actual ridership. Staff is proposing to extend the program for another year.

Renewal of the program has been discussed with City staff and funds are being allocated to continue the program for next fiscal year.

The program has steadily increased in popularity with City employees since its inception. Actual ridership figures available through the first ten months of this fiscal year show 10,307 trips taken or 1,031 trips per month on average. This represents a 9.1 percent increase over last fiscal year's average monthly trips of 945. Based on a combination of actual ridership to date and projections for the remaining months of May and June of the current fiscal year, the FY12 ridership of 12,713 trips is projected to increase by 9.5 percent to 13,921 trips for FY13.

If approved, the new Agreement would become effective July 1, 2012 and run through June 30, 2013.

Fiscal Impact:

Staff anticipates the City Pass program will generate approximately \$17,128.10 in fare revenue for FY13.

Recommendation:

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

- Authorize staff to enter into Agreement No. 12-015 with the City of Riverside for the renewal of the City Employee Pass Program for the period beginning July 1, 2012 through June 30, 2013.

RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

June 6, 2012

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE  
THRU: Larry Rubio, Chief Executive Officer  
FROM: Gordon Robinson, Director of Planning  
SUBJECT: Approve the Revision of the Service Standards and Warrants Guidelines for Existing and New Transit Services

Summary: Each year, the Agency's Board of Directors approves revisions to the Service Standards and Warrants as a guiding document for existing and new transit services. The Service Standards and Warrants document is used in the planning and operation functions of the Agency to set the foundation for route design and resource management. Service standards play an important role for assisting staff in responding to numerous requests and proposals for service modifications from customers, local and regional agencies, business and academic organizations, developers, public, and planning and technical studies. With standards in place, criteria are used to measure which and when service modifications will take effect. New service warrants are also necessary for the design and implementation of new routes because it provides a rationale by which new services can be prioritized and justified.

Since the adoption of these guidelines with the last Comprehensive Operational Analysis (COA) in 2007, the current framework includes updates to the Agency's route listing including classifications, vehicle fleet, new service warrants, and an added distribution of transit amenities standard. The revised Service Standards and Warrants Guidelines document is included in Attachment A.

The table below contains a summary of changes by section:

SERVICE STANDARDS AND WARRANTS SUMMARY OF REVISIONS	
<b>II. Service Standards</b>	
A. Population Density	<ul style="list-style-type: none"><li>• Updated based on US Census Bureau 2010 data</li></ul>
B. Route Classifications	<ul style="list-style-type: none"><li>• Re-classified Route 40 from Rural to Local</li></ul>

	<ul style="list-style-type: none"> <li>Removed Route 53 due to service discontinuation effective June 8, 2012</li> <li>Added new Route 54 to Directly Operated Routes</li> <li>Moved Route 204 from Contract Operated Routes to Directly Operated Routes</li> <li>Route 208 split between Contract Operated Routes and Directly Operated Routes</li> </ul>
C. Span of Service	No Change
D. Bus Stop Spacing	No Change
E. On-Time Performance	No Change
F. Headways (Frequency)	No Change
G. Transfer Wait Time	No Change
H. Load Factor	<ul style="list-style-type: none"> <li>Types of vehicles updated due to changes in the Agency's fleet</li> </ul>
<b>III. Distribution of Transit Amenities</b>	<ul style="list-style-type: none"> <li>Newly added standard to ensure that transit amenities are distributed equitably throughout the service area.</li> </ul>
<b>IV. Productivity vs. Coverage Target</b>	No Change
<b>V. New Service Warrants</b>	<ul style="list-style-type: none"> <li>Revised to discuss what may warrant new service.</li> </ul>

Fiscal Impact:

There are no fiscal impacts for revising the Service Standards and Warrants Guidelines document.

Recommendation:

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

- Approve the revision of the Agency's Service Standards and Warrants Guidelines for existing and new transit services as provided.

**SERVICE  
STANDARDS  
&  
WARRANTS  
GUIDELINES**

Adopted January 2009  
Revised June 2012

## **I. Purpose**

Service standards are resourceful for the planning and operation of a transit agency as it provides the foundation for route design and resource management. The Riverside Transit Agency (Agency) recognizes the importance of evaluating its services and has conducted an extensive study on how its own service standards will be used through the use of reports and studies conducted by leading transportation research programs and other transit agencies.

One of the most prominent transportation research bodies is the Transit Research Board (TRB). The TRB is a leader of transportation research and innovation. It is one of six major divisions of the National Research Council which is a private, nonprofit institution that is the principal operating agency of the National Academies in providing services to the government, the public, and the scientific and engineering communities. Among the many research programs that TRB administers are those funded by the Federal Transit Administration (FTA) such as the Transit Cooperative Research Program (TCRP). FTA provides TCRP approximately \$8 million annually to study operating problems and address them with approaches to help meet the demands placed on public transit systems. The results of this program have produced numerous studies and findings that are highly regarded and used in the transit industry, and are incorporated into the Agency's Service Standards and Warrants Guidelines.

In June 2007, the Board accepted the Comprehensive Operational Analysis (COA) as a guiding document for service enhancements over the course of the next five to ten years. Among the strategies and recommendations included in the COA's Service Improvement Plan are "Service Standards" (Section 4.5). The service standards provided in the COA outline the recommended minimum levels of providing public transit with respect to design characteristics such as route structure, coverage, span of service, and on-time performance.

Since the acceptance of the COA, service has been measured against the standards and was formerly adopted by the Agency's Board of Directors in January 2009. The service standards in the COA are based primarily on peer comparisons and stakeholder consultation along with the experiences of professional staff. However, while most standards are applicable others needed to be modified to reflect the demographics and characteristics of western Riverside County.

As the Agency operates transit services within the second largest service area in the nation, it is necessary to have standards and warrants that reflect western Riverside County's demographic and geographic diversity, namely the differences in service levels for Regional, Local, Rural, Express, and Trolley or Special service types which are unique to the region.

Service standards are also used to evaluate numerous requests and proposals for service modifications that are received from a variety of sources including customers, employees, transit professionals, and technical resources. With standards in place, a

criterion is used to measure how and when service modifications will take effect. New service warrants are also necessary for the design and implementation of new routes because it provides a rationale by which new services can be justified.

Service standards and warrants, sometimes known as service design standards and guidelines at other transit agencies, is different and independent of the Riverside County Transportation Commission’s (RCTC) Productivity Improvement Program (PIP). While PIP is an effective tool in the measurement of performance, its primary purpose is to determine financial viability of service.

There are eight measures in the PIP, but there are two performance indicators that are more closely monitored, which are Farebox Recovery and Passengers per Revenue Hour. These are the primary measurements for determining service performance based on the PIP standards. Farebox recovery is the only mandatory target. For the other targets, the Agency must meet or exceed four of the remaining seven to continue receiving Transportation Development Act (TDA) funding as an RCTC requirement.

The mandatory target, farebox recovery, is mandated by the State of California and requires that a transit agency maintain a minimum threshold to continue receipt of Transportation Development Act (TDA) funds. The farebox recovery ratio is a blended percentage based on a requirement for urbanized transit service to maintain a farebox recovery of 20 percent and rural transit service to maintain a farebox recovery of 10 percent. Each PIP target is updated annually with the Agency’s Short Range Transit Plan.

In addition to these factors, service change recommendations are based on analysis inclusive of public comments, ridership data, and operational characteristics.

<b>Productivity Improvement Program</b>	
1. Farebox Recovery Ratio	<i>Mandatory</i>
1. Operating Cost Per Revenue Hour	<i>Meet 4 out of 7</i>
2. Subsidy Per Passenger	
3. Subsidy Per Passenger Mile	
4. Subsidy Per Hour	
5. Subsidy Per Mile	
6. Passengers Per Revenue Hour	
7. Passengers Per Revenue Mile	



## II. Service Standards

There are several factors that are typically considered when objectively measuring service performance. These factors in addition to the PIP help in the determination of whether service is effective at meeting the common needs of the community.

### A. Population Density

The level of service is determined by the number of people to serve in a particular area. Population density can be measured in miles, by zip code, census tract, neighborhoods, or any number of logical factors. Typically density is measured in the number of people per square mile since FTA recognizes coverage based on distance from service in miles. Density is determined in two fundamental ways - number of people housed per square mile or the number of employees per square mile. Agency staff works with city, county, and regional planners to estimate current and future density to properly plan for future public transportation access.

A typical standard of route design is such that 85% of all residences, places of work, secondary and post secondary schools, shopping centers, and public facilities in the Agency's urban transit service area are within a walking distance of 1,500 ft. of a bus stop during the daytime Monday through Saturday.

Area	% of Fixed Route	Distance
Urban	85%	1,500-ft
Non-Urban	100%	Undefined

Based on United States Census Bureau (US Census) 2010 data, western Riverside County is comprised of a highly diverse transit market. However, less than two percent of the 1.7 million service area population comprises the ridership of the Agency. Further, 94.7% percent of the population in RTA's service area lives within an Urbanized Area, or "UZA." A large UZA consists of a population over 200,000 and in the Agency's service area, the greater Riverside and Temecula-Murrieta areas both qualify. All small UZA's consist of a population between 50,000 and 200,000. The Hemet/San Jacinto area qualifies as a small UZA.

When evaluating the density of an area the demand for service is also considered. Some areas have significant density but have little service demand. Automobile centric and higher income communities are but a few examples of areas that may have sufficient density with little demand for public transit.

## B. Route Classifications

Route classifications help define the type of service to operate based on the density of the area in which the service is routed. The Agency's fixed route services can be classified into five categories – Regional, Local, Rural, Express, and Trolley or Special. Complementary to the fixed route service is paratransit service, also known as Dial-A-Ride (DAR).

- A Regional route service is the backbone of the network as it operates between metropolitan areas on primary corridors and may utilize the freeway system to travel between communities. It is not uncommon for regional service to travel through non-urban areas to link two urban areas. Within a metropolitan area, stops are spaced at urban intervals (based on the ¼ mile walking distance of determining stop locations under section "D. Bus Stop Spacing"), in which these routes serve a secondary purpose of transporting passengers locally.
- Local routes supplement Regional routes by circulating through various neighborhoods and serving secondary corridors. A Local route also serves as feeder routes to Regional and Express routes and transports customers within a community on shorter trips. Bus stop spacing is at urban service intervals.
- An exclusive Rural route serves as lifeline service that feeds regional service. Given the growth of western Riverside County, rural route service is primarily limited to portions of Regional route service and areas between cities.
- Express routes provide limited stop service designed to transport commuters to and from employment sites and provide connections to service outside western Riverside County. Labeled as CommuterLink, these buses use the freeway system to provide faster service.
- Trolley routes or Special service are designed to meet the needs of a specific market or community and often are designed as a circulator to serve a targeted group with common travel patterns.
- DAR paratransit service complements fixed route service for customers who are physically challenged and are unable to navigate their way to a bus stop. DAR service is offered curb to curb within three-quarters of a mile of fixed route service, excluding express routes. DAR service coincides with the hours of fixed route service. Passengers eligible for the service are seniors and those qualified under the Americans with Disabilities Act (ADA) of 1990.

When used effectively route classifications provide the community with a balanced service structure. The following table highlights the classification of each of the Agency's fixed route services:

Directly Operated Routes		Contract Operated Routes	
1	Regional	3	Local
10	Local	7	Local
11	Local	8	Local
12	Local	21 <sup>2</sup>	Local
13	Local	23	Local
14	Regional	24	Local
15	Local	30	Local
16	Local	31 <sup>1</sup>	Rural <sup>1</sup>
18	Local	32	Local
19	Regional	33	Local
20	Regional	35	Regional
21 <sup>2</sup>	Local	40	Local
22	Regional	41 <sup>3</sup>	Regional
27	Regional	42	Local
29	Regional	50	Trolley
41 <sup>3</sup>	Regional	51	Trolley
49	Regional	55	Trolley
54	Local	61	Regional
204	Express	74	Regional
206	Express	79	Regional
208 <sup>3</sup>	Express	202	Express
216	Express	208 <sup>3</sup>	Express
		210	Express
		212	Express
		217	Express

<sup>1</sup> Rural areas are defined as less than 50,000 in population.

<sup>2</sup> Effective September 9, 2012 with the September 2012 service change, Route split between Directly Operated and Contract Operated service based on ridership demand.

<sup>3</sup> Route split between Directly Operated and Contract Operated service based on ridership demand.

### C. Span of Service

The span of service, the hours of operation, refers to the start and end time of a route. Depending on the route structure (e.g. Regional, Local, Rural, Express, Trolley or Special), the span of service will vary depending on the demand in the community. In urbanized areas, bus service is expected to start earlier and end

later in the day; whereas, for Local and Rural routes, the demand for earlier and later service may not be present. The days of operation also contribute to when bus service will be provided.

In the Agency’s transit system, all fixed routes are proposed to operate weekdays from at least 7:00 a.m. to 6:00 p.m. and, depending on ridership and land use patterns, can start as early as 4:00 a.m. and stay in service until 10:30 p.m. on weekdays under ideal financial times.

Under the current economic conditions and resources, and to continue to provide customers with adequate service, the revenue service hours for the Agency are described below:

Route Classification	Weekday		Saturday		Sunday	
	Start Range	End Range	Start Range	End Range	Start Range	End Range
Local - Direct	4:30 AM - 6:30 AM	8:00 PM - 10:00 PM	5:30 AM - 7:30 AM	7:00 PM - 9:00 PM	6:30 AM - 8:30 AM	6:00 PM - 8:00 PM
Local - Contract	5:30 AM - 7:30 AM	6:30 PM - 8:30 PM	6:30 AM - 8:30 AM	6:00 PM - 8:00 PM	6:30 AM - 8:30 AM	5:30 PM - 7:30 PM
Regional - Direct	4:00 AM - 6:00 AM	8:30 PM - 10:30 PM	5:00 AM - 7:00 AM	7:30 PM - 9:30 PM	6:00 AM - 8:00 AM	6:30 PM - 8:30 PM
Regional - Contract	5:00 AM - 7:00 AM	7:00 PM - 9:00 PM	6:00 AM - 8:00 AM	6:30 PM - 8:30 PM	6:00 AM - 8:00 AM	6:00 PM - 8:00 PM
Rural	6:00 AM - 8:00 AM	6:00 PM - 8:00 PM	6:00 AM - 8:00 AM	6:00 PM - 8:00 PM	6:00 AM - 8:00 AM	6:00 PM - 8:00 PM
Express <sup>1</sup>	Peak Hours		Route 216 Only		Route 216 Only	
Trolley or Special	Varies based on targeted market or community					
BRT	4:00 AM	10:00 PM	5:00 AM	9:00 PM	5:00 AM	9:00 PM
Dial-A-Ride	Based on hours of fixed-routes, excluding Express services					

<sup>1</sup> Express services mainly operate on weekdays except Route 216 which operates on weekdays, Saturdays, and Sundays

Ridership on weekdays accounts for the majority of boarding activities and is mainly attributed to riders who utilize public transit for employment and educational purposes. On weekends, the hours of service is reduced as demand is lower resulting from most people having a traditional weekday work and school schedule.

Express routes mainly operate weekdays during peak hours in the morning and evening to accommodate commuters. The hours of operation are adjusted based on peak direction commute patterns to meet commuter trains and regional employment and education centers start and end times. Ridership can necessitate modifications to the peak hours in order to accommodate additional service demand, such as seasonal weekday and weekend trips or overflow capacities.

Trolley or Special routes operate based on the customer market base, whether it is aimed at transporting commuters or students and its days of operation may also vary depending on whether the demand for service is seasonal.

DAR paratransit service coincides with the hours of fixed route service.

#### D. Bus Stop Spacing

Route coverage refers to the spacing distance between adjoining routes. This criterion is used to guide spacing between bus stops to maximize patron

accessibility to transit service within the resources available. Depending on the population density, bus stop spacing in the Agency's urbanized areas usually averages about 1,500 ft. (.28 miles) to 2,500 ft. (.47 miles). As service approaches more suburban and rural areas, bus stop spacing may be limited to locations with accessible curb and gutters and sidewalks suitable for ADA compliance. For Express routes that travel longer distances, the number of bus stops will be limited and are located in cities and communities that will attract the greatest number of commuters traveling in the same direction.

Density Characteristics	Bus Stop Spacing
<b>Very High:</b> Over 5,000 persons per sq. mile (e.g., activity centers such as hospitals, colleges, and universities) Density = >15 units/acre	Every 1/8 mile to 1/4 mile
<b>High:</b> 4,000 to 5,000 persons per sq. mile (e.g., apartments, senior housing, offices, and commercial centers) Density = 8-15 units/acre	Every 1/4 mile
<b>Medium:</b> 2,000 to 4,000 persons per sq. mile Density = 5-7 units/acre	Every 1/4 mile to 1/2 mile
<b>Low or Rural:</b> Less than 2,000 persons per sq. mile Density = 1-4 units/acre	Every 1/4 mile to 1 mile or more if outside development area

Bus stop spacing has an impact on average speed of service. The more stops a bus makes along a route, the lower the average speed of travel.

### E. On-Time Performance

On-time performance, also known as schedule adherence reporting, is the deviation of actual arrival and departure time from the timetable or schedule. On-time performance standards vary in the industry depending on the size of the transit operator, generally the larger the size of operations the more stringent the standard (TCRP, 1995). Other factors such as density and route distances are also considered in setting an on-time standard.

The Agency is considered a medium size operator and requires that no bus shall leave a time point early, and should arrive at a time point no later than 6 minutes after the scheduled arrival time. This 6 minute window is appropriate for the Agency's service area due to the average distance traveled by each route and the combined rural and urban areas.

Transit agencies typically set a standard in percentages of on-time arrivals that they desire to achieve as a measure of good service quality. Among medium size transit systems, the typical desired level of system-wide on-time performance is between 80 to 95 percent.

One theory in setting standards is to set targets. A desired standard may not be achievable within the first year or so given the starting point of the current conditions. An example is if on-time performance is 62 percent, achieving a standard of 90 percent may be difficult within 12 months of operations without significant investment of resources. Setting a target below the standard, such as 80 percent, would act as a way to benchmark service improvements over the course of a 12 month period. To make gains towards improving on-time performance, agencies establish targets that demonstrate continuous improvements as they work toward standards.

On-Time Performance Target	
On-Time	0 to 6 minutes
Standard	90%
Target	85%

With the use of ITS software, on-time performance is collected daily and measured monthly for all directly operated routes. Contracted service on-time performance is measured by supervisor surveys randomly completed each week. The average number of observations is 28.5 per day.

Given the two different ways of collecting on-time performance data and blending the two types of operations, a standard of 85 percent or above is considered achievable. Using the theory of setting targets to reach a goal, the standard of 90 percent could be set with a first year target of achieving over 85 percent schedule adherence. Should the on-time performance of a specific route fall below the target of 85%, a schedule adherence analysis will be conducted to improve the running time.

**F. Headways**

Headway, also known as frequency, is the maximum interval between each scheduled fixed route bus (i.e. bus travels every 30 minutes). Headways are essential to the quality of service. Studies such as the COA have found that higher frequency headways correlate to higher ridership. However, this conventional theory is true if demand is supported by high density. Within the system, current headways range from every 20 minutes to every 120 minutes, depending on the density and demand for service. As services are routed away from urbanized areas, maximum intervals are higher to match ridership demand.

Clock-face schedules are an attribute of consistent headways and are intervals of 20 minute increments for the purpose of this analysis. The COA study recommended that headways on most routes in urban areas be at intervals of at least 15 minutes. Based on financial and resource constraints, staff finds a closer match for headways to be at intervals of 20/40/60 minutes for Local route service. This means that all route schedules would operate at 20, 40, or 60

minutes. Regional service headways currently expand to every 100 minutes. Clock-face schedules can be a powerful marketing tool as the customer can depend on service coming at specific time intervals. Effort is given to timing transfers based on headway intervals.

Route Class	Freq in 20 min increments	Target
Local - Direct	40/60	40-70
Local - Contract	40/60	60-90
Regional	20/40/60	20-100
Rural	60-120	60-120
Express	Varies	Varies
Trolley/Special	Varies	Varies
BRT	10-15	N/A
Dial-A-Ride	N/A	N/A

### G. Transfer Wait Time

Transfer wait time is the time a customer has to wait for another bus route to arrive at a transfer point. The COA proposed that at timed transfer points, buses should be scheduled so that the wait time is not longer than 5 minutes for arriving buses or Metrolink trains. However, to more closely match the geographic and demographic demands of the system, timed transfers can vary depending on the distance and frequency of a route.

In more urbanized areas such as downtown Riverside, transfer wait times will not be longer than approximately 20 minutes. However, in smaller urbanized and even in rural areas, the transfer wait time can reach 30 to 45 minutes depending on the frequencies of the routes in the area.

For a Regional route, the Agency expects that transfer wait times should not exceed 20 minutes. For Local and Rural routes, transfer wait times should not exceed 30 to 45 minutes. For an Express route, which is usually timed to train transfers, transfer wait time should not exceed 20 to 30 minutes.

### H. Load Factor

The maximum vehicle loadings refer to the maximum number of passengers per bus, including standees. Depending on the bus, the maximum number of passengers should not exceed 150% of the seating capacity or the legal weight limit of the bus.

Load factors are based on the type of vehicle and service route classification type. The Agency's fixed route fleet consists of seven types of vehicles each

having varying seating and standee limitations. The only service which should not exceed seated capacity is DAR vehicles.

<b>Bus Size/Route Classification</b>	<b>Max. Seated Capacity</b>	<b>Max. Standees</b>
40-ft. (NABI)	40	29
32-ft. (Aero Elite)	28	0
30-ft. (Thomas)	27	18
29-ft. (Type VII)	24	7
27-ft. (E-Lo)	21	4
27-ft. (Trolley)	26/27	12/19
24-ft. (Type II)	12	5

### **III. Distribution of Transit Amenities**

Transit amenities such as shelters, benches, kiosks, trash receptacles, and illuminated lighting devices will be distributed equitably throughout the service area based on boarding levels, proximity to major landmarks such as commercial or employment centers, population need (i.e. senior communities), and geographic location.

### **IV. Productivity vs. Coverage Target**

To help improve effectiveness and efficiency it is prudent to set a target for the productivity level of service to operate. In order to meet productivity requirements while continuing to provide coverage to areas that would not be serviced if performance were the only factor, peer agencies have adopted standards requiring 60 to 80 percent of their fixed route service to perform up to productivity factors and 20 to 40 percent of fixed route service operated as coverage routes to meet the standards. Currently overall Agency service is about 50/50 (productive/coverage). The service that exceeds performance standards enables the Agency to provide more effective and efficient operations in areas of need that do not meet performance standards.

Given the Agency's diverse service area, there are places that are being served based on the need to provide coverage. To maximize cost efficiency, a higher percentage of service should be designed to improve productivity and a smaller percentage of service designed based on coverage. With a greater percentage of service being productive, this allows the Agency the flexibility to sustain service based on coverage. The approved criterion for all new and existing service is 60 percent to be productive and 40 percent to be based on coverage. This establishes the benchmark for productive service to meet mandatory farebox recovery. However, it also allows for new service to be implemented following TDA guidelines for exemption of inclusion and exclusion based on performance standards within the year the service was implemented and the following two fiscal years.



This objective enables transit operators to maintain highly productive service and still meet the requirements of the Title VI Civil Rights Act of 1964 (Title VI). It is the policy of the Agency to ensure compliance with Title VI so that no person shall be excluded from participation in, denied the benefits of or be subjected to discrimination on the basis of race, color or national origin under any program or activity receiving federal financial assistance.

## **V. New Service Warrants**

The service standards described herein are used as a measurement for the implementation and performance monitoring of existing and new services. PIP targets are updated annually and new service can be exempted from meeting the required criteria for up to two years. The performance of new service is evaluated during this initial period on whether or not it meets the Productivity or Coverage target. If a route fails to perform up to standards, it may be discontinued.

New services should adhere to the Agency's Sustainable Funding Source Policy approved in September 2010. The enactment of the policy provides a framework which assures that funding sources, particularly temporary financial assistance or "seed" money are utilized only on service that has a significant potential to be productive and financially sustainable when funding expires or is depleted. This encourages the use of new or expanded service to demonstrate that it is warranted by meeting productivity standards over an established period of time.

RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

June 6, 2012

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Jim Kneepkens, Director of Marketing

SUBJECT: Holiday Events Schedule

Summary: Each Year, from October through December, various jurisdictions request vehicles and staff for holiday parades, displays and other special events. The Agency participates in these events as a marketing effort to help promote Riverside Transit Agency, provide information about all available services, and to promote a strong positive corporate image by partnering with the communities we serve. This year's anticipated holiday schedule includes:

- October 20 Riverside Trolley Dances
- November 3 Perris Veteran's Day Parade
- November 11 Murrieta Veteran's Day Parade
- November 8 Riverside County SafeHouse Stuff-the-Bus
- November 17 Lake Elsinore Unity in Community Parade (tentative)
- November 23 Riverside Festival of Lights Switch-on Ceremony
- November 30 Temecula Electric Light Parade
- December 14 Temecula Childrens Museum Stuff-A-Bus
- December 1 Hemet Holiday Parade
- December 8 Beaumont Holiday Parade
- December 8 Yucaipa/Calimesa Christmas Parade
- December 8 Perris Annual Christmas Parade

Fiscal Impact:

The cost to participate in these events is estimated to be less than \$2,500.

Recommendation:

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

- Authorize staff to work with the individual cities and organizing groups and coordinate Riverside Transit Agency's involvement in holiday events.