



July 12, 2017
1:00 p.m.

AGENDA

**Board Administration and Operations Committee Meeting
Riverside Transit Agency – Board Room
1825 Third Street
Riverside, CA 92507**

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

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.

RECEIVE COMMENTS

4. APPROVAL OF MINUTES – JUNE 7, 2017 COMMITTEE MEETING (P.3)

APPROVE

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 to be pulled from the calendar for separate discussion.

A. PERSONNEL REPORT – MAY 2017 (P.7)

RECEIVE AND FILE

B. TRANSPORTATION CENTER MONTHLY REPORT – MAY 2017 (P.14)

RECEIVE AND FILE

6. APPROVE AND ADOPT REVISED RECORDS RETENTION AND DESTRUCTION POLICY (P.18)

APPROVE

7. RAPIDLINK UPDATE (P.29)

RECEIVE AND FILE

8. BOARD MEMBER COMMENTS

9. ANNOUNCEMENTS

10. NEXT MEETING

Wednesday, September 6, 2017, 1:00 p.m.
Riverside Transit Agency
1825 Third Street
Riverside, CA 92507

11. MEETING ADJOURNMENT

RTA BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING
Minutes
June 7, 2017

1. **CALL TO ORDER**

Committee Chair Tonya Burke called the Board Administration and Operations Committee meeting to order at 1:00 p.m., on June 7, 2017, in the RTA Board Room.

2. **SELF-INTRODUCTIONS**

Self-introductions of those in attendance took place.

Committee Members Attending

1. Committee Chair Tonya Burke, City of Perris
2. First Vice-Chairman Art Welch, City of Banning
3. Second Vice-Chairman Randon Lane, City of Murrieta
4. Director Greg August, City of Menifee
5. Director David Marquez, City of Moreno Valley
6. Director Andy Melendrez, City of Riverside
7. Director Alonso Ledezma, City of San Jacinto
8. Director Bridgette Moore, City of Wildomar
9. Alternate Director Jerry Sincich, County of Riverside, District I

Committee Members Absent

1. Director Daryl Hickman, City of Lake Elsinore

RTA Staff

1. Larry Rubio, Chief Executive Officer
2. Tammi Ford, Clerk of the Board of Directors
3. Tom Franklin, Chief Operating Officer
4. Craig Fajnor, Chief Financial Officer
5. Vince Rouzaud, Chief Procurement and Logistics Officer
6. Laura Camacho, Chief Administrative Services Officer
7. Bob Bach, Director of Maintenance
8. Jim Kneepkens, Director of Marketing
9. Rohan Kuruppu, Director of Planning
10. Adam Chavez, Deputy Director of Maintenance
11. Natalie Zaragoza, Director of Contracts
12. Rick Kaczerowski, Director of Information Technologies
13. Charlie Ramirez, Controller
14. Brad Weaver, Marketing Manager
15. Eric Ustation, Government Affairs Manager
16. Stephanie Macias, Contract Operations Manager
17. Luciano Rose, Operations Manager

18. Kristin Warsinski, Planning & Programming Specialist

Other Attendees:

1. Chair Linda Krupa, City of Hemet
2. Berwin Hanna, City of Norco
3. Eric Lewis, City of Moreno Valley

3. **PUBLIC COMMENTS – NON-AGENDA ITEMS**

None.

4. **APPROVAL OF MINUTES – MAY 3, 2017 COMMITTEE MEETING**

M/S/C (LANE/MOORE) approving the minutes of the May 3, 2017 Committee meeting.

The motion carried unanimously.

Director Andy Melendrez left the dais at 1:01 p.m.

5. **CONSENT CALENDAR**

M/S/C (WELCH/AUGUST) approving the receipt and file of Item A – Personnel Report – April 2017.

The motion carried unanimously.

M/S/C (WELCH/AUGUST) approving the receipt and file of Item B – Transportation Center Monthly Report – April 2017.

The motion carried unanimously.

6. **APPROVE RESOLUTION AUTHORIZING THE FILING OF GRANT APPLICATIONS WITH CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) FOR FEDERAL FISCAL YEARS (FFY) 2017 AND 2018 FEDERAL TRANSIT ADMINISTRATION (FTA) SECTION 5311 FORMULA GRANTS FOR RURAL AREAS**

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

- Approve Resolution Nos. 2017-06 and 2017-07 and authorize Board Chair to execute the resolutions on behalf of the Agency.

- Approve resolution authorizing the Chief Executive Officer or assigned designee to file and execute applications with Caltrans FFY17 FTA Section 5311 funds.
- Approve resolution authorizing the Chief Executive Officer or assigned designee to file and execute applications with Caltrans for FFY18 FTA Section 5311 funds.
- Direct staff to submit grant applications for FFY17 and FFY18 FTA Section 5311 funds.

The motion carried unanimously.

Director David Marquez arrived to the meeting at 1:07 p.m.

7. AUTHORIZE FREE RIDES ON RAPIDLINK FROM AUGUST 28, 2017 THROUGH SEPTEMBER 1, 2017

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

- Authorize the Agency to provide free rides on RapidLink during the first week of service from August 28, 2017 through September 1, 2017.

The motion carried unanimously.

Director Andy Melendrez returned to the dais at 1:08 p.m.

8. AUTHORIZATION TO ENTER INTO A MEMORANDUM OF UNDERSTANDING (MOU) WITH THE UNIVERSITY OF CALIFORNIA, RIVERSIDE (UCR) FOR DEVELOPMENT OF THE UCR MOBILITY HUB

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

- Authorize staff to enter into a Memorandum of Understanding (MOU) with the University of California, Riverside (UCR) in the amount of \$4,950,000 for development of the UCR Mobility Hub.

The motion carried unanimously.

9. BOARD MEMBER COMMENTS

Comments were made by Director David Marquez, Director Andy Melendrez, Second Vice-Chairman Randon Lane, Alternate Director Jerry Sincich, Director Bridgette Moore and Committee Chair Tonya Burke.

10. **ANNOUNCEMENTS**

None.

11. **NEXT MEETING**

Wednesday, July 12, 2017, 1:00 p.m.
Riverside Transit Agency
1825 Third Street
Riverside, CA 92507

12. **MEETING ADJOURNMENT**

The meeting was adjourned at 1:34 p.m.

DRAFT

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

July 12, 2017

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Laura Camacho, Chief Administrative Services Officer

SUBJECT: Personnel Report - May 2017

Summary: The attached report summarizes personnel activity that occurred in May 2017. 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.

PERSONNEL ACTIVITY - MAY 2017

DEPARTMENT AND TITLE	BUDGETED POSITIONS	FILLED POSITIONS
<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
Grants Financial Administrator	1	1
Accounting Supervisor	1	1
Grants Financial Analyst	1	1
Payroll Coordinator	1	1
Revenue Account Coordinator	1	1
Accounts Payable Clerk	1	1
Accounts Receivable Clerk	1	1
Currency Processor	<u>2</u>	<u>2</u>
Department Subtotal	12	12
<u>HUMAN RESOURCES</u>		
Chief Administrative Services Officer	1	1
Human Resources Manager	1	1
Benefits Administrator	1	1
Human Resources Specialist	1	1
Human Resources Clerk	1	1
Admin Clerk - Human Resources	1	0
Receptionist	<u>2</u>	<u>2</u>
Department Subtotal	8	7
<u>RISK MANAGEMENT</u>		
Risk Manager	1	1
Transit Safety & Security Manager	1	1
Risk Management Specialist	<u>2</u>	<u>1</u>
Department Subtotal	4	3
<u>INFORMATION TECHNOLOGY</u>		
Director of Information Technology	1	1
ITS Administrator	1	1
Systems Administrator	1	1
IT Technician	<u>1</u>	<u>1</u>
Department Subtotal	4	4
<u>MAINTENANCE</u>		
Director of Maintenance	1	1
Deputy Director of Maintenance	1	1
Maintenance Manager	1	1
Facilities Manager	1	1
Maintenance Quality Control	1	1
Contract Operations Maintenance Supervisor	1	1
Maintenance Supervisor	6	6
Electronic Technician	2	2
Groundskeeper	1	1
Mechanic	31	30
Property Maintainer	1	1
Tire Servicer	1	1
Servicer	<u>15</u>	<u>13</u>
Department Subtotal	63	60

DEPARTMENT AND TITLE	BUDGETED POSITIONS	FILLED POSITIONS
MARKETING		
Director of Marketing	1	1
Marketing Manager	1	1
Government Affairs Manager	1	1
Customer Information Supervisor	1	1
Customer Information Clerk, Senior Lead	1	1
Customer Information Clerk, Full-Time	2	2
Customer Information Clerk, On-Call	<u>17</u>	<u>16</u>
Department Subtotal	<u>24</u>	<u>23</u>
OPERATIONS		
Chief Operating Officer	1	1
Operations Manager	1	1
Assistant Operations Manager	1	1
Training Manager	1	1
Training Instructor	2	2
Executive Assistant/Deputy Clerk of the Board	1	1
Operations Supervisor	16	13
Operations Analyst	1	1
Stops/Zones Supervisor	1	1
Stops/Zones ¹ Groundskeeper	10	11
Surveillance Clerk	1	1
Transit Clerk	1	1
Full-Time Coach Operator	265	263
Part-Time ² Coach Operator	<u>0</u>	<u>19</u>
Department Subtotal	<u>302</u>	<u>317</u>
CONTRACT OPERATIONS		
Contract Operations Manager	1	1
Contract Operations Specialist	3	3
ADA Certification Specialist	2	2
Mobility Manager	1	1
Travel Training Specialist	4	3
Medi-Cal Administrative Activity (MAA) Coordinator	<u>1</u>	<u>1</u>
Department Subtotal	<u>12</u>	<u>11</u>
PLANNING		
Director of Planning	1	1
Grants Manager	1	1
Planning & Scheduling Manager	1	1
Project Manager	1	1
Scheduling Analyst	1	1
Planning Analyst	1	1
Planning & Programming Specialist	1	1
Planning & Scheduling Technician	<u>1</u>	<u>1</u>
Department Subtotal	<u>8</u>	<u>8</u>
PURCHASING		
Chief Procurement & Logistics Officer	1	1
Director of Contracts	1	1
Contracts Manager	1	0
Contracts Administrator	2	2
Storeroom Supervisor	1	1
Buyer	1	1
Parts Clerk	<u>5</u>	<u>5</u>
Department Subtotal	<u>12</u>	<u>11</u>
Totals	451	458

¹There are currently two Stops/Zones Groundskeepers on extended leave.

²There are currently nine Coach Operators on extended leave, and additional personnel were added to assist with the Downtown Riverside service change.

WORKFORCE DATA - MAY 2017

POSITION CLASSIFICATION	TOTAL EMPLOYEES	% OF MINORITY EMPLOYEES	% OF FEMALE EMPLOYEES	CENSUS AVAILABILITY		UNDERUTILIZED	
				%MIN	%FEM	MIN	FEM
Executive/First/Mid Level Officials & Managers	51	52.9%	23.5%	38.2%	38.2%	No	Yes
Professionals	15	46.7%	33.3%	42.0%	55.9%	No	Yes
Administrative Support Workers	51	70.6%	76.5%	54.9%	73.5%	No	No
Operatives	282	79.1%	46.5%	74.4%	26.1%	No	No
Craft Workers	30	70.0%	0.0%	61.7%	3.2%	No	Yes
Laborers	13	61.5%	0.0%	79.2%	13.6%	Yes	Yes
Service Workers	14	92.9%	0.0%	65.4%	57.7%	No	Yes
Technicians	2	50.0%	0.0%	50.3%	48.6%	No	Yes
Total	458						

APPLICATIONS - MAY 2017

POSITION TITLE	TOTAL APPLICANTS	RESPONDENTS TO EEO QUESTIONNAIRE	% OF MINORITY APPLICANTS	% OF FEMALE APPLICANTS
Body Mechanic A	7	6	50%	14%
Coach Operator	62	56	79%	48%
Community Engagement Coordinator	23	22	77%	57%
Contracts Administrator	49	43	56%	55%
Customer Info Clerk, On-Call - Bilingual	3	3	100%	67%
Human Resources Administrative Clerk	374	345	74%	80%
Human Resources Clerk	44	39	82%	80%
Marketing Coordinator	25	22	68%	40%
Operations Supervisor	12	11	91%	25%
Risk Manager	9	9	78%	44%
Servicer	54	51	82%	9%
Total Applications	662			

DISCIPLINE - MAY 2017

Gender EEO Categories**	COUNSELINGS, WARNINGS & WRITTEN REPRIMANDS								SUSPENSIONS & TERMINATIONS							
	MALE				FEMALE				MALE				FEMALE			
	C	AA	H	O	C	AA	H	O	C	AA	H	O	C	AA	H	O
Maintenance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Operations	3	17	14	3	4	24	6	0	2	3	1	1	1	6	0	0
TOTALS	71								14							

**EEO Category Codes: C = Caucasian, AA = African American, H = Hispanic, O = Other

PERSONNEL ACTIVITY - MAY 2017

Full-Time and Part-Time Employees

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

FOR FISCAL YEAR 07/01/16 THROUGH 06/30/17
FULL-TIME SEPARATIONS

FOR FISCAL YEAR 07/01/15 THROUGH 06/30/16
FULL-TIME SEPARATIONS

	Administration	Bargaining Unit		Administration	Bargaining Unit
Terminations	4	17	Terminations	4	27
Resignations	3	14	Resignations	8	20
Retirements	2	8	Retirements	2	6
Other	0	0	Other	0	0

AA = African American
HISP = Hispanic
API = Asian/Pacific Islander
AIAN = American Indian or Alaskan Native
NHOPI = Native Hawaiian or Other Pacific Islander
MULIT = Two or More Races

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

July 12, 2017

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Jim Kneepkens, Director of Marketing

SUBJECT: Transportation Center Monthly Report – May 2017

Summary: In May 2017, the Customer Information Center answered 33,793 calls, a 3.5% decrease compared to May 2016. Calls included 157 commendations, general comments and valid complaints. The number of calls to Dial-A-Ride was 13,110, an 8.4% increase compared to May 2016. 46,903 calls were received between the two call centers, which reflects a 0.4% decrease compared to the same period last year.

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

Recommendation:

Receive and file.

Riverside Transit Agency

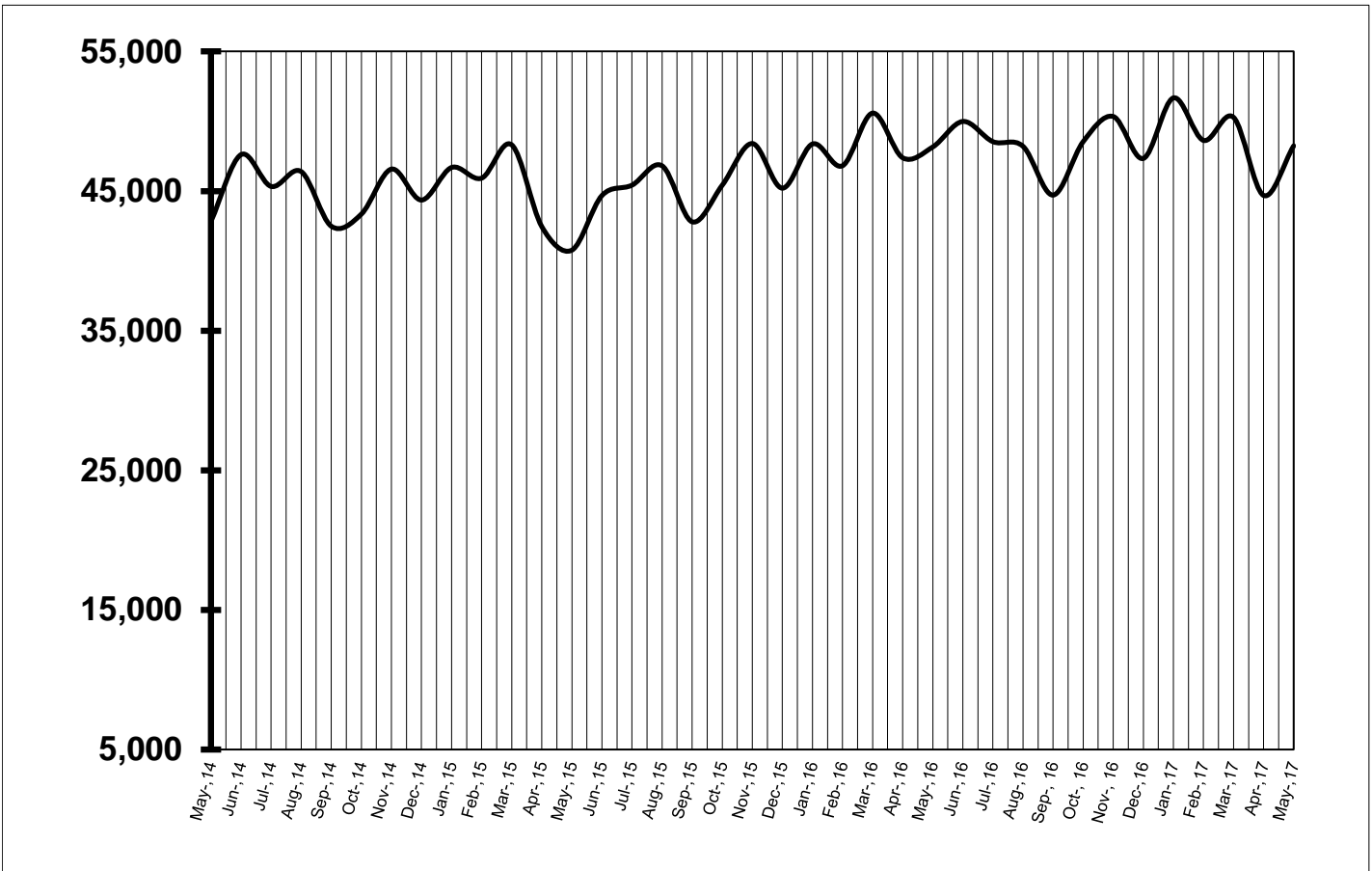
May 2017 Transportation Center Call Totals

Customer Information Center (CIC)	May 2017	May 2016	Percent Change
Information Calls	33,636	34,860	-3.5%
Complaints	108	106	1.9%
Comments	40	32	25.0%
Commendations	9	18	-50.0%
Total CIC Calls	33,793	35,016	-3.5%

Dial-A-Ride (DAR)

Total DAR Calls	13,110	12,094	8.4%
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Total Calls	46,903	47,110	-0.4%
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Complaints, Comments & Commendations

Valid Complaints

Category	May 2017	May 2016	12 Month Average per Month	Complaints per 10,000 Passengers
Bus Stop	3	9	4	0.04
Careless Driving	9	6	9	0.12
Conduct	8	5	4	0.10
Crowded	0	0	0	0.00
Customer Service	14	13	11	0.18
Early Bus	5	5	6	0.07
Fare Dispute	1	1	2	0.01
Late Bus	13	31	15	0.17
Missed Transfer	5	0	3	0.07
No Show	9	1	4	0.12
Passed By	16	8	13	0.21
Passenger Conduct	1	3	1	0.01
Reasonable Modification	0	0	0	0.00
Other	24	24	20	0.31
Total	108	106	93	1.42

Ridership

	May 2017	May 2016	12 Month Average per Month
All services	762,656	770,076	729,701

Comments

	May 2017	May 2016	12 Month Average per Month	Comments per 10,000 Passengers
General Comments	40	32	36	0.52

Commendations

	May 2017	May 2016	12 Month Average per Month	Commendations per 10,000 Passengers
General Commendations	9	18	17	0.12

Complaints, Comments and Commendations

Category Descriptions

Complaints

Bus Stops: Stop needs cleaning, nearby landscape needs cleaning, stop equipment broken or not working properly.

Driving Concerns: Driver makes inappropriate lane change, brakes too hard, drives too slow, accelerates too fast, stops too far from stop or curb, blocks traffic, bus temperature too hot.

Driver Conduct: Driver provided poor customer service, does not assist customers needing help, rushes customer.

Crowded: Customer is uncomfortable due to bus being too full, customer unable to find a seat.

Customer Service: Customer provided with wrong information, employee provided poor customer service.

Early Bus: Bus arrives or departs bus stop ahead of schedule.

Fare Dispute: Pass stuck in farebox, college ID card not working, customer overpaid and requests a refund, customer not provided appropriate discount.

Late Bus: Bus arrives or departs bus stop behind schedule.

Missed Transfer: Early or late bus causes customer to miss transfer with another bus.

No Show: Bus does not arrive as scheduled.

Passed By: Bus passes stop without picking up customer

Passenger Conduct: Fellow customer plays music too loud, talks too loud, uses profanity, uses extra seat for personal belongings.

Reasonable Modification: Request from person with disability for modification of Agency practice or policy.

Other: Bike rack full, pass outlet out of passes, bus displays the wrong headsign.

Comments

Request for new, later or more frequent bus service; request for restroom at transfer facility; request for new fare category; request for bus stop amenities; request for new bus stop.

Commendations

Customer appreciates new buses, commends driver for courtesy, assisting customer with special needs, providing great customer service or returning lost item.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

July 12, 2017

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Tammi Ford, Clerk of the Board of Directors
SUBJECT: Approve and Adopt Revised Records Retention and Destruction Policy

Summary: As a public agency, the Riverside Transit Agency (Agency) is required to comply with the California Public Records Act, the California Government Code and other applicable laws to provide transparency and accountability in maintaining and making available to the public all disclosable records created and maintained by the Agency. As such, the Agency established a Board approved Records' Retention and Destruction Policy (Policy) which provides guidelines that will properly protect, retain and dispose of records in accordance with governmental regulations, fiscal and legal requirements, operational needs and for historical purposes.

The current Policy was last approved by the Board on July 27, 2006. Since that time, new laws have been enacted, in particular those related to employment law, as well as the development of new technologies and the use of surveillance and security systems. In an effort to ensure the Agency is in full compliance with all governing laws and regulations, staff and General Counsel have reviewed the Policy and determined that revisions to the Policy are appropriate in order to incorporate recent changes to the law and current technological advances.

The revised Policy has been included in the Staff report as Attachment A. To assist the Board in identifying the revisions, deletions to the Policy have been stricken-through and additions to the Policy are in bold and italicized.

Fiscal Impact:

None.

Recommendation:

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

- Approve and adopt the revised Records Retention and Destruction Policy effective July 27, 2017.



RECORDS' RETENTION
AND
DESTRUCTION POLICY

Adopted by the Board of Directors

November 18, 2004
~~Revised July 27, 2006~~
Revised July 27, 2017

RIVERSIDE TRANSIT AGENCY RECORDS' RETENTION AND DESTRUCTION POLICY

I PURPOSE

The purpose of this policy is to provide guidelines to staff regarding the retention or disposal of Agency records; provide for the identification, maintenance, safeguarding, and disposal of records in the normal course of business; ensure prompt and accurate retrieval of records; and ensure compliance with legal and regulatory requirements.

The Board of Directors authorizes the chief executive officer to interpret and implement this policy and to cause to be destroyed any and all records, papers, and documents that meet the specifications of this section.

For the purposes of this policy, electronic records, including, but not limited to, e-mail, must be analyzed and retained in the same manner and to the same extent as paper records.

II GENERAL GUIDELINES

The following general guidelines apply to all Agency records:

- A. The Agency generally shall retain all documents in their original form for three years. The chief executive officer may authorize the destruction of any duplicate records, including duplicates less than three years old, if no longer needed.
- B. Except where a longer retention period is required hereunder **or by applicable law**, after three years, the Agency, with the chief executive officer's approval, may destroy any original document without the Agency retaining a record or copy of these documents.
- C. The Agency shall retain original administrative, legal, fiscal and/or historical records with continued value (e.g., records for long-term transactions, pending litigation and/or special projects) until all matters pertaining to such records are completely resolved or the time for appeal has expired.
- D. The Agency shall retain indefinitely original records, which are **required by applicable law to be retained indefinitely or which are** essential to:
 - 1. Resume and/or continue operations;
 - 2. Re-create the legal and financial status of the Agency in case of a disaster; or

3. Fulfill obligations to bondholders, customers and/or employees.
- E. The Agency shall retain video recording mediums, such as videotapes and films, recording an incident as documented by an Agency employee, for at least 90 days after the occurrence of the event recorded. After 90 days, the Agency may destroy the video medium if the Agency makes another record, such as written minutes or an audio tape recording, of the event, which is recorded in the video medium. The written record may be destroyed in accordance with this policy. The Agency shall not retain video recording mediums such as videotapes and films that do not record an incident as documented by an Agency employee.
- F. The Agency, with the chief executive officer's approval and written consent of Agency counsel, may destroy recordings of telephone and radio communications maintained by the Agency after 100 days.
- G. Except where this policy provides that an original document shall be retained, the Agency may retain records on microfilm or other media meeting the following requirements:
 1. The item must be photographed; microphotographed; reproduced by electronically recorded video images on magnetic surfaces; recorded on optical disk; reproduced on film or any other medium which does not permit additions, deletions, or changes to the original document in compliance with the minimum standards and/or guidelines as recommended by the American National Standards Institute or the Association for Information and Image Management for recording of permanent records or nonpermanent records, whichever applies; and
 2. The original must be accurately reproduced in all details; and
 3. The reproductions must be stored in conveniently accessible files, and provision must be made for preserving, examining and using the files.
- H. The Agency may destroy paper and electronic records of rough drafts, notes, working papers (except audit), cards, listings, nonpermanent indices, and papers used for controlling work or transitory files at any time.
- I. ***Notwithstanding any other provision of law, videotapes or recordings made by security systems operated by the Agency or its contractors shall be retained for one year, unless one of these conditions apply:***
 1. ***The videotapes or recordings are evidence in any claim filed or any pending litigation, in which case the videotapes or***

recordings shall be preserved until the claim or the pending litigation is resolved.

- 2. The videotapes or recordings recorded in an event that was or is the subject of an incident report, in which case the videotapes or recordings shall be preserved until the incident is resolved.**
- 3. The system utilized to record the videotapes or recordings was purchased prior to January 1, 2004, or meets the requirements of the Public Utilities Code Section 99164(a), in which case the videotapes or recordings shall be preserved as long as the installed technology allows.**

J. California Code, Public Utilities Code - PUC § 99164 also provides that (a) When installing new security systems, a transit agency operated by an operator as defined in Section 99210 shall only purchase and install equipment capable of storing recorded images for at least one year, unless all of the following conditions apply:

- 1. The transit agency has made a diligent effort to identify a security system that is capable of storing recorded data for one year.**
- 2. The transit agency determines that the technology to store recorded data in an economically and technologically feasible manner for one year is not available.**
- 3. The transit agency purchases and installs the best available technology with respect to storage capacity that is both economically and technologically feasible at that time.**

For the purposes of this policy, every reproduction shall be deemed to be an original record, and a transcript, exemplification, or certified copy of any reproduction shall be deemed to be a transcript, exemplification, or certified copy, as the case may be, of the original.

III SPECIFIC GUIDELINES

A. Accounting Records

- 1. The Agency shall retain original accounting records for five years. After that, the Agency may destroy original accounting records, except journals, ledgers and statements, if:**
 - a. There is no continuing need for said record, i.e., long-term transactions, special projects pending litigation, etc.**

- b. There exists in a permanent file an audit report(s) covering the inclusive period of the record;
 - c. The audit report(s) meets the requirements of section 26909 of the California Government Code and other State and Federal laws; and
 - d. The audit(s) contains the expression of an unqualified opinion.
2. The Agency may destroy the original journals, ledgers and statements after five years if it retains a permanent photographic record.
 3. The Agency may destroy the original billing register and final billing register after five years if it retains a permanent photographic record.
 4. The Agency may destroy any original accounting record created for a specific event or action five years after said event has in all respects terminated.
 5. The Agency may destroy any original source document that is detailed in a register, journal, ledger or statement five years from the end of the fiscal period to which it applies.
 6. The chief executive officer shall not authorize the destruction of any record subject to audit until he or she has determined that the audit has been performed.

B. Long-Term Debt Records

1. With the chief executive officer's approval, the Agency may destroy the original records of proceedings for the authorization of long term debt, bonds, warrants, loans, etc. after issuance or execution, if it retains a permanent photographic record.
2. The Agency may photograph and destroy the original records of the terms and conditions of bonds, warrants and other long-term agreements after final payment, if it retains a permanent photographic record.
3. The Agency may destroy paid bonds, warrant certificates, and interest coupons after six months if detailed payment records are retained for ten years.

C. Minutes of the Board of Directors Meetings

1. The Agency may destroy the original minutes with the chief executive officer's approval if it retains a permanent photographic record. Original documents will be electronically scanned and retained indefinitely.
2. The Agency may destroy the original resolutions and ordinances adopted by the Agency with the chief executive officer's approval if it retains a permanent photographic record. Original documents will be electronically scanned and retained indefinitely.

D. Statements and Reports Filed Pursuant to the Political Reform Act

1. Filing officers shall retain original statements and reports for seven years.
2. Filing officers shall retain copies of statements or reports for four years. The officer does not have to keep more than one copy of a statement or report.

E. Contracts

1. The Agency shall retain original contracts for four years after the end of the contracts.
2. The Agency shall retain contracts with any person or entity who develops real property or furnishes the design, specifications, surveying, planning, supervision, testing, or observation of construction or improvement to real property for ten years after the completion of the construction or improvement.

F. Property Records

The Agency shall retain original property records, such as title documents, indefinitely, or until the property is transferred or otherwise no longer owned by the Agency.

G. Payroll and Personnel Records ^{1/}

1. The Agency shall retain personnel files for five years after an individual's employment terminates.
2. ***The Agency shall retain records of parties involved in claims, investigation, and legal proceedings regarding employment with the Agency until such time as the case has fully concluded and all appeals periods have expired.***

3. The Agency need not retain health insurance claims maintained separately from the Agency's medical program and its records, first aid records for one-time treatment and subsequent observation of minor injuries, or medical records of employees who have worked less than a year if the Agency provides the employee with the records upon termination of employment.
4. ***The Agency shall retain records of drug and alcohol tests for five years from the date the record is created.***
5. The Agency may destroy fidelity bonds and garnishments five years after they expire.
6. The Agency shall retain payroll records containing the name, address, date of birth, sex, job classification, hours worked, and regular and overtime wages for each employee for three years.
7. The Agency shall retain basic time and earning cards or sheets on which are entered daily starting and stopping time of individual employees for ~~two~~ ***three*** years.
8. The Agency shall retain employment applications and employment referral records and files for two years after such records or files are created ***or employment is terminated, whichever occurs later.***
9. The Agency shall retain records regarding the race, sex, and national origin of each applicant and for the job for which such applicant applied for two years from the date of the making of the record or the date of the personnel action involved, whichever occurs later. The Agency may either retain the original documents used to identify applicants, or keep statistical summaries of the collected information.
10. ***The Agency shall maintain records pertaining to affirmative action programs and documents for a period of three years beyond their last effective date.***
11. ***The Agency shall maintain union and employee contracts, collective bargaining agreements, and related documents indefinitely in order to preserve bargaining history and party intent.***
12. The Agency shall retain any records pertaining to any payments, loans, promises or agreements by the Agency to any labor organization or representative of a labor organization for five years.

H. Exposure/Safety Records and Material Safety Data Sheets (MSDS)

1. The Agency shall retain employee exposure records and exposure assessment records for at least thirty years **following termination of employment**. The Agency may destroy the original records after two years and retain a permanent photographic record for the remaining retention period.
2. The Agency may destroy background data to workplace monitoring after one year provided a summary of relevant data is retained for thirty years. The summary must contain the sampling results, the collection methodology (sampling plan), a description of the analytical and mathematical methods used, and a summary of other background data relevant to interpretation of the results. The Agency may destroy the original summary after two years and retain a permanent photographic record for the remaining retention period.
3. The Agency may destroy the material safety data sheet (MSDS) for a hazardous substance after the Agency stops using the hazardous substance provided it keeps a record of the substance (chemical name if known) and when and where it was used for thirty years. The Agency may destroy the original record after two years and retain a permanent photographic record for the remaining retention period.

I. Construction and Engineering Records

1. The Agency may destroy original construction records, such as bids, correspondence, and change orders, after seven years unless the records pertain to a project which includes a guarantee or grant in which event they shall be retained for the life of the guarantee or grant plus seven years. The Agency shall retain as-built plans for any public facility or works as long as the facility exists.
2. The Agency may destroy unaccepted bids or proposals for public works after two years.

J. Hazardous Materials Records

The Agency shall retain all documentation regarding the disposal and treatment of hazardous substances, including hazardous waste manifests indefinitely. The Agency may destroy the original documentation after two years provided it retains a permanent photographic record.

K. Grants' Documents

The Agency shall retain all documents pertaining to grants for a minimum of three years after the grants have been closed.

L. Electronic Records

The Agency shall retain electronic records related to administrative and legal matters including customer complaints, comments, and commendations for three years.

¹ Payroll and personnel records include, but are not limited to, the following: accident reports, injury claims and settlements; medical histories; injury frequency charts; applications, changes and terminations of employees; insurance records of employees; time cards; job descriptions; performance or rating documents; earning records and summaries; and retirements.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

July 12, 2017

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Jim Kneepkens, Director of Marketing
SUBJECT: RapidLink Update

Background: In January 2015, the Riverside Transit Agency (RTA) Board of Directors approved implementation of limited-stop bus service on Route 1 between the University of California, Riverside (UCR) and the Corona Transit Center along the University and Magnolia avenues corridor. This service will be known as the RapidLink Gold Line. Service will launch on August 28, 2017.

Extensive preparation work for the launch of RapidLink was completed during 2016 and early 2017. This includes a marketing plan, message development and initial outreach to employees and customers. Extensive marketing, communication and public outreach will be required to introduce the new service.

This report summarizes the activities currently in place or planned to help introduce RapidLink and stimulate ridership. These activities are included in the FY17 and FY18 approved budgets.

Summary: RapidLink's weekday service will be frequent with buses departing Corona and UCR every 15 minutes during peak commuting hours. That's good news for the 7,000 customers who catch buses every day along the busy 19-mile corridor. The other good news is RapidLink travel times will be up to 30 percent faster than Route 1, which travels along the same corridor. The cost to ride will be the same as existing RTA local bus routes.

RapidLink service required the Agency to purchase new buses and provide amenities at bus stops to accommodate the new service. RapidLink buses and stops are branded differently than other fixed-route bus services. This fleet will continue RTA's tradition of using clean-burning Compressed Natural Gas and feature 38 seats, free Wi-Fi, USB chargers and a rack that can carry up to two bikes. RapidLink service between the Corona Transit Center and UCR will

serve 14 bus stops. With few exceptions, these special stops will be reserved exclusively for RapidLink buses and come with modern shelters, solar-powered lighting and information signage. Stops will be located at many popular destinations. Installation of the shelters and amenities is complete with the RapidLink signs being installed in August 2017.

Efforts are well underway to introduce bus riders to RapidLink. A comprehensive marketing and public outreach plan has been developed to help bring the new service to market. Below are some of the planned activities.

Task Force

To help mount the comprehensive outreach effort required to support the introduction of RapidLink, an internal task force was formed to coordinate and implement various outreach elements. The group will meet as needed and continue to review and provide input on outreach efforts up to and after the August 2017 service change.

The Ride Guide

One major component of the communications plan is the August 2017 issue of Ride Guide. The guide will be completed and posted to RTA's website four weeks prior to the service change. Printed Ride Guides will be available up to two weeks prior to implementation.

An advertisement announcing RapidLink was placed on the inside front cover of the May 2017 Ride Guide.

Service Change Guide

Prior to distribution of the Ride Guide on buses, and to provide customers with a preview of all the August 2017 changes, the Service Change Guide will be available on buses and the website four weeks before the service change. The guide will provide a general written description of all the changes to come in August along with a detailed map and travel time chart for RapidLink.

Transit Ambassador Program

The Transit Ambassador Program will facilitate customer transition to the new service. Administrative staff and coach operators will participate as transit ambassadors. Ambassadors will be assigned to key RapidLink bus stops beginning one week prior to implementation and continue through the first week of service. Ambassadors will be assigned to cover specific sites and will wear

RTA-branded shirts, hats and jackets so they are visible and accessible to customers. At some key bus stops, ambassadors will also use RTA-branded canopies identifying them as ambassador stations. Both morning and afternoon peak periods will be covered.

Advertising

Print, web, social media, bus and bus stop advertising generally offer the most comprehensive, cost-effective opportunities to convey a message to the RTA broad audience. Marketing will create an intense media schedule that will begin in early July. The main thrust of all communication is a call to action. Riders will be told that RapidLink is coming to the system, to pick up a new Ride Guide, call the Customer Information Center, or visit the RTA website to see how the new service will benefit their bus travel. The primary objective of the advertising campaign will be to educate bus patrons ahead of time so transition to the new service goes as smoothly as possible.

Bus Shelter Advertising: RTA recently installed more than 55 new shelters throughout the system, including the RapidLink stops. These shelters have two-sided information panels. One side will be used to communicate RapidLink route and schedule information. The other side contains a community system map. Stops and Zones began installing these panels with the May service change.

RapidLink Sign: Each RapidLink shelter will be branded with a solar-lighted RapidLink sign. This will help customers identify RapidLink bus stops. This also affords us the opportunity to market the service to non-riders and pedestrians traveling the RapidLink corridor.

Print Media: The print media schedule will target the seven colleges in the service area. The colleges include California Baptist University, La Sierra University, Moreno Valley College, Mt. San Jacinto College, Norco College, Riverside City College and UC-Riverside. Although not all colleges will be serviced by RapidLink, it is important to advertise the new service system-wide. Color ads up to full-page will run in campus newspapers during fall 2017 when schools are in session.

Website: Notice of the new service and a dedicated project page already appear on the RTA website. The community will be driven there to receive updated information on the project.

Social Media: Facebook, Twitter and Instagram have proven to be cost-effective methods to advertise our services to both riders and

non-riders. Social media posts and advertisements, both paid and non-paid, will continue to be used to present breaking news and updates about RapidLink.

Bus Interior Cards: Bus interior cards are a great way to connect with current riders. English and Spanish cards will be placed on each bus in late June to promote the new service and direct customers to visit the website and pick up the new Ride Guide when they are available.

Rider News and The Reader: These two monthly publications have been and will continue to be used to disseminate information as needed. Rider News is distributed on the bus and The Reader is distributed via email to Board members, media contacts and customers.

Billboards: Billboards along State Route 91 and the Magnolia Avenue corridor will be utilized to promote RapidLink prior to and during launch of the new service.

Direct Mail: Two types of direct mail will be explored. First, direct mail postcards to homes and businesses within one-quarter mile of RapidLink stops will be evaluated to announce the new service.

In early August a RapidLink information package will be mailed to key business partners, employers, community organizations, colleges, apartments, and senior living facilities that will benefit from the new service. A customized cover letter will introduce the new service along with a RapidLink fact sheet, route and schedule information, and who to call for more details, presentations and free trial information.

Email: All U-Pass and Go-Pass partner universities and colleges have the ability to send email messages to students, faculty and staff. Marketing will work with each institution to coordinate email message when the fall terms start.

iAlerts: Email communication with RTA iAlert subscribers will be used to announce and remind customers of the new service.

RapidLink Bus passes: RapidLink 1-Day passes will be available as a promotional tool and as a free-ride incentive to try the service. The passes will also be valid on all connecting local bus routes. All pass artwork will be updated with future orders to reflect RapidLink use on the pass.

Promotional Items: Promotional items displaying the RapidLink Gold Line logo will be purchased for distribution at RTA and community events and for use by ambassadors.

Launch Celebration: A launch celebration will be held at 11:00 a.m. on August 28.

Free Rides: Customers will ride free on RapidLink service during the first week of service, August 28 through September 1.

Media Relations

Marketing will develop a proactive media plan to assist in the effort to communicate key RapidLink messages and information to the general public. Efforts will include press releases, editorials, letters to the editors and meetings with local reporters.

Internal Communication

Communication with RTA staff is key to making this project a success. Details about the service will be communicated through the company email, Intranet, Trip Sheet and breakroom discussions.

Recommendation:

Receive and file.