



June 5, 2019
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 – May 1, 2019 COMMITTEE MEETING \(P.4\)](#)

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 – APRIL 2019 \(P.7\)](#)

RECEIVE AND FILE

B. [TRANSPORTATION CENTER MONTHLY REPORT – APRIL 2019 \(P.14\)](#)

RECEIVE AND FILE

REGULAR CALENDAR:

6. [AUTHORIZE A YOUTH HOLIDAY FARE OF 25 CENTS PER BOARDING FROM DECEMBER 21, 2019 THROUGH JANUARY 12, 2020 \(P.18\)](#)

APPROVE

7. [FREE BUS RIDES ON NEW YEAR'S EVE \(P.21\)](#)

APPROVE

8. [PRESALE TICKETS AND PASSES AND CUSTOMER ACCESS TO FREE OR REDUCED COST BUS RIDES \(P.23\)](#)

RECEIVE AND FILE

9. **BOARD MEMBER COMMENTS**

10. **ANNOUNCEMENTS**

ITEM

RECOMMENDATION

11. NEXT MEETING

Wednesday, July 3, 2019
1:00 p.m.
Riverside Transit Agency
1825 Third Street
Riverside, CA 92507

12. MEETING ADJOURNMENT

RTA BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING
Minutes
May 1, 2019

1. **CALL TO ORDER**

Chairman Randon Lane called the Board Administration and Operations Committee meeting to order at 1:00 p.m., on May 1, 2019, in the RTA Board Room.

2. **SELF-INTRODUCTIONS**

The Clerk of the Board called roll.

Committee Members Attending

1. Art Welch, City of Banning
2. Jim Steiner, City of Corona
3. Steve Manos, City of Lake Elsinore
4. Greg August, City of Menifee
5. Randon Lane, City of Murrieta
6. Andy Melendrez, City of Riverside
7. Alonso Ledezma, City of San Jacinto
8. Zak Schwank, City of Temecula
9. ¹Ike Bootsma, County of Riverside, District II

Committee Members Absent

1. Nancy Carroll, City of Beaumont
2. David Marquez, City of Moreno Valley
3. Kevin Jeffries, County of Riverside, District I

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. Rohan Kuruppu, Director of Planning
8. Adam Chavez, Director of Maintenance
9. Jim Kneepkens, Director of Marketing
10. Rick Majors, Director of Risk Management
11. Rick Kaczerowski, Director of IT
12. Natalie Zaragoza, Director of Contracts
13. Eric Ustation, Government Affairs Manager

¹Alternate for Karen Spiegel, County of Riverside, District II

14. Brad Weaver, Media & Public Relations Manager
15. Lisa Almilli, Mobility Manager
16. Kristin Warsinski, Grants Manager
17. Joe Forgiarini, Planning and Scheduling Manager
18. Francisco Haro, Contract Operations Assistant Manager
19. Melissa Blankenship, Contracts Manager
20. Yesenia Felix, HR Clerk

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

None.

4. **APPROVAL OF MINUTES – APRIL 3, 2019 COMMITTEE MEETING**

M/S/C (WELCH/LEDEZMA) approving the minutes of the April 3, 2019 Committee meeting.

The motion carried unanimously.

5. **CONSENT CALENDAR**

M/S/C (BOOTSMA/WELCH) approving the receipt and file of Item 5A – Personnel Report – March 2019.

The motion carried unanimously.

M/S/C (BOOTSMA/WELCH) approving the receipt and file of Item 5B – Transportation Center Monthly Report – March 2019.

The motion carried unanimously.

6. **AUTHORIZATION TO RENEW AGREEMENT NO. 19-039 WITH THE CITY OF TEMECULA FOR REIMBURSEMENT OF FARE REVENUE FOR THE OPERATION OF ROUTE 55**

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

- Contingent upon approval by the Temecula City Council, authorize staff to renew Agreement No. 19-039 with the City of Temecula for reimbursement of \$13,811.77 in fare revenue for the operation of Route 55.

The motion carried unanimously.

Director Steve Manos arrived to the meeting at 1:05 p.m.

7. **AUTHORIZATION TO RENEW REVENUE AGREEMENT NO. 19-024 WITH THE UNIVERSITY OF CALIFORNIA, RIVERSIDE FOR THE UNIVERSITY PASS (U-PASS); AUTHORIZATION TO RENEW REVENUE AGREEMENT NO. 19-030 WITH THE UNIVERSITY OF CALIFORNIA, RIVERSIDE FOR THE OPERATION OF ROUTE 51 (CREST CRUISER)**

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

- Authorize staff to renew Revenue Agreement No. 19-024 to continue the U-Pass program with UCR reimbursing the Agency at \$1.05 per-trip with a maximum cap of \$45 per-rider per-month for a not-to-exceed amount of \$700,000 from July 1, 2019 through June 30, 2020.
- Authorize staff to renew Revenue Agreement No. 19-030 with UCR for reimbursement of operating expenses of \$158,101.27 for Route 51 (Crest Cruiser) from July 1, 2019 through June 30, 2020.

The motion carried unanimously.

8. **BOARD MEMBER COMMENTS**

Board member comments were made by Director Art Welch.

9. **ANNOUNCEMENTS**

An announcement was made by Mr. Larry Rubio.

10. **NEXT MEETING**

Wednesday, June 5, 2019, 1:00 p.m.
Riverside Transit Agency
Board Room
1825 Third Street
Riverside, CA 92507

11. **MEETING ADJOURNMENT**

The meeting was adjourned at 1:11 p.m.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

June 5, 2019

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Laura Camacho, Chief Administrative Services Officer

SUBJECT: Personnel Report - April 2019

Summary: As a recipient of federal funding, the Agency is required to maintain and has in place an Equal Employment Opportunity (EEO) Program. In support of this program the Agency monitors EEO data monthly. This data is compiled and depicted within the monthly Personnel Report and is used to identify areas of underutilization. The data helps drive the Agency's efforts to attract applicants who may be underrepresented by sex and ethnicity, within the Agency, compared to their availability within our service area. Data is also monitored and evaluated to ensure consistency in all employment practices and actions.

The attached report summarizes personnel activity that occurred in April 2019. The following information is outlined in the report:

- Personnel Activity: Number of budgeted versus filled positions by department and position.
- Workforce Data: Percentage of employees by sex, ethnicity and position classification.
- Applications: Percentage of applicants by sex, ethnicity and position title. Also, percentage of applicants who are disabled and are veterans.
- Discipline: Number of disciplinary actions by sex and ethnicity.
- Personnel Activity: Number of personnel actions by sex and ethnicity.

Recommendation:

Receive and file.

PERSONNEL ACTIVITY - APRIL 2019

DEPARTMENT AND TITLE	FY BUDGETED POSITIONS	FILLED POSITIONS
<u>ADMINISTRATION</u>		
Chief Executive Officer	1	1
Executive Assistant/Clerk of the Board	1	1
Deputy Clerk of the Board	<u>1</u>	<u>0</u>
Department Subtotal	3	2
<u>ACCOUNTING</u>		
Chief Financial Officer	1	1
Controller	1	1
Accounting Manager	1	1
Budget Administrator	1	1
Grants Financial Administrator	1	1
Grants Financial Analyst	1	1
Payroll Administrator	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	2	2
Human Resources Clerk	2	2
Receptionist	<u>2</u>	<u>2</u>
Department Subtotal	9	9
<u>RISK MANAGEMENT</u>		
Director of Risk Management	1	1
Risk Manager	1	1
Transit Safety & Security Manager	1	0
Risk Management Specialist	<u>1</u>	<u>1</u>
Department Subtotal	4	3
<u>INFORMATION TECHNOLOGY</u>		
Director of Information Technology/Division Manager	1	1
ITS Administrator	1	1
Systems Administrator	1	1
IT Technician	<u>1</u>	<u>0</u>
Department Subtotal	4	3
<u>MAINTENANCE</u>		
Director of Maintenance	1	1
Maintenance Manager	1	1
Maintenance Quality Control	1	1
Fleet Analyst	1	1
Maintenance Supervisor	8	8
Electronic Technician	2	2
Mechanic	35	33
Tire Servicer	1	1
Servicer	<u>18</u>	<u>15</u>
Department Subtotal	68	63

DEPARTMENT AND TITLE	FY BUDGETED POSITIONS	FILLED POSITIONS
<u>MARKETING</u>		
Director of Marketing	1	1
Media & Public Relations Manager	1	1
Government Affairs Manager	1	1
Community Engagement Coordinator	1	1
Marketing Coordinator	1	1
Mobility Manager	1	1
Travel Training Specialist	4	4
ADA Certification Specialist	2	2
Customer Information Supervisor	1	1
Customer Information Clerk, Senior Lead	1	1
Customer Information Clerk, Full-Time	2	2
Customer Information Clerk, On-Call ²	<u>18</u>	<u>15</u>
Department Subtotal	34	31
<u>OPERATIONS</u>		
Chief Operating Officer	1	1
Operations Manager	1	1
Assistant Operations Manager	1	1
Training Manager	1	1
Training Instructor	2	2
Executive Assistant	1	1
Operations Supervisor	16	15
Operations Analyst	1	1
Stops/Zones Supervisor	1	1
Stops/Zones Groundskeeper	11	11
Surveillance Clerk	2	1
Transit Clerk	1	1
Full-Time Coach Operator ¹	298	312
Part-Time Coach Operator	<u>0</u>	<u>3</u>
Department Subtotal	337	352
<u>CONTRACT OPERATIONS</u>		
Contract Operations Manager	1	1
Assistant Contract Operations Manager	1	1
Contract Operations Specialist	3	3
Medi-Cal Administrative Activity (MAA) Coordinator	<u>1</u>	<u>1</u>
Department Subtotal	6	6
<u>PLANNING</u>		
Director of Planning	1	1
Grants Manager	1	1
Planning & Scheduling Manager	1	1
Project Manager	1	0
Scheduling Analyst	1	1
Planning Analyst	1	1
Planning & Programming Specialist	1	1
Planning & Scheduling Technician	<u>1</u>	<u>1</u>
Department Subtotal	8	7
<u>PURCHASING</u>		
Chief Procurement & Logistics Officer	1	1
Director of Contracts	1	1
Contracts Manager	1	1
Facilities Supervisor	1	1
Sr. Contracts Administrator	1	1
Contracts Administrator	1	1
Storeroom Supervisor	1	1
Buyer	1	1
Property Maintainer	2	2
Parts Clerk	<u>7</u>	<u>7</u>
Department Subtotal	17	17
Totals	502	505

¹There are currently 20 Coach Operators on extended leave (04/28/19).

WORKFORCE DATA - APRIL 2019

EEO-4 POSITION CLASSIFICATION	TOTAL EMPLOYEES	MALE							FEMALE						
		W	AI/AN	B	H/L	A	NHOPI	MULTI	W	AI/AN	B	H/L	A	NHOPI	MULTI
Officials & Administrators	27														
% in Category		33.0%	0.0%	0.0%	30.0%	4.0%	0.0%	0.0%	15.0%	0.0%	4.0%	15.0%	0.0%	0.0%	0.0%
% Availability		40.0%	0.4%	3.1%	13.5%	3.7%	0.1%	0.6%	21.8%	0.2%	2.8%	10.0%	2.5%	0.1%	0.3%
Underutilized		Yes	No	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No
Professionals	50														
% in Category		26.0%	0.0%	18.0%	20.0%	2.0%	2.0%	0.0%	14.0%	0.0%	4.0%	10.0%	4.0%	0.0%	0.0%
% Availability		26.3%	0.2%	3.2%	8.0%	5.5%	0.1%	0.5%	31.7%	0.3%	4.1%	12.0%	6.1%	2.0%	0.8%
Underutilized		No	No	No	No	Yes	No	No	Yes	No	No	Yes	Yes	Yes	No
Administrative Support, FT	34														
% in Category		12.0%	0.0%	6.0%	15.0%	0.0%	0.0%	3.0%	12.0%	0.0%	0.0%	47.0%	3.0%	0.0%	3.0%
% Availability		17.4%	0.1%	2.7%	13.0%	2.3%	0.2%	0.5%	29.7%	0.3%	4.4%	23.8%	3.6%	0.1%	0.9%
Underutilized		Yes	No	No	No	Yes	No	No	Yes	No	Yes	No	Yes	No	No
*Administrative Support, OC	15														
% in Category		0.0%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	60.0%	0.0%	0.0%	7.0%
% Availability		17.4%	0.1%	2.7%	13.0%	2.3%	0.2%	0.5%	29.7%	0.3%	4.4%	23.8%	3.6%	0.1%	0.9%
Underutilized		Yes	No	Yes	Yes	Yes	No	No	Yes	No	No	No	Yes	No	No
Service-Maintenance	344														
% in Category		14.0%	0.0%	16.0%	22.0%	1.0%	1.0%	1.0%	9.0%	0.0%	22.0%	13.0%	0.0%	0.0%	1.0%
% Availability		15.8%	0.2%	2.7%	36.5%	2.5%	0.2%	0.5%	11.6%	0.2%	2.0%	23.9%	2.4%	0.2%	0.4%
Underutilized		Yes	No	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No
Skilled Craft Workers	35														
% in Category		17.0%	0.0%	3.0%	69.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Availability		36.8%	0.2%	2.6%	52.3%	2.3%	0.3%	0.6%	1.3%	0.0%	0.2%	2.2%	0.3%	0.0%	0.0%
Underutilized		Yes	No	No	No	Yes	No	No	Yes	No	No	Yes	No	No	No

Total 505

W White
 AI/AN American Indian/Alaska Native
 B Black or African American
 H/L Hispanic or Latino
 A Asian American
 NHOPI Native Hawaiian and Other Pacific Islander
 Multi Multiracial

*Current Customer Information Clerk requirements include ability to speak Spanish.

APPLICATIONS - APRIL 2019

POSITION TITLE	EEO CLASSIFICATION	TOTAL APPLICANTS	RESPONDENTS TO EEO QUESTIONNAIRE	% Minority	% Female	FEMALE								MALE								DISABLED	VETERAN	
						W	B	H/L	A	AI/AN	NHOPI	MULTI	NA	W	B	H/L	A	AI/AN	NHOPI	MULTI	NA			
A Mechanic	Skilled Craft Workers	6	4	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	33%	17%	50%	0%	0%	0%	0%	0%	0%	0%	0%
B Mechanic Promotional Only	Skilled Craft Workers	2	1	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	50%	0%	0%	0%	0%	0%	0%	0%	0%
Coach Operator, Full Time	Service/Maintenance	265	231	95%	48%	4%	26%	9%	1%	3%	0%	5%	1%	9%	15%	20%	2%	1%	0%	3%	3%	6%	6%	
Customer Info Clerk, OC, Bilingual	Administrative Support	54	54	100%	83%	0%	0%	81%	0%	0%	0%	2%	0%	0%	2%	15%	0%	0%	0%	0%	0%	2%	2%	
Currency Processor	Administrative Support	64	52	94%	73%	20%	10%	41%	6%	0%	0%	12%	6%	4%	6%	18%	4%	0%	0%	2%	0%	4%	0%	
Director of Planning	Officials & Administrators	4	3	100%	50%	3%	3%	0%	0%	0%	0%	0%	0%	0%	3%	0%	3%	0%	0%	0%	0%	3%	3%	
Information Technologies Technician	Administrative Support	49	37	92%	14%	2%	2%	4%	4%	0%	0%	2%	0%	22%	4%	33%	12%	0%	2%	6%	6%	8%	10%	
Maintenance Supervisor	Professionals	14	10	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	29%	7%	43%	14%	0%	0%	7%	0%	0%	21%	
Operations Supervisor	Professionals	36	29	100%	36%	6%	19%	6%	0%	0%	0%	6%	0%	14%	25%	17%	3%	0%	3%	3%	0%	0%	31%	
Parts Clerk	Administrative Support	174	147	96%	29%	29%	26%	66%	6%	0%	0%	14%	6%	49%	54%	189%	17%	9%	3%	20%	11%	17%	40%	
Servicer	Service/Maintenance	33	28	100%	6%	0%	6%	0%	0%	0%	0%	0%	0%	15%	15%	48%	6%	0%	0%	9%	0%	0%	15%	

Total Applications

701

- W White
- AI/AN American Indian/Alaska Native
- B Black or African American
- H/L Hispanic or Latino
- A Asian American
- NHOPI Native Hawaiian and Other Pacific Islander
- Multi Multiracial
- O Other
- NA Declined to respond to EEO questionnaire

DISCIPLINE - APRIL 2019

COUNSELINGS, WARNINGS & WRITTEN REPRIMANDS

	MALE							FEMALE						
	W	AI/AN	B	H/L	A	NHOPI	MULTI	W	AI/AN	B	H/L	A	NHOPI	MULTI
Maintenance	0	0	2	2	0	0	0	0	0	0	0	0	0	0
Operations	0	0	5	5	0	0	2	4	0	13	3	0	0	0
TOTALS	16							20						

SUSPENSIONS & TERMINATIONS

	MALE							FEMALE						
	W	AI/AN	B	H/L	A	NHOPI	MULTI	W	AI/AN	B	H/L	A	NHOPI	MULTI
Maintenance	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Operations	0	0	1	0	0	0	2	0	0	2	0	0	0	0
TOTALS	4							2						

W White
 AI/AN American Indian/Alaska Native
 B Black or African American
 H/L Hispanic or Latino
 A Asian American
 NHOPI Native Hawaiian and Other Pacific Islander
 Multi Multiracial

PERSONNEL ACTIVITY - APRIL 2019

Full-Time and Part-Time Employees

Personnel Activity	All Employees			Employees Male							Employees Female						
	Total	Male	Female	W	B	H/L	NHOPI	A	AI/AN	MULTI	W	B	H/L	NHOPI	A	AI/AN	MULTI
New Hires	2	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
Promotions	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Transfers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Demotions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Terminations	2	2	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
Resignations	4	3	1	1	1	1	0	0	0	0	1	0	0	0	0	0	0
Retirements	3	3	0	2	0	1	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	0

FOR FISCAL YEAR 07/01/18 THROUGH 06/30/19
FULL-TIME SEPARATIONS

FOR FISCAL YEAR 07/01/17 THROUGH 06/30/18
FULL-TIME SEPARATIONS

	<u>Administration</u>	<u>Bargaining Unit</u>		<u>Administration</u>	<u>Bargaining Unit</u>
Terminations	1	17	Terminations	4	12
Resignations	5	22	Resignations	2	14
Retirements	5	7	Retirements	4	4
Other	0	0	Other	0	0

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

June 5, 2019

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Jim Kneepkens, Director of Marketing
SUBJECT: Transportation Center Monthly Report – April 2019

Summary: In April 2019, the Customer Information Center answered 30,711 calls, a 10.1% increase compared to April 2018. Calls included 163 commendations, general comments and valid complaints. The number of calls to Dial-A-Ride was 13,128, a 14% increase compared to April 2018. 43,839 calls were received between the two call centers, which reflects an 11.3% increase 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

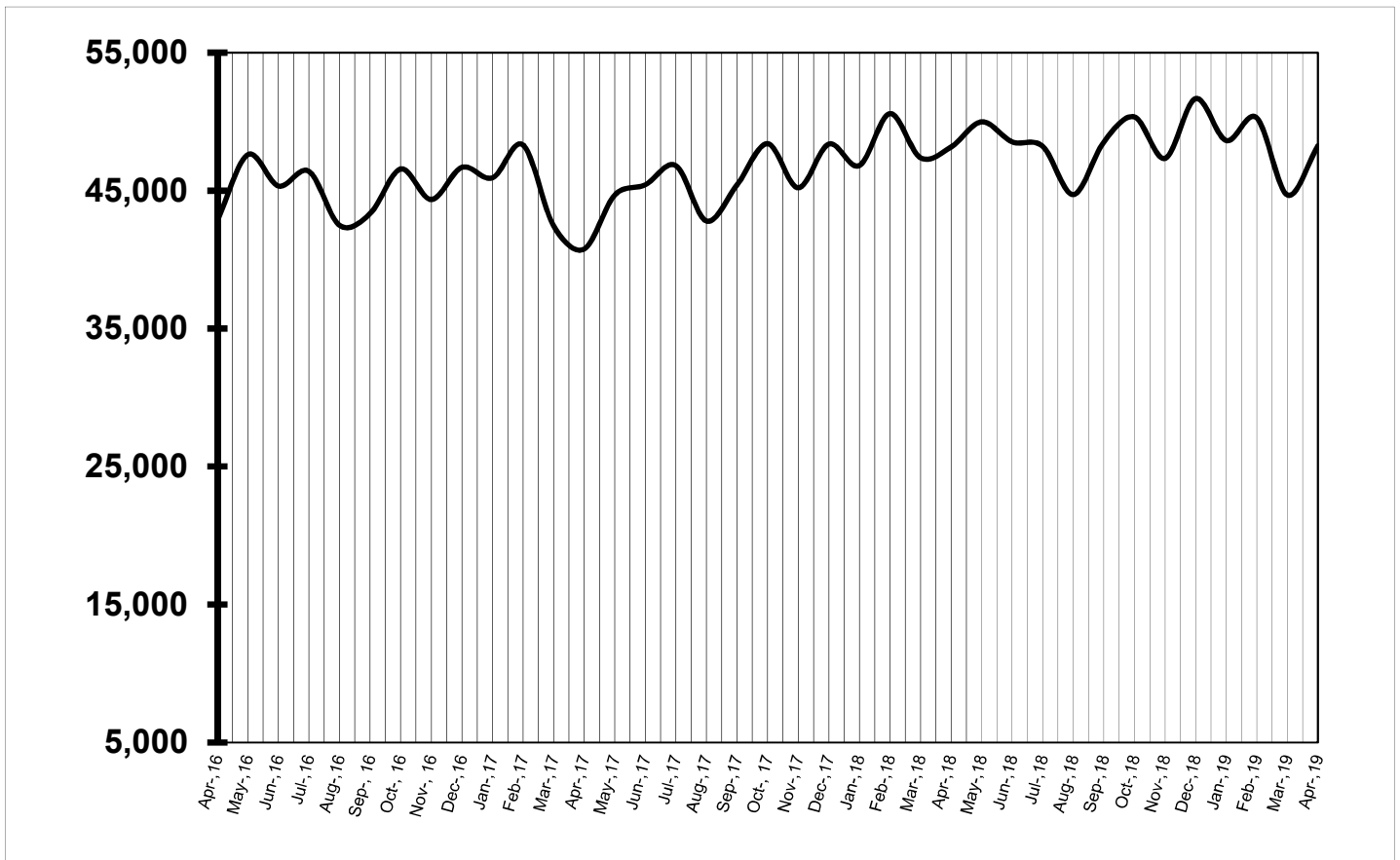
April 2019 Transportation Center Call Totals

Customer Information Center (CIC)	April 2019	April 2018	Percent Change
Information Calls	30,548	27,728	10.2%
Complaints	93	87	6.9%
Comments	40	48	-16.7%
Commendations	30	23	30.4%
Total CIC Calls	30,711	27,886	10.1%

Dial-A-Ride (DAR)

Total DAR Calls	13,128	11,519	14.0%
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Total Calls	43,839	39,405	11.3%
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Complaints, Comments & Commendations

Valid Complaints

Category	April 2019	April 2018	12 Month Average per Month	Complaints per 10,000 Passengers
Bus Stop	4	4	2	0.05
Careless Driving	12	7	7	0.16
Conduct	2	2	2	0.03
Crowded	1	0	1	0.01
Customer Service	17	17	11	0.22
Early Bus	4	5	4	0.05
Fare Dispute	2	2	1	0.03
Late Bus	21	15	14	0.27
Missed Transfer	1	0	2	0.01
No Show	7	3	3	0.09
Passed By	8	8	9	0.10
Passenger Conduct	0	1	1	0.00
Reasonable Modification	0	0	0	0.00
Other	14	23	20	0.18
Total	93	87	77	1.21

Ridership

	April 2019	April 2018	12 Month Average per Month
All services	766,047	728,507	726,102

Comments

	April 2019	April 2018	12 Month Average per Month	Comments per 10,000 Passengers
General Comments	40	48	41	0.52

Commendations

	April 2019	April 2018	12 Month Average per Month	Commendations per 10,000 Passengers
General Commendations	30	23	22	0.39

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

June 5, 2019

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Jim Kneepkens, Director of Marketing
Craig Fajnor, Chief Financial Officer

SUBJECT: Authorize a Youth Holiday Fare of 25 Cents per Boarding from December 21, 2019 through January 12, 2020

Summary: Historically, Riverside Transit Agency (RTA) bus ridership drops during the winter holiday season. This drop begins in late December and continues through the first week of January as students stop riding the bus to get to local schools and colleges, commuters take vacations and most school districts take a three-week winter recess. During winter break, RTA ridership drops but increases quickly following the break.

At the November 15, 2018 Board meeting, the RTA Board of Directors authorized a youth holiday fare of 25 cents per boarding from December 21, 2018 through January 12, 2019 for students in grades 1-12. There were 19,842 boardings last holiday utilizing the youth fare promotion.

With ridership expected to dip again this holiday season, staff believes this is an ideal time to promote public transportation and increase ridership during the holiday break by again offering 25-cent rides during the holiday break. The promotion would run from December 21, 2019 through January 12, 2020. The 25-cent-per-boarding fare would be offered on any fixed-route bus including CommuterLink express buses. To qualify for the reduced fare, students would be required to show a school-issued student ID card from the current school year, an RTA Youth ID card, a California driver's license or state ID showing the student is 18 years old or younger.

The 25-cent promotional youth holiday fare presents an opportunity for significant savings to young customers. The regular youth fare on local bus service will be \$1.75 per boarding, \$5 for a 1-day pass

and \$45 for a 30-day pass. Youth CommuterLink fares are \$3.50 per boarding, \$10 for a 1-day pass and \$95 for a 30-day pass. The proposed cash discount provides immediate savings and instant access to the bus. And, rather than spending money on bus fare, students can have more cash in their pockets at their destinations.

The promotional fare is designed to raise awareness and remind students and parents that public transportation is an available option during the winter holiday break. During the promotion, staff expects a five percent increase in youth ridership because of the promotional fare. Beyond the promotion, the goal is that new riders would continue to ride, and current riders would become more frequent riders.

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

The promotional fare will be advertised on our website, social media, through email alerts, on-board brochures, rider alerts, and mailings to the schools and other local partners.

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

Fiscal Impact:

Although staff estimates youth ridership will increase thirty-three percent during this period as a result of the promotion, a reduction in farebox revenue of \$14,741 is expected due to the lower fare. The end result will be a reduction of the budgeted farebox recovery ratio of .02% - similar to last year.

Recommendation:

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

- Authorize Agency staff to implement a youth holiday fare of 25 cents per boarding on all fixed-route buses from December 21, 2019 through January 12, 2020.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

June 5, 2019

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Jim Kneepkens, Director of Marketing
SUBJECT: Free Bus Rides on New Year's Eve

Summary: For the past several years, RTA has offered free rides on New Year's Eve on all fixed bus routes to help support riders who have to work that evening and to provide an alternate mode of transportation to those who do not want to drive or should not drive on the holiday.

For this holiday season, staff recommends again offering free bus service on all of RTA's fixed routes on Tuesday, December 31 from 2:30 p.m. until the end of each bus schedule, which varies by route.

The New Year's holiday is a perfect time for RTA to thank our customers for their year-round patronage of public transportation and to show RTA's concern about the personal safety of people who will be out celebrating the holiday. Hopefully, many will be persuaded to leave their cars at home and instead use public transit, lessening the likelihood of accidents, unwanted injuries and even fatalities.

The free rides will be promoted through the website, Rider News, iAlert, Facebook, Twitter and a press release.

Fiscal Impact:

The loss in revenue is estimated to be less than \$7,100 by providing this public service.

Recommendation:

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

- Authorize the Agency to offer free rides on all fixed route buses from 2:30 p.m. to the end of business on Tuesday, December 31, 2019.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

June 5, 2019

TO: BOARD ADMINISTRATION & OPERATIONS COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Jim Kneepkens, Director of Marketing
SUBJECT: Presale Tickets and Passes and Customer Access to Free or Reduced Cost Bus Rides

Summary: The Riverside Transit Agency (RTA) recognizes the importance of having bus passes and tickets accessible to customers through convenient and various means. More than 32 percent of farebox revenue is received through the presale of tickets and passes. The Agency sells bus passes and tickets primarily at its Riverside office, on its website, by mail or phone, and through bus pass sales outlets located throughout our service area. In addition to selling directly to customers, bus passes and tickets are sold directly to social service and non-profit organizations that provide them to bus riders free or at a reduced cost. Additionally, RTA partners with colleges and universities, cities, the County of Riverside and Metrolink to provide free or low-cost access to the bus system. This report summarizes how these programs work.

Fixed Route

Below is a summary of presale 1-Ride, 7-Day and 30-Day passes for CY18:

Customer Type	Revenue
Non-Profit Organizations	\$1,205,820
Pass Outlets	\$645,217
City of Riverside	\$344,850
Online	\$151,384
RTA Reception	\$117,652
Mail Order	\$76,753
Grand Total	\$2,541,676

The Agency has nearly 70 bus pass sales outlets, which include retail stores, schools, chambers of commerce, employers and government agencies. These pass outlets purchase bus passes from RTA and sell them at face value to customers. Having outlets in neighborhoods where customers live and work provides easy access for them to purchase bus passes. Additionally, pass outlets can receive up to a five percent commission on the bus pass sales. Although the commission on fare media sold is small, the increased foot traffic brought to the outlet often generates the sale of additional higher margin products. In CY18, bus pass outlets purchased \$487,577 worth of passes.

Included in the pass sales outlet program are sales made to the City of Riverside. The City of Riverside purchases 7-Day and 30-Day passes from RTA and sells them to residents at a discount through the Riverside Go Transit program. Residents receive a 20 percent discount on 7-Day passes and a 30 percent discount on 30-Day passes. The City uses AB-2766 Motor Vehicle Subvention funds to subsidize the discount. In CY18, the City has purchased \$296,115 worth of passes, providing a unique way to distribute passes to people who need them most.

Bus passes and tickets are also sold directly to customers online through the RTA website, through the mail or in-person at our Riverside office. In CY18, online sales have reached \$137,141, mail order sales have reached \$73,814 and in-person sales have reached \$105,410.

The largest presale of tickets and passes is made to non-profit organizations like Department of Public Social Services and Inland Regional Center who provide them for free to their senior, disabled, unemployed and low-income clients. These organizations provide a valuable public service by providing mobility and access to jobs, school, shopping, and doctor appointments. In CY18, this has represented \$1,037,799 in sales.

Lastly, a test pilot of mobile ticketing began on April 16. The test includes UC Riverside and RTA and Disney employees. UC Riverside and RTA employees ride free while Disney employees purchase CommuterLink+Local tickets and passes on their mobile devices. The first purchase was made on April 22 and April total sales were \$233. Token Transit receives a five percent commission for handling these transactions. Obviously, mobile sales will increase after the pilot program is complete and becomes fully available to the public.

Dial-A-Ride

More than 94 percent of presale Dial-A-Ride tickets are made by non-profit organizations who then provide them to their clients for free. This provides much-needed transportation for seniors, disabled and low-income customers to doctor appointments, shopping, employment, school and meal programs. Tickets are currently \$3 and are sold in books of 10 tickets each for \$30. Below is a summary of presale Dial-A-Ride tickets during CY18.

Customer Type	Revenue
Non-Profit Organizations	\$ 988,470
Online	\$ 34,920
Mail Order	\$ 14,550
RTA Reception	\$ 10,647
Grand Total	\$ 1,048,587

Free and Reduced Fare Ride Programs

RTA partners with several colleges, universities, cities, public agencies and transit agencies to provide free or reduced fares for our customers. Below is a summary of cooperative fare and subsidy programs currently in place.

U-Pass: RTA has agreements with Cal Baptist University, La Sierra University and UC Riverside to provide free rides for students on all local fixed-route bus service. These programs are paid for by the universities.

Go-Pass: RTA has agreements with Moreno Valley College, Mt. San Jacinto College, Norco College and Riverside City College that provide unlimited rides for students on all fixed-route bus service. The programs are financed by student fees of \$5 per term (fall, spring and summer) for part-time students (those registered for six units or less) and \$5.50 per term for full-time students (those registered for more than six units).

CityPass: RTA has an agreement that provides City of Riverside employees free rides on all fixed-route bus service. This program is paid for by the City.

Inland Empire Health Plan (IEHP): Last month the Board approved an agreement with IEHP that will provide free bus rides for IEHP members enrolled in Medi-Cal or Cal Medi-Connect. These plans include coverage for low-income adults, families with children, seniors and person with disabilities. In the past, IEHP purchased

bus passes for distribution to its members. Moving forward, members will simply swipe their IEHP ID card in the farebox and IEHP will reimburse RTA for the ride.

Jury Trolley: RTA has an agreement with the County of Riverside who funds the operation of Route 50 Jury Trolley. The purpose of the program is to provide a free shuttle for jurors from remote parking lots to the Riverside County courthouses. The County reimburse RTA 100 percent of the operating costs of this route.

City of Temecula Route 55: RTA has an agreement with the City of Temecula for reimbursement of fare revenue equal to a minimum of 20 percent of the route's operating cost to ensure farebox compliance for the operation of Route 55 which allows customers to ride free. Route 55 serves the Harveston Community with stops at local schools, the Promenade Mall and County Center Drive. The route operates 10 months out of the year from mid-August through early June when ridership is at its highest.

Active Duty Police and Fire: Any person who meets RTA active duty military, police or fire personnel requirements rides free on RTA fixed-route buses. Active duty military personnel must wear the appropriate uniform at the time of boarding or present to the driver a valid U.S. Uniformed Services Privilege and Identification Card indicating active service or a Common Access Card indicating uniformed services or active duty. Police and fire personnel must be in full uniform at the time of boarding.

Metrolink: RTA will accept valid Metrolink passes for the full fare on routes that serve Metrolink stations for customers traveling to or from a Metrolink station during the period from one hour before to one hour after Metrolink's service hours. Metrolink reimburses RTA for those trips.

Dial-A-Ride Buddy Fare: RTA's Buddy Fare program gives discounts to senior citizens and disabled customers who ride together to the same destination. Groups of two to 10 people who are traveling together ride for just one fare. To qualify, everyone in the group is picked up within a half-mile radius of each other and dropped off at the same location. The group can also be picked up at the same location and dropped off within a half-mile radius of each other

Recommendation:

Receive and file.