



January 8, 2020
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) 565-5066, 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**

<u>ITEM</u>	<u>RECOMMENDATION</u>
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. <u>APPROVAL OF MINUTES – DECEMBER 4, 2019 COMMITTEE MEETING (P.3)</u>	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. <u>PERSONNEL REPORT – NOVEMBER 2019 (P.6)</u>	RECEIVE AND FILE
B. <u>TRANSPORTATION CENTER MONTHLY REPORT – NOVEMBER 2019 (P.13)</u>	RECEIVE AND FILE
6. <u>AUTHORIZE A YOUTH SUMMER FARE OF 25 CENTS PER BOARDING FROM JUNE 1, 2020 THROUGH SEPTEMBER 3, 2020 (P.17)</u>	APPROVE
7. <u>AUTHORIZE FREE RIDES ON ROUTE 4 FROM MAY 10, 2020 THROUGH MAY 31, 2020 (P.20)</u>	APPROVE
8. BOARD MEMBER COMMENTS	
9. ANNOUNCEMENTS	
10. NEXT MEETING Wednesday, February 5, 2020 1:00 p.m. Riverside Transit Agency 1825 Third Street Riverside, CA 92507	
11. MEETING ADJOURNMENT	

RTA BOARD ADMINISTRATION AND OPERATIONS COMMITTEE MEETING
Minutes
December 4, 2019

1. CALL TO ORDER

Second Vice Chairman Alonso Ledezma called the Board Administration and Operations Committee meeting to order at 1:00 p.m., on December 4, 2019, in the RTA Board Room.

2. SELF-INTRODUCTIONS

Self-introductions of those in attendance took place.

Committee Members Attending

1. Nancy Carroll, City of Beaumont
2. Jim Steiner, City of Corona
3. Greg August, City of Menifee
4. David Marquez, City of Moreno Valley
5. Andy Melendrez, City of Riverside
6. Alonso Ledezma, City of San Jacinto
7. ¹Jerry Sincich, County of Riverside, District I
8. ²Ike Bootsma, County of Riverside, District II

Committee Members Absent

1. Art Welch, City of Banning
2. Steve Manos, City of Lake Elsinore
3. Zak Schwank, City of Temecula

RTA Staff

1. Larry Rubio, Chief Executive Officer
2. Joan Hepworth, 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. Adam Chavez, Director of Maintenance
8. Rick Kaczerowski, Director of IT
9. Jim Kneepkens, Director of Marketing
10. Joe Forgiarini, Director of Service Planning and Scheduling
11. Rick Majors, Director of Risk Management
12. Natalie Zaragoza, Director of Contracts
13. Kristin Warsinski, Director of Planning

¹ Alternate for Kevin Jeffries, County of Riverside, District I

² Alternate for Karen Spiegel, County of Riverside, District II

RTA Staff (continued)

14. Eric Ustation, Government Affairs Manager
15. Brad Weaver, Media & Public Relations Manager
16. Melissa Blankenship, Contracts Manager
17. Jessica Leon, Administrative Assistant
18. Lisa Almilli, Mobility Manager
19. Navidad Alvarado, San Jacinto Resident

Director Andy Melendrez arrived to meeting at 1:03 p.m.

Director Jim Steiner arrived to meeting at 1:03 p.m.

3. PUBLIC COMMENTS – NON-AGENDA ITEMS

None.

4. APPROVAL OF MINUTES – NOVEMBER 6, 2019 COMMITTEE MEETING

M/S/C (SINCICH/MARQUEZ) approving the minutes of the November 6, 2019 Committee meeting.

The motion carried unanimously.

5. CONSENT CALENDAR

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

The motion carried unanimously.

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

The motion carried unanimously.

6. AUTHORIZATION TO AWARD AGREEMENT NO. 19-074 TO VELOCITY TECHNOLOGY SOLUTIONS FOR CONSULTANT SUPPORT SERVICES FOR THE AGENCY'S ORACLE E-BUSINESS SOFTWARE.

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

- Authorize staff to award Agreement No. 19-074 to Velocity Technology Solutions to provide consultant support services for the Agency's Oracle e-Business Software in the amount of \$206,250.00

The motion carried unanimously.

7. **BOARD MEMBER COMMENTS**

Board member comments were made by Director David Marquez, Director Nancy Carroll, Director Ike Bootsma, Director Jim Steiner and Second Vice Chairman Alonso Ledezma.

8. **ANNOUNCEMENTS**

Announcements were made by Mr. Larry Rubio.

9. **NEXT MEETING**

Wednesday, January 8, 2020, 1:00 p.m.

10. **MEETING ADJOURNMENT**

The meeting was adjourned at 1:16 p.m.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

January 8, 2020

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Laura Camacho, Chief Administrative Services Officer

SUBJECT: Personnel Report for November

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 November 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 - NOVEMBER 2019

DEPARTMENT AND TITLE	FY BUDGETED POSITIONS	FILLED POSITIONS
<u>ADMINISTRATION</u>		
Chief Executive Officer	<u>1</u>	<u>1</u>
Department Subtotal	<u>1</u>	<u>1</u>
<u>ACCOUNTING</u>		
Chief Financial Officer	1	1
Controller	1	1
Accounting Manager	1	1
Accountant	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
Currency Processor	<u>2</u>	<u>2</u>
Department Subtotal	<u>12</u>	<u>12</u>
<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
Clerk of the Board/Compliance Specialist	1	0
Administrative Assistant	1	1
Receptionist	<u>2</u>	<u>2</u>
Department Subtotal	<u>11</u>	<u>10</u>
<u>RISK MANAGEMENT</u>		
Director of Risk Management	1	1
Risk Manager	1	1
Transit Safety & Security Manager	1	1
Risk Management Specialist	1	1
Surveillant Clerk	<u>1</u>	<u>1</u>
Department Subtotal	<u>5</u>	<u>5</u>
<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>1</u>
Department Subtotal	<u>4</u>	<u>4</u>
<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	37	35
Tire Servicer	1	1
Servicer	<u>20</u>	<u>17</u>
Department Subtotal	<u>72</u>	<u>67</u>

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	1	1
Customer Information Clerk, On-Call	<u>20</u>	<u>18</u>
Department Subtotal	35	33
<u>OPERATIONS</u>		
Chief Operating Officer	1	1
Operations Manager	1	1
Assistant Operations Manager	1	1
Training Manager	1	1
Training Instructor	3	3
Executive Assistant	1	1
Operations Supervisor	18	15
Operations Analyst	1	1
Stops/Zones Supervisor	1	1
Stops/Zones Groundskeeper	11	11
Surveillance Specialist	1	1
Transit Clerk	1	1
Full-Time Coach Operator ¹	311	315
Part-Time Coach Operator	<u>3</u>	<u>2</u>
Department Subtotal	355	355
<u>CONTRACT OPERATIONS</u>		
Contract Operations Manager	1	1
Assistant Contract Operations Manager	1	1
Contract Operations Specialist	<u>3</u>	<u>3</u>
Department Subtotal	5	5
<u>PLANNING</u>		
Director of Planning	1	1
Director of Service Planning & Scheduling	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	6	6
<u>PURCHASING</u>		
Chief Procurement & Logistics Officer	1	1
Director of Contracts	1	1
Contracts Manager	1	1
Sr. Contracts Administrator	1	1
Contracts Administrator	1	1
Storeroom Supervisor	1	1
Buyer	1	1
Parts Clerk	<u>7</u>	<u>6</u>
Department Subtotal	14	13
<u>FACILITIES</u>		
Senior Facilities/Construction Project Manager	1	1
Project Manager	1	1
Facilities Supervisor	1	0
Property Maintainer	<u>3</u>	<u>2</u>
Department Subtotal	6	4
Totals	526	515

¹There are currently 16 Coach Operators on extended leave (11/24/19)

WORKFORCE DATA - NOVEMBER 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	28														
% in Category		41.0%	0.0%	3.0%	24.0%	0.0%	0.0%	0.0%	14.0%	0.0%	3.0%	14.0%	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		No	No	No	No	Yes	No	No	Yes	No	No	No	Yes	No	No
Professionals	52														
% in Category		18.0%	0.0%	20.0%	24.0%	2.0%	2.0%	0.0%	12.0%	0.0%	4.0%	16.0%	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		Yes	No	No	No	Yes	No	No	Yes	No	No	No	Yes	Yes	No
Administrative Support, FT	32														
% in Category		16.0%	0.0%	0.0%	16.0%	0.0%	0.0%	6.0%	13.0%	0.0%	3.0%	39.0%	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	Yes	No	Yes	No	No	Yes	No	Yes	No	No	No	No
*Administrative Support, OC	18														
% in Category		0.0%	0.0%	0.0%	18.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.0%	59.0%	0.0%	0.0%	6.0%
% 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	No	Yes	No	No	Yes	No	No	No	Yes	No	No
Service-Maintenance	348														
% in Category		15.0%	0.0%	16.0%	20.0%	1.0%	0.0%	2.0%	8.0%	0.0%	23.0%	12.0%	0.0%	0.0%	2.0%
% 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		No	No	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No
Skilled Craft Workers	37														
% in Category		17.0%	0.0%	9.0%	69.0%	0.0%	0.0%	6.0%	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 515

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 - NOVEMBER 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		
B Mechanic	Skilled Craft Workers	10	6	50%	10%	0%	10%	0%	0%	0%	0%	0%	0%	40%	20%	20%	0%	0%	0%	0%	10%	0%	20%
Buyer (Special Appointment)	Administrative Support	1	0	0%	100%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
C Mechanic	Skilled Craft Workers	30	24	77%	0%	0%	0%	0%	0%	0%	0%	0%	17%	10%	55%	10%	0%	3%	0%	3%	3%	14%	
Coach Operator	Service/Maintenance	110	103	88%	43%	2%	22%	8%	0%	0%	8%	3%	5%	19%	25%	1%	0%	1%	4%	3%	2%	8%	
Customer Information Clerk	Administrative Support	24	22	88%	71%	8%	8%	50%	0%	0%	0%	4%	0%	0%	29%	0%	0%	0%	0%	0%	0%	0%	
Director of Service Planning & Scheduling	Professionals	14	9	57%	29%	0%	14%	7%	7%	0%	0%	0%	36%	14%	14%	0%	0%	0%	0%	7%	7%	29%	
Facilities Supervisor	Administrative Support	35	19	54%	12%	6%	3%	3%	0%	0%	0%	0%	38%	6%	32%	3%	0%	3%	6%	0%	3%	15%	
Maintenance Supervisor	Professionals	6	3	38%	17%	17%	0%	0%	0%	0%	0%	0%	33%	0%	50%	0%	0%	0%	0%	0%	17%	17%	
Operations Supervisor	Professionals	15	12	80%	33%	7%	13%	7%	0%	7%	0%	0%	13%	27%	13%	0%	0%	0%	13%	0%	13%	0%	
Property Maintainer	Service/Maintenance	10	7	70%	0%	0%	0%	0%	0%	0%	0%	0%	30%	20%	50%	0%	0%	0%	0%	0%	0%	0%	
Servicer	Service/Maintenance	49	47	94%	22%	2%	10%	10%	0%	0%	0%	0%	2%	14%	43%	4%	0%	2%	10%	2%	0%	10%	
Training Instructor	Officials & Administrators	18	16	89%	28%	0%	22%	6%	0%	0%	0%	0%	11%	22%	39%	0%	0%	0%	0%	0%	6%	17%	

Total Female and Male Applications

322

- 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 - NOVEMBER 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	3	2	0	0	0	0	0	0	0	0	0	0
Operations	6	0	5	6	1	0	1	4	0	25	9	0	0	1
TOTALS	24							39						

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	1	0	0	1	0	0	0	0	0	2	0	0	0	0
TOTALS	3							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 - NOVEMBER 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	6	6	0	1	0	5	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	1	1	1	0	0	0	0	0	0	0	0	1	0	0	0	0
Resignations	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Retirements	2	2	0	1	1	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	0

FOR FISCAL YEAR 07/01/19 THROUGH 06/30/20
FULL-TIME SEPARATIONS

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

	<u>Administration</u>	<u>Bargaining Unit</u>		<u>Administration</u>	<u>Bargaining Unit</u>
Terminations	1	15	Terminations	1	24
Resignations	5	14	Resignations	6	22
Retirements	3	5	Retirements	5	7
Other	0	0	Other	0	0

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

January 8, 2020

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE

THRU: Larry Rubio, Chief Executive Officer

FROM: Jim Kneepkens, Director of Marketing

SUBJECT: Transportation Center Monthly Report – November 2019

Summary: In November 2019, the Customer Information Center answered 29,885 calls, a 2.3 decrease compared to November 2018. Calls included 183 commendations, general comments and valid complaints. The number of calls to Dial-A-Ride was 12,028, an increase of two calls compared to November 2018. 41,913 calls were received between the two call centers, which reflects a 1.6% decrease 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

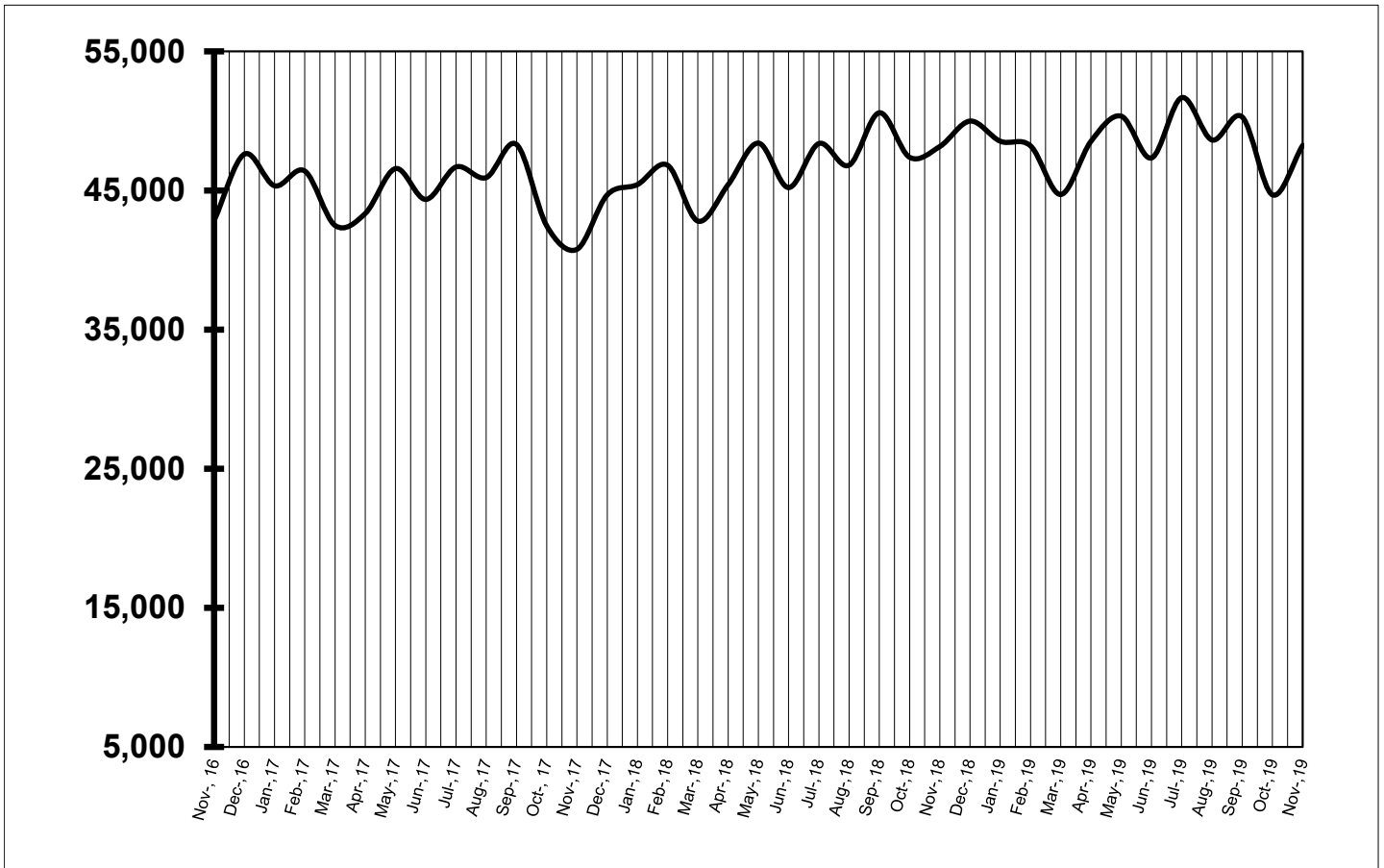
November 2019 Transportation Center Call Totals

Customer Information Center (CIC)	November 2019	November 2018	Percent Change
Information Calls	29,702	30,479	-2.5%
Complaints	139	52	167.3%
Comments	28	23	21.7%
Commendations	16	21	-23.8%
Total CIC Calls	29,885	30,575	-2.3%

Dial-A-Ride (DAR)

Total DAR Calls	12,028	12,026	0.0%
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Total Calls	41,913	42,601	-1.6%
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Complaints, Comments & Commendations

Valid Complaints

Category	November 2019	November 2018	12 Month Average per Month	Complaints per 10,000 Passengers
Bus Stop	0	2	1	0.00
Careless Driving	7	3	8	0.10
Conduct	7	2	4	0.10
Crowded	0	2	1	0.00
Customer Service	21	5	16	0.29
Early Bus	8	5	5	0.11
Fare Dispute	2	0	1	0.03
Late Bus	34	11	20	0.48
Missed Transfer	9	1	2	0.13
No Show	3	0	4	0.04
Passed By	13	8	12	0.18
Passenger Conduct	4	1	2	0.06
Reasonable Modification	0	0	0	0.00
Other	31	12	21	0.43
Total	139	52	97	1.94

Ridership

	November 2019	November 2018	12 Month Average per Month
All services	715,378	757,685	720,349

Comments

	November 2019	November 2018	12 Month Average per Month	Comments per 10,000 Passengers
General Comments	28	23	43	0.39

Commendations

	November 2019	November 2018	12 Month Average per Month	Commendations per 10,000 Passengers
General Commendations	16	21	23	0.22

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

January 8, 2020

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 Summer Fare of 25 Cents per Boarding from June 1, 2020 through September 3, 2020

Summary: Historically, Riverside Transit Agency (RTA) bus ridership drops during the summer months. This begins in June during the end of the school year as students stop riding the bus to get to local schools and colleges, commuters take vacations and warmer weather makes driving more comfortable.

With ridership expected to dip again this summer, staff believes now is an ideal time to reintroduce RTA as a viable summer transportation option. In an effort to promote public transportation and increase youth ridership, staff proposes offering 25-cent rides for the entire summer. The promotion would run from June 1 through September 3. The 25-cent-per-boarding fare would be offered on any fixed-route bus including CommuterLink express buses. To qualify for the reduced fare, youth riders would be required to show a school-issued student ID card from the most recent school year, an RTA Youth ID card, a California driver's license or state ID showing the student is 18 years old or younger.

On March 28, 2019, the RTA Board of Directors authorized a youth summer promotional fare of 25 cents per boarding for all fixed-route buses from June 1, 2019 through September 2, 2019. During that time, RTA buses carried 198,433 youth boardings, a five percent increase compared to the previous summer. Staff estimates this represents approximately 42,593 more riders in the youth fare category than there would have been if there was no summer fare promotion.

The 25-cent fare presents an opportunity for significant savings to young customers. The regular youth fare on local bus service is

\$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.

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

The promotional fare is designed to raise awareness and remind students and parents that public transportation is an available option during the summer. Long-term, the promotion is a way to establish continued bus ridership among students. During the promotion, staff expects a three and one-half percent increase in youth ridership over last year's promotion. 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, the latter often the decision-makers on how their children get around during the summer. Promotional materials will highlight popular destinations accessible by bus --- Disneyland, the beach, the mall, the movies, or any place where they can hang out with friends --- all without bothering mom or dad for a ride. Marketing materials will also promote some of the benefits of riding the bus: convenience, safety, reducing pollution, and time and money saved by the parents.

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

Fiscal Impact:

Projected youth ridership and revenue without promotion: 171,855 @ \$1.22 = \$209,663. The \$1.22 per boarding used in this calculation is the current FY20 average fare per passenger.

Projected youth ridership and revenue with promotion: 218,944 @ \$0.25 = \$54,736.

Reduction in revenue = \$154,927 (\$209,663- \$54,736).

Staff expects the promotion to increase youth ridership nearly three and one-half percent over last year and result in 27 percent more ridership than if we did not have the promotion. Staff also anticipates a reduction in revenue due to the fact that youth customers will be paying 25 cents instead of full fare to ride. As a result, a reduction in farebox revenue of \$154,927 is expected, resulting in an estimated .17 percent reduction of farebox recovery ratio based on the current FY20 budget.

Recommendation:

Authorize Agency staff to implement a youth summer fare of 25 cents per boarding on all fixed-route buses from June 1 through September 3, 2020.

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

January 8, 2020

TO: BOARD ADMINISTRATION AND OPERATIONS COMMITTEE
THRU: Larry Rubio, Chief Executive Officer
FROM: Jim Kneepkens, Director of Marketing
SUBJECT: Authorize Free Rides on Route 4 from May 10 Through May 31, 2020

Summary: On May 23, 2019, the Riverside Transit Agency (RTA) Board of Directors approved the implementation of Route 4, which will serve Eastvale, Norco and Corona using portions of Limonite and Archibald avenues and River Road. Beginning with the May 10, 2020 service change, the new route is expected to serve the western borders of these three cities and operate approximately every 50 minutes on weekdays.

Extensive prep work for the new route continues. Last month, the RTA Board of Directors approved the creation of 24 bus stops in Eastvale, Norco and Corona for the route. A detailed marketing plan, message development and initial outreach to employees and customers has also begun.

To help promote the new service and to encourage trial usage before the summer break, staff proposes offering free rides on Route 4 during its first three weeks of service, May 10 through May 31.

The free rides are designed to encourage both new and existing customers to try the route. Short-term, the promotion can raise awareness about the new route and alert residents that public transportation is now available in their neighborhood. Long-term, the promotion can plant the seeds for consistently strong ridership on this route as well as others in our bus system.

Marketing of the free rides will target residents along the route as well as customers that use other RTA bus routes. Promotional materials will highlight destinations along the route as well as benefits of riding the bus --- convenience, safety, reducing pollution,

and time and money saved. The free rides will be advertised on our website, social media, through email alerts, on-board brochures, rider alerts, and mailers sent to residents and businesses located at least one-quarter mile from the new route.

Fiscal Impact:

The loss in revenue by providing free rides on Route 4 during the first three weeks of service is estimated to be less than \$1,300. This loss in revenue essentially will have no impact on the FY19 farebox recovery ratio.

Recommendation:

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

- Authorize the Agency to provide free rides on Route 4 during the first three weeks of service from May 10 through May 31, 2020.