

**Bringing pleasure back to travel one person at a time.
At the Riverside Transit Agency, it's all about**

S E R V I C E



Riverside Transit Agency
2008 ANNUAL REPORT

BY THE NUMBERS

July 1 through June 30, 2008

SYSTEM RIDERSHIP 2008

Annual Boardings	7.4 million
Average Weekday Boardings	24,567
Average Weekend Day Boardings	10,451



MISSION STATEMENT

The Riverside Transit Agency, Riverside County's multi-modal transportation provider, shall provide for a variety of transportation needs in a cost-effective and efficient manner for all residents in our member communities.

The Agency is committed to providing safe, reliable, courteous, accessible and user-friendly transit services to our customers.

VEHICLES

CNG Buses	113
Dial-A-Ride Vans	75
Fixed Route Vans	71
Trolleys	10
Total	269

BUS ROUTES

Fixed Route Services	39
Commuter Services	7
Trolley Services	3

BUS SERVICE HOURS

Annual Revenue Hours	666,000
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BUS MILEAGE

Annual Miles Travelled	12.7 million
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FISCAL YEAR 2008 OPERATING BUDGET

Operating Budget	\$54 million
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NUMBER OF EMPLOYEES

Coach Operators	240
Maintenance Employees	57
Administrative Staff	98
Contract Employees	314
Total	709

BUS FEATURES

- Compressed Natural Gas (CNG) fleet
- Computerized arrival information at selected stops
- Free Wi-Fi and satellite TV on selected buses
- Automated stop announcing system
- Vehicles equipped with GPS
- Low-floor buses
- 100 percent wheelchair accessible
- Dual bike racks
- Electronic fareboxes
- Security cameras



MESSAGE FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER

We are pleased to present you with the 2008 Annual Report for the Riverside Transit Agency (RTA). The past year was an extraordinary one, marked by exciting new services, leaps in technology, breakthroughs in customer service and amazing gains in ridership.

RTA remains the vehicle that links Inland residents with jobs, health care and recreational opportunities in and around western Riverside County. The critical investments and transportation services delivered by RTA over the past year — combined with such future improvements as the Perris, Temecula and Corona transit centers — will continue to support our quality of life, and the economic vitality of this region for years to come.

During Fiscal Year 2008, a growing number of people reaped the benefits of RTA's services. In fact, compared to the previous year, our CommuterLink buses handled 95 percent more boardings and our ridership as a whole jumped nearly 20 percent.

To anticipate and meet the growing demand, we improved nearly half of our routes in January, launched a new CommuterLink route in the Pass Area, and expanded our Customer Information Center hours. By ordering more clean-burning CNG buses this year, we made good on our pledge to take more cars and their harmful emissions off the road.

During Fiscal Year 2008, we made remarkable upgrades in customer service by unveiling two new passes, launching free-ride programs for Riverside Community College District students and City of Riverside employees, and simplifying the application process for Dial-A-Ride customers. We also maximized communication with our customers by displaying real-time bus arrival times at selected bus stops, and creating an e-alert system that sends instant bus information to customers' cell phones or computers.

RTA remains committed to meeting the needs and challenges that lie ahead. This includes the completion of transit centers, providing service to developing communities, and ensuring that RTA customers are greeted with the same safe, affordable and efficient transportation system they have come to expect. With the valuable support and leadership of the Board of Directors, elected officials and state and federal lawmakers, we look forward to what the future holds.

Karen Spiegel
Chairman of the Board

Larry Rubio
Chief Executive Officer



EXPANDING SERVICE, GROWING RIDERSHIP

Booming ridership, new services, and route expansions were a big part of Fiscal Year 2008. During the year, we adjusted nearly half of our routes to meet our customers' changing needs. Our Beach Bus brought smiles to sun worshippers looking for a fast, comfortable and inexpensive trip to the surf and sand of Oceanside. A renewed pact with UC Riverside allowed students to continue riding for free. And new transit centers in Corona and Perris moved one step closer to reality.

RIDERSHIP CONTINUES TO CLIMB

In the recently completed Comprehensive Operational Analysis, RTA had a blueprint for success that would guide the Agency for years to come. Some of the information from that in-depth self-study was immediately put to use during the year as the Agency made plans to upgrade 26 — that's nearly half — of its routes. In January, those upgrades made their debut, bringing service to growing areas, improving connections to Metrolink stations and showcasing new bus schedules that better fit passenger needs. By the end of the year, ridership as a whole had increased nearly 20 percent. Dial-A-Ride was up 33 percent and CommuterLink boardings had nearly doubled. To meet the demand and upgrade the fleet, RTA acquired four new trolleys, 23 new Dial-A-Ride vans and ordered eight new buses, which are destined to be used on new CommuterLink routes planned in Hemet and San Jacinto.

MORE BENEFIT FROM FREE RIDES

In an effort to expand RTA's services to more people, RTA entered into partnerships with multiple agencies during Fiscal Year 2008 that enabled thousands of students and employees to ride the bus for free. Hoping to make transit a more convenient option for City of Riverside employees, RTA launched the CityPass, which generated more than 5,000 free rides during its first year. And during the summer, RTA renewed a partnership with the University of California at Riverside to continue the popular U-Pass program, which generated 110,000 student boardings during the year. Before the year ended, RTA announced that it had entered into an exciting new partnership with Riverside Community College District, which provided free rides to the district's 30,000 students at its three campuses in Moreno Valley, Norco and Riverside.

NEW COMMUTERLINK LAUNCHED

As part of the January service change, RTA proudly launched CommuterLink Route 210, its fifth such express route, linking the communities of Banning, Beaumont, Calimesa and Moreno Valley with the downtown Riverside bus terminal and commuter trains. Dozens of residents, elected officials and riders attended the route's ribbon-cutting event. Today, the Route 210 continues to perform well, handling more than 2,500 boardings a month. As with all RTA CommuterLink routes, any commuter headed to the Metrolink station and carrying a valid Metrolink pass rides for free.

BEACH BUS OFFERS SUMMERTIME SAVINGS

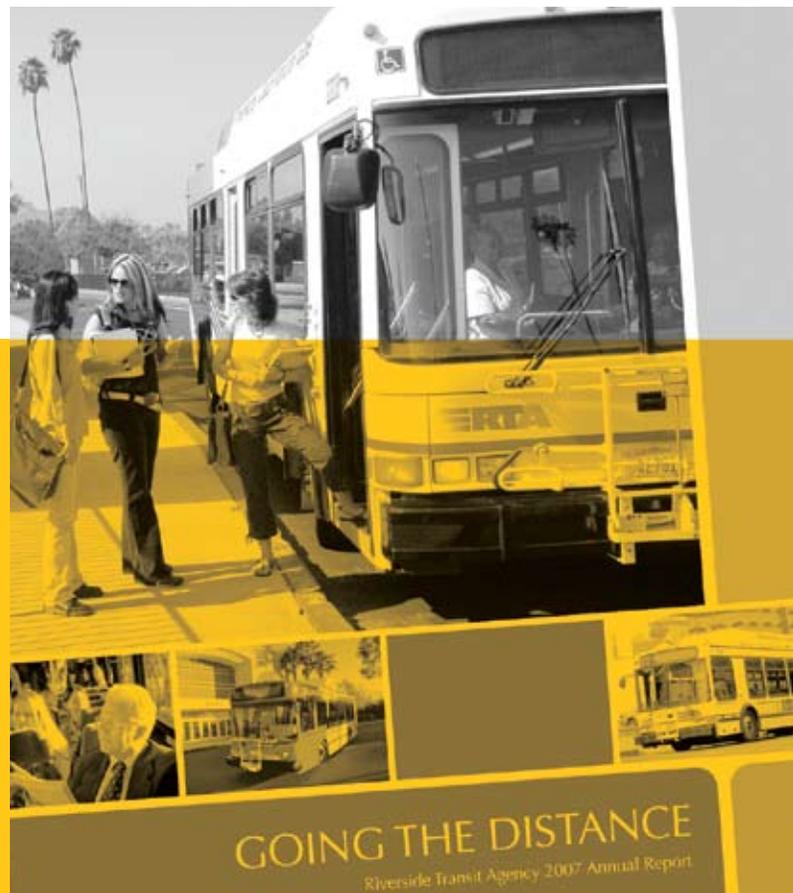
A growing number of Inland residents grabbed their sun block, put on their shades and flip-flops and climbed aboard the Beach Bus, which rolled all summer long with express service from the Temecula area to Oceanside. The \$3.75-round-trip service proved to be a bargain for students on vacation, surfers, swimmers and sun worshippers looking for a convenient way to the beach. When RTA's three-month Beach Bus service ended in August, ridership on the route had skyrocketed 43 percent compared to the same period a year before.

WORK ON TRANSIT CENTERS MOVING FORWARD

Propelled by a federal grant, work on the Corona Transit Center hit a milestone when the design and engineering phases were completed. Similarly, the design and engineering phase of the Perris Transit Center came to a close, which enabled the Riverside County Transportation Commission to begin accepting bids for the construction of the facility. Both facilities are expected to include bus bays, covered plazas and park-and-ride areas. And because they are expected to open near Metrolink stations, the transit centers will enhance connections between RTA buses and trains.

AGENCY AWARDS CONTRACT TO TRANSPORTATION CONCEPTS

Hoping to consolidate all contracted fixed-route operations under a single service provider, RTA agreed to sign Transportation Concepts to an exclusive five-year contract. Prior to that, the Agency had employed two firms for contracted fixed-route services and both agreements were set to expire at the end of the fiscal year. The award of a single contract to one provider saves the Agency \$1.8 million annually and follows a suggestion made by the Comprehensive Operational Analysis. The contract allows Transportation Concepts to operate from Riverside and Temecula facilities, providing contracted services on 26, or roughly half, of RTA's fixed-routes, including CommuterLink and trolley routes.



AWARDS

Recognized for excellence

During the year, RTA was proud to receive four Compass awards, one AdWheel award and gain national recognition for being among the "Ten Great Transit Systems to Work For."

TRANSPORTATION MARKETING AND COMMUNICATIONS ASSOCIATION AWARD OF MERIT:

- Promotional Campaign for the May 11 Service Change
- 30-Year Anniversary Video
- 2007 Annual Report
- Promotion of the U-Pass Program

AMERICAN PUBLIC TRANSPORTATION ASSOCIATION ADWHEEL AWARD:

- The 2007 Annual Report

TRANSIT TALENT AND METRO MAGAZINE'S TEN GREAT TRANSIT SYSTEMS TO WORK FOR:

- Riverside Transit Agency

TAKING THE WHEEL OF ENVIRONMENTAL RESPONSIBILITY



RTA has long been a champion of cleaner, greener technologies and practices. Proudly pioneering the use of cleaner-burning fuels, and with growing concern over climate change, we continue to explore innovative ways to expand our influence in more environmentally positive ways. We are also an agency that encourages energy efficiency, recycling and carpooling among our 700-plus employees. When it comes to environmental responsibility and sustainability, RTA continues to reach new heights year after year.

MAKING HISTORY

RTA was an environmentally conscious agency long before much of the nation in 2008 was “thinking green.” In 1988, prior to today’s laws that regulate bus emissions, RTA was among the first transit systems in the nation to operate low-emission methanol buses. In fact, when RTA’s Riverside headquarters was built in 1986, it included a separate fueling system for alternative clean fuels — something that was rare during a time when diesel was the king of fuels. The drive for cleaner fuel didn’t stop there. In 2001, the Agency took its biggest step by replacing its entire fleet of 94 diesel buses with compressed natural gas (CNG) buses.

During Fiscal Year 2008, RTA employed a vast array of CNG vehicles, including 113 large buses, CommuterLink express buses, trolleys and company vehicles. Our use of CNG fuel not only saves the environment; it saved the Agency roughly \$1.8 million during the year, compared to diesel fuel.

RTA employs a \$1.5 million, state-of-the-art fueling station in Riverside and another in Hemet, which is open to the public and helps provide fueling relief for a growing number of alternative fuel vehicles.

FINDING NEW POWER SOURCES

During Fiscal Year 2008, RTA launched two pilot programs that could reduce vehicle fuel consumption, cut emissions and improve engine performance. As part of one program, mechanics installed electric radiator fans in a test bus to determine how well it performs compared to buses that use hydraulic fans. Such technology has proven to reduce fuel consumption and maintenance costs and increase the reliability of engine cooling systems. As part of another program, RTA joined a handful of transit agencies across America to work with the Korean engine manufacturer Doosan to develop a CNG engine that’s cleaner-burning and more fuel-efficient than existing CNG engines. If successful, RTA could expand such technology to its entire fleet.

We are also testing new technology that relies on kinetic energy generated from braking that could power the vehicle, thus reducing fuel consumption and emissions.

The Agency is also in the process of removing and replacing high-wattage lighting fixtures from its bus barn and facilities with low-energy fixtures such as fluorescent bulbs. Buildings will soon get motion sensors that control lighting and energy-conserving thermostats that regulate office temperatures. Our Agency is also encouraging employees to do their part by ridesharing to work.

A GROUP EFFORT

RTA knows that environmental efforts don’t stop with bus operations. That’s why RTA staff members sit on clean air coalitions and committees, including the Western Riverside County Clean Cities Coalition, which supports legislation and studies clean-air propositions. In fact, that coalition made it possible for transit agencies such as RTA to qualify for funding to test and implement alternative fuels.

TECHNOLOGY

During the year, RTA proudly launched new technologies that gave customers new tools to stay informed and enhanced their overall experience by taking the guesswork out of travel forever. The Agency also made applying for employment and Dial-A-Ride service more convenient than ever before with the introduction of electronic applications.

TAKING TECHNOLOGY TO THE STREETS

Wondering when the next bus will come? No more. Thanks to an ambitious project launched in Fiscal Year 2008 called the Intelligent Transportation System (ITS), RTA installed solar-powered panels at selected stops that displayed real-time bus arrival information. RTA also kicked off BusWatch, which allowed customers to visit www.rtabus.com to pinpoint the location of their next bus and view departure times from dozens of stops. RTA also introduced automatic passenger counters on several fixed route buses and vehicle-tracking technology inside Dial-A-Ride buses that enabled RTA dispatchers to monitor vehicles as they travel through the region.

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eALERTS MAKE SPLASH

Knowledge is power, especially when it comes to planning your bus trip. That's why in Fiscal Year 2008, we introduced eAlerts to give customers instant updates on service enhancements, RTA job postings, special events, and a whole lot more. To receive alerts, customers simply go to our website and sign up to get personalized information sent directly to their computers and cell phones.

DIAL-A-RIDE, JOB APPLICATIONS ONLY A CLICK AWAY

During the year, disabled customers benefitted from a new policy that allowed them to apply for Dial-A-Ride service online rather than in-person. By eliminating the requirement for the time consuming in-person interview, our valued customers could apply electronically and get the same great service from the comfort of their homes. RTA also made it easier for prospective employees to get their foot in the door by offering online job applications --- a move that made it easier than ever to apply to become a member of the RTA family.



For more than 30 years, RTA has been a proud partner in the community, raising money for low-income families, donating vehicles to charity and promoting public transit's benefits. RTA is also a longtime participant of various community events, parades and the annual Festival of Lights.

USED VEHICLES FIND NEW HOMES

Several churches, community centers and other groups received the keys to RTA buses and vans as part of the Agency's vehicle donation program. During Fiscal Year 2008, the Agency provided 19 fully depreciated vehicles to nonprofit groups such as the Calvary Baptist Church, the Riverside National Cemetery and the Hemet Police Department. RTA traditionally donates vehicles that have surpassed their recommended service life but are in good condition and equipped with amenities such as wheelchair lifts. Over the past four years, RTA has proudly donated more than 100 vehicles.

RAISING FUNDS FOR A CAUSE

RTA is committed to making the community a better place to live, work and play. That's why in Fiscal Year 2008, the Agency participated in various fundraisers for groups such as the United Way and the American Heart Association. In September, RTA employees joined the annual Heart Walk to raise money to fight heart disease and stroke. In November, dozens of RTA employees participated in the United Way fundraiser, generating more than \$4,000 for various local charities that help at-risk children and provide low-income families with access to health care. During December, holiday wishes came true for hundreds of Inland area children thanks to RTA toy donations during the annual Toys for Tots drive.

DUMPING THE PUMP

In response to rising gas prices, RTA gave away free rides to lucky passengers as part of the national Dump the Pump Day on June 19. Hoping to bring more awareness of public transit's role in improving air quality and saving money, RTA gave away 7-Day passes to the first 100 people who mailed the Agency a gasoline receipt for a June fill-up. As with previous years, the national Dump the Pump Day gave RTA customers the opportunity to make a difference in their wallet, as well as the environment.

BEING PART OF THE MOVEMENT

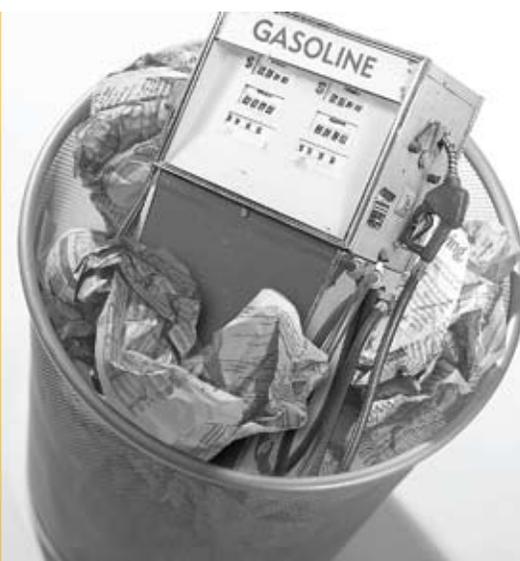
During Fiscal Year 2008, RTA continued to work with grassroots groups such as Transportation NOW to promote public transit. During the year, more than 100 members of Transportation NOW's three chapters --- Corona/Norco/District 2, Moreno Valley/Perris and San Geronio Pass --- lobbied lawmakers to protect public transit funding, worked with RTA to bring service to new areas, and promoted new services such as CommuterLink Route 210. The chapters also orchestrated holiday events and helped RTA administer focus groups to gauge community transit needs.

MORE BUSINESS FEELING THE POWER

A growing number of RTA customers qualified for discounts at more cafes, restaurants and retail outlets thanks to the flourishing Power Pass program, which grew 20 percent during Fiscal Year 2008. As part of the program, RTA customers flash their valid 7-Day, 10 Tripper, 31-Day or Annual Pass to qualify for exclusive discounts at more than 70 participating businesses. Now in its fourth year, the program continues to showcase RTA's multi-day passes while giving area businesses the exposure they need to thrive.

MORE CHOICES IN MORE PLACES

Buying a bus pass got a lot easier during Fiscal Year 2008 thanks to stepped-up efforts to expand the number of pass outlets countywide. RTA added 18 bus pass outlets to its growing list, which today stands at nearly 70 schools, retail outlets and community centers.





CUSTOMER SERVICE

During the year, RTA remained committed to exceeding our customers' expectations. That's why we expanded our call center hours, unveiled two new passes and introduced new onboard news alerts. We also changed the look of our Dial-A-Ride vehicles to make them easier to spot and spread the holiday cheer by offering a variety of seasonal services.

CALL CENTER HOURS EXPANDED

Finding the nearest bus stop or getting departure times is a snap thanks to expanded hours at RTA's Customer Information Center. As part of the Agency's massive January service change, the center's hours increased by five hours on weekdays and four and a half hours on weekends. The enhanced hours (6 a.m. to 10 p.m. on weekdays and 8 a.m. to 9:30 p.m. on weekends) ensured that passengers could get the information they needed, when they needed it most.

NEW PASSES ROLL OUT

Frequent bus riders looking to save money benefitted from two new passes that debuted during the year. Not only did the Annual Pass make travel more convenient by allowing passengers to carry just one pass for the entire year, it also provided a major discount over cash fares. Another pass making its debut was the Trolley Day Pass, which made getting around downtown Riverside easier than ever before.

DIAL-A-RIDE TURNS RED

In an effort to make our Dial-A-Ride vehicles easier to spot, RTA gave them an identity of their own by painting them red. Before the change, both fixed-route and Dial-A-Ride vehicles were identical in appearance which caused some confusion among customers. The new red designs incorporate the words "Dial-A-Ride" on the sides, front and rear of the vehicles, as well as the phone number of the thriving service.

RIDER NEWS LAUNCHED

Because communication is a crucial part of our success, RTA developed on-board notices during Fiscal Year 2008 that made for a seamless transfer of information between the Agency and its customers. Small take-away cards called Rider News appeared on buses in January, providing customers with route detours, meeting dates, travel tips and other news that's important to RTA passengers.

FREE RIDES ON NEW YEAR'S EVE

Keeping with tradition, RTA offered free bus service on all 39 fixed routes on New Year's Eve. The free trips not only kept people safe during the holiday season, they also were RTA's way of saying thank you to passengers who rode all year long. As a bonus, customers riding on New Year's Eve got exclusive on-board coupons for area restaurants.

RTA BRINGS CHEER TO HOLIDAY SEASON

A growing number of holiday revelers took advantage of bus service to the annual Festival of Lights in downtown Riverside. During four Saturdays in November and December, 519 people rode RTA's festively decorated buses to the event, an increase of 13 percent from the previous year. And the holiday season wouldn't be complete without RTA's Holiday Trolley in the Corona and Norco area, which provided nostalgic rides to popular shopping destinations and points of interest in the community.

Dial-A-Ride vehicles are easier to spot because RTA gave them an identity all their own by painting them red.



REVENUE AND EXPENSES

During Fiscal Year 2008, RTA remained under budget, maintained its fiscal integrity and received a positive report from an audit that concluded the Agency is making good use of taxpayer funds and following proper procedures. And at 20.83 percent, the Agency exceeded its targeted farebox ratio for the year.

Additionally, the Agency established a trust for assets to be used for retiree medical benefits. And a grant request from voter-approved Proposition 1B set aside much-needed funds for the purchase of buses to be used for replacement and service expansion.

OPERATING REVENUES

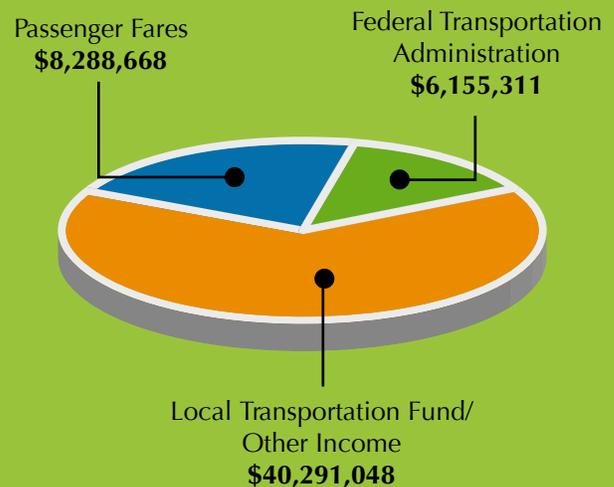
Passenger Fares	\$8,288,668
Local Transportation Fund/Other Income.....	\$40,291,048
Federal Transportation Administration.....	\$6,155,311
Total	\$54,735,027

OPERATING EXPENSES

Services.....	\$1,818,336
Materials and Supplies	\$4,831,717
Purchased Transportation	\$15,989,879
Salaries and Benefits	\$29,243,558
Other Expenses.....	\$2,851,537
Total	\$54,735,027

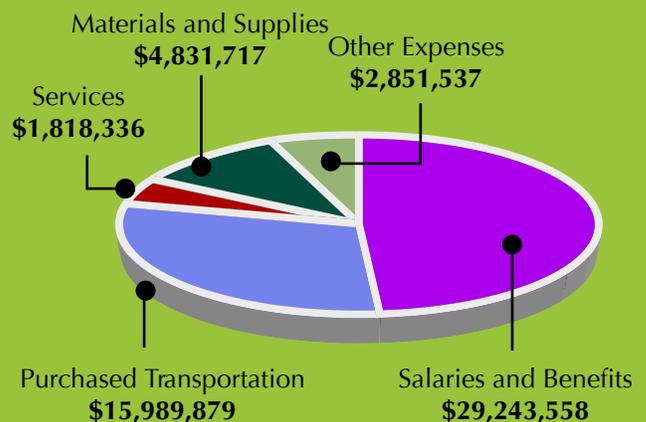
Operating Revenue Source FY 2008 Audited

Total: **\$54,735,027**



Operating Expenses FY 2008 Audited

Subtotal Before Depreciation: Total: **\$54,735,027**



GOVERNING BOARD

RTA's Board of Directors is comprised of 18 elected officials from 14 cities and four members of the Riverside County Board of Supervisors.

Karen Spiegel

Chairman
City of Corona

Jeff Comerchero

First Vice Chair
City of Temecula

Robert Buster

Second Vice Chair
County of Riverside
District 1

John F. Tavaglione

County of Riverside
District 2

Jeff Stone

County of Riverside
District 3

Marion Ashley

County of Riverside
District 5

Deborah Franklin

City of Banning

Jeff Fox

City of Beaumont

Ray Quinto

City of Calimesa

Martin Gibson

City of Canyon Lake

Eric McBride

City of Hemet

Daryl Hickman

City of Lake Elsinore

Bonnie Flickinger

City of Moreno Valley

Doug McAllister

City of Murrieta

Frank Hall

City of Norco

John Motte

City of Perris

Andy Melendrez

City of Riverside

Jim Ayres

City of San Jacinto



How to Contact RTA:

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Riverside, CA 92507

RTA Offices: (951) 565-5000

Route/Schedule Info Voice: 1-800-800-7821, TTY: 1-800-800-7825

Dial-A-Ride Services Voice: 1-800-795-7887, TTY: 1-800-369-3610

Jobline: (951) 565-5010

www.RiversideTransit.com

