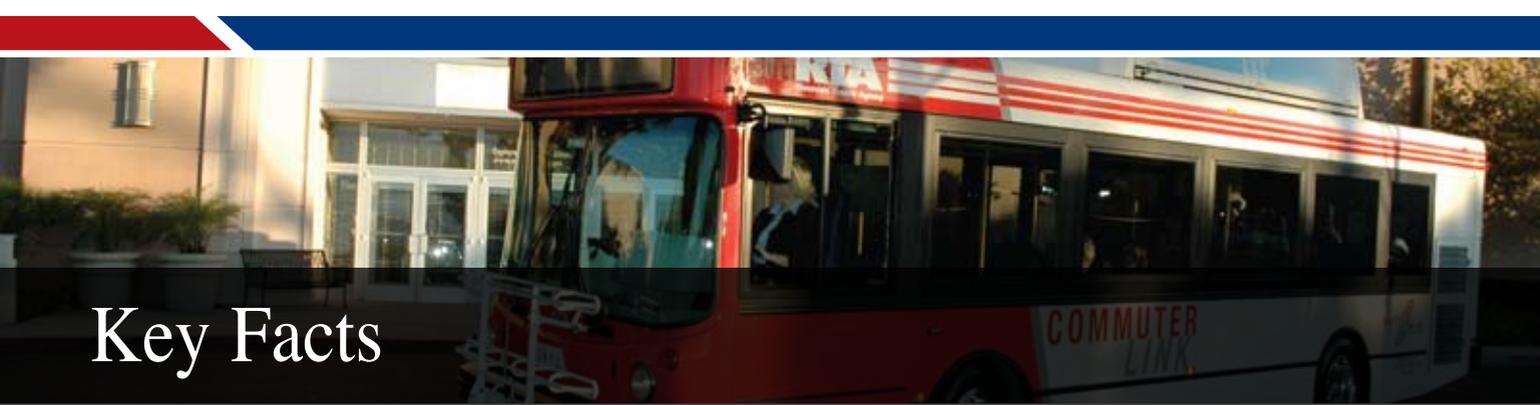


RIVERSIDE TRANSIT AGENCY TAKES YOU THERE  
economy / environment / energy / quality of life

# ANNUAL REPORT | 2009





# Key Facts

## AGENCY

- Service area: 2,500 square miles, second-largest in the nation
- 37 fixed-route services, eight commuter express routes and senior and disabled Dial-A-Ride service
- Annual boardings: 8.3 million
- Average weekday boardings: 27,700
- Average weekend day boardings: 11,600

## FLEET

- 113 directly operated fixed-route buses
- 73 contracted fixed-route buses
- 110 Dial-A-Ride vehicles
- 10 trolleys
- Annual vehicle revenue hours: 685,300
- Annual miles travelled: 13.3 million
- Seating capacity on largest buses: 40

## BUS FEATURES

- Compressed Natural Gas (CNG) bus fleet
- Computerized arrival information panels at selected stops

- Free Wi-Fi Internet/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

## GOVERNING BOARD

- RTA's Board of Directors is comprised of 20 elected officials from 16 cities and four members of the Riverside County Board of Supervisors

## NUMBER OF EMPLOYEES

|                              |     |
|------------------------------|-----|
| • Coach Operators .....      | 216 |
| • Maintenance Employees..... | 55  |
| • Administrative Staff ..... | 90  |
| • Contract Employees .....   | 336 |
| • Total .....                | 697 |

## PUBLIC TRANSPORTATION FACTS

- For every dollar spent, the average household spends 18 cents on transportation, and 94 percent of this goes to buying, maintaining and operating cars.
- In 2008, Americans took 10.7 billion trips on public transportation — the highest level in 52 years.
- One person switching to public transit can reduce daily carbon emissions by 20 pounds, or more than 4,800 pounds in a year.
- Public transportation is a \$48.4 billion industry that employs more than 380,000 people.
- More than 7,700 organizations provide public transportation in the United States.
- Access to bus and rail lines reduces driving by 4,400 miles per household annually.



# MESSAGE FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER



It is our pleasure to present you with Riverside Transit Agency's 2009 Annual Report. This past year was a remarkable one, marked by historic leaps in ridership, bold new services, breakthroughs in technology and, of course, a continued commitment to our customers.

During the year, skyrocketing gas prices and our ongoing pursuit of excellence prompted more people to choose RTA as their preferred way to commute to work, to get to school, and to visit friends and family. When the year ended, our buses had handled a staggering 8.3 million boardings, setting a new record for the 32-year-old agency.

The year was also a challenging one. Increased operational costs and the sluggish economy prompted RTA to implement its first fare increase in four years and streamline service on less productive routes and trips. While such measures are always a last resort, these actions will preserve our network of services and enable RTA to offer its passengers a first-class service for years to come.

Despite financial obstacles, RTA successfully tapped into other funding sources to launch new services to meet demand. Thanks to an injection of federal grant money, RTA kicked off two new CommuterLink routes serving Hemet,

San Jacinto, Riverside and Escondido. And a partnership with the City of Temecula spawned the first-of-its-kind trolley service in that city.

We also extended a program paid for by UC Riverside that enabled thousands of students to ride RTA buses for no charge. Similar programs were also forged with Riverside Community College District, La Sierra University and California Baptist University.

RTA is proud to be the vehicle of choice for a growing number of Riverside County residents. We are powered by experience and motivated by our customers. The critical investments in transportation services delivered by RTA during the past year — combined with the future openings of the Corona, Perris and Temecula transit centers — will continue to enhance our quality of life, and propel the economic vitality of this region for generations.

Karen Spiegel  
Chairman of the Board

Larry Rubio  
Chief Executive Officer

# board

of directors

**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

**Ella Zanowic**  
City of Calimesa

**Barry Talbot**  
City of Canyon Lake

**Eric McBride**  
City of Hemet

**Daryl Hickman**  
City of Lake Elsinore

**Wallace Edgerton**  
City of Menifee

**Bonnie Flickinger**  
City of Moreno Valley

**Doug McAllister**  
City of Murrieta

**Frank Hall**  
City of Norco

**Joanne Evans**  
City of Perris

**Andy Melendrez**  
City of Riverside

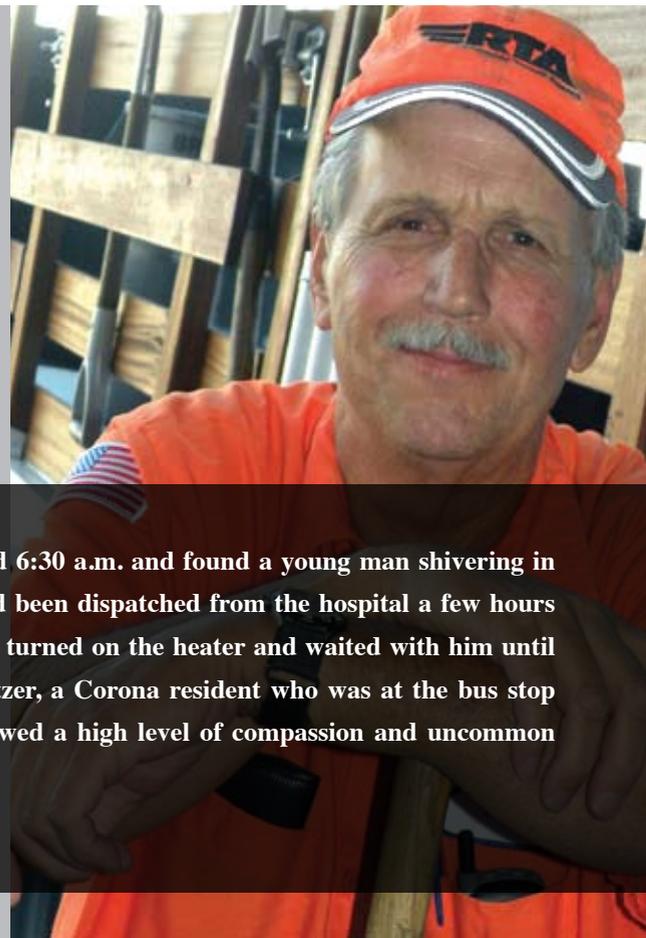
**Jim Ayres**  
City of San Jacinto

**Sheryl Ade**  
City of Wildomar

## Larry Grosjean | Uncommon Professionalism

Whether he's steam-cleaning a stop, installing new shelters or reporting potential safety hazards, Larry Grosjean has spent more than a decade keeping RTA's image shiny and polished. But during one morning, however, he went above and beyond the call of duty to help a passenger in need.

On that day, Larry arrived at a Galleria at Tyler bus stop around 6:30 a.m. and found a young man shivering in the cold and waiting for the bus. The man told Larry that he had been dispatched from the hospital a few hours earlier and was having a seizure. Larry put the man in his truck, turned on the heater and waited with him until his bus arrived. Larry's efforts didn't go unnoticed. Dwight Retzer, a Corona resident who was at the bus stop that morning, wrote to RTA saying Larry's act of kindness "showed a high level of compassion and uncommon professionalism."





# A Time For Expansion And Growth

Fiscal Year 2009 will be remembered for its ridership surge, prompted largely by RTA's ongoing service enhancements, rising gas prices and impeccable customer service. New

express routes and trolleys were launched in growing communities and more students continued to reap the benefits of riding the bus.

## Ridership Hits Record

**8.3 MILLION BOARDINGS RECORDED DURING FISCAL YEAR 2009**



During the summer of skyrocketing gas prices, more people traded their car keys for a bus pass. But even as high gas prices retreated, RTA retained many of the new customers. With more than 8.3 million boardings recorded during the year, RTA's overall ridership growth smashed previous records, surpassed the national

average for the second year in a row, and showed how public transportation can be a permanent solution to commuters' travel woes. In fact, during the year, ridership on our express routes climbed 26 percent compared to the year before. Meanwhile, our Dial-A-Ride service for senior and disabled customers rose

nearly 20 percent. Some individual routes performed extremely well. Route 61, for example, grew nearly 100 percent after the route was expanded from Sun City to Temecula. In San Jacinto, ridership on Route 42 surged 192 percent after the route was extended to the Hemet Valley Mall.

## Beach Bus Hits The Waves

During the summer, RTA rolled out its popular Beach Bus for the third year in a row, offering swimmers and sun worshippers an unbeatable way to get to the surf and sand of Oceanside. From June to September, the Route 202 operated extended

seven-day-a-week service from the Temecula area to Oceanside. The \$6 round-trip service, equipped with satellite television and wireless Internet, provided hundreds of customers with a chance to escape the summer heat and sweltering gas prices.



## RTA IS AMONG TEN BEST IN NATION TO WORK FOR

Fiscal Year 2009 was a busy time for RTA. But that doesn't mean we didn't take a moment to reflect on our accomplishments. Perhaps none outshined the one we received in October that proclaimed RTA as one of the "10 Great Transit Systems to Work For" by Metro Magazine and TransitTalent.com. RTA employees share a common desire to do their best and a belief in what they do makes a difference in our communities. This recognition was a great honor and it wouldn't have been possible without the hard work and dedication of RTA staff.



## Trolleys Roll Into Temecula

During Fiscal Year 2009, RTA introduced a new way to get around Temecula. And best of all, it was free. The Temecula Trolley debuted in June with service on two routes serving the Harveston development, Promenade Mall and Old Town. The nostalgic trolleys provided a unique way to see the best of Temecula, while changing the way people think about public transit. Success was immediate with dozens of customers riding during the first two weeks. Whether customers are looking for a lift to the mall during lunch break, a trip to the farmer's market or maybe a quick lift to school, the Temecula Trolley is their ticket to carefree travel.



## Future Transit Centers Closer To Reality

Work on the Corona and Perris transit centers took a major step forward, following the completion of the design and engineering phases for both projects. During the year, the Riverside County Transportation Commission authorized construction bids for the Disney-themed Perris Station Transit Center, which is slated to open by January 2010 on C Street. Work on the Corona Transit Center also moved forward as RTA finalized the design and engineering for that facility, which is set to open in mid-2010 near the Corona North Main Metrolink Station. During the year, RTA was appropriated nearly \$113,000 in federal funds for the upcoming Temecula Transit Center.





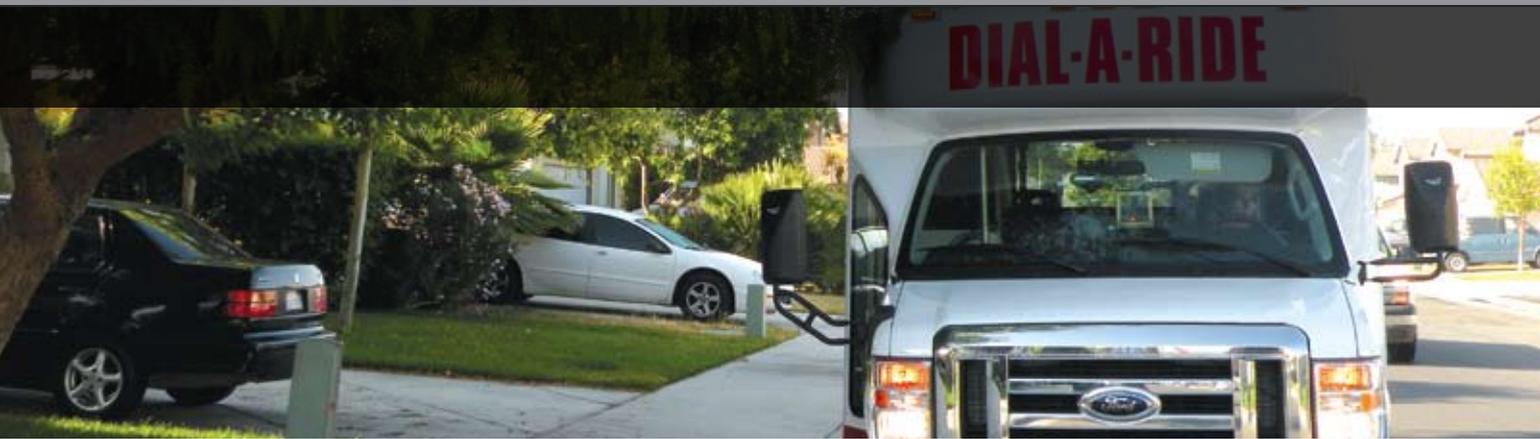
# New Vehicles Join RTA Fleet

AGENCY APPROVES PURCHASE OF 59 VEHICLES FOR DIAL-A-RIDE PROGRAM AND 16 FOR COMMUTERLINK AND OTHER ROUTES

In July, Board members approved the purchase of 59 vehicles for the Agency’s popular Dial-A-Ride program that serves qualified senior citizens and persons with disabilities. The vehicles, which can accommodate 12 passengers, are

designed to help the Agency handle increased demand for the special service, which has increased roughly 20 percent during each of the past three years. The lion’s share of the new vehicles will replace those in RTA’s fleet that

have exceeded their useful life and are eligible for retirement. In a similar move, the Board approved the purchase of 16, 26-passenger vehicles for use on several routes, including the new CommuterLink routes 212 and 217.



## Governing Board Gets Two New Members

During Fiscal Year 2009, RTA’s growth wasn’t limited to ridership. The newly incorporated cities of Menifee and Wildomar produced two new additions to RTA’s Board of Directors. In November and December, Menifee Mayor Wallace Edgerton and Wildomar City Councilmember Sheryl Ade became the Board’s 19th and 20th members, respectively. The new members provided valuable insight and leadership for the Board as it seeks to maintain exemplary service to their growing communities.

## RTA Unveils New Express Bus Service

Answering our customers’ request for a fast, comfortable and reliable way to get to work, RTA launched two new CommuterLink routes in June with limited-stop service from the Hemet/San Jacinto area to Riverside and Escondido. The Routes 212 and 217 offered a vital service for customers needing a lift to work, shopping and other destinations and increased the shift from the private car to public transportation. The new routes, paid for with federal grant money, are RTA’s sixth and seventh such express routes.





# Partnerships Providing Programs

Whether operating a bus service or an Internet business, partnerships are the key to success. RTA's partnerships with UC Riverside, La Sierra University and Riverside Community

College district enabled thousands of students to ride the bus for free. And our partnership with the City of Riverside made travel for city employees easier than ever before.



## City Employees Ride Free

Commuting to work and getting around downtown during lunch was a snap for City of Riverside employees who rode RTA buses for free during Fiscal Year 2009. For the second year in a row, a partnership between RTA and the city provided dozens of employees with a reliable and affordable way to travel. Nearly 12,000 city employee boardings were recorded during the year, a 140 percent increase from a year ago.

## U-Pass Program Expanded

Following the success of transportation becoming a real barrier for a student's ability to enroll in college, the programs literally became a vehicle that made the pursuit of a higher education possible. During the year, the colleges combined for 727,000 boardings.

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Following the success of the U-Pass program at UC Riverside, RTA launched a new partnership with the Riverside Community College District and La Sierra University that enabled more than 32,000 students to qualify for free rides just by showing their college IDs. With the increased cost of



## U-Pass Program Kicks Off Third Year At UC Riverside

Thousands of students attending UC Riverside rode the bus for free thanks to a revived partnership between the university and RTA. The partnership, paid for by the university, enables students to ride the bus for free by swiping their student identification cards. Since its inception in 2006, the program has helped relieve campus

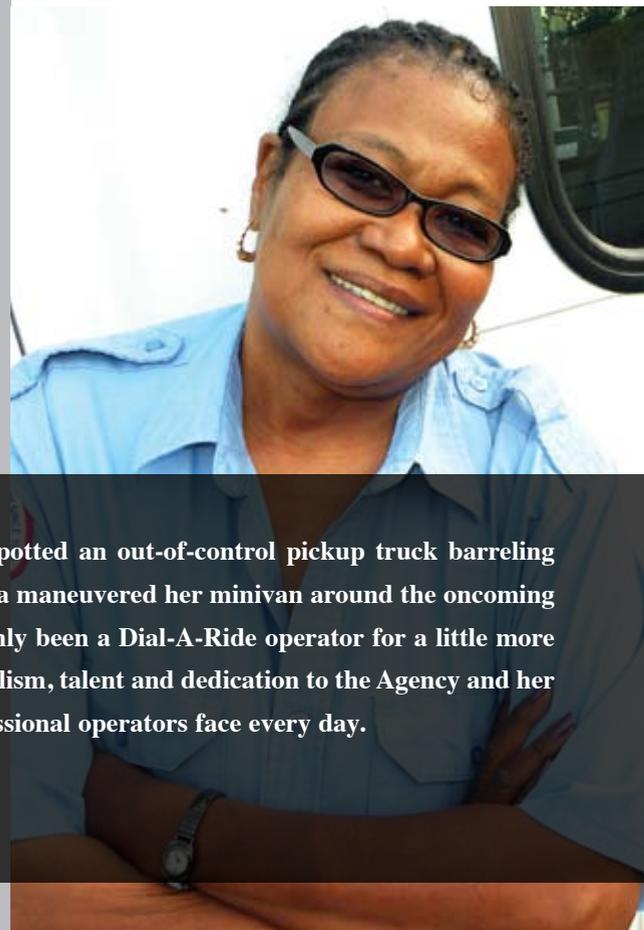
traffic, improve parking conditions and provide students with a no-cost option to driving. During Fiscal Year 2009, our buses handled a whopping 224,000 UCR student boardings, an 86 percent jump from the year before.



### Greta Dotson | Great Professionalism

During Fiscal Year, RTA commended Dial-A-Ride driver Greta Dotson for her admirable service on March 28. On that day, Greta was carrying two passengers in her Dial-A-Ride minivan on a rural road in southern Riverside.

As she approached a sharp curve in the road, Greta suddenly spotted an out-of-control pickup truck barreling toward her in her lane. With quick thinking and a cool head, Greta maneuvered her minivan around the oncoming vehicle and avoided what could have been a disaster. Greta has only been a Dial-A-Ride operator for a little more than a year, but on that day, she showed a great deal of professionalism, talent and dedication to the Agency and her customers. Her event also underlines the types of challenges professional operators face every day.





# Taking Technology To Another Level

There's no doubt that technology plays a crucial role in RTA's successful operations. That's why we installed upgraded

camera systems aboard our buses and offered customers electronic alerts from their mobile phones and computers.

## Bus Safety Gets Boost From Camera System

Safety has always been RTA's number one priority. And we proved it during Fiscal Year 2009 when we used state Prop. 1B funds to enhance security aboard 94 large buses, bringing the total number of cameras per bus to seven. The cameras, which record the action both inside and outside the bus, have been a boon for both police and RTA staff which can now review

footage as part of their investigations. The beefed-up security isn't limited to buses. Customers at the Riverside Transit Center say a network of security cameras and the recent hiring of a full-time security guard have enhanced their travel experience and given them a greater sense of safety.



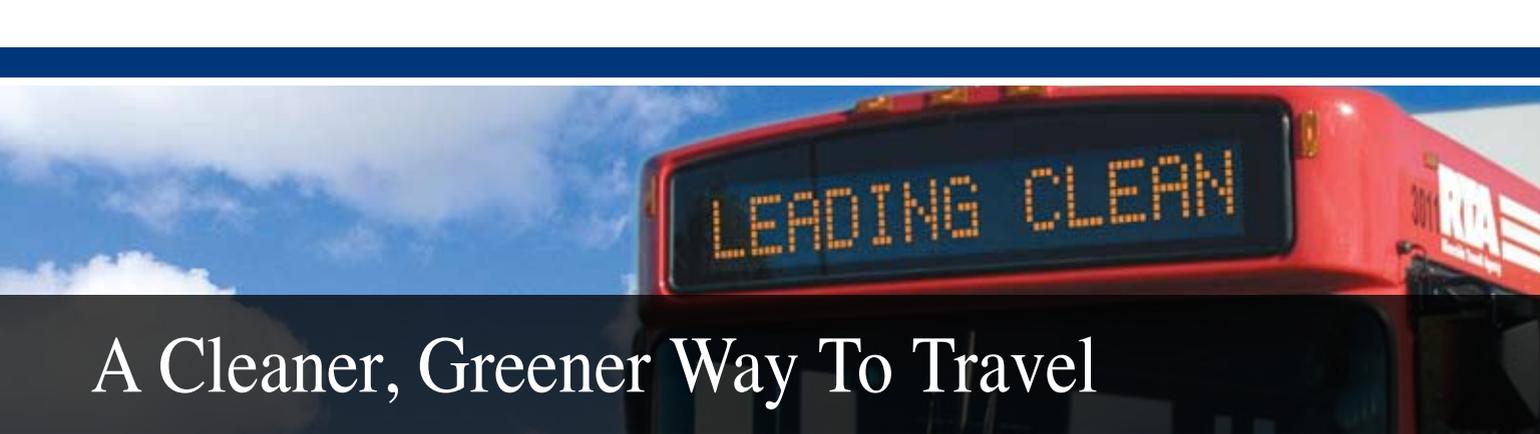
## Google Transit Debuts

RTA is always pursuing new and innovative ways to serve its customers. During the year, thanks to a new partnership with Google, customers simply went to [google.com/transit](http://google.com/transit) to get travel directions from their web browser or mobile phone. The free service allows customers to find stops in their area, connections and station information and schedules for both bus and train lines. The service helps take the guesswork out of travel by providing riders with the estimated duration of the trip, the cost of the one-way fare, a description of the route on a map and directions for return trips.

## eAlerts Make Travel Easier

During the year, hundreds of RTA customers received customized electronic alerts from their mobile phones and computers. The new service also provided updates on rider alerts, job openings, meetings and special events. Not only was the service a major step toward improving our customers' ability to plan their trips, it also

enhanced RTA's ability to keep customers informed. The eAlert service wasn't the only tool that maximized communication during the year. Customers also benefitted from our SmartStop program, which provides bus arrival times from computerized panels at selected stops.



# A Cleaner, Greener Way To Travel

Nationwide, public transit helps reduce smog-forming pollutants and greenhouse gases. Public transit also generates nearly 50 percent less carbon dioxide and nitrogen oxide per passenger mile as private vehicles. During the year,

RTA continued its commitment to the environment by operating clean-burning Compressed Natural Gas vehicles, participating in community events, and implementing energy-saving upgrades at our facilities.

## New Cleaner Engine Makes Debut

In October, RTA became the first in the state to benefit from cutting-edge technology that aims to improve engine performance and reduce emissions. At a ceremony attended by more than 150 people, RTA unveiled a new type of alternative fuel engine, the Doosan GK12TI, which runs on clean compressed natural gas (CNG). The engine is cleaner burning and more fuel-efficient than other CNG

engines and can be reprogrammed to run on a blend of hydrogen and CNG, resulting in even lower exhaust emissions. If successful, the technology has the potential to spread to other vehicles in the fleet. The new engine is the result of a partnership with engine distributor Valley Power Systems, Inc. and Korean engine manufacturer Doosan.

## Earth Day Recognition

RTA has long been a champion of cleaner, greener technologies and practices in public transit and we wanted our customers to know how much of an impact they have by riding. That's why, in April, RTA celebrated national Earth Day by giving away a donated bike and three months of free rides to one lucky passenger who rode on that day. The contest was a great way to promote public transportation as an affordable, reliable, and, of course, environmentally friendly way to get around.



## Thinking Locally

While RTA continued to operate clean-fuel buses and offer customers incentives to abandon their gas guzzlers, the Agency also took action closer to home. Maintenance staff removed and replaced high-wattage lighting fixtures from the bus barn and facilities with low-energy fixtures such as florescent bulbs. Recycling efforts were ramped up and carpooling programs continued to gain momentum. RTA also made plans to implement motion sensors in buildings that control lighting and energy-conserving thermostats that regulate office temperatures.





# Being Part Of The Community

Whether it's helping low-income families, donating vehicles to charity or teaming up with neighborhood groups to promote

public transit, RTA is committed to making a difference by being part of the community.

## Working Together For A Great Cause

**FUNDRAISERS GENERATE THOUSANDS OF DOLLARS FOR A COMMUNITY IN NEED**

During the year, RTA participated in various efforts to improve the community, help youth succeed and bring joy to low-income families. We proudly joined fund-raising efforts for the United Way, Toys for Tots and the American Heart Association. RTA also partnered with Operation SafeHouse to stuff a bus with clothing, personal hygiene items and other donated goods for at-risk children.



## More Outlets In More Places

Buying a bus pass got easier during Fiscal Year 2009. Hoping to provide customers with more options for buying bus passes, RTA ramped up its efforts in the community and expanded its number of outlets by 15 percent. The result brings to 80 the number of schools, community centers and retail outlets that now selling bus passes.



## VEHICLE DONATIONS

Some RTA buses have two lives. Once they serve their noble purpose and they are no longer capable of remaining in RTA's active fleet, they can be donated to non-profit groups for other purposes. RTA's tradition of vehicle donations continued during Fiscal Year 2009 when the Agency gave 22 vehicles to cities, churches, senior centers and other groups. In one case, a retired RTA vehicle will help transport disabled parishioners to a Menifee church. Another vehicle was acquired by the Beaumont and Cherry Valley Recreation and Parks District to help maintain parks and transport supplies to community events.

## Transportation Now Expands

Transportation NOW, a grassroots group dedicated to advancing public transportation in Riverside County, got bigger during Fiscal Year 2009. Thanks to the opening of a new chapter in Riverside, it was easier than ever to get involved in an issue that affects everyone living in this region. The new group brought to four the total number of chapters. Others are in Corona/Norco/District 2, Moreno Valley/Perris, and the San Gorgonio Pass. Since its inception in 1992, Transportation NOW members have been advocates and supporters of public bus and train travel, and their efforts have included outreach and education to senior citizens and students and working to ensure funding for public transit remains a priority.



## Customers Feeling The Power

**Bus passes save cash at dozens of area restaurants and businesses**

A growing number of retail outlets joined RTA's Power Pass program, which enables customers to qualify for discounts just by showing their bus passes. Now in its fifth year, more than 75 cafes, restaurants and businesses are part of the program, which not only provides savings to customers but gives businesses valuable exposure.



# Finance

RTA continued its fiscal stability, remained under budget and received glowing feedback from an independent audit. With more than 22 percent of its operating expenses coming from passenger fares, RTA easily surpassed the state's

required minimum farebox recovery ratio of 16.85 percent. The Agency also continued to meet or exceed required performance standards.



## Financial Audit Yields Positive Results

An independent accounting firm that audited RTA's financial activities for Fiscal Year 2009 concluded that the Agency is making efficient use of its funds and following proper accounting

procedures. It also determined that at 22.37 percent, RTA not only met but exceeded the state's minimum farebox ratio.

## RTA Meeting Performance Standards

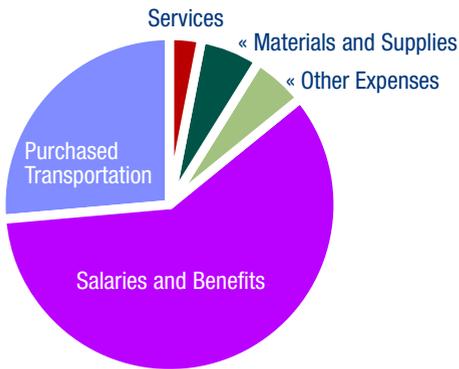
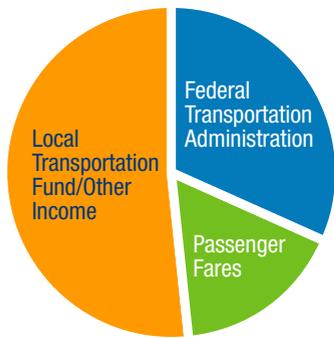
In spite of record-high fuel costs, the Agency continued to meet or exceed all required performance standards identified in the Productivity Improvement Program, or PIP. The program requires the tracking over time

of key performance indicators such as revenues, expenses and service measures. The program is designed to help RTA maintain effective and efficient service by identifying areas for upgrades or modifications.

## Federal Grants Enable Service Expansions

With limited funding, RTA successfully applied for federal grants to launch new services. The Federal Job Access and Reverse Commute Program (JARC) and the New Freedom Program helped kick start express routes 212 and 217, which

travel from Hemet and San Jacinto to Riverside and Escondido. The Agency also turned to the JARC program to finance the cost of operating extended midday service on seven routes.



# Revenue And Expenses

## OPERATING REVENUES

|  |                     |
|--|---------------------|
| Passenger Fares .....                        | \$8,845,927         |
| Local Transportation Fund/Other Income ..... | \$27,360,959        |
| Federal Transportation Administration .....  | \$16,791,883        |
| <b>TOTAL .....</b>                           | <b>\$52,998,769</b> |

## OPERATING EXPENSES

|                                |                     |
|--------------------------------|---------------------|
| Services .....                 | \$1,755,834         |
| Materials and Supplies .....   | \$3,775,426         |
| Purchased Transportation ..... | \$18,228,858        |
| Salaries and Benefits .....    | \$26,247,120        |
| Other Expenses .....           | \$2,991,531         |
| <b>TOTAL .....</b>             | <b>\$52,998,769</b> |

## Carl Waithe | In Safe Hands

Veteran Coach Operator Carl Waithe was driving his RTA bus near UC Riverside when he spotted something on the ground. So Carl pulled over in a safe area, got out, walked over and picked it up.



In his hands was a checkbook belonging to Riverside Unified School District President Chuck Beaty. Carl took the checkbook back to RTA Headquarters, where he left a message with Mr. Beaty, saying his wallet was in safe hands and waiting to be picked up. A grateful Mr. Beaty picked it up the next day. Such actions show how customer service still matters even to longtime RTA employees such as Carl, who has worked for RTA 17 years.

# Mission Statement

THE RIVERSIDE TRANSIT AGENCY HAS SERVED WESTERN RIVERSIDE COUNTY SINCE 1977

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.

