

# ANNUAL REPORT

A look back on

# 2010



# KEY FACTS

## Agency | Fleet | Features TRANSPORTATION FACTS

### AGENCY

- Service area: 2,500 square miles, the second-largest in the USA
- 36 fixed route services, 8 commuter routes, and senior and disabled Dial-A-Ride service
- Annual boardings: 7.9 million
- Average weekday boardings: 26,535
- Average weekend day boardings: 10,764

### FLEET

- 97 directly operated fixed-route buses
- 74 contracted fixed-route buses
- 97 Dial-A-Ride vehicles
- 10 trolleys
- Annual vehicle revenue hours: 624,239
- Annual miles travelled: 12.4 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
- Low-floor buses
- 100 percent wheelchair accessible
- Dual bike racks
- Electronic fareboxes
- Security cameras

### NUMBER OF EMPLOYEES

• Coach Operators.....	208
• Maintenance Employees.....	53
• Administrative Staff.....	88
• Contract Employees .....	340
• Total.....	689

MESSAGE FROM THE CHAIRMAN  
AND CHIEF EXECUTIVE OFFICER

## IT'S ALWAYS A PLEASURE TO LOOK BACK ON THE PAST YEAR

and reflect on some of the accomplishments that made Riverside Transit Agency a special place to work, a model for prosperity and a loyal friend to people on the move.

We made great strides in Fiscal Year 2010 by launching three new CommuterLink express routes, expanding free-ride programs to more area colleges, maximizing our community outreach efforts and completing the construction of world-class transit centers in Perris and Corona.

The fiscal year ended on a high note when the Agency got a thumbs up from three major audits that inspected virtually all areas of operation. The positive reports showed that RTA continues to perform at an elite level and is making proper use of taxpayer dollars during a time of unprecedented economic volatility.

Several cost-containment strategies allowed RTA to hold fixed-route bus fares steady, which was a tremendous benefit to customers closely managing their spending. As with previous years, RTA remained fiscally conservative but was able to finance new service by tapping into federal grant money.

During the year, high gas prices and our relentless pursuit of excellence resulted in strong ridership among individuals seeking a lift to their jobs, medical and educational destinations, and sports and entertainment venues. When the year ended, our buses had handled an astounding 7.9 million boardings.

Thanks to the continued support of our Board of Directors, as well as leaders in Sacramento and Washington, RTA will continue to provide our customers with a reliable, convenient and interconnected transportation system for decades to come.

Enjoy the ride!

  
**Jeff Comerchero**  
Chairman of the Board

  
**Larry Rubio**  
Chief Executive Officer

## PUBLIC TRANSPORTATION FACTS

- More than 7,700 organizations provide public transportation in the United States.
- In 2009, Americans took 10.2 billion trips on public transportation.
- One person switching to public transit can reduce their carbon emissions by 20 pounds each day or more than 4,800 pounds in a year.
- Public transportation provides a link to more than 51 million Americans with disabilities.
- Public transportation is a \$48.4 billion industry that employs more than 380,000 people.
- Every \$1 invested in public transportation projects generates from \$4 to \$9 in local economic activity.
- From 1995 to 2009, public transportation ridership increased by 31 percent.
- For every dollar spent, the average household spends 18 cents on transportation, and 94 percent of this goes to buying, maintaining and operating cars.





## GOVERNING BOARD

RTA's Board of Directors is comprised of 21 elected officials from 17 cities and four members of the Riverside County Board of Supervisors.

**Jeff Comerchero**  
Chairman  
City of Temecula

**Robert Buster**  
First Vice Chair  
County of Riverside  
District 1

**Doug McAllister**  
Second Vice Chair  
City of Murrieta

**John F. Tavaglione**  
County of Riverside  
District 2

**Jeff Stone**  
County of Riverside  
District 3

**Marion Ashley**  
County of Riverside  
District 5

**Don Robinson**  
City of Banning

**Jeff Fox**  
City of Beaumont

**Ella Zanowic**  
City of Calimesa

**Barry Talbot**  
City of Canyon Lake

**Karen Spiegel**  
City of Corona

**Ike Bootsma**  
City of Eastvale

**Eric McBride**  
City of Hemet

**Daryl Hickman**  
City of Lake Elsinore

**Wallace Edgerton**  
City of Menifee

**Bonnie Flickinger**  
City of Moreno Valley

**Harvey Sullivan**  
City of Norco

**Joanne Evans**  
City of Perris

**Andy Melendrez**  
City of Riverside

**Steve Di Memmo**  
City of San Jacinto

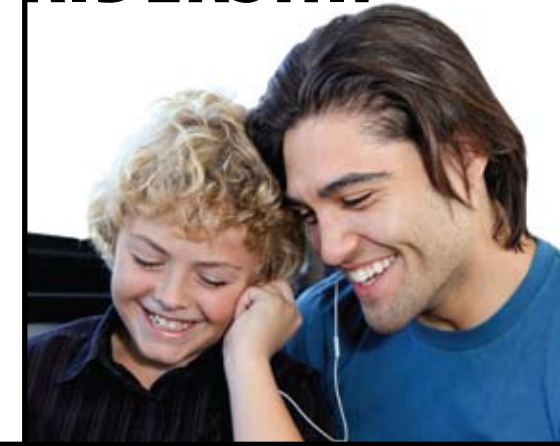
**Sheryl Ade**  
City of Wildomar

# EXPANDED SERVICE

# ROBUST RIDERSHIP

## Riverside Transit Agency enjoyed STRONG RIDERSHIP

during Fiscal Year 2010, reflecting the belief that more people are yearning for a better way to get around. The year also saw the launch of CommuterLink express routes 212, 216 and 217, the Temecula Trolley and the long-awaited completion of the Perris and Corona transit centers.



## CORONA TRANSIT CENTER CONNECTS THE DOTS

Nearly a decade ago, when RTA began planning the Corona Transit Center, we envisioned a center that would meet our customers' unique transportation needs, a center that would deliver a first-class travel experience and reflect RTA's unwavering commitment to improving the way our customers get around. In the summer of 2010, that ambitious project was finally completed with eight bus bays, a covered pedestrian plaza and parking lot, as well as a stairway and elevator to the bridge accessing the nearby Metrolink station. The center truly connected the dots by being part of a multimodal system that links bus riders with other transit systems and Metrolink trains.



## BUS PASSES DISCOUNTED IN RIVERSIDE

In an effort to take cars off the road and increase the use of public transportation, the City of Riverside unveiled a new program in December called Riverside Go Transit. The program, which was paid for by state air-quality improvement funding, gave Riverside residents the chance to buy 7- and 30-day bus passes from the city at a discounted rate of 25 percent and 30 percent, respectively. During its first six months, the program resulted in the sale of 1,842 discounted bus passes. Sales were especially strong among senior citizens who accounted for 54 percent of purchases.

# 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.

## U-PASS PROGRAM EXPANDED ANOTHER YEAR

For the fourth-straight year, thousands of students returning to class at University of California at Riverside rode the bus for free thanks to a partnership between the university and RTA. The U-Pass program allows UC Riverside students to ride any RTA fixed-route or CommuterLink express bus for free by simply swiping their school ID cards. Since its inception in 2006, the program — which is funded by the university — has reduced campus traffic, improved parking conditions and provided students with an alternative to driving. During Fiscal Year 2010, UCR students took more than 290,000 free trips on RTA buses, a 23 percent increase from the year before.



### NEW EXPRESS SERVICE LAUNCHED

## RCCD STUDENTS SAY YES TO GO-PASS PROGRAM



Students at two Riverside Community College District campuses said yes to the popular Go-Pass program, granting themselves unlimited rides on RTA buses for another five years. During a district-wide vote in the spring of 2010, students at the Riverside and Moreno Valley colleges voted to pay a nominal fee each semester to subsidize the program. Launched in 2008, the program has reduced vehicle emissions and boosted student bus ridership. The student vote wouldn't have been possible without legislation sponsored by Assemblyman Paul Cook (R-Yucca Valley) whose AB 774 allowed all California community colleges to charge students an equal fee for programs such as the Go-Pass. The program couldn't have been any sweeter for 18-year-old criminal justice major Viridiana Jimenez who became the RCCD GO-Pass program's one millionth rider and earned a gift basket with an iPod touch and other promotional items.

## NEW SCHOOLS SIGN UP FOR GO-PASS

RTA expanded its Go-Pass program to two new schools during Fiscal Year 2010. The newest addition was Mt. San Jacinto College, where 22,000 students at the Menifee and San Jacinto campuses earned free bus rides just by showing their student ID cards. Funding for the one-year pilot program came from air-quality improvement funding from the jurisdictions in which MSJC students live. RTA also welcomed California Baptist University to the growing list of Go-Pass colleges, which resulted in more than 14,600 student rides. During the year, RTA's successful partnership with Riverside's La Sierra University resulted in 7,082 boardings, and a similar program with the City of Riverside resulted in nearly 10,000 employee boardings.

### PERRIS STATION TRANSIT CENTER OPENS

RTA made strides in capital projects that will benefit customers for years to come. In particular, the Perris Station Transit Center opened in 2010 and was developed with a train theme honoring Disney artist and rail enthusiast Ward Kimball. Built through a partnership with the Riverside County Transportation Commission, the world-class facility has eight bus bays and includes SmartStop technology, which shows customers when the next bus will arrive. The center handles seven of RTA's fixed-routes and Dial-A-Ride vehicles, which amounts to more than 1,000 passengers per weekday. For our customers' convenience, the center has a park-and-ride lot and 24-hour security.

RTA Chairman of the Board Jeff Comerchero speaking at Perris Station Transit Center grand opening.



## BEACH BUS HITS THE WAVES

The summer wouldn't have been complete without the Beach Bus. Just ask the hundreds of surfers and vacationing students who grabbed their sun block, put on their shades and flip-flops and climbed aboard the popular express bus to the coast. For the fourth year in a row, CommuterLink Route 202 operated extended seven-day-a-week service from the Temecula area to the surf and sand of Oceanside. From June till September, the route handled nearly 20,000 boardings and provided an escape from the summer heat and sweltering gas prices.

## RIDERSHIP HOLDS STEADY

Despite a volatile economy, RTA's ridership remained steady with nearly 8 million boardings during the year, reflecting an ongoing desire among customers to leave their cars at home and ride the bus. In fact, during the year, ridership on many of our individual routes performed extremely well. Route 7 in Lake Elsinore, for example, grew more than 20 percent after the route was extended to the Inland Valley Hospital and connections to other routes were enhanced at the Lake Elsinore Outlet Center. In Moreno Valley, ridership on Route 18 surged 35 percent thanks to the increased number of students riding from local high schools and Moreno Valley College. Route 35, which travels from Banning and Beaumont to Moreno Valley, skyrocketed 161 percent after the route was upgraded to serve new retail and the Senior Center with increased frequency.



Answering our customers' request for a fast, comfortable and reliable way to get to work, RTA launched two CommuterLink express routes during the fiscal year with limited-stop service from the Hemet/San Jacinto area to Riverside and Escondido. Routes 212 and 217 offered 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, were RTA's sixth and seventh such express routes and handled more than 25,000 boardings during the first 12 months. Near the end of the fiscal year, RTA unveiled CommuterLink Route 216, formerly Route 149, with limited-stop service to Riverside's Downtown Terminal, the Galleria at Tyler, Corona and the Village at Orange. Not only are these specialized vehicles a great way to save money, they're also equipped with comfortable seating and free Wi-Fi Internet service.



## TROLLEYS ROLL INTO TEMECULA

Folks in Temecula found a new way to get around during Fiscal Year 2010 thanks to the city-funded Temecula Trolley. The nostalgic red trolleys provided free and convenient service to the Harveston community, Promenade Mall, Chaparral High School and Old Town. Success was immediate with hundreds of customers riding during the first month. As the year ended, ridership remained especially strong on the Green Line due, in part, to the usage among students.



# TECHNOLOGICAL ADVANCES

## During the year, RTA TOOK THE GUESSWORK OUT

of travel by launching Bus Watch and Google Transit, and expanded social media such as Facebook and Twitter. In an effort to enhance technological amenities onboard the bus, RTA upgraded its security camera system.



## PANELS ASSISTING PASSENGERS

Cutting-edge technology has always been an integral part of RTA's operations. Whether it's equipping buses with satellite television and wireless Internet service or using satellites to pinpoint vehicle locations, RTA is always eager to embrace the latest that technology has to offer. During the year, more customers benefited from our SmartStop program, which provides bus arrival times from computerized panels at selected stops. Such technology has enhanced our customers' travel experience by keeping them informed more than ever before.



## HELP AT THE TOUCH OF A BUTTON

Hundreds of customers enhanced their travel experience with the touch of a button. Thanks to a new partnership with Google, RTA customers simply logged onto [google.com/transit](http://google.com/transit) to get travel directions from their mobile phones or laptops. The free service identifies nearby bus stops, connections, station information and schedules for train and bus lines. Another service launched in FY 2010 enabled RTA customers to call 511 or click [www.ie511.org](http://www.ie511.org) on the web to get information to plan a trip, avoid congestion, and increase their mobility no matter where they were going in Southern California.

## NEW CAMERAS CRUSH GRAFFITI

Safety is RTA's number one priority. That's why in FY 2010, the Agency upgraded its network of bus security cameras, taking customer safety to a new level. Using state bond funds, camera security was enhanced 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, made an immediate splash when police arrested an individual after he was caught on camera causing graffiti damage to three buses.

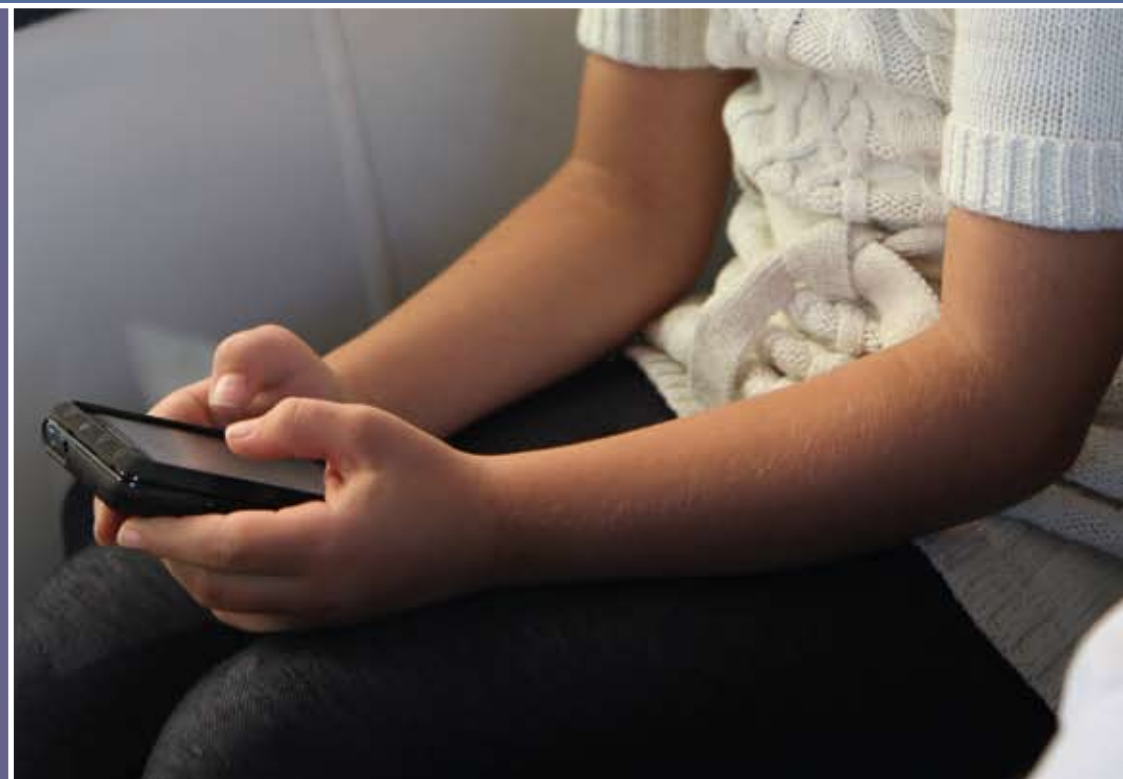


## SOCIAL MEDIA EXPLOSION

With the prominence of cell phones and computers, RTA customers got trip information faster than ever before. Thanks to the Agency's e-Alert system, hundreds of customers got instant phone updates on routes and schedules. Other customers simply logged onto [RTABus.com](http://RTABus.com) to pinpoint the location of their next bus and view departure times from dozens of stops. A growing number of our customers took advantage of Facebook and Twitter to get bus information, ask questions and share their travel experience.



## RTA CUSTOMERS GOT TRIP INFORMATION FASTER THAN EVER BEFORE.



# EARTH FRIENDLY

## During the year, RTA CONTINUED ITS COMMITMENT

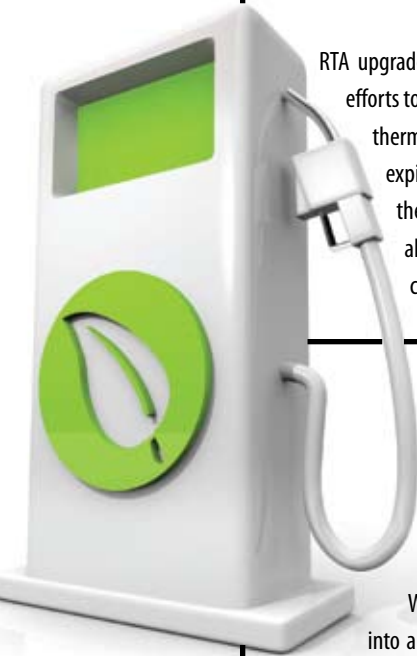
to the environment by operating clean-burning Compressed Natural Gas vehicles, participating in events that promote alternative ways to get around and equipping our facilities with energy-saving equipment.



**"THIS IS PERHAPS THE TRUEST VALUE OF THE GO-PASS PROGRAM."**

## PLUGGING INTO NEW ENERGY SOURCES

RTA upgraded its bus barn and facilities with low-energy florescent lighting and continued efforts to implement motion sensors in buildings that control lighting and energy-conserving thermostats to regulate office temperatures. Riverside Community College inherited four expired Compressed Natural Gas buses to aid in their research of alternative fuels, and the RTA Maintenance Department began testing new technology on a bus that would allow kinetic energy generated from braking to power the vehicle, thus reducing fuel consumption and emissions.



## ART CONTEST PUTS FOCUS ON ENVIRONMENT

Dozens of middle school students in Moreno Valley Unified School District competed in an art contest that highlighted how public transportation helps the environment. The Moreno Valley/Perris Transportation NOW chapter launched its "Air Aware" contest to allow students to express their artistic side and learn about the positive impact they have on the environment by riding the bus.

## DUMP THE PUMP

Just in time for the summer gas price surge, RTA gave away free bus passes to several lucky customers who rode on national Dump the Pump Day, June 17. Winning customers sent RTA their valid passes showing they rode and were entered into a drawing for a free Day Pass or 30 Day Pass. Whether it's to save money, help the environment or reduce stress, there are so many reasons to dump the pump," said RTA Chairman of the Board Jeff Comerchero. "Now there's one more reason: winning free bus passes." Sponsored by the American Public Transportation Association, the fifth annual Dump the Pump Day encouraged people to save money by leaving their cars at home and riding public transportation.

## FREE RIDES REDUCING EMISSIONS

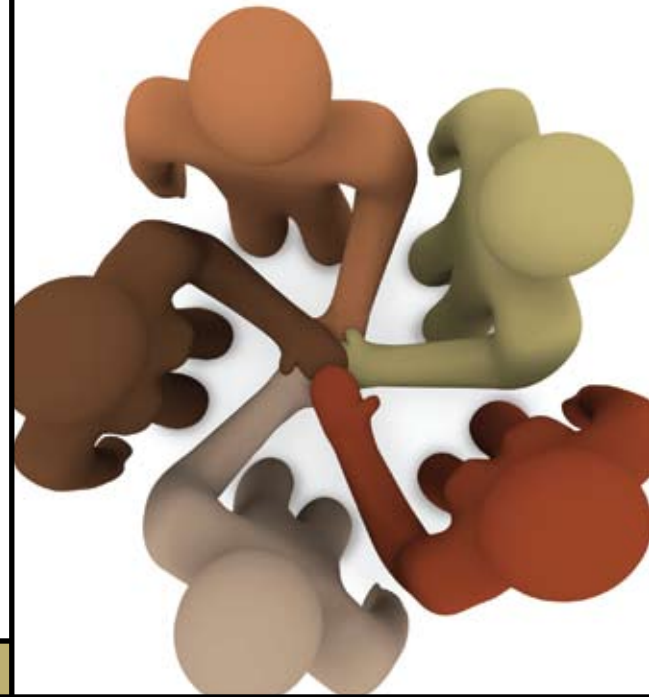
Launched nearly three years ago, the flourishing free-ride program at Riverside Community College District has exposed students to public transit, enhanced parking conditions on campus and reduced greenhouse gas emissions. With fewer students driving to campus, the Go-Pass program has been credited with removing from the air 7.4 tons of carbon monoxide; 1,379 pounds of reactive organic gases; 1,280 pounds of nitrous oxide and 468 pounds of particulate matter, according to an RTA study completed during FY10. "The impact of thousands of students choosing to take the bus to school will have a long-lasting effect on the air quality of our communities," said Riverside Mayor Ron Loveridge. "This is perhaps the truest value of the Go-Pass program."



# COMMUNITY INVOLVEMENT

## RTA's involvement in the community IS CRUCIAL FOR ITS SUCCESS

The Agency is proud to participate in parades and visit senior centers, schools and community groups to discuss ways to meet our customers' needs. Advocacy groups such as Transportation NOW allow residents to work at a grassroots level to boost services. During the year, community involvement reached a new high with the addition of a new Transportation NOW chapter and the creation of a bus shelter by a local 4H Club.



### BUS STUFFED FOR CHILDREN



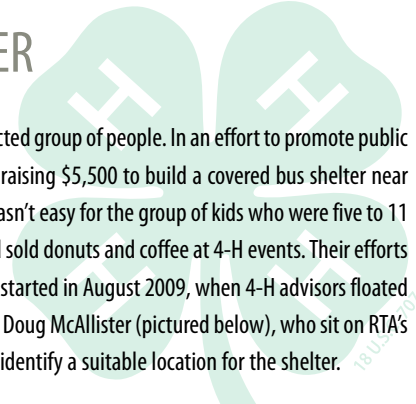
RTA spread the holiday cheer last year by teaming up with Operation SafeHouse to help teens in crisis. As part of the annual Stuff the Bus event, RTA utilized a 40-foot bus to collect items at various locations in Riverside. The event resulted in hundreds of generous donations from canned goods to bed sheets to toiletries for the teens at Operation SafeHouse. Many of the items helped sustain the non-profit center for several months. The year also marked the 10-year anniversary of RTA's participation in Project Safe Place, which provides youth in crisis with quick and safe transportation to Operation SafeHouse.

## T-NOW EXPANDS INTO SOUTHWEST COUNTY

A grassroots group dedicated to advancing public transportation in Riverside County got bigger during the year, giving more people a chance to be part of the movement. After the opening of the Southwest Transportation NOW chapter in Murrieta, it was easier than ever before for folks to get involved in an issue that affects everyone living in this region. For nearly two decades, Transportation NOW members have been advocates for bus and train travel. Members are committed to improving access to vital resources, enhancing community mobility, educating senior citizens and students about public transit, and ensuring that state and federal funding for transportation is protected. The new group brought to five the number of chapters, including those in Corona/Norco/District 2, Greater Riverside, Moreno Valley/Perris and the San Geronio Pass.

## 4H CLUB CREATES NEW BUS SHELTER

The City of Murrieta got a new bus shelter thanks to the help from an unexpected group of people. In an effort to promote public transportation, members of the Murrieta 4-H Club spent nearly six months raising \$5,500 to build a covered bus shelter near the Murrieta Senior Center, City Hall and public library. Raising the money wasn't easy for the group of kids who were five to 11 years old. They picked up trash, held a bake sale, organized a petting zoo and sold donuts and coffee at 4-H events. Their efforts were also fueled by private donors and a Kohl's of Menifee grant. The project started in August 2009, when 4-H advisors floated the idea past Temecula Mayor Jeff Comerchero and Murrieta City Councilman Doug McAllister (pictured below), who sit on RTA's Board of Directors. The two helped the group work through the process and identify a suitable location for the shelter.



## BRINGING HOLIDAY CHEER

The holiday season wouldn't be complete without a parade. And during the year, RTA's sparkling trolleys brought cheer to thousands of spectators at several parades by carrying special guests such as mayors to members of sister cities to Santa himself. The Agency also offered its customers free rides 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 its loyal customers.



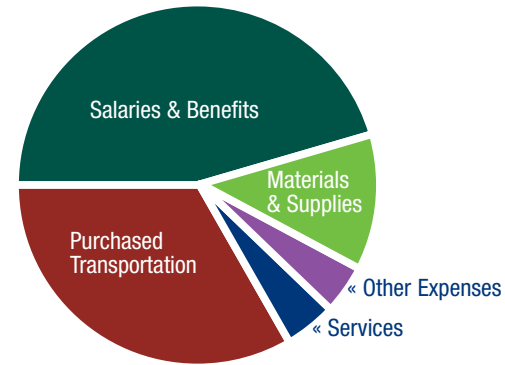
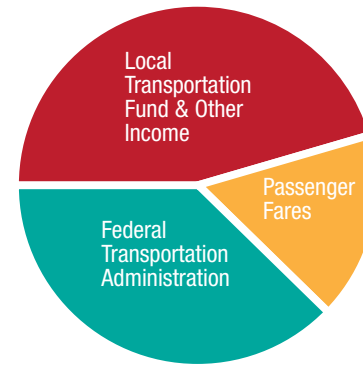
Visiting members of Temecula's sister city Daisen-Nakayama, Japan take a ride on the trolley during the Electric Light Parade.



# FINANCIAL REPORTS

## Despite a sluggish economy, RTA CONTINUED ITS FISCAL STABILITY,

remained under budget and received glowing feedback from three audits. With 25 percent of its operating expenses coming from passenger fares, the Agency not only met but exceeded the state's required minimum farebox recovery ratio. RTA also continued to meet monthly performance standards established by the Riverside County Transportation Commission.



# REVENUES & EXPENSES

## OPERATING REVENUES

Passenger Fares.....	\$9,286,455
Local Transportation Fund & Other Income.....	\$23,119,211
Federal Transportation Administration.....	\$18,986,799
<b>TOTAL.....</b>	<b>\$51,392,465</b>

## OPERATING EXPENSES

Services.....	\$1,757,221
Materials & Supplies .....	\$6,957,928
Purchased Transportation .....	\$17,076,662
Salaries & Benefits .....	\$23,267,418
Other Expenses .....	\$2,333,236
<b>TOTAL.....</b>	<b>\$51,392,465</b>

## RTA EXCEEDING PERFORMANCE STANDARDS

During the year, RTA continued to meet or exceed required performance standards outlined in the Productivity Improvement Program, or PIP. The program, now in its fourth year, requires RTA to track over time 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.

## RTA ROUTES FUELED BY ALTERNATIVE FUNDING SOURCES

Faced with dwindling funding sources, RTA tapped into federal grant money in mid-2009 to launch two new CommuterLink express routes. RTA successfully applied for Federal Transportation Administration (FTA) dollars for the creation of CommuterLink routes 212 and 217, which originate in the San Jacinto/Hemet area with limited-stop service to Escondido and Riverside. The special FTA funding pools — called the Job Access and Reverse Commute Program (JARC) and New Freedom Program — were established to improve transit opportunities for low-income residents and enhance access to and from employment centers. The funds were mixed with Measure A funding and farebox revenue to support the routes.



## AUDITS YIELD POSITIVE RESULTS

Near the end of the fiscal year, RTA got a thumbs-up from a major federal audit that inspected two dozen areas of operation. The Federal Transportation Administration's Triennial Review found RTA in compliance with all 24 areas of inspection, including legal, procurement, employment practices, financial, maintenance and safety and security. A perfect score is a rarity among these types of audits, which are required every three years for agencies such as RTA that receive federal funding. During the year, the Agency also got glowing feedback from state and independent audits, which highlighted the fact that RTA continues to perform at a high level and is making good use of taxpayer dollars.







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