

Riverside Transit Agency

2012 ANNUAL REPORT



WELCOME

During our 35th year, we were proud to be the transit mode of choice for a record number of people—we logged nearly 9 million boardings during fiscal year 2012—and we remained true to our pledge to deliver a positive experience to every passenger on every trip.

While the Agency remained rooted in its core values—safety, customer service, image and efficiency—we took significant steps to enhance our product.

During the year, we launched a travel training program that gave disabled and senior customers the freedom to ride without barriers. We renewed partnerships with area colleges to give an unprecedented number of students unlimited rides on our buses. And after years of hard work, we were thrilled to acquire funding to buy the next wave of heavy-duty, compressed natural gas buses that will carry our customers into a new generation of service.

RTA is building our future one careful step at a time. We know the importance of evolving to meet the needs of our customers, and adapting to the changing landscape of this region, which, more than ever, needs a public transportation system that not only takes us where we want to go, but does so in a way that enhances our quality of life.

The next wave of RTA buses is expected to come with technology that allows customers to surf the Internet or watch a movie while their counterparts languish in

traffic. More bus stops will be equipped with digital kiosks that flash real-time bus arrival information. And we have already entered the test period for Bus Rapid Transit, which will spawn a system of fast-moving, high-occupancy buses connecting the City of Corona with UC Riverside along the Magnolia and University avenues corridor.

These future amenities will give our growing number of customers—as well as potential new customers—another incentive to ride.

RTA is proud of its success, and we pledge to continue to provide the same quality service that passengers have come to expect over the last 35 years. We are very excited about the work being done by the team at RTA. They have dedicated their lives to enhancing the way the people of the Inland Empire get around. This annual report showcases just some of the accomplishments we made during the past year and takes a glimpse at the future. We hope you enjoy it.

And thank you for riding the bus!

Sincerely,



Marion Ashley
Vice Chairman
of the Board

Larry Rubio
Chief Executive Officer

“

While the Agency remained rooted in its core values—safety, customer service, image and efficiency—we took significant steps to enhance our product.

”



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 the residents of our member communities. The Agency is committed to providing safe, reliable, courteous, accessible and user-friendly services to our customers.



BOARD OF DIRECTORS

RTA is governed by a board of directors comprised of 22 elected officials from 18 cities in western Riverside County and four members of the County Board of Supervisors.

Marion Ashley
1st Vice-Chairman
County of Riverside
District 5

Vacant
County of Riverside
District 1

John F. Tavaglione
County of Riverside
District 2

Jeff Stone
County of Riverside
District 3

Vacant
City of Banning

Jeff Fox
City of Beaumont

Ella Zanowic
City of Calimesa

Vacant
City of Canyon Lake

Jason Scott
City of Corona

Vacant
City of Hemet

Ike Bootsma
City of Eastvale

Frank Johnston
City of Jurupa Valley

Daryl Hickman
City of Lake Elsinore

Wallace Edgerton
City of Menifee

Jesse Molina
City of Moreno Valley

Vacant
City of Murrieta

Harvey Sullivan
City of Norco

Vacant
City of Perris

Andy Melendrez
City of Riverside

Andrew Kotyuk
City of San Jacinto

Jeff Comerchero
City of Temecula

Bridgette Moore
City of Wildomar

“
...provide for a variety of transportation needs in a cost-effective and efficient manner for all the residents of our member communities.
”



IN MEMORIAM

FORMER RTA CHAIRMAN FRANK HALL REMEMBERED

RTA lost a member of its family in 2012 when former Norco City Councilman Frank Hall passed away following a battle with leukemia. Hall served on the RTA Board of Directors from 1998 to 2009. He distinguished himself as a leader of new technologies by supporting RTA's monumental switch in 2001 from diesel fueled buses to clean-burning Compressed Natural Gas. During his tenure as chairman in 2007, Hall helped launch the successful Beach Bus, contributed to the creation of the U-Pass program, and provided valuable lobbying efforts in Washington D.C. to secure much-needed funding for the Agency. He represented RTA with honor, dignity and enthusiasm, and he will be missed.

EXCEPTIONAL SERVICE, RECORD RIDERSHIP

Fueled by high gas prices and mounting ridership among college students, RTA had 8.8 million boardings during FY12, the highest fiscal year total in our 35-year history. In all, 10 of the 12 months broke records. The ridership boom was a strong indication that Riverside County's public transit system continues to be a convenient, low-cost transportation solution for those continuing to struggle with a troubled economy. RTA is making strides with its routes by boosting connectivity, enhancing service to schools and Metrolink stations, and expanding service to growing communities and popular destinations.

TRAVEL TRAINING PROGRAM PROMOTES INDEPENDENCE

A revolutionary program launched in FY12 is helping hundreds of senior and disabled riders achieve greater independence. During the year, the Freedom to Go travel training program was credited with helping hundreds of customers learn to travel safely and independently using fixed-route public transportation. The free, self-paced process helped our valued customers learn how to find the bus, pay their fare and travel anywhere RTA buses go, anytime they operate. The program is off to an amazing start. During the first 12 months of training, the program has generated more than 13,000 trips on fixed-route buses.

CITY OF JURUPA VALLEY JOINS RTA GOVERNING BOARD

The RTA Governing Board got a little bigger in FY12 thanks to the arrival of the City of Jurupa Valley. Board members welcomed Jurupa Valley Councilmember Frank Johnston as the newly incorporated city's representative on the Board. With Mr. Johnston's arrival, the RTA Governing Board grew to 22 elected officials from 18 cities and four members of the Riverside County Board of Supervisors.

“

In honor of the 35th anniversary, RTA launched a variety of promotions and activities, and adorned selected buses with special anniversary logos.

”



ANNIVERSARY

35 YEARS OF SERVICE

To celebrate our rich history and our promising future, more than 200 people—including former and current Board members, dignitaries and fellow RTA employees—attended our 35 year anniversary on March 15 at RTA headquarters. Complete with a marching band, plenty of nostalgia and a funky disco beat, the event showcased guest speakers and awards for employees who were here when the first buses hit the streets in 1977. RTA also got the opportunity to show off its bus fleet with a collection of vehicles from the past, present and not-too-distant future. In honor of the 35th anniversary, RTA launched a variety of promotions and activities, and adorned selected buses with special anniversary logos.

ROUTE 210 PARTNERSHIP EXPANDS SERVICE TO PALM DESERT

Customers' requests for direct service from Riverside to Palm Desert were answered when RTA teamed up with SunLine Transit Agency to kick off new express service between the two cities using a portion of the existing RTA Route 210. The resulting service, which injected more SunLine buses into the Route 210 travel corridor, enabled customers to travel farther than ever before. Both transit agencies are proud to partner to make transit more accessible to Inland Empire and desert residents yearning to trade their car keys for a bus pass. Launched in the summer of 2012, the partnership linking SunLine's Route 220 with RTA's 210 is poised for success.

FEDERAL FUNDS FUEL FACILITY IMPROVEMENTS

Construction is underway at RTA. The federal State of Good Repair grant supported by Congressman Ken Calvert (R-Corona) and Jerry Lewis (R-Redlands) produced \$1.3 million for the rehabilitation of our Riverside and Hemet facilities. The improvements include the replacement of crumbling exterior concrete, internal floor repair, roof repairs, interior painting and the conversion of underground fuel storage tanks to environmentally

friendly, above-ground tanks. RTA has a vision for how it wants to deliver service and grants like this are helping make that vision a reality.

RTA PURSUES, ACQUIRES FUNDING FOR NEW BUSES

A wave of new vehicles is on the way. Thanks to efforts made during the past year, RTA was able to secure federal, state and local grant money to aid in the purchase of 97 vehicles for the Agency's fixed-route and CommuterLink services. In a landmark decision, the Board of Directors authorized the purchase and delivery of the heavy-duty, CNG-powered vehicles to replace an existing fleet that is at or nearing retirement age. The new 40-foot vehicles, paid in part by state Prop. 1B funds and a \$2.4 million federal Clean Fuels Grant, will continue RTA's tradition of using clean-burning Compressed Natural Gas and featuring innovative technology. The first wave of Gillig BRT *Plus* vehicles, which seat up to 40 customers, are expected to be delivered by the fall of 2013. In a similar move, the Agency is using, in part, federal State of Good Repair funding for the purchase of 38 new Dial-A-Ride vehicles, which are expected to arrive in spring of 2013. The Agency also received Board approval to purchase 21 mid-sized Aero-Elite vehicles for fixed-route and CommuterLink services.

“

The hugely successful Go-Pass and U-Pass programs...now encompass a statewide record six partner schools.

”



GO-PASS / U-PASS

RENEWED PARTNERSHIPS GIVE STUDENTS UNLIMITED RIDES

For the sixth-straight year, thousands of students in Riverside County got unlimited rides on RTA buses by simply swiping their campus IDs. The hugely successful Go-Pass and U-Pass programs, which were renewed during FY12, now encompass a statewide record six partner schools: Cal Baptist, La Sierra University, Moreno Valley College, Mt. San Jacinto College, Riverside City College and UC Riverside. More than 1.3 million student boardings occurred during the year, an increase from FY11. One of the biggest gains came out of La Sierra University, where student boardings climbed 82 percent compared to the previous year. To affirm our partnership with area universities and colleges, RTA buses began using their headsigns to promote school events. As part of a school spirit campaign launched in FY12, RTA programmed bus headsigns with phrases such as “Go Highlanders!” or “Go Tigers!” on days of or leading up to major campus events.

RTA COMES TO RESCUE OF STRUGGLING STUDENTS

Cuts to school bus transportation left many students out in the cold. That's until RTA came along. With several school districts reducing or proposing to cut busing, RTA took proactive steps during FY12 to give struggling students a lift to class. Although federal policy prohibits RTA from providing exclusive school transportation service, the Agency did its part to educate students

and their parents of the services available in the absence of yellow school buses. As part of its aggressive campaign, RTA launched a webpage that showed students in affected schools which RTA buses to catch to get to class. The Agency also gave presentations to parents and educators about available bus options and worked with districts to coordinate RTA bus schedules with school bell times.

“

With several school districts reducing or proposing to cut busing, RTA took proactive steps...to give struggling students a lift to class.

”



BEACH BUS KEEPS SUN WORSHIPPERS ROLLING ALL SUMMER

For the fifth-straight year, people wanting to escape the heat as well as skyrocketing summer gas prices climbed aboard RTA's Beach Bus with express service from Southwest Riverside County to Oceanside. CommuterLink Route 202 operated extended seven-days-a-week service, picking up flip-flopped customers in Murrieta and Temecula before heading to Oceanside. The \$6 round-trip service, dubbed the Beach Bus, was a bargain for students on vacation, surfers, swimmers and sun worshippers looking for a convenient and stress-free trip to the beach. Not only is the Beach Bus inexpensive, with free Wi-Fi service, it also showcases some of the best technology you'll find on any public bus.



BEACH BUS

TECHNOLOGY

Cutting-edge technology has always been an integral part of RTA's operations. After all, we were the first in southern California to offer customers free satellite television and wireless Internet service aboard our buses. FY12 was no exception as the Agency unveiled solar-powered bus stops, utilized technology to study vehicle performance and gave our customers the ability to get travel information at the touch of a button.

PARTNERSHIP LAUNCHES FUEL STUDY

RTA has been at the forefront of clean-fuels technology for more than a decade and during FY12 we took a major step to push the limits of service efficiency. RTA and UC Riverside teamed up during the year to retrofit a Dial-A-Ride vehicle with cutting-edge technology that monitors real-time driver behavior, vehicle performance and fuel

consumption. As part of the program, which is in the developing stages, drivers will be notified of excessive idling, speeding or accelerating. The technology has the potential to make our routes more efficient by analyzing schedules, and roadway and traffic conditions. That's not all. RTA is also working with UCR on a solar-powered trolley, which could tap into a whole new source of energy.

INFORMATION AT YOUR FINGERTIPS

Wondering how to get from here to there on a bus? Just Google it. During FY12, the popular Internet search engine continued to be a reliable trip planner for bus riders. When RTA customers typed in starting and ending addresses, Google Transit gave them the best bus routes, along with maps and schedules. Best of all, the service is available via smartphones, laptops and tablets. With the prominence of cell phones, tablets and computers, a growing number of RTA customers relied on new ways to get their information. By dialing 511 or going to IE511.com, customers got real-time traffic across the Inland Empire. Plus, thanks to RTA's iAlert system, hundreds of subscribing customers got instant updates on routes, schedules and job openings. Customers also took advantage of Facebook and Twitter to get bus information, ask questions and share their travel experiences.



“

RTA has been at the forefront of clean-fuels technology for more than a decade and during FY12 we took a major step to push the limits of service efficiency.

”



TECHNOLOGY

SOLAR-POWERED BUS STOPS LIGHT UP THE NIGHT

Nights got a little brighter for customers waiting at bus stops in rural areas. During FY12, RTA installed solar-powered lighting at nearly two dozen stops, bringing better visibility in the early morning and evening hours. In the dark, the posts emit a beam of light around the stop, which customers say gives them a greater sense of security and safety. Customers can also push a button on the post to brighten the light for easier reading of route maps and schedules. Today, more than 50 lighted bus stops exist in Lake Elsinore, Moreno Valley, Perris, San Jacinto and the French Valley area east of Temecula. Not only are the brighter stops a bonus for customers, they also make it easier for coach operators to spot waiting passengers.

AWARDS

RUBIO EARNS STATEWIDE HONOR

During his 20-plus years with RTA, Chief Executive Officer Larry Rubio has been everything from purchasing director to maintenance director to general manager. In 2012 he got another distinction: Manager of the Year. The California Transportation Foundation named Rubio the 2011 Manager of the Year for “creating a culture of innovation and customer service.” The honor came on the heels of a landmark year marked by record ridership, expansions in customer service and growing success of student-ride programs. Said Rubio, “This is truly a team award that recognizes all we have done. So many people—from our dedicated coach operators and mechanics to our talented administrative staff to our visionary Board members—have played a part in RTA’s success.”

“CHOOSE” CAMPAIGN NETS NATIONAL AWARD

A billboard campaign that asked drivers to choose between paying high gas prices and riding the bus resulted in a national award. The 2012 AdWheel Award, which is sponsored by the American Public Transportation Association (APTA), was given to RTA as part of an ambitious billboard campaign titled “Choose.” Not only did the campaign earn first place during the annual competition, it also

took home the grand prize during APTA’s annual meeting in Seattle. RTA was up against some of the biggest names in the business so this award is something that reflects our desire to rise above the crowd. The billboards were credited with helping boost RTA ridership to unprecedented levels.



“

Not only did the campaign earn first place during the annual competition, it also took home the grand prize during APTA’s annual meeting in Seattle.

”



IN THE COMMUNITY

RTA is more than buses. For more than 35 years, RTA has been a proud partner in the community by hosting fund-raisers, donating vehicles and meeting with advocacy groups to discuss ways to meet our customers' needs.

RAMONA BOWL GETS NEW SET OF WHEELS

Travel to the Ramona Bowl Amphitheater got easier during the year. Thanks to a partnership between RTA and the Ramona Bowl, a donated trolley whisked patrons from the lower parking lot to the 90-year-old Ramona Bowl Amphitheater that sits atop a hill. The delivery of the trolley was part of a vehicle donation program that connects aging RTA vehicles with non-profit groups. For years, RTA has donated vehicles to cities, churches and senior centers. The vehicles have surpassed their recommended service life and are no longer capable of remaining in the active fleet. They are, however, in good condition and equipped with amenities such as wheelchair lifts. In all, 14 vehicles were donated during the fiscal year.

T-NOW EXPANDS TO HEMET AND SAN JACINTO

A grassroots group dedicated to promoting public transportation in Riverside County grew during FY12. After the opening of the Hemet/San Jacinto chapter of Transportation NOW, it was easier than ever for folks in those cities to get involved in an issue that truly affects everyone in the region. Members are committed to enhancing community mobility, educating seniors and students, and protecting funding for transportation projects. The new group brought to six the number of chapters in the region, and closed the last gap in coverage by T-NOW chapters in RTA's service area.

RAISING FUNDS FOR A GOOD CAUSE

RTA is committed to strengthening our communities and making them a better place to live, work and play. That's why in FY12, the Agency continued its tradition of giving to charity. In November, RTA employees joined the annual Fight for Air Walk, raising more than \$1,400 for the American Lung Association. In addition, RTA employees donated to non-profits such as the American Cancer Society, Operation SafeHouse and Habitat for Humanity, generating much-needed revenue for worthy causes.

“

RTA is committed to strengthening our communities and making them a better place to live, work and play.

”



FOR THE KIDS

BUS STUFFED WITH HOLIDAY CHEER

RTA made the holiday season a little brighter for less fortunate children by stuffing one of our buses with donated food, linens, toiletries and other items. The donations were reserved for the non-profit Operation SafeHouse, which does an amazing job assisting at-risk children in the region. A few weeks later, RTA partnered with firefighters in Temecula and Riverside for a “Spark of Love” toy drive that netted more than 7,000 toys in Riverside alone and brought hope and joy to hundreds of local children.

LOOKING FORWARD

RTA is proud of its success and excited about the future. We will continue to evolve in innovative ways that meet the changing needs of our customers and provide a service that will benefit this region for generations to come.

INTO THE FUTURE

After 35 years of service, RTA is pleased to be the travel choice for a growing number of Riverside County residents. And with our region's population expected to swell over the next decade, we pledge to provide transportation that not only competes with the automobile but exceeds our customers' expectations for affordable, reliable and safe travel. We have come a long way since 1977, but our resolve has never been stronger nor our vision more precise.

Looking forward, RTA customers can expect to reap the benefits of evolving technology and aggressive planning. RTA is moving forward with plans to build world-class transit centers in more parts of our region and our customers can expect more technology both on and off the bus.

Our next fleet of buses will come equipped with technology that will allow our customers to work online, surf the Internet or watch a movie during the trip. RTA has already entered the test period for Bus Rapid Transit, which will soon include a system of fast-moving buses connecting Corona with Riverside along the Magnolia and University avenues corridor. Our history is inspiring but our future will be even brighter. With burning anticipation and excitement, we look forward to sharing more success stories as we continue to provide unparalleled service to every customer, on every trip.

Here's to another 35 years of success!

“

Our history is inspiring but our future will be even brighter.

”



AND BEYOND

BRT MOVING ONE STEP CLOSER TO REALITY

Plans to launch Bus Rapid Transit (BRT) gained speed during FY12 when RTA equipped selected buses with technology that gave them priority at Riverside traffic signals. The test along Magnolia and University avenues and Market Street followed portions of the existing Route 1 and gave RTA's test buses with signal priority by holding green lights for a few extra seconds for the approaching vehicle. The concept of BRT includes a system of fast-moving, high-occupancy buses that work like a subway on wheels.

FINANCIALS

AUDIT GIVES RTA HIGH MARKS

Continuing a tradition of stellar audits, an independent accounting firm that reviewed RTA's financial activities during the year concluded that the Agency is making efficient use of its funds and following proper accounting procedures. It also determined that RTA's farebox ratio of 27.02 percent not only met but exceeded the state's minimum farebox ratio by nearly 10 percentile points.

REVENUES AND EXPENSES

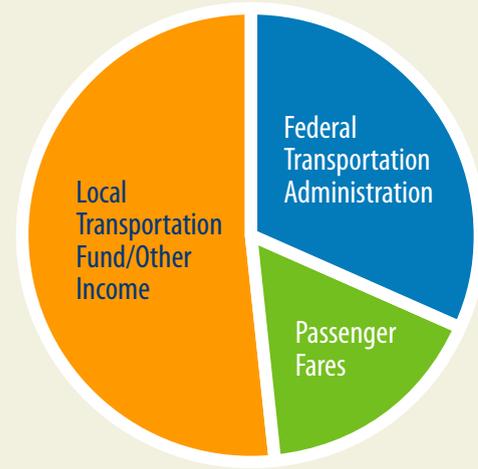
OPERATING REVENUES

Local Transportation Fund and Other Income	\$26,287,976
Federal Transportation Administration	\$12,820,665
Passenger Fares	10,239,289
Total	\$49,347,930

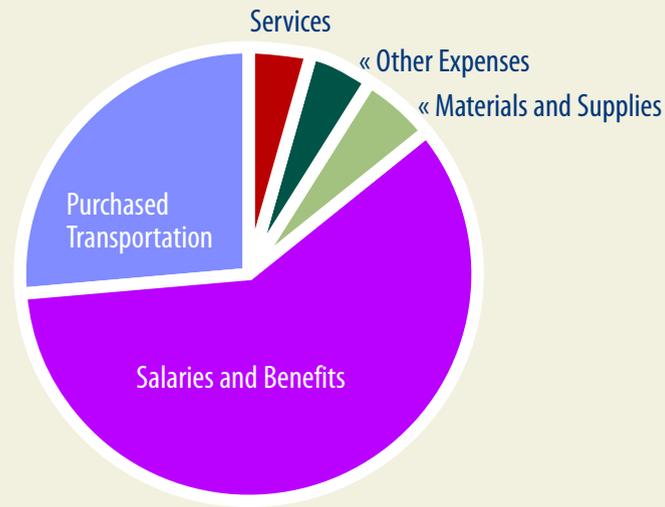
OPERATING EXPENSES

Salaries and Benefits	\$23,373,987
Purchased Transportation	\$18,356,126
Materials and Supplies	\$3,854,879
Services	\$2,039,804
Other Expenses	\$1,723,134
Total	\$49,347,930

OPERATING REVENUES



OPERATING EXPENSES



“

RTA's farebox ratio of 27.02 percent not only met but exceeded the state's minimum farebox ratio by nearly 10 percentile points.

”



RTA EXCEEDING PERFORMANCE STANDARDS

During FY12, RTA continued to meet or exceed all eight performance standards identified in the Productivity Improvement Program (PIP). The program, now in its fifth year, requires RTA to monitor and meet certain performance indicators such as revenues, expenses, and service measures. The program is designed to help RTA maintain effective and efficient service.



PERFORMANCE

FY 2012 BY THE NUMBERS

FLEET

Directly Operated Fixed-Route Buses.....	94
Dial-A-Ride Vehicles	83
Contracted Fixed-Route Vehicles.....	73
Trolleys.....	10
Total.....	260

BASE FARES

General	\$1.50
Senior/Disabled.....	70¢

BUS ROUTES

Fixed Routes.....	36
CommuterLink Express Routes.....	8
Trolley Routes	4

SYSTEM RIDERSHIP

Annual Boardings.....	8.8 million
Average Weekday Boardings	29,600
Average Weekend Day Boardings	11,600

BUS SERVICE HOURS

Annual Revenue Hours	625,200
----------------------------	---------

BUS MILEAGE

Annual Miles Travelled.....	10.4 million
-----------------------------	--------------

EMPLOYEES

Coach Operators	213
Maintenance Employees.....	50
Administrative Staff.....	104
Contract Employees	266
Total.....	633

“

...the people of western Riverside County will continue to be served by the best in the business.

”



ENJOY THE RIDE

OVER THE YEARS

Transit centers have opened, innovative technology has debuted, and new routes have rolled into growing cities. Thanks to our talented employees, dedicated board members and supportive stakeholders, the people of western Riverside County will continue to be served by the best in the business. The past has been splendid, the future is bright, and the next 35 years will be even better.

We hope you enjoy the ride!

1825 THIRD STREET, RIVERSIDE, CA 92507 / 951-565-5000 / WWW.RIVERSIDETRANSIT.COM