

WELCOME

Fiscal Year 2017 was a busy time for RTA, and a great time to be a bus rider.

During our 40th year of service, we made major strides in customer service by launching RapidLink limited-stop service between Riverside and Corona. We also upgraded dozens of bus shelters in downtown Riverside, expanded free Wi-Fi to all our buses, and forged partnerships with area universities and colleges so thousands of students could get unlimited bus rides.

Other exciting projects took flight during the year when we offered quarter-rides to area youth and gave a makeover to bus stop signage.

RTA also celebrated news that we were chosen to host the California Transit Association's fall conference; laid the groundwork for long-awaited mobility hubs in Hemet, Temecula and UCR; and got a thumbs-up from a major independent audit that showed us continuing to perform at an elite level and making good use of taxpayer dollars.

A busy year it was, indeed.

While the Agency remained firmly rooted in its core values — safety, customer service, image and efficiency — we took significant steps during the year to enhance our product on the street and give our customers more reasons than ever to ride.

For RTA, it's not the destination, but the quality of the journey that excites us. For us, it's never business as usual. Our goal is excellence, and we strive to deliver a service our customers can be proud of. That's why we took steps during the year to give our customers what they truly yearn for: a positive experience, service they can count on, the feeling of safety, and the comfort of knowing we care about them.

This annual report illustrates the reasons why Fiscal Year 2017 was a groundbreaking time for RTA. We hope you enjoy it. And thank you for riding the bus.

Sincerely,

Linkhugan

Linda Krupa

RTA Chair of the Board

Laur Paris

Larry Rubio
Chief Executive Officer

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.

Linda Krupa	Chuck Washington	Brandon Plott	Tonya Burke
Chair	County of Riverside	City of Eastvale	City of Perris
City of Hemet	District 3		
		Anthony Kelly, Jr.	Andy Melendrez
Art Welch	Marion Ashley	City of Jurupa Valley	City of Riverside
First Vice-Chair	County of Riverside		
City of Banning	District 5	Daryl Hickman	Alonso Ledezma
		City of Lake Elsinore	City of San Jacinto
Randon Lane	Nancy Carroll		
Second Vice-Chair	City of Beaumont	Greg August	Maryann Edwards
City of Murrieta		City of Menifee	City of Temecula
	Linda Molina		
Kevin Jeffries	City of Calimesa	David Marquez	Bridgette Moore
County of Riverside		City of Moreno Valley	City of Wildomar
District 1	Dawn Haggerty		
	City of Canyon Lake	Berwin Hanna	
John F. Tavaglione		City of Norco	
County of Riverside	Dick Haley		
District 2	City of Corona		

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.

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MILESTONES

Fiscal Year 2017 was remarkable in terms of what we accomplished in downtown Riverside. From the closure of the downtown terminal to the creation of new shelters to the launch of RapidLink service, the way we did business was revolutionized like never before. We also rolled out new ways to attract young riders, and refined our commitment to area universities and colleges by offering students unlimited bus rides. The year kicked off with a major milestone, our 40 year anniversary celebration, which reminded us of just how far we've come since we started service operating out of a converted gas station way back in 1977.





RTA CELEBRATES 40 YEARS OF SERVICE



WORK WRAPS UP ON **STOP IMPROVEMENT PROJECT**

Getting around downtown Riverside got easier, faster and just plain better during the year. On January 8, 2017, RTA changed the way it delivered service to downtown Riverside by shutting down its outdated bus terminal and spreading service throughout the downtown core, enhancing bus stops and shelters to encourage on-street transfers and boardings. The Downtown Riverside Stop Improvement Project represented the most significant change to public transit in downtown Riverside in decades. Although the existing transit center at the corner of University Avenue and Fairmont Street had served the community well for more than 30 years, it couldn't support RTA's expansion plans. That's why RTA closed the terminal the night of January 7 in order to shift service to new and upgraded bus stops throughout the downtown area. Thanks to public feedback on the

project, RTA installed and upgraded bus stops at more than 20 locations throughout downtown Riverside. Many of the improved bus stops include shelters, benches, trash receptacles and other amenities such as solar lighting and improved route and schedule information. RTA also created a new layover location on Vine Street near the Riverside-Downtown Metrolink Station.



COLLEGE STUDENTS ENJOY UNLIMITED RIDES

Thousands of college students are riding the bus thanks to a flourishing program that's easing congestion, reducing parking problems and familiarizing students with public transit. First launched in 2006 at just one campus, the U-Pass and Go-Pass programs have ignited student interest in riding the bus, and today, a record seven schools are participating in a campaign that is teaching a whole new generation of students the benefits of public transportation. To ride, students simply board the bus, swipe their college IDs and enjoy the lift to class, shopping, work, the movies or anywhere else RTA buses go, anytime they operate. Participating schools include California Baptist University, La Sierra University, Moreno Valley College, Mt. San Jacinto College, Norco College, Riverside City College and UC Riverside. The program continues to exceed our expectations. During the 2017 fiscal year, RTA buses carried more than 1.2 million student boardings. The largest number of those boardings came from Riverside City College and UC Riverside where roughly 20 and 25 percent of students ride the bus, respectively.





TRAVEL TRAINING PROGRAM BOOSTS **INDEPENDENCE**

We want to empower our customers and give them a sense of freedom to travel independently. Thanks to RTA's travel training program, we are putting a growing number of senior and disabled customers on the road to self-sufficiency. During the year, 439 people participated in the training, and both new and former trainees took more than 95,000 fixedroute trips. The training is a free, self-paced process where an individual can learn to ride RTA's fixed-route system. Trainees say the program provides freedom and independence that didn't exist with regular Dial-a-Ride service.

QUARTER RIDES ATTRACT YOUTH RIDERS

Getting around during the summer got a lot easier for local youth. That's because RTA rolled out a special 25-cent fare for students who rode between June 1 and September 4. Students in grades 1-12 simply flashed their school ID and rode for a quarter to the movies, the mall, the beach — anywhere RTA went, anytime buses operated. With comfortable seating, free Wi-Fi service and USB charging ports, there was never a better time to be a kid and ride the bus. RTA was thrilled to provide students with

an alternative way to travel, and perhaps best of all, parents could rest assured that their children were safe on the way to wherever they're going. For years, RTA offered youth discounts on 30-Day passes, but this relatively new approach to offering rides for a quarter appears to be a hit among young riders. In fact, when RTA launched the guarter-rides during the summer and winter breaks of 2016, youth ridership climbed by 44,000 boardings compared to the year before.



BUS SIGNAGE **GETS A FACELIFT**





NEW RAPIDLINK LIMITED-STOP SERVICE HITS THE STREETS

Say hello to a faster way to get around. That was the message RTA had for customers during the summer of 2017, when it readied for the launch of RapidLink Gold Line, an express route between Corona and UC Riverside along Magnolia and University avenues. The route offers weekday-only service during peak commuting hours with buses departing every 15 minutes — providing service that's up to 30 percent faster than other buses along the same corridor. The route comes with its own unique brand of buses and stops and serves 14 popular locations,

including UC Riverside, Riverside Plaza, Galleria at Tyler, downtown Riverside and the Corona Transit Center. Having these new RapidLink buses on the streets gave RTA a major boost in terms of what we can offer members of the public who are ready to try public transit — maybe for the first time. RapidLink continues RTA's tradition of clean-burning fuel, and offers amenities like free Wi-Fi and USB charging ports. RTA is also planning a second RapidLink line that would connect Moreno Valley and Perris.

RTA HOSTS CTA FALL CONFERENCE

During the year, RTA got the great news that it would host the California Transit Association's 52nd annual fall conference and expo. The three-day event, November 8-10, was held at the Riverside Convention Center, bringing together some of the greatest minds in public transportation to explore new business opportunities, blaze new paths in

customer service, and push the boundaries of what's possible in technology and innovation. This year's conference theme, Service Above and Beyond, couldn't be more appropriate. After all, customer service is crucial to building trust, maintaining loyalty and fueling our pursuit of excellence both on and off the streets.

TECHNOLOGY

Technology has always played a vital role in how we operate our fleet and serve our customers. From free Wi-Fi service aboard our buses to realtime arrival times sent to smartphones, RTA is pushing the limits of technology and taking our service to an unprecedented level.

RTA DEBUTS FIRST **NEAR-ZERO EMISSION ENGINE**

The Agency's latest push for cleaner air resulted in a nearzero engine aboard a 40-foot bus. On the outside, the 40-foot bus looks similar to others in the fleet. It has the same 280-horsepower and runs on compressed natural gas. But what sets this bus apart is its souped-up engine which takes thinking green to a whole new level. The ISL G 280 NZ engine was installed in December 2016 and has a 90 percent reduction in nitrogen oxide emissions and 15 percent reduction in greenhouse gases, compared to RTA's already clean-burning engines. RTA is proud to be a long-time advocate of cleaner, greener technologies. This is another example of how we are exploring new and innovative ways to travel. The 1,625-pound super engine, made by Vancouver-based Cummins Westport Inc., was made possible by a \$10,000 grant from the South Coast Air Quality Management District.



WI-FI AND CHARGING PORTS ON ALL RTA BUSES

AWARDS AND SPECIAL RECOGNITION

Fiscal Year 2017 was a monumental year for setting records, reaching milestones and earning much-deserved praise for a job well done.



BOARD MEMBER RIDING ALL OF RTA'S 45 BUS ROUTES



RTA DRIVER IS TOP COWBOY AT **INTERNATIONAL ROADEO**

During the year, Kyle Jones became the first driver in RTA history to conquer the international bus roadeo. The coach operator's driving skills earned him a first-place victory at the American Public Transportation Association's (APTA) International Bus Roadeo held in May 2017 in Reno,



Nevada. Jones competed against drivers from transit agencies across the United States and Canada, giving RTA its first international victory in 40 years. Though a rodeo may conjure images of drivers tossing lassos on buses, it's actually an elaborate obstacle course. Speed, timing and precision all matter. During the two-day event, drivers steered their 30,000-pound, 40-foot machines through a timed serpentine obstacle course of cones, sharp turns and challenging back-ups. Judges observed the performance of each bus operator and noted how well they completed each element on the course. Jones, who has worked at RTA for 11 years, earned a spot at this year's international roadeo after winning local and regional contests. In fact, he has won RTA's annual bus roadeo the past three years, gaining a reputation as RTA's undisputed cowboy. His international driving victory is the first ever for Southern California.

RTA APPLAUDS **HERO BUS DRIVER**

During the year, an RTA coach operator was praised for his quick thinking that helped two lost children return to their family. Sergio Valenzuela was parked at the Riverside Downtown Terminal, waiting for people to board his Route 13 bus, when he noticed two young girls alone in the crowded transit hub. A few minutes later, with no parent or guardian in sight,

Sergio had seen enough. He got out of his bus and walked over to the girls and asked them if they were okay. They said they were lost and waiting for their grandmother. Sergio called police to the scene, who eventually reunited the five- and seven-year-old girls with their family. The act earned Sergio a hero award from the RTA Board of Directors.

LINN PULLED HIS BUS OVER AND WAITING OUTSIDE WERE TWO RTA OPERATIONS SUPERVISORS WHO SAFELY TOOK THE MAN INTO THEIR PROTECTION AND INTO THE ARMS OF HIS FAMILY.

DRIVER FINDS MISSING PERSON

Another RTA coach operator was applauded during the year for his quick thinking that helped reunite a missing person with his family. During a trip through Riverside aboard Route 22, Gary Linn welcomed a passenger aboard his bus. The man, who wore an orange baseball hat, seemed confused about where he wanted to go. Linn, recognizing the man could be suffering from some disability, kept his eye on the passenger as the bus headed south. Just then, RTA dispatch sent a message to all drivers to be on the lookout for a man who had been missing from his family for the past hour. The man on Linn's bus matched the description. Five minutes later, Linn pulled his bus over and waiting outside were two RTA operations supervisors who safely took the man into their protection and into the arms of his family.



FINANCIALS

Keeping with tradition, RTA stayed within budget and exceeded the state's minimum farebox recovery ratio. RTA also received praise from an independent audit that showed the Agency continuing to make good use of taxpayer dollars and following proper accounting procedures.

.\$48,300,162

OPERATING **REVENUES**

Local Transportation Fund and Other Income

Federal Transit Administration......\$15,432,001
Passenger Fares.....\$10,356,851

TOTAL.....\$74,089,014

OPERATING **EXPENSES**

FINANCIAL AUDIT YIELDS POSITIVE RESULTS

Continuing a tradition of stellar audits, an independent accounting firm that audited RTA's financial activities for Fiscal Year 2017 concluded that the Agency is making efficient use of its funds and following proper accounting procedures. The audit gave RTA an unmodified, or clean, opinion, which essentially is the highest level of assurance an audit can give members of the public that the Agency is making good use of taxpayer dollars. The audit also determined that RTA's farebox ratio of 21 percent not only met but exceeded the state's minimum farebox ratio.

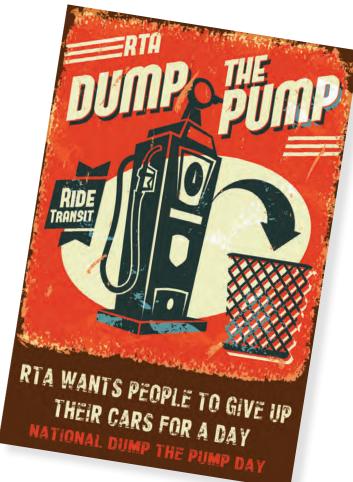
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IN THE COMMUNITY

Community involvement is crucial for an Agency that relies on customer service for its success. RTA routinely participates in parades and visits senior centers, schools and community groups to discuss ways to meet riders' changing needs. Advocacy groups such as Transportation NOW allow residents to work at a grassroots level to improve public transit. During FY17, RTA was committed to making a positive difference in the communities we serve by helping low-income families, giving away retired vehicles to charity and teaming up with neighborhood groups to promote public transit.

RTA ENCOURAGES CUSTOMERS TO DUMP THE PUMP

During the year, RTA partnered with other transit agencies across the nation to celebrate Dump the Pump Day and Earth Day. As part of our efforts to bring more exposure to the benefits of public transportation, RTA gave away prizes and free bus passes to customers at select locations. The events allowed customers to take a stand against the high cost of driving by leaving their car at home at least one day that week and riding public transportation. Riding the bus is a great way to save money and help the environment. In fact, one RTA bus is capable of taking more than 40 cars and their harmful emissions off the road.



WILDOMAR LIBRARY GETS NEW SHELTER

Getting to and from the library has never been so good. That's because in May of 2017 RTA unveiled a new bus shelter at the Wildomar Mission Trail Community Library Before now, the bus stop consisted of a simple bench that could seat up to three people. The new shelter has a sleeker look provides shade, route information, a trash receptacle, and, in keeping with the times comes equipped with solar-powered lighting. The shelter is part of a larger effort to upgrade bus service across the region During the year, RTA installed more than 50 of these new shelters systemwide. And more are on the way.



A SAFE PLACE FOR RUNAWAY TEENS

With thousands of runaways each year in Riverside County, RTA continued its valuable partnership with Riverside's non-profit Operation SafeHouse to help runaway and homeless children. Each of RTA's fixed-route vehicles displays a yellow "Safe Place" sign that enabled children to get transportation to the shelter without question and free of charge. RTA has worked with Operation SafeHouse since 1997.

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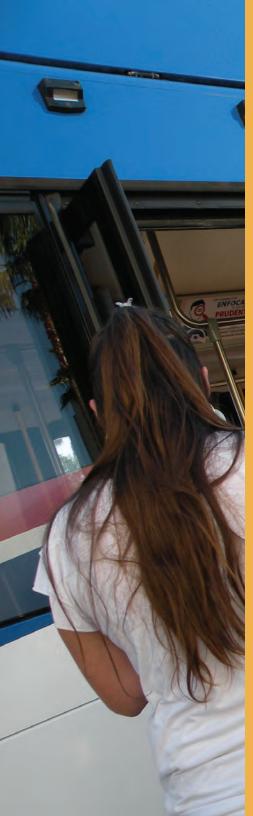


TROLLEY BRINGS CHEER TO FESTIVAL OF LIGHTS, **COMMUNITY PARADES**

RTA was proud to participate once again in the annual Festival of Lights switch-on ceremony in November in downtown Riverside. The Agency's trolley was decorated in holiday cheer and RTA staff greeted families attending the annual event. The trolley was also a crowd favorite at various holiday parades across the region.

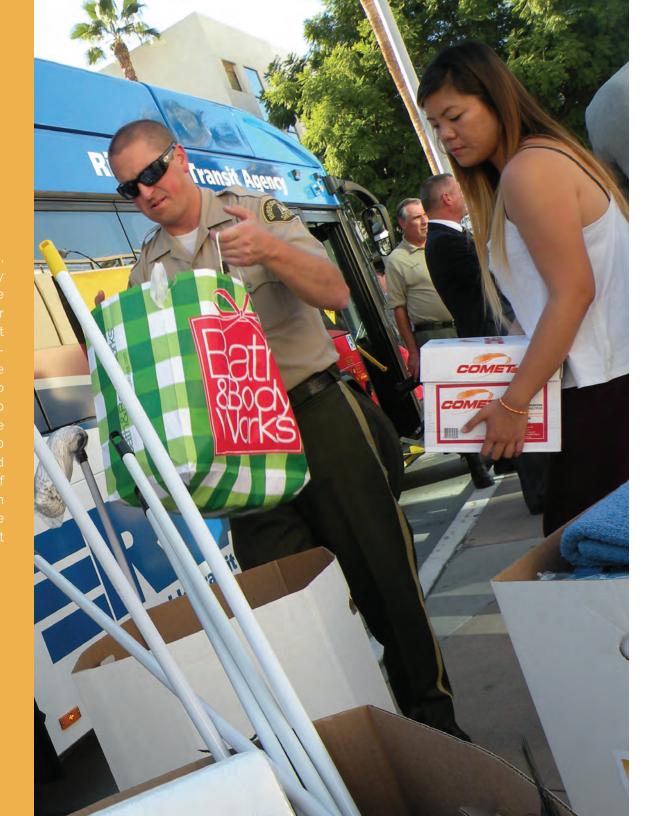
RTA TROLLEY **GETS SPOOKY DURING HALLOWEEN**

Dozens of trick or treaters had a scary good time aboard the trolley during Ghost Walk 2016, Riverside's annual spooky event held the weekend prior to Halloween. Now in its 25th year, the guided walking tour of downtown Riverside included a stop aboard RTA's haunted trolley. The trolley remained haunted during the season with another stop at Wildomar's Trunk or Treat where it delighted kids of all ages.



RTA FROM THE HEART

BUS STUFFED WITH HOLIDAY CHEER



NEW BUS GIVES KIDS A LIFT AT THE BOYS AND GIRLS CLUB

Hundreds of kids attending the Boys and Girls Club of Menifee Valley had a new reason to smile during the year. That's because the non-profit group took delivery of a 2009 Chevrolet El Dorado bus during a fall ceremony at the new club. The vehicle had exceeded its recommended service life and is no longer capable of remaining in RTA's active fleet, but remained in good condition and can accommodate two wheelchairs. The vehicle was among 15 given during the year. For years, RTA has given vehicles to cities, churches and senior centers. Since the program's inception, the Agency has transferred more than 200 vehicles to non-profit groups across the region.

RTA GIVING TO AREA **NON-PROFITS**

RTA is committed to strengthening our communities and making them a better place to live, work and play. That's why in FY17, the Agency continued its tradition of giving to charity. In all, RTA employees donated more than \$11,108 to non-profits such as the March of Dimes, American Cancer Society, Red Cross, Habitat for Humanity and United Way, generating much-needed revenue for these worthy causes.



NEED A LIFT TO THE FAIR?

The Southern California Fair returned to Perris in October and there was no better way to get there than aboard an RTA bus. During the fair, RTA offered daily service to the Perris Fairgrounds so hundreds of fair-goers could take in the exhibits, entertainment, carnival rides and delicious food without the hassle of driving.



BEACH BUS RIDERSHIP INCREASES

For the 10th-straight year, the Beach Bus provided much-needed relief from the hot summer sun and judging by the amount of riders it's as popular as ever. CommuterLink Route 202 operated extended seven-day-a-week service, picking up flip-flopped beach-goers in Murrieta and Temecula before heading to the surf at Oceanside. The \$6 roundtrip service was a bargain for riders looking for a convenient and stress-free trip to the beach. The Beach Bus remained popular with more than 9,400 boardings during its three-month period. That's a 30 percent increase compared to the year before! To sweeten the deal, we gave away a free Bluetooth speaker to one lucky rider.

MORE BUSINESSES **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 during the year to include more than 120 businesses. As part of the program, RTA customers flash their valid 7-Day or 30-Day bus pass to qualify for exclusive discounts. Now in its 13th year, the program continues to showcase RTA's multi-day passes while giving area businesses the exposure they need to thrive.



Who says buses are only good for travel? During the sweltering summer of 2016, two RTA buses were converted into cool centers for County Office of Emergency Services employees who vacated their Banning offices due to a maintenance issue. With temperatures soaring above 102 degrees, dozens of employees had a safe, cool, comfortable place to rest and surf the Internet with free Wi-Fi until their building re-opened.

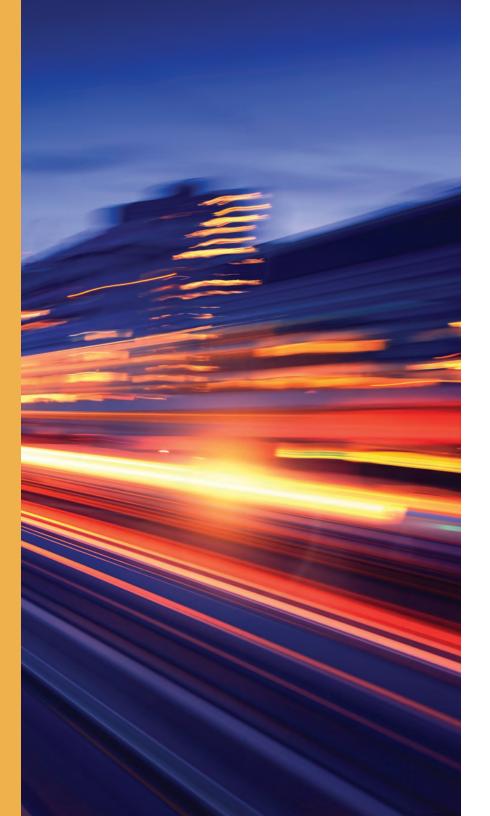


TRANSPORTATION NOW PROPELS TRANSIT ADVOCACY

There's no doubt that RTA's success would not have been possible without the contributions of Transportation NOW, a remarkable group dedicated to promoting public transportation in Riverside County and beyond. Membership grew during FY17, giving more people than ever the opportunity to be part of the movement. The groups promoted pro-transit videos, education campaigns for seniors and students, and wrote letters to lawmakers to protect much-needed transit funding. The group is comprised of more than one hundred members who meet in chapters representing Greater Riverside, Hemet/San Jacinto Area, Moreno Valley/Perris, Northwest, San Gorgonio Pass and Southwest.



WHAT'S NEXT?



BY THE **NUMBERS**

Fleet

Fixed-Route Buses	
Dial-A-Ride Vehicles	110
Trolleys	10
Bus Routes	
Fixed Routes	37
CommuterLink Express Routes	3
System Ridership	
FY17 Annual Boardings	8.7 millior
FY17 Average Weekday Boardings	29,000
FY17 Average Weekend Day Boardings	12,000
Bus Service Hours	
FY17 Annual Revenue Hours	833,000
Bus Mileage	
FY17 Annual Miles Traveled	16 millior
Employees	
Coach Operators	286
Maintenance Employees	
Administrative Staff	
Contract Employees	
Total	005

