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Riverside Transit Agency

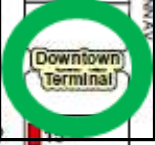
RTA Core Values

- Safety
- Customer Service
- Image
- Efficiency



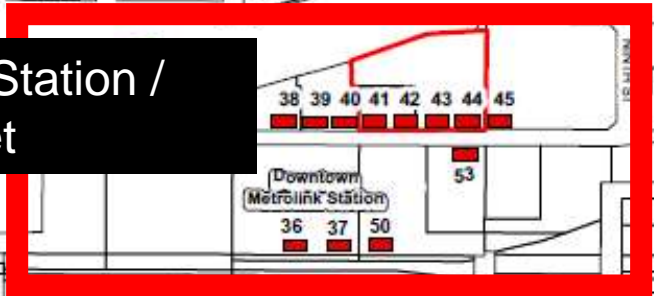
Downtown Riverside Stop Improvement Project Jan. 8, 2017

**Old Riverside
Downtown Terminal**



**Downtown Riverside
Stop Improvement
Project**

**Metrolink Station /
Vine Street**



Conceptual Plan



- 1 Standing seam metal roof
- 2 Perforated metal bench
- 3 Steel strap trash receptacle
- 4 Dual solar panels
- 5 Bolt on route map
- 6 Roof gutter
- 7 4' x 4' area for mobility devices (per 2010 ADA Standards for Accessible Design, Chapter 305.3)
- 8 5' x 8' loading and unloading zone (per 2010 ADA Standards for Accessible Design, Chapter 810.2)
- 9 RapidLink sign
- 10 Place for city emblem (provided by city)
- 11 40" to bottom of sign text (per ADA Standards for Transportation Facilities, Table 703.5.5, Visual Character Height)
- 12 Optional bench
- 13 Route info (sign provided by others)



New Bus Stop Signs



ERTA
Riverside Transit Agency
BUS INFO (951) 565-5002

10 WESTBOUND
GALLERIA AT TYLER

BUS STOP **1093** •  **BUS WATCH**
REAL-TIME BUS ARRIVAL INFORMATION



ERTA
Riverside Transit Agency
BUS INFO (951) 565-5002

10 EASTBOUND
BIG SPRINGS & WATKINS

13 WESTBOUND
GALLERIA AT TYLER

BUS STOP **1045** •  **BUS WATCH**
REAL-TIME BUS ARRIVAL INFORMATION



ERTA
Riverside Transit Agency
BUS INFO (951) 565-5002

1 EASTBOUND
UC RIVERSIDE

GOLD LINE RAPIDLINK
EASTBOUND
UC RIVERSIDE

14 EASTBOUND
LOMA LINDA

15 EASTBOUND
DOWNTOWN RIVERSIDE

22 SOUTHBOUND
LAKE ELSINORE OUTLET

54 CLOCKWISE
DOWNTOWN RIVERSIDE
METROLINK SHUTTLE

204 COMMUTERLINK
SOUTHBOUND
RIVERSIDE/UCR

BUS STOP **1001** •  **BUS WATCH**
REAL-TIME BUS ARRIVAL INFORMATION

Soliciting Public Opinion



Ambassador Outreach Program





Youth and Student Ridership



Student Pass Partnerships



- UC Riverside
- Cal Baptist University
- La Sierra University



- Riverside City College
- Moreno Valley College
- Norco College
- Mt. San Jacinto College

These are Bus Passes



Getting Students to Ride

1. On campus
2. Distributed brochures
3. Advertising
4. Message: Ride the bus to save money, help the environment and avoid parking hassles.

Advertising

UNLIMITED BUS RIDES
WITH YOUR STUDENT ID

Thanks to the Go Free program, students at WSU San Antonio College get unlimited rides on Riverside Transit Agency buses. Whether it's a fun day, work or the movies, or a Commuter ID to get you to the beach, just bring your Student ID for endless rides anytime we operate, anywhere we go. For schedule and route information, call RTA at (951) 965-5002 or go to RiversideTransit.com.

RiversideTransit.com 951-965-5002

STUDENTS RIDE FREE

Thanks to the U-Free program, students at Cal State University get free unlimited rides on Riverside Transit Agency buses. Whether it's a fun day, work or the movies, or a Commuter ID to get you to the beach, just bring your student ID for endless rides anytime we operate, anywhere we go. For schedule and route information, call RTA at (951) 965-5002 or go to RiversideTransit.com.

RiversideTransit.com 951-965-5002

UNLIMITED BUS RIDES
WITH YOUR STUDENT ID

Thanks to the Go Free program, students at Riverside City College and Moreno Valley College get unlimited rides on Riverside Transit Agency buses. Whether it's a fun day, work or the movies, or a Commuter ID to get you to the beach, just bring your student ID for endless rides anytime we operate, anywhere we go. For schedule and route information, call RTA at (951) 965-5002 or go to RiversideTransit.com.

RiversideTransit.com 951-965-5002

Student Pass Partnerships

- FY17 Student Boardings: 1.2 million
- Overall RTA Ridership: 20 percent are students
- Percentage of Students Who Ride: 17 percent



25 Cent Rides

- Students in Grades 1-12
- During Summer and Winter When School is Out
- Boosts Youth Ridership: Up 44,000 Boardings



FREE **WiFi**™

USB
CHARGER



Give Them a Reason to Ride

- Convenience, frequency to compete with the automobile
- Wi-Fi, USB amenities to boost travel experience
- Unlimited rides / quarter rides to make it affordable
- Removing the stigma





Lemon St.

35

