



e-News Brief

An update of current RTC issues

RTC e-News Brief for January 2, 2010. This e-newsletter was created to keep you informed about key activities and issues pertaining to *Your RTC*. I encourage you to share this information with your board members, citizen advisory groups, colleagues, employees and others who may find this information useful. If you would like additional information about a topic in this update, or other RTC projects and programs, please let me know.

Visit www.rtcwashoe.com to access *Archived Editions* of RTC's **e-News Brief** and to view upcoming **RTC Board, Advisory Committee meetings and events**, as well as the most recent edition of the **"The Road Ahead"** newsletter.



Subscribe to  at www.rtcwashoe.com to receive e-mail updates about RTC projects and programs.

RTC staff is available to present RTC transportation related topic(s) to your organization, company employees, and business and citizen groups. Contact Michael Moreno, RTC Speakers Bureau @ mmoreno@rtcwashoe.com to schedule a presentation.

On behalf of the RTC Board of Commissioners and agency staff, best wishes to everyone for a "Happy New Year!"

Make it a **GREEN** New Year and ride transit!

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RTC to Launch New “Snow Route” Campaign



To better prepare our riders for winter storms, the RTC and RIDE staff are introducing this new icon for predetermined snow routes which will activate when snow or ice on the roadways warrant a detour to safer streets.

RTC RIDE routes 3, 4, 5, 6, 7, 15 and 17 have historically been detoured during winter weather to maintain safe operation. New signage at more than 100 bus stops will alert riders if their stop is subject to snow closure. Riders will be able to identify the nearest alternative bus stop in advance of future storms.

In addition to the new signage, information about snow routes will be available online and in booklets available at the transit centers. These new resources encourage riders to “Know Your Snow Route” so they may make their travel plans accordingly. The campaign will launch in January 2010.

To receive up-to-date information about snow route closures subscribe to MyRTC/Transit Alerts at www.rtcwashoe.com.

2009 Road Construction Season Wrap-up

With the start of winter weather, the 2009 Road Construction Season came to a close earlier this month with an investment of more than \$41 million in road projects this year. Additional projects totaling \$4 million are set for advertising in the coming months. These projects include improvements to Robb Drive and Holcomb Lane along with lane improvements for transit planned for Virginia Street.

Two major road projects scheduled for 2010 that will be of great benefit to all of us in the region are the Meadowood Interchange, which will add another \$42 to \$45 million in construction work, and the additional northbound lane on U.S. 395-Interstate 580 from Moana Lane to the Spaghetti Bowl, an investment of between \$70 and \$85 million in highway work. These projects are funded in partnership with NDOT.

Many of the road projects initiated this season were possible in large part through the voter-approved motor vehicle fuel tax in November 2008, which was approved and implemented by the Washoe County Board of Commission in August 2009.

To learn more about this year’s road construction season visit www.rtcwashoe.com and click on Streets & Highways/Road Projects in the Truckee Meadows.

In the coming months, I will provide more details about the two major projects I mentioned and future road projects planned for the region in accordance with our board’s direction.

Transit Operating Statistics, November 2009

During the recent 12 months, there were 7.73 million transit system rides taken on RTC transit services. This is 15% lower than the previous 12 months.

For your reference, in October 2008, service hours were reduced 6.8%. On May 3, 2009, an additional service hours reduction of 9% was implemented (this resulted in a cumulative 15% cut in service hours).

On October 11, 2009, service hours increased approximately 8% with the introduction of RTC RAPID and RTC RAPID CONNECT. There were 135,780 rides on RTC RAPID and RTC RAPID CONNECT in November which was 0.6% higher than Route 1 last year. With overall ridership down 11% and Route 1 ridership down 15% in September, we are encouraged with the trend the RTC RAPID service is producing in reversing the decline in ridership along the Virginia Street corridor.

For November 2009, there were 592,604 total transit rides, 11% lower than last year. Average daily ridership at 20,396 was 12% lower compared to 2008. Service hours were down 3.6% from last year. Productivity (rides per service hour) was also down 7.5% from 2008. While this is better than the October 2009, 20% drop in ridership, service cuts in October 2008 resulted in lower ridership in November 2008. Ridership is 20% lower when compared to November 2007. It should be noted the decline in ridership is consistent with national trends announced for October 2009 as compared with October 2008.

Adult ridership was down 11%. Youth, senior, & disabled (reduced fare) ridership was down 5.7%. Reduced fare ridership makes up 44% of total ridership.

On March 1, 2009, four roundtrips were eliminated (41% of service hours) on RTC INTERCITY. RTC INTERCITY ridership at 2,963 fell 25% compared with last year. Productivity at 13.6 rides per service hour is up 22% compared with November 2008.

Also on March 1, service hours on RTC SIERRA SPIRIT were cut by a third (one bus). RTC SIERRA SPIRIT ridership this month was 23,258, down 42% compared with last year. Productivity at 31.5 passengers per service hour is 13% lower than November 2008.

2009 Food for Fare Update

RTC transit riders helped to make the holiday season more comfortable for many families in Washoe County with their generous donations of non-perishable food items during the 17th Annual Food for Fare program.

On December 10 & 11, transit riders donated more than three tons of food in lieu of paying the fare on any RTC transit service. Food donations benefited the Food Bank of Northern Nevada (FBNN) and their many partner agencies throughout their service area.

This year's donations represent an increase of just over half a ton of food compared to 2008. Overall, the FBNN received more than 55,000 pounds of food and \$68,000 in contributions during KTVN Channel 2's annual "Share Your Christmas" holiday food drive.

The FBNN will give appreciation to the RTC for their continued partnership and support at the RTC Board of Commission meeting scheduled for January 15, 2010.

RTC Outreach Report, November 2009

Included in this update is the November 2009 RTC Outreach Report.

RTC Media Report, November 2009

Included in this update is the November 2009 RTC Media Report.

“The Road Ahead with RTC” on KOLO-TV

“The Road Ahead with RTC” airs on Tuesdays at 6:20 a.m. during “Daybreak.” This weekly news segment features experts discussing a wide range of transportation issues. Following each broadcast, webcasts of each interview will be available on [kolotv.com](http://www.kolotv.com/rtc) for at least one month. To view interviews, click on this link: <http://www.kolotv.com/rtc>.

Scheduled interviews:

- December 29: 2009 New Year's Eve Safe RIDE Home
- January 5: Know Your Snow Route
- January 12: Moana Widening Project Community Meeting

This is Your RTC.

RTC OUTREACH SCHEDULE OF MEETINGS NOVEMBER 2009

<u>DATE</u>	<u>TOPIC</u>	<u>ORGANIZATION</u>	<u>RTC STAFF</u>
11/2/2009	Geiger Grade @ Veterans Parkway Road Project	City of Reno Ward 2 South NAB	Blaine Petersen
11/4/2009	Intelligent Transportation Systems Engineering Lecture	Northern Nevada Home Schools - Future City	Jim Poston
11/4/2009	Walkability and Bicycles	greenUP!	Carol Perry
11/5/2009	Transit Field Trip to RTC CITICENTER and Facility Operations	Miguel Sepulveda Elementary School 3rd Grade Students	Lavina Talanoa Bob Turley
11/5/2009	RTC SMART TRIPS	Renown Employee Benefits Fair	Carol Perry
11/6/2009	RTC SMART TRIPS	Renown South Meadows Employee Benefits Fair	Carol Perry
11/9/2009	Pyramid Highway/US 395 Connector EIS	EIS Stakeholder Working Group	Doug Maloy
11/9/2009	Overview of Bus Rapid Transit Station Development Project	City of Reno Ward 4 Northeast NAB	Howard Riedl
11/10/2009	RTC SMART TRIPS	Women in Green Jobs Round Table	Carol Perry
11/12/2009	Transit Field Trip to RTC CITICENTER and Facility Operations	Miguel Sepulveda Elementary School 3rd Grade Students	Curtis Braswell Bob Turley
11/12/2009	Overview of Bus Rapid Transit Station Development Project	City of Reno Ward 5 Old Northwest	Tina Wu
11/12/2009	Geiger Grade @ Veterans Parkway Road Project	Washoe County Galena-Steamboat CAB	Blaine Petersen
11/14/2009	Pyramid Highway/US 395 Connection Study Progress	Washoe County Sun Valley CAB	Doug Maloy Consultants CH2M Hill/ Jacobs Engineering
11/16/2009	Pyramid Highway/US 395 Connection Study Progress	Joint Meeting Washoe County North Valleys CAB & City of Reno Ward 4 North Valleys NAB	Doug Maloy Consultants CH2M Hill/ Jacobs Engineering
11/17/2009	Transit Field Trip to RTC CITICENTER and Facility Operations	Stead Elementary School 3rd Grade Students	Gary Grover Barry Schiller
11/17/2009	Overview of Bus Rapid Transit Station Development Project	City of Reno Access Advisory Committee	Michael Moreno

11/18/2009	Geiger Grade @ Veterans Parkway Road Project	Washoe County Southeast Truckee Meadows CAB	Blaine Petersen
11/19/2009	Walkability	Electric Auto Association of Northern Nevada	Carol Perry
11/19/2009	Geiger Grade @ Veterans Parkway Road Project RTC RAPID and Overview of Bus Rapid Transit Station Development Project	City of Reno Ward 3 NAB	Chris Louis Howard Riedl
11/24/2009	Transit Field Trip to RTC CITICENTER and Facility Operations	Stead Elementary School 3rd Grade Students	Tony Elliot Tim Goble

RTC Media Report for November 2009

Press Releases

- 11/05 Traffic Changes on Victorian Avenue Begin Friday, Nov. 6
- 11/10 RTC SIERRA SPIRIT Extended to UNR Basketball Games
- 11/10 RTC Schedule for Holiday Nov. 11
- 11/11 RTC Work to Close Portion of Lake Street through End of Year
- 11/11 Victorian Avenue Portions Closed Through Monday Nov. 16
- 11/19 Santa to Inspect Elves Trimming the Bus for Camp Christmas Donation Campaign
- 11/20 RTC employees gather food for Evelyn Mount pantry
- 11/23 RTC RIDE'S Community Spirit on Display in Parades
- 11/23 RTC RIDE on Sunday Schedule for Holiday

Media Interviews/Contacts

- 11/2 NV Business Magazine, Economic forecast
- 11/2 Sparks Tribune, Pedestrian safety and design
- 11/3 Sparks Tribune, Carol Perry interview on walking
- 11/4 KRNV, Cell phones and bus drivers
- 11/4 Nevada Business Magazine, Tom Taelour interview on transportation economy
- 11/5 KRNV, Victorian Avenue
- 11/5 Univision, Cell phone use by bus drivers
- 11/6 KLCA, Date with RTC driver story
- 11/11 KOLO, Victorian closure
- 11/11 Sparks Tribune, Pedestrian safety
- 11/11 Sparks Tribune, Fatality stats
- 11/11 KOLO, RTC ID cards
- 11/13 KRNV, Light rail action
- 11/13 Univision, Light rail
- 11/13 Univision, RTC RAPID
- 11/16 RGJ, SouthEast Connector
- 11/18 KLCA, Camp Christmas
- 11/19 KLCA, Camp Christmas
- 11/19 RGJ, Rock thrown at the bus
- 11/20 KRNV, Pyramid/McCarran
- 11/20 KTVN, SouthEast Connector
- 11/20 KTVN, SouthEast Connector camera interview
- 11/20 KRNV, Board action
- 11/20 RGJ, Board action on SEC
- 11/23 KOLO, Art project in Sparks
- 11/23 RGJ, Soundwalls on Vista
- 11/23 RGJ, Vista Blvd. Board staff report
- 11/24 KLCA, Santa for Camp Christmas
- 11/25 Univision, Camp Christmas
- 11/25 RGJ, Camp Christmas
- 11/25 KRNV, Camp Christmas
- 11/25 KTVN, Camp Christmas
- 11/25 KLCA, Camp Christmas live interview
- 11/26 KOLO, Sparks Christmas Parade

Media Articles: Web/Print

- 11/4 KRVN, "Bus Drivers Not Allowed to Text"
- 11/6 Las Vegas Sun, "Rail alliance names first routes, and LV-Reno ignored"
- 11/6 RGJ, "Reno Freight House to complement Aces"
- 11/10 RGJ.com, "Washoe County Commission actions" (stimulus funding)
- 11/11 RGJ, "Veterans Day Closures"
- 11/11 KRVN, "RTC Veteran's Day Schedule"
- 11/11 KOLO, "Roadwork Causes Closures in Rail City"
- 11/11 RGJ.com "Traffic: Victorian Ave. between McCarran and Nichols will be closed from tonight through Monday morning"
- 11/11 RGJ.com blog: "Part of Lake Street in downtown Reno will be closed tomorrow through year's end for construction"
- 11/12 Sparks Tribune, "Bidding for Business"
- 11/12 RGJ, "Transportation commission OKs study for Virginia St. light rail project"
- 11/13 KRVN, "Street Car Dreams" (Top story 5p and 6p)
- 11/13 RGJ, "Washoe transit officials approve spending for Virginia Street rail system"
- 11/13 Mymotherlode.com, "Reno transit board OK's light rail planning"
- 11/13 KOLOTV.com, "Reno Transit Board Okays Light Rail Planning"
- 11/13 MyNews4.com, "Reno Transit Board OKs Light Rail Planning"
- 11/14 Sparks Tribune, "The Safety of Sidewalks"
- 11/16 RGJ, "Sparks to southeast Reno connector going to RTC"
- 11/20 RGJ.com, "RTC decides to delay decision on moving forward on southeast Reno connector"
- 11/21 RGJ, "RTC waits on connector decision"
- 11/22 RGJ, "Reno-Sparks agencies hope for successful holiday food, clothing drives"
- 11/22 About.com. Standley White's Reno blog, "Reno's RTC RAPID Bus Service: Speedy Commuter
Bus Service to Downtown Reno"
- 11/23 Sparks Tribune, "RTC RIDE bus schedule on Thanksgiving Day"
- 11/24 Sparks Tribune, "RTC RIDE's community spirit on display in parades"
- 11/26 RGJ, "'Toyland Express' to collect gifts for needy"
- 11/27 RGJ, "Camp Christmas drive to collect gifts for children and seniors underway at Meadowood"
- 11/27 KTVN, "Camp Christmas"
- 11/27 RGJ, "Reno City Planning Commission" (RTC RAPID station update)
- 11/28 About.com. Standley White's Reno blog, "Riding the Rapid"
- 11/30 RGJ, "Salvation Army leading holiday drives for food, toys and seniors; food is 'critical'"

Letters to the Editor

- 11/12 Letter – Officials knew of traffic problems – rgj.com
- 11/18 Letter – Lights are to blame for area backups – rgj.com
- 11/18 Letter – Reducing lanes is questionable – rgj.com
- 11/23 Letter – Workers making commute easier – rgj.com
- 11/24 Letter – Vista should have been four lanes – rgj.com
- 11/24 Letter – Light Rail Comment – Streetcar proposal would be fantasy – rgj.com
- 11/25 Letter – Streetcar plan is bizarre thinking – rgj.com

“The Road Ahead” Interviews on KOLO-TV

- *November 3: Construction Season Slows*
Grant Youngren of Granite Construction is busy wrapping up the road construction season. He told us why cones and crews are still out there as we near the end of 2009.
- *November 10: Vista Blvd Construction Update*
Work on a much needed widening of Vista Boulevard that kicked off this summer won't be wrapping up for winter. Rob Bagley, superintendent of Q and D construction provided a progress report on the Sparks job.
- *November 17, 2009: Keeping Buses Rolling During Winter Storms*
Planning and cooperation ahead of stormy weather keeps passengers safe and buses rolling. Paul Earnshaw, transit safety and training coordinator, talked about how RTC RIDE serves customers in all types of weather from Stead to Carson City.
- *November 24: Collecting Gifts at Camp Christmas*
A little present and a big bus made a huge difference as RTC's Toyland Express anchored Camp Christmas. Major Doug Williams of the local Salvation Army described Camp Christmas where RTC joins Sunny 106.9 and Meadowood Mall to collect toys for children and gifts for seniors in need.