



e-News Brief
An update of current RTC issues

RTC e-News Brief for November 6, 2009. 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.

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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.

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Moving the Virginia Streetcar Project Forward

As reported in my October 9, e-News Board Update, the RTC in partnership with the City of Reno is engaged in discussions to develop a strategy to further the Streetcar Project vision.

In late October, RTC and City of Reno staff met one-on-one with the city's mayor and council members to discuss the joint effort and share with them the project's objective, the steps needed to secure local and federal funding, as well as creating partnerships with local stakeholders such as tourism entities, the university and developers, among others. Development of this high priority transit project is essential for the region's busiest corridor and enhances our opportunities to create transit oriented development throughout the Truckee Meadows.

To further these discussions, the RTC is set to present the South Virginia Transit Oriented Development (TOD) Corridor transportation proposals at the upcoming joint meeting of the Regional Planning Governing Board and the RTC on November 12, at 2:00 p.m. at the City of Reno Council Chambers. This agenda item will be presented by John Hester, Rosanna Coombes and me.

I will provide you with an update in my next e-News Board Update.

RTC RAPID - Year 2 Now Underway

Implementation of the RTC RAPID/RAPID CONNECT service in October 2009, was the first stage in introducing Bus Rapid Transit (BRT) technology to our community. Year 2 of the RTC RAPID Project which encompasses development of the RTC RAPID stations is now underway. This includes incorporating BRT technologies, i.e., level-boarding & alighting platforms, off-board ticketing/fare collection, approaching-bus displays and unique architectural features that will further distinguish the premium service. The project will complement the City of Reno's South Virginia Transit Oriented Development (TOD) Corridor Plan serving to enhance mobility and investing in transit along the corridor.

The project boundaries are those of the RTC RAPID system route which operates from RTC CITICENTER to the RTC Meadowood Transfer Station at Meadowood Mall. RTC staff will begin outreach activities to community organizations and businesses to provide an overview of the project and its timeline beginning in November until final design through summer 2010. Public meetings will be scheduled in early 2010 to ask for public input about the conceptual designs that will assist us in completing a final design. Stantec, a local engineering firm is the consultant for the project.

To learn more about this project, contact RTC Senior Engineer Howard Riedl at e-mail hriedl@rtcwashoe.com or by phone at (775) 335-1872.

Transit Operating Statistics, August 2009

During the recent 12 months, there were 8.12 million rides taken on RTC transit services. This is 11% lower than the previous 12 months.

On May 3, service hours were reduced by approximately 9%. Span of service and/or frequency were reduced for most all RTC RIDE routes.

For August, there were 631,304 rides, 22% lower than last year. Average daily ridership at 20,672 was 21% lower than last year. Service hours were down 18% from August 2008. Productivity was down 4.1% for the same period.

Adult and Youth ridership was down 25% and 26%, respectively. Senior & Disabled ridership was down 7.3%. Senior & Disabled ridership makes up 34% of all ridership.

On March 1, four RTC INTERCITY roundtrips were eliminated (41% of service hours). RTC INTERCITY ridership at 3,007, fell 39% compared with last year. Productivity at 13.1 passengers per service hour is up 4.4% compared with last year.

On March 1, service hours on RTC SIERRA SPIRIT were cut by a third (one bus). RTC SIERRA SPIRIT ridership was 24,484, down 43% compared with August 2008. Productivity at 32.9 passengers per service hour was up 0.3% compared with last year.

Camp Christmas Opens Thanksgiving Weekend

The RTC is participating in the 6th Annual Camp Christmas featuring the RTC Toyland Express bus which benefits The Salvation Army. This event invites the public to donate new, unwrapped toys for kids and gift cards for senior citizens that are less fortunate in our community.

The event opens on Friday, November 27, at noon at Meadowood Mall in the parking lot between the men's Macy's and Bully's restaurant. It will remain open non-stop through Sunday, November 29, at 5 p.m. The RTC Toyland Express bus is decorated in holiday fashion by the RTC Maintenance Department and will be featured in the City of Reno's inaugural "Holidazzle Parade" scheduled for Saturday, November 28, at 11 a.m. in mid-town Reno.

Camp Christmas is sponsored by Alice @ 96.5, Meadowood Mall and The Salvation Army.

RTC Outreach Report, September 2009

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

RTC Media Report, September 2009

Included in this update is the September 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) for at least one month. To view interviews, click on this link: <http://www.kolotv.com/rtc>.

Scheduled interviews:

- November 3: Construction Season Wrap-up
- November 10: Vista Boulevard Widening Project Update
- November 17: RTC’s Snow Navigation Action Plan (SNAP)
- November 24: Camp Christmas

This is Your RTC.

RTC OUTREACH SCHEDULE OF MEETINGS SEPTEMBER 2009

<u>DATE</u>	<u>TOPIC</u>	<u>ORGANIZATION</u>	<u>RTC STAFF</u>
9/2/2009	FY 2010 Bus Stop Capital Improvement Program Location Suggestions/ CTP Program	Sparks Advisory Committee for the Disabled	Lea Rogers Tina Wu
9/9/2009	Victorian Avenue Phase 2 Public Information Meeting	Held at Sparks City Hall	Warren Call Marchon Miller Michael Moreno City of Sparks Staff TRC Consultants

RTC Media Report for September 2009

Press Releases

- 9/01 Media Advisory – RTC Personalized Bricks Sales Closes Friday
- 9/02 Take RTC RIDE to the New Sparks Transit Station for the Rib Cook-Off
- 9/03 Public Meeting on Victorian Avenue Roadwork Wednesday
- 9/10 RTC Mill Street Work Planned for Weekend
- 9/11 El Rancho Drive Road Restrictions for Monday
- 9/15 RTC Transit Changes Coming in October
- 9/16 Freeport Boulevard Road Closure Sept. 17
- 9/17 Road Restrictions on Summit Ridge Drive Planned
- 9/18 Sections of Freeport Boulevard Closed for Paving Sept. 21
- 9/22 Roadwork to Close Sky Mountain Drive Near N. McCarran
- 9/23 Take RTC SIERRA SPIRIT to the UNR Games
- 9/28 Paving Tuesday Sept 29 for Sky Mountain and Summit Ridge

Media Interviews/Contacts

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Media Articles: Web/Print

- 9/1 RGJ, “RTC brick pavers to inscribe messages”
- 9/2 RGJ Letter: “Pembroke repair shows the impact”
- 9/7 Las Vegas Sun, “Alliance’s goal: Western rail system”
- 9/8 KRNv, “Flu Preparations” (Rob Reeder interview)
- 9/9 KTVN, “RTC Discusses Revamping Victorian Avenue”
- 9/9 RGJ, “Reno balloon races to launch 28th edition”
- 9/10 RGJ, “Reno council distributes stimulus bond money”
- 9/10 RGJ, “Pyramid-McCarran interchange high on transit list”
- 9/11 Baltic Review, “Religious statesman Zed appointed to Complete Count Committee for 2010 Census”
- 9/15 Sparks Tribune, “RTC transit changes coming Oct. 11”
- 9/16 KRNv, Stimulus funds spent
- 9/16 North Lake Tahoe Bonanza, “Washoe County gas tax also means improved roads locally”
- 9/16 RGJ, “Parts of Freeport Boulevard closed for paving in Sparks”

- 9/17 RGJ, "Road controls Friday at intersection of Sky Mountain Drive and Summit Ridge Drive in Reno"
- 9/17 Nevada Appeal, "JAC adds Wednesday-only route to Virginia City"
- 9/17 Las Vegas Review Journal, "AMERICAN RECOVERY AND REINVESTMENT ACT: Lack of highway spending probed Gibbons asked why state lags in use of federal aid"
- 9/18 RGJ, "Council wants to curb speed on bike boulevard"
- 9/18 RGJ, "Help on way for U.S. 395 improvements"
- 9/18 RGJ blog, "Free adult dog and cat adoptions today through Sunday at Nevada Humane Society"
- 9/21 *DC Blog*, "*Obama Administration Sends \$100M in Stimulus Aid to 43 Transit Agencies*"
- 9/21 Sparks Tribune, "Reid announces \$3 million headed to Washoe County RTC"
- 9/21 RGJ, "RTC gets \$3 million for hybrid buses"
- 9/21 CBS 13 Sacramento, "Washoe County Receives Money for New Buses"
- 9/21 KSWT-TV Yuma, AZ, "Washoe County Receives Money for New Buses"
- 9/21 Monterey County Herald, "Washoe County Receives Money for New Buses"
- 9/23 RGJ, "Washoe County enables school district to sell bonds for renovations"
- 9/25 RGJ, "Lights to enhance Victorian Avenue"
- 9/25 Sparks Tribune, "Unlock the Gridlock"
- 9/29 RGJ, "Construction on Summit Ridge Drive today"
- 9/29 Nevada Appeal, "Stimulus money flowing to Nevada"
- 9/30 Sparks Tribune, "Associated General Contractors: Reno-Sparks hardest hit nationally by construction downfall"
- 9/30 RGJ, "Top RTC administrator Derek Morse announces resignation"

"The Road Ahead" Interviews on KOLO-TV

- September 1, 2009: RTC-5 Receives Final Approval
The two-year push for extra funding for streets and highways pays off – in pavement. Derek Morse, RTC interim executive director, shares the news that RTC-5 passed the final hurdle at the Washoe County Commission on August 25.
- September 8th: Transit to the Balloon Races
Steve Trounday, board president of the Reno Balloon Races provides insider tips on how to get the best vantage point to take in the sights and sounds of the event that takes helium to new heights.
- September 15th: RTC Transit Service Changes in October
Felicia Archer, RTC public information officer, details the transit service changes and fare structure adjustment effective October 11, 2009.
- September 22: Back the Pack with Spirit!
All eyes are on the Wolf Pack as football season gets in full swing at home this week. UNR Assistant Athletic Director Keith Hackett shares the game plan for backing the Pack with Spirit – RTC SIERRA SPIRIT that is.
- September 29: Celebrating 30 Years of Regional Transportation in the Truckee Meadows
RTC celebrates its 30th Anniversary this year, and Tom Taelour, RTC director of finance, has an interesting perspective since he has been with the agency since almost day one.