



LOCATION:

RTC BOARDROOM
2050 Villanova Drive, Reno

DATE February 19, 2015
TIME 11:00 a.m.

**REGIONAL TRANSPORTATION COMMISSION
OF WASHOE COUNTY
BLUE RIBBON COMMITTEE (BRC) FOR TRANSIT
MEETING AGENDA**

I. RTC RIDE Route 19 serves this location. Eligible RTC ACCESS reservations call (775) 348-5438. Pursuant to Title II of the Americans with Disabilities Act (ADA), special accommodations may be requested by calling (775) 348-0480 at least 48 hours in advance of the meeting. Requests for supporting documents and all other requests should be directed to Denise Thompson at 775-348-0400. Supporting documents may also be found on the RTC website: www.rtcwashoe.com.

II. The RTC has a standing item for accepting public input on topics relevant to the jurisdiction of the BRC. Because specific items may be taken out of order to accommodate the public and/or the Committee, public input on all items will be received under Items 2 and 6. The Committee may permit public input to be taken at the time a specific agenda item is discussed. Individuals providing public input will be limited to three minutes. Individuals acting as a spokesperson for a group may request additional time. Individuals will be expected to provide public input in a professional and constructive manner. Attempts to present public input in a disruptive manner will not be allowed. Remarks will be addressed to the Committee as a whole and not to individual members.

1. **APPROVAL OF AGENDA** (*For Possible Action*)
2. **PUBLIC INPUT** - *please read paragraph II near the top of this page*
3. **ACKNOWLEDGE RECEIPT OF THE TRANSIT FARE ELASTICITY REPORT** (*For Possible Action*)
4. **DISCUSSION TO CONSIDER APPROVAL OF POSSIBLE RECOMMENDATIONS OF TRANSIT PROGRAM FUNDING AND OPERATING STRATEGIES** (*For Possible Action*):
 - a. **ADVERTISING AT BUS STOPS**
 - b. **EDUCATIONAL CAMPAIGN ABOUT THE VALUE OF TRANSIT**
 - c. **DEVELOP A UNIVERSITY/COLLEGE TRANSIT PASS PROGRAM**
 - d. **RAISE TRANSIT FARES**
 - e. **INITIATE SERVICE CUTS**
 - f. **IMPLEMENT TRANSIT IMPROVEMENT DISTRICTS**
 - g. **PHASE IN A GREATER PROPORTION OF THE EXISTING 1/8TH CENT SALES TAX TO TRANSIT**
 - h. **PURSUE ADDITIONAL TRANSIT REVENUE THROUGH LEGISLATIVE ACTION OR VOTER APPROVED ACTIONS:**
 - i. **BALLOT INITIATIVE FOR ADDITIONAL SALES TAX REVENUE**
 - ii. **INCREASE FLEXIBILITY OF EXISTING RTC FUNDS TO INCLUDE TRANSIT OPERATIONS**
 - iii. **SUPPORT TAX REFORM THAT INCREASES THE SALES TAX BASE**
5. **PUBLIC INPUT** - *please read paragraph II near the top of this page*
6. **MEMBER ITEMS**
7. **ADJOURNMENT** (*For Possible Action*)

Posting locations: Washoe Co. Admin. Bldg., 1001 E. 9th St., Reno, NV; RTC, 2050 Villanova Dr., Reno, NV; 4th STREET STATION, 200 E. 4th St., Reno, NV; CENTENNIAL PLAZA, Victorian Square, Sparks, NV; Sparks City Hall, 431 Prater Way, Sparks, NV; Reno City Hall, 1 E. First St., Reno, NV; State of Nevada website; and RTC website www.rtcwashoe.com.