



REGIONAL TRANSPORTATION COMMISSION

Metropolitan Planning • Public Transportation & Operations • Engineering & Construction

Metropolitan Planning Organization of Washoe County, Nevada

January 15, 2021

AGENDA ITEM 3.2

TO: Regional Transportation Commission
FROM: Mark Maloney
Director of Public Transportation and
Operations

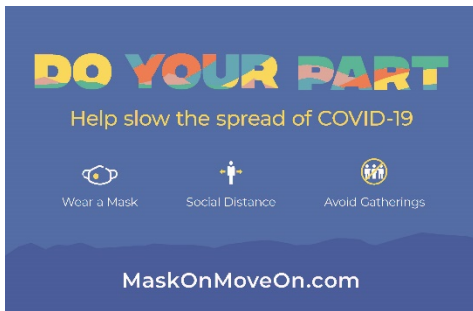
Bill Thomas, AICP
Executive Director

SUBJECT: RTC Public Transportation and Operations Report

RECOMMENDATION

Acknowledge receipt of the monthly Public Transportation and Operations Report.

HIGHLIGHTS



Mask On Move On Campaign Underway – RTC is a partner in the Regional Information Center of Washoe County, and is participating in the ‘Mask On Move On’ campaign by displaying public service messaging in both Spanish and English on our buses. *Signs by Tomorrow* created the materials and delivered 134 interior and 7 Tail panels that were installed between December 10-13.



Additionally, Keolis maintenance staff installed ‘Stay Home from Work’ decals and signage throughout the entire RTC RIDE fleet reminding the public to do that part and stay home from work if they are not feeling well.

New Year’s Eve Safe RIDE Cancelled – Revellers Encouraged to Stay Home – For the first time in 35 years, RTC made the difficult decision to cancel its annual New Year’s Eve FREE Safe RIDE service to encourage people to stay home and celebrate safely with members of their immediate household. This decision was made to support and comply with Governor Sisolak’s statewide ‘pause’ and the recommendation of the Washoe County Health District to stay home. We owe a debt of gratitude and greatly appreciate the frontline transit workers who continue to provide and maintain essential transit service during these unprecedented times.

RTC Seeks Participants for RTC Washoe-Uber Rides Pilot Program – Modeled after the RTC Washoe Senior Ride Program, but with Ubers instead of taxis, RTC is seeking participants for its new one-year pilot program intended to provide flexible transportation options for people in our community. This pilot program provides alternative, reliable and affordable transportation to Washoe County residents who are 60 years and older, RTC ACCESS clients (any age) and Washoe County Veterans (any age). Please note, Washoe Senior Ride Taxi Bucks Program-eligible clients would not be qualified for participation in this pilot program. Up to 50 participants will be accepted. During this pilot, the RTC will subsidize 75% of your fare (up to \$9) for trips on Uber that start and end in the Reno-Sparks area. Users can receive up to five subsidized Uber rides per month. Those interested and eligible are encouraged to apply at rtcwashoe.com.

RTC RIDE KEY HIGHLIGHTS

- Keolis delivered 60 pumpkin pies to the Reno-Sparks Gospel Mission for their annual Thanksgiving dinner where over 1500 meals were served to our homeless community.
- Keolis held a children’s winter clothing drive and donated new and gently used coats, gloves, hats, scarves and socks to Libby C Booth Elementary school through the “Partners in Education” program.



- On Tuesday, December 22nd, Keolis hosted an employee holiday breakfast catered by Einstein Bros Bagels that included an assortment of bagels, cream cheese, a coffee bar, hot cocoa with whipped cream, apple cider and OJ. During the event, Keolis winter hats were handed out to staff as a show of appreciation.

- In an effort to continue its pandemic cleaning protocols, botanical disinfectant wipes have been ordered for the buses. One bucket will be issued per bus to help drivers clean any hot areas.
- The last of the remaining driver shields have been permanently replaced with the pull-down screens.
- ‘Stay-home-from-work’ decal stickers have been placed on the buses, encouraging ill passengers to stay home if they aren’t feeling well.
- Route 9 has been extended to Centennial Plaza to allow for better connections with other RIDE services.
- Operators continue to utilize Zonar, and training is ongoing. Keolis anticipates Zonar to be full throttle into the beginning of the new year.

RTC ACCESS KEY HIGHLIGHTS

- MTM Transit celebrated its employees for the holidays by sending out two \$15 gift cards to each employee conveying a special message to “pay it forward.” One of the cards was meant for the employee to treat themselves and the other to treat a friend for coffee or lunch, or to help someone with their grocery bill.

- MTM wraps up the year providing nearly 109,000 RTC ACCESS trips and taking about 113,000 calls in Reservations and Dispatch.
- MTM's December Safety Blitz focused on a myriad of safety reminders incorporating Christmas movies. Operators correctly answering the questions received candy bags containing important safety messages including "The Only Person Speeding on Christmas Eve Should Be Santa."
- Inclement weather and wet roads have caused backup cameras to become dirty and difficult to see out of. To overcome this, MTM's Maintenance Team placed a long handled wash brush near the window wash bucket for Operator use during their pre-trip inspections before leaving the yard.



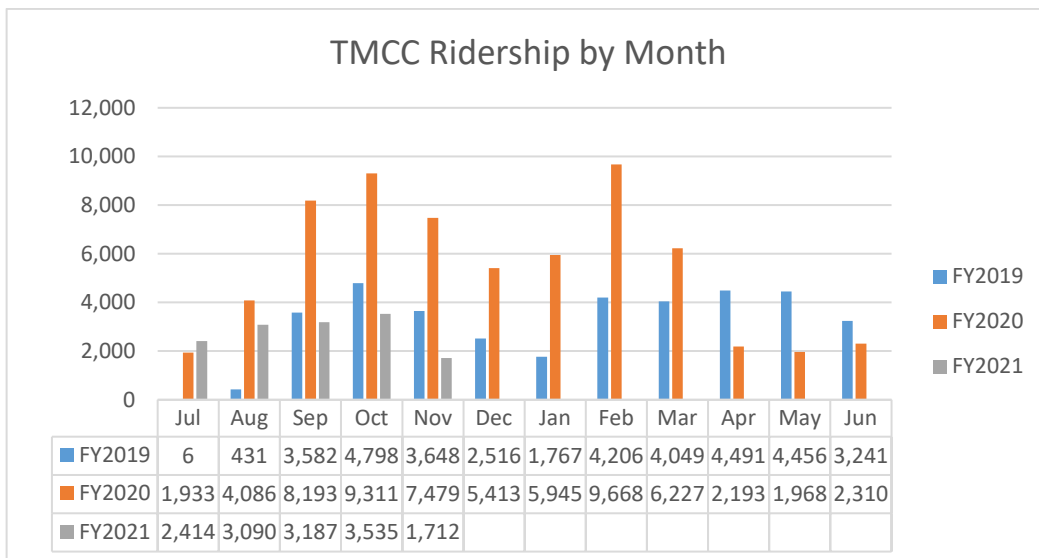
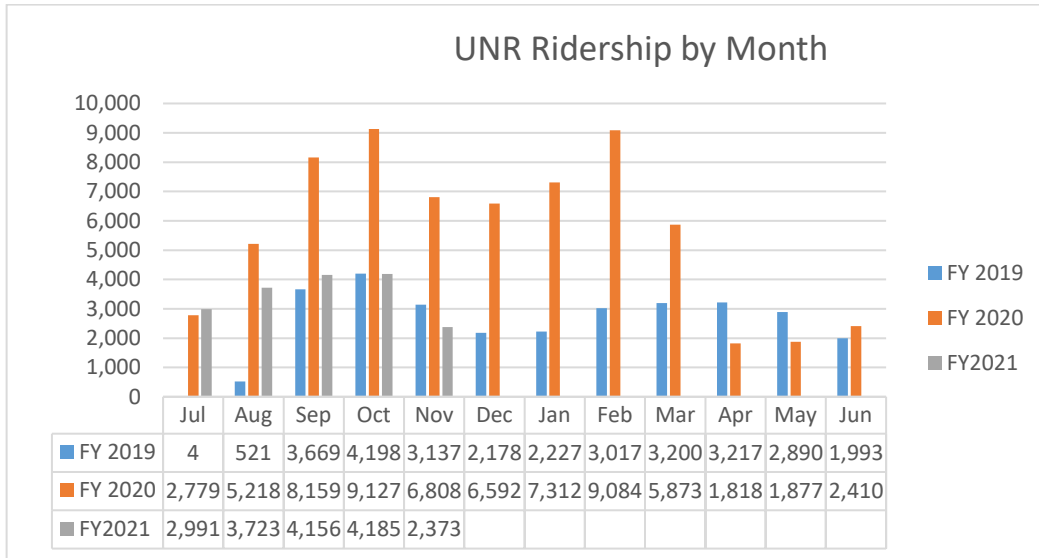
MTM announced the start of a new Diversity & Inclusion program in which employees can become an 'MTM Rainbow Ally for Pride Month and has challenged their employees to take the pledge in becoming a part of the new program!

To be an MTM Rainbow Ally employees are asked to:

- Proudly stand in support of their fellow co-workers who identify as a member of the LGBTQIA+ community.
- Pledge to treat all with kindness, respect and fairness.
- Support the recruitment and retention of individuals from all backgrounds.
- Display inclusion and equality with their words and actions each day.
- Be an educated voter and use available resources to advocate in support of the LGBTQIA+ community.

TRANSIT DEMAND MANAGEMENT (TDM) UPDATE

- Vanpools rose to 227 from 222, with over 130 of those serving the Tahoe-Reno Industrial Center (TRIC). Vans are still running to the Army depot, the prisons and Air National Guard. Tesla continues operations with COVID-19 precautions. We also added a new company, Ritz Carlton, to the vanpool program. We are working with Walmart and Chewy who could join the vanpool program early next year. The vanpool program has not only rebounded to its pre-pandemic level but has added to that total. Staff will continue to monitor this situation.
- RTC staff continues to work with City of Reno Planning staff to finalize the trip reduction ordinance.
- Staff met via Zoom with the student council at UNR. The Senate is looking to vote on adding the fee which would permit the University to charge the students a fee for the ED pass program beginning in FY22.
- Staff continues to work with developers to include bus pass subsidy programs in redeveloped apartment complexes in Reno.
- Below are ridership numbers from the Ed pass program thru November 2020:



Below are some statistics from the RTC Smart Trips website/app. This data is for Federal Year 2020. As envisioned when the app was created, people who are visiting the Truckee Meadows are using the app.

The chart below shows the top 8 pages on the Smart Trips website/app that people have visited and the number of users.

Pages and screens: Page title and screen class Custom Oct 1, 2019 - Sep 30, 2020

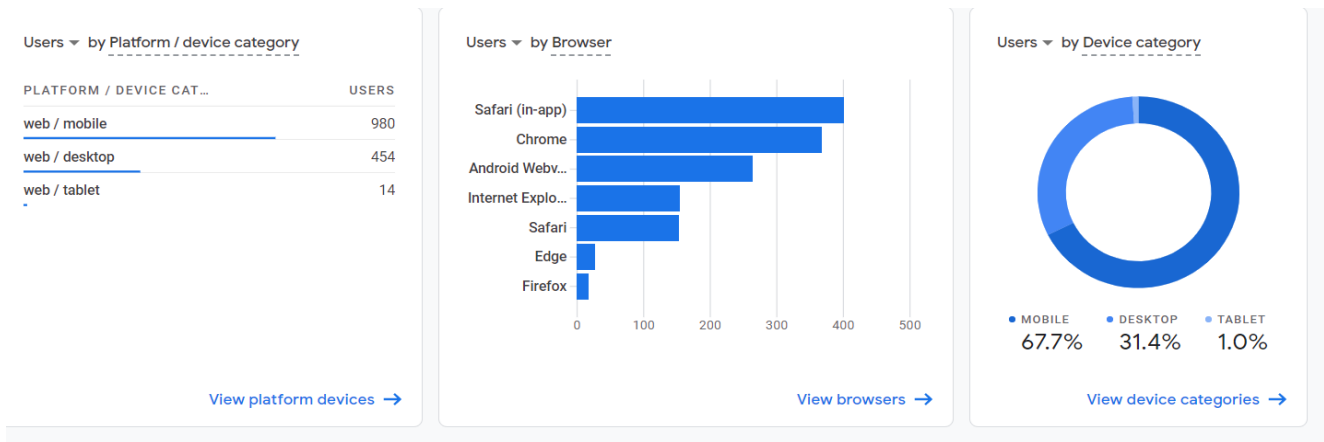
Q Search... Rows per page: 10 Go to: 1 < 1-10 of 34 >

Page title and screen class	↓ Views	Users	New users	Views per user	Average engagement time	Unique user scrolls
Totals	11,846 100% of total	1,445 100% of total	1,502 100% of total	8.198 Avg 0%	2m 31s Avg 0%	767 100% of total
1 Smart Trips Home - Home	3,344	1,210	1,194	2.764	0m 30s	219
2 Smart Trips Trip - Search	1,373	463	5	2.965	1m 43s	116
3 Smart Trips Home	1,196	139	12	8.604	3m 04s	38
4 Smart Trips Sign In	1,094	214	53	5.112	1m 11s	12
5 Smart Trips My Account	769	145	0	5.303	1m 03s	28
6 Smart Trips What Would You Like To Do?	605	178	2	3.399	0m 25s	14
7 Smart Trips Onboarding	546	323	22	1.69	0m 32s	15
8 Smart Trips Preferences	517	118	0	4.381	1m 52s	7

The chart below shows where people reside who visit the website/app. As expected, a good number of them are from the Reno/Sparks area but there are also many out-of-towners, which means that people that are planning to visit our area are checking out their transportation options. As indicated, there are views from 224 different cities.

City	↓ Users	New users	Engaged sessions	Engagement rate
1 Reno	290	253	334	73.41%
2 Las Vegas	278	255	263	70.13%
3 Sacramento	118	110	349	86.17%
4 Sparks	76	68	191	80.93%
5 (not set)	74	78	58	61.05%
6 Columbia	67	61	63	81.82%
7 Los Angeles	62	56	43	55.84%
8 New York	62	60	51	61.45%
9 Coffeyville	40	38	32	84.21%

Lastly, we can see that by adding the app as a resource for the public, the number of people visiting our site has increased. 68% of visitors are using a mobile device.



FY 2020 – Annual Report Summary for the RTC SMART TRIPS Program

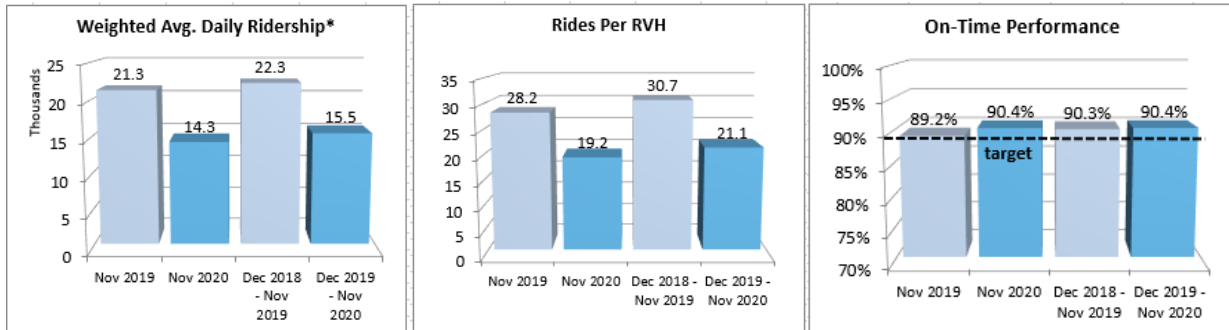
The RTC's trip reduction program, RTC SMART TRIPS, assists businesses and citizens in using sustainable modes of travel and adopting trip reduction strategies. The reduction in vehicle trips is a critical step toward maintaining and improving air quality in the region and lessening traffic congestion. There was marked program growth during Federal Fiscal Year 2020 (October 2019 thru September 2020). Major highlights included:

- The average number of RTC VANPOOL groups increased from 188 to 211, a 12% increase. Shared rides through the program eliminated over 14.5 million vehicle miles of travel, a 2.6% improvement over the previous year.
- Registered users on RTC TRIP MATCH, a web-based carpool, bike, bus, and walking buddy matching service, increased 14% to 2,947 individuals.
- The number of formal business partners remained at 39.
- The new RTC Smart Trips app is generating 67% of the traffic to the site, coming from 224 different cities
- Reno's Trip Reduction Ordinance has moved from the updated planning ordinance to the upcoming business ordinance update.
- The Transportation Management Association for the TRI Center has been moved to FY21 due to the Covid-19.

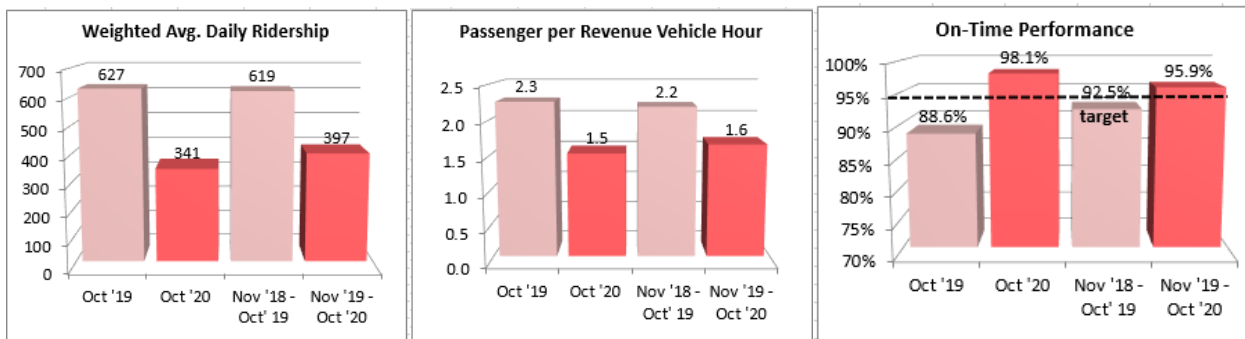
See the attached report for additional program details.

NOVEMBER 2020 TRANSIT PERFORMANCE

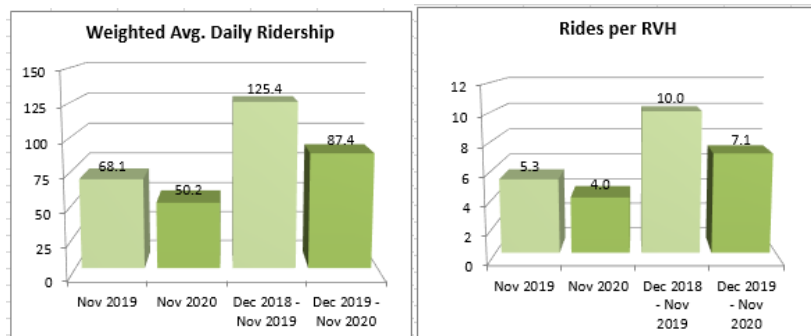
RTC RIDE



RTC ACCESS



TART



RTC VANPOOL

