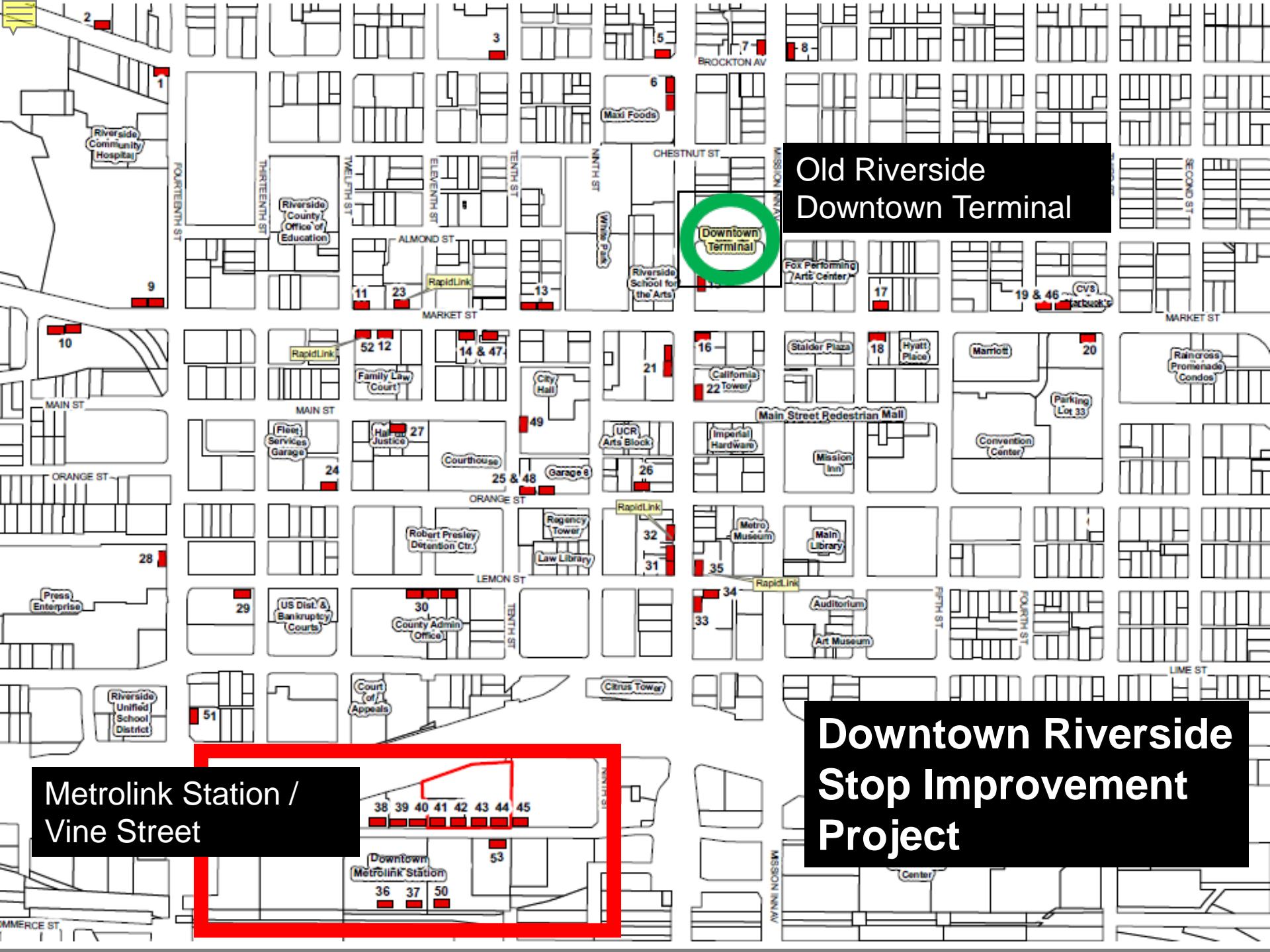




# Downtown Riverside Stop Improvement Project

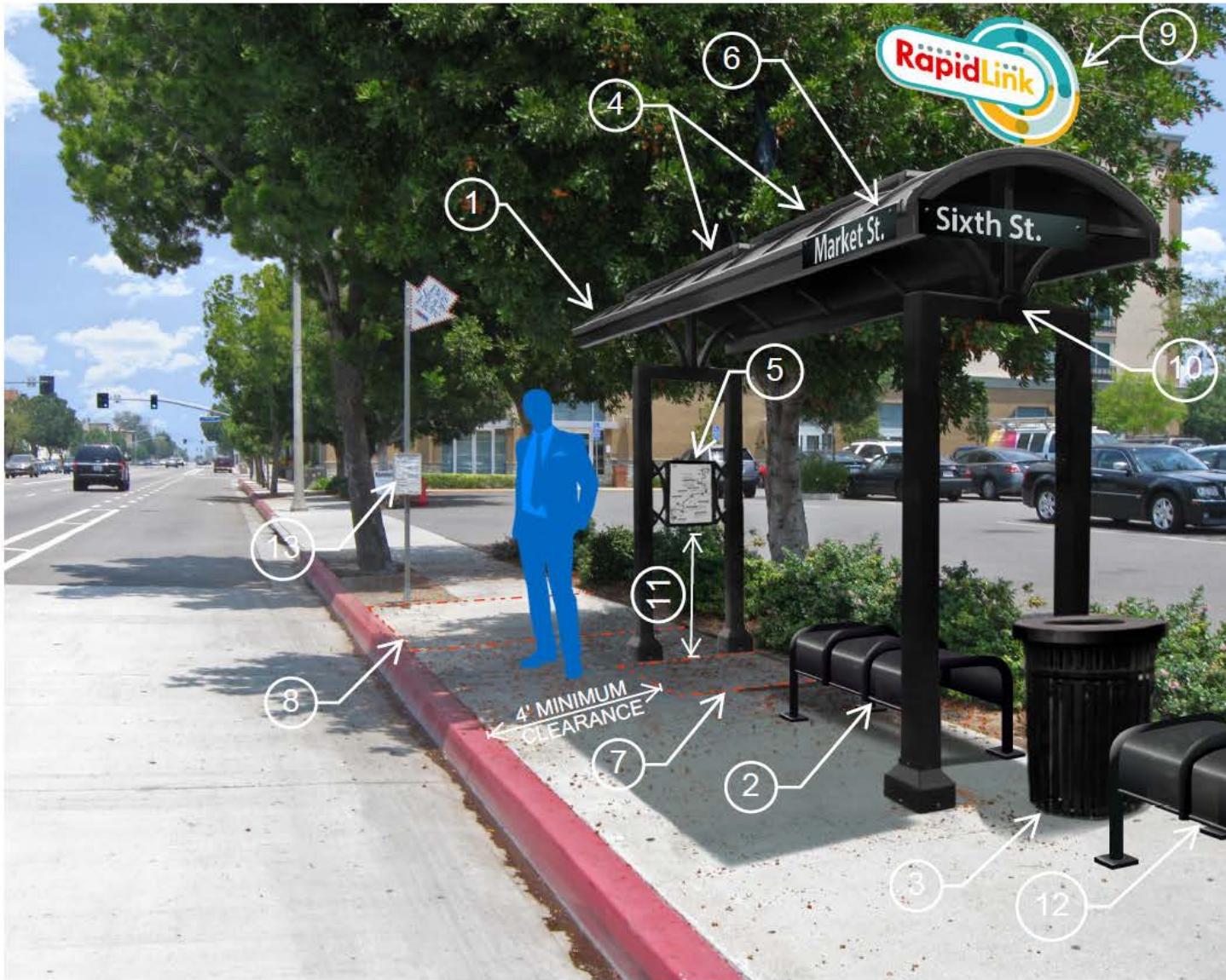
Transportation Board  
August 2, 2017



# Partnerships

- RTA and City of Riverside
- Businesses
- Business and neighborhood organizations
- Special interest groups/transit advocates
- Passengers

# Conceptual Plan



# Actual Shelter



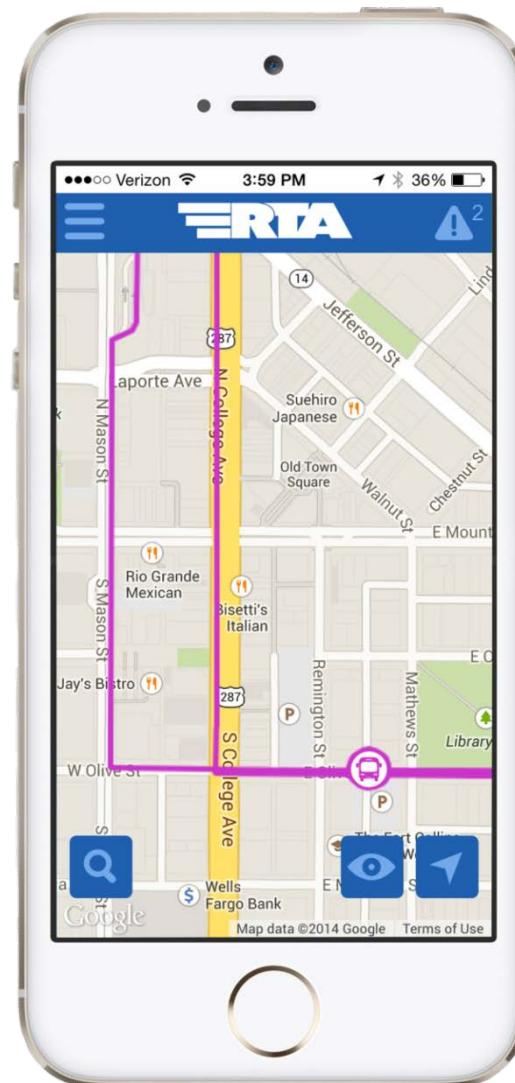


# Ambassador Outreach Program

## Post-Change

	Week 1	Week 2	Week 3
Hours	4 a.m. – 6 p.m.	6 a.m. – 6 p.m.	7 a.m. – 5:30 p.m.
Ambassadors Available	90	58	26
Ambassadors Deployed at all Times	19	7	5
Ambassador Hours	1,243	431	226

# www.RTABus.com





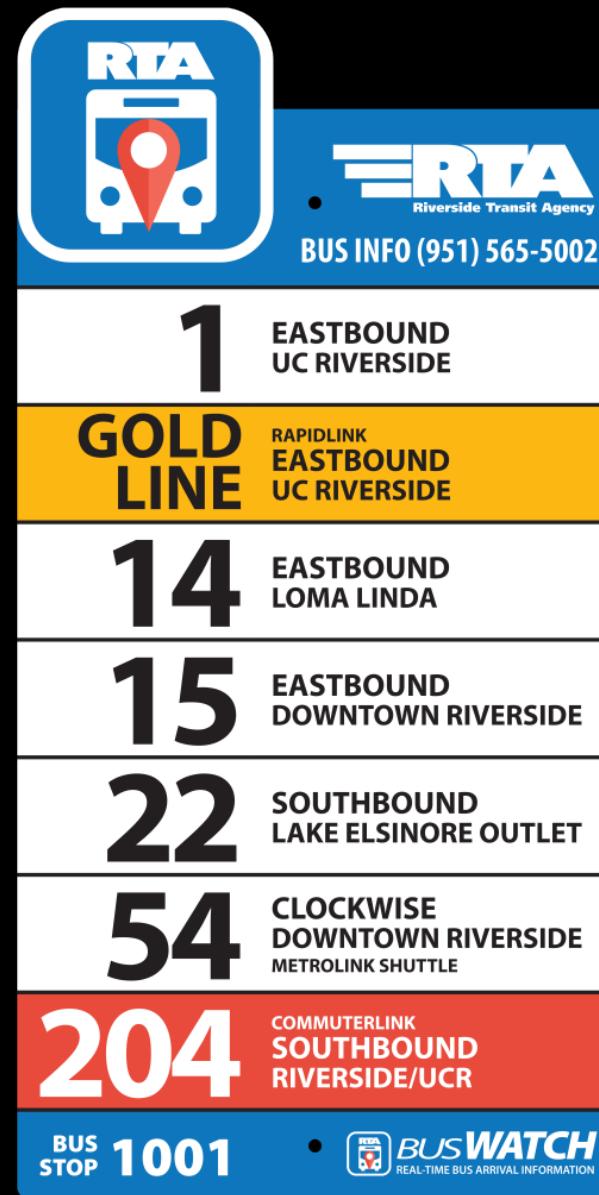
Download on the  
**App Store**



GET IT ON  
**Google Play**

**www.RTABus.com**

# New Bus Stop Signs





# BUS WATCH

REAL-TIME BUS ARRIVAL INFORMATION

---

 TEXT mande texto  
**RTABUS 4444 to 41411**

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 DOWNLOAD descargue  
**BusWatch App** iOS & Android

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 ONLINE en línea  
**RTABUS.COM**

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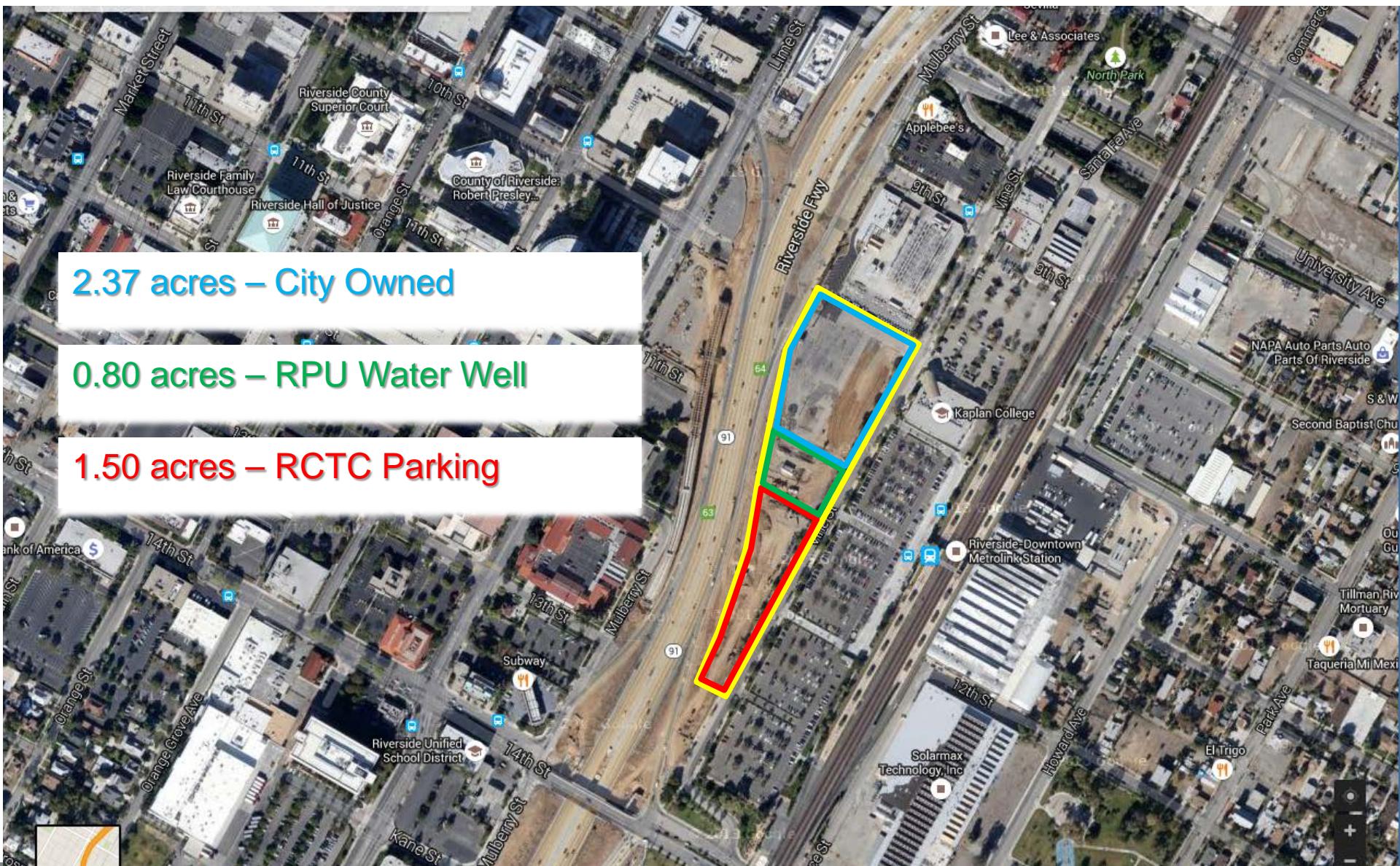
 CALL llame  
**(951) 565-5002**

**BUS STOP 4444**

**RTA**  
Riverside Transit Agency



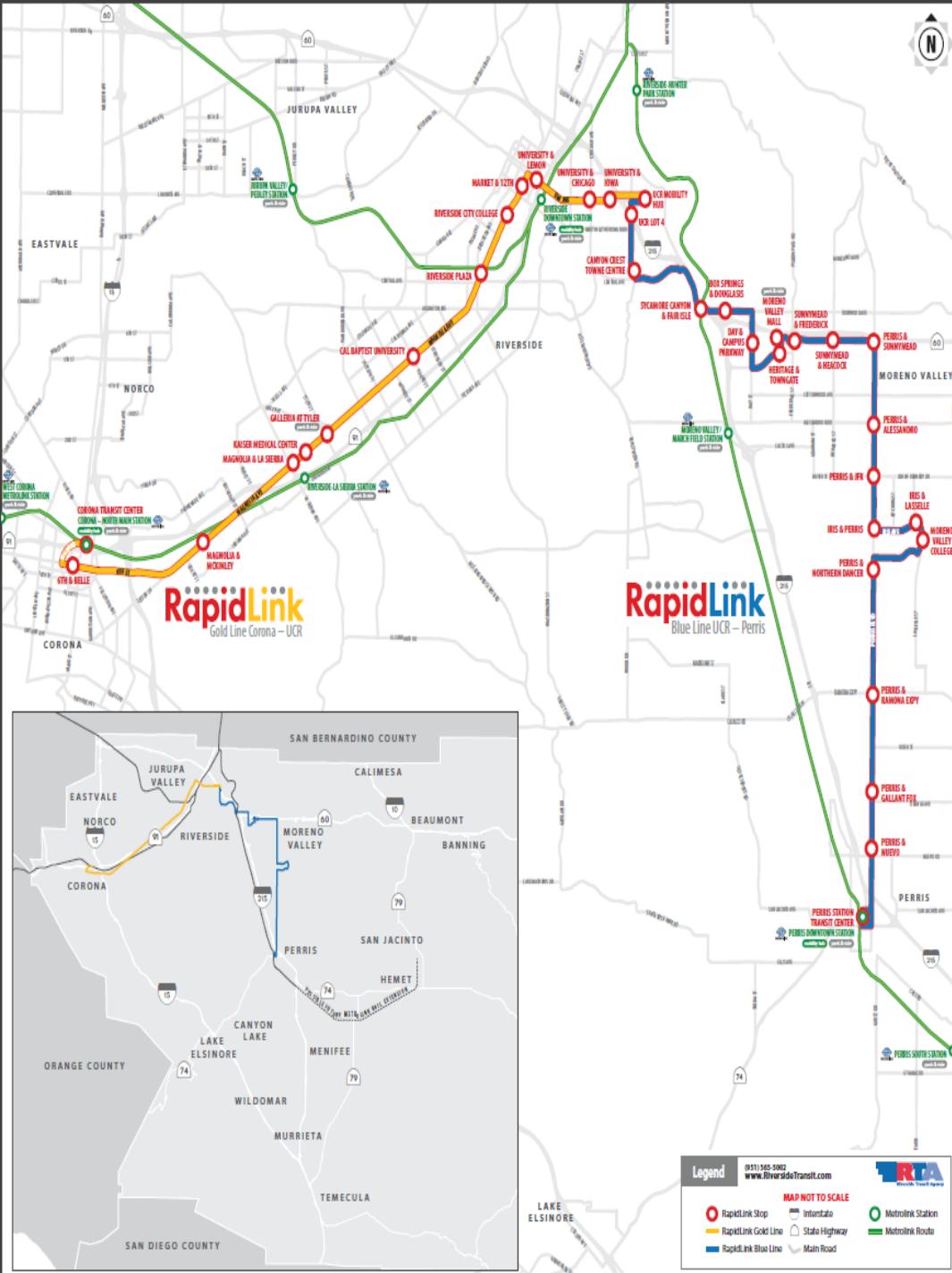
# Vine Street Mobility Hub



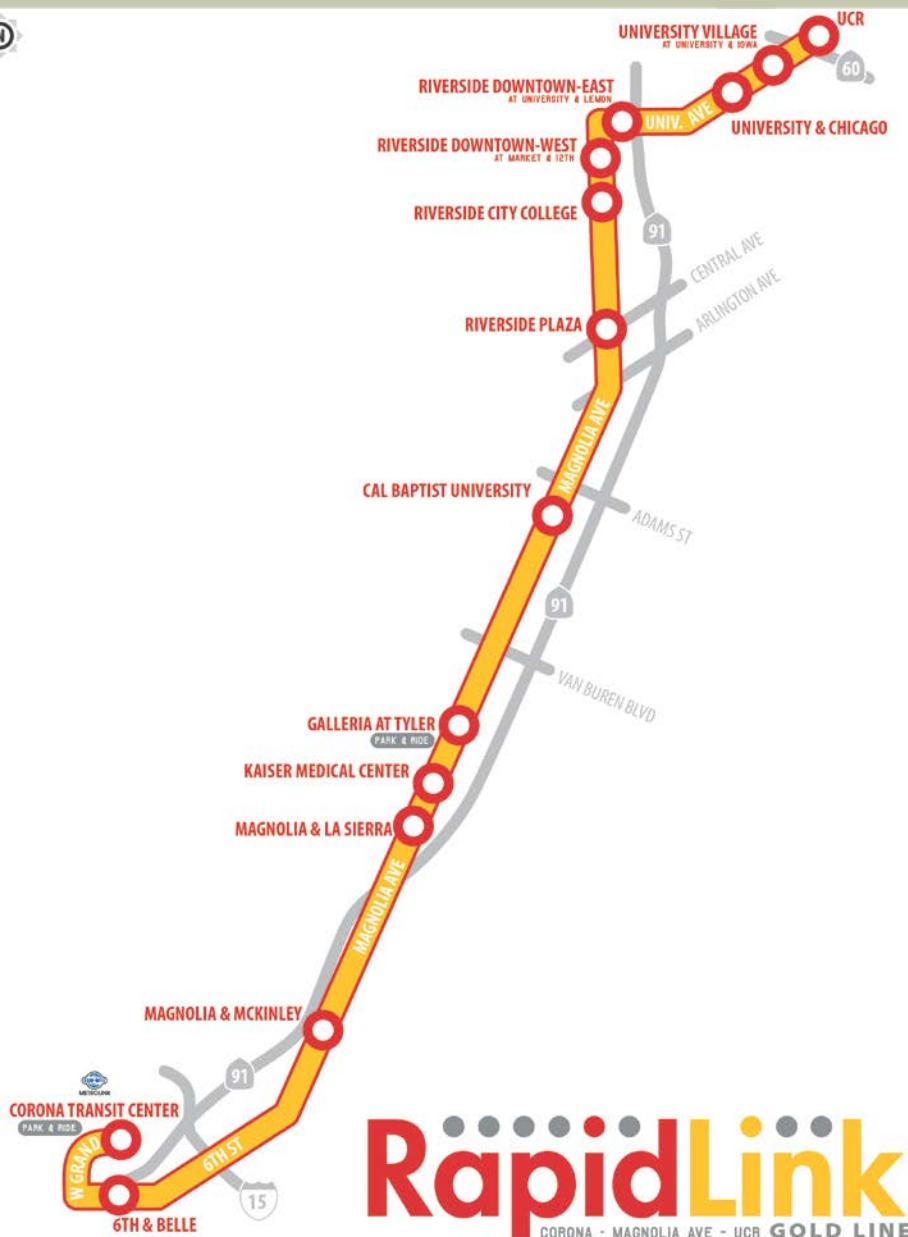
# RapidLink

**SERVICE STARTS:  
MONDAY, AUGUST 28, 2017**

**GRAND OPENING  
FRIDAY, AUGUST 25, 2017**



- RapidLink Gold Line is the first RTA limited stop service on an arterial road (not a freeway).
- Focuses on providing a “rapid link” between the busiest stops and locations on the Route 1 corridor.
- Designed to supplement, not replace Route 1. Can be easily expanded to all day service weekdays.
- Goal is to grow ridership on this largest RTA corridor, and if successful roll it out to other corridors in the future.
- Features new fleet, upgraded bus stops, special branding, and a free-flowing operating format.



Service starts:

**Monday, August 28<sup>th</sup> 2017**

- RapidLink Gold Line links Corona Transit Center to UCR with 12 intermediate stops.
- Stops selected based on highest ridership and busiest locations on the Route 1 corridor.
- Peak period weekdays only to start but hoping to expand quickly to full daytime service weekdays
- Dedicated red bus fleet to distinguish from local Route 1
- Same local bus fare as Route 1 so passengers can freely move between Rapid Link and local routes (plus free week one).
- Route 1 service levels and run times unchanged.
- Grand opening, Friday, August 25th

# UCR Mobility Hub Project



Current UCR Bus Stops

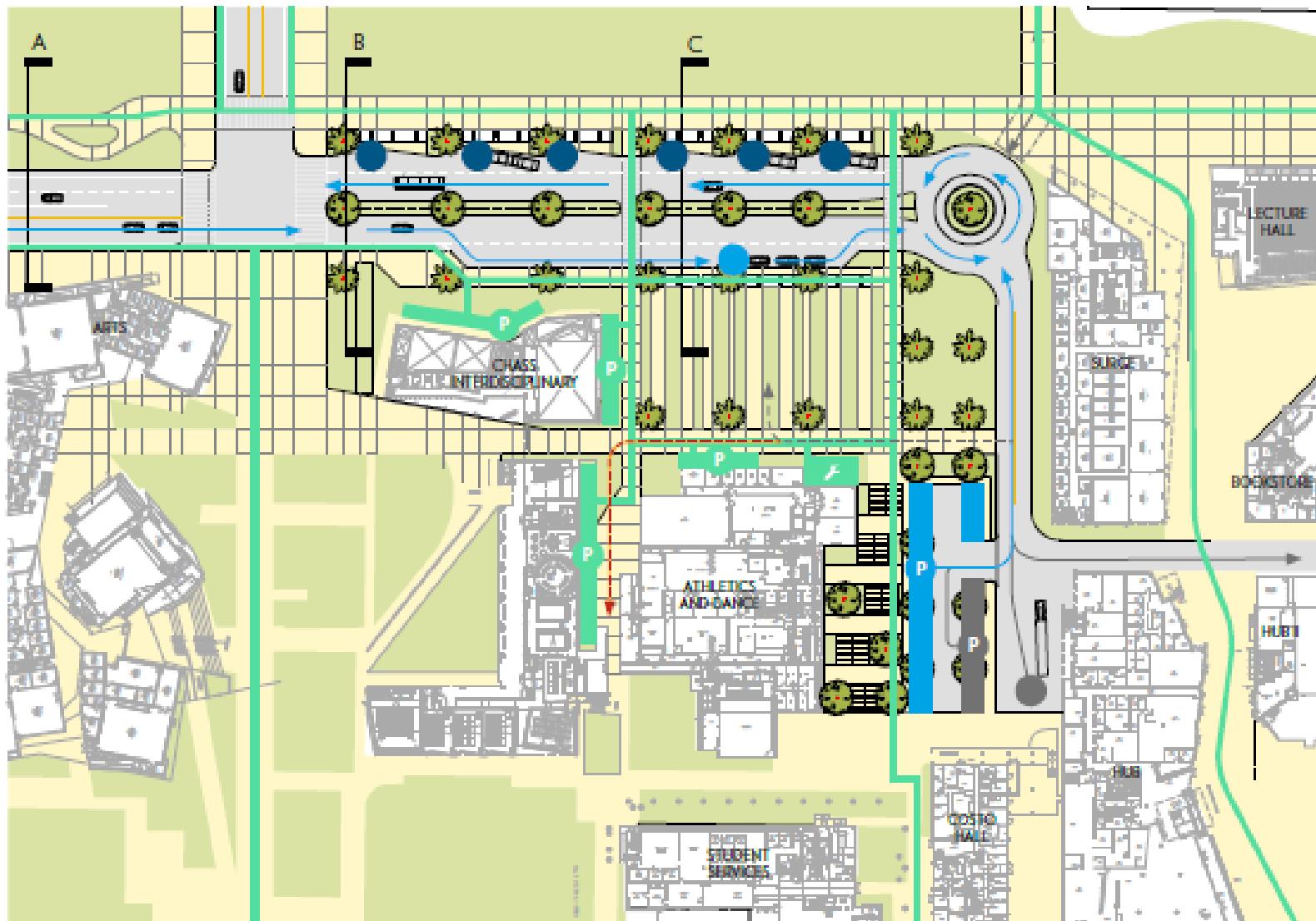
# Two-way bike lanes on Canyon Crest Drive

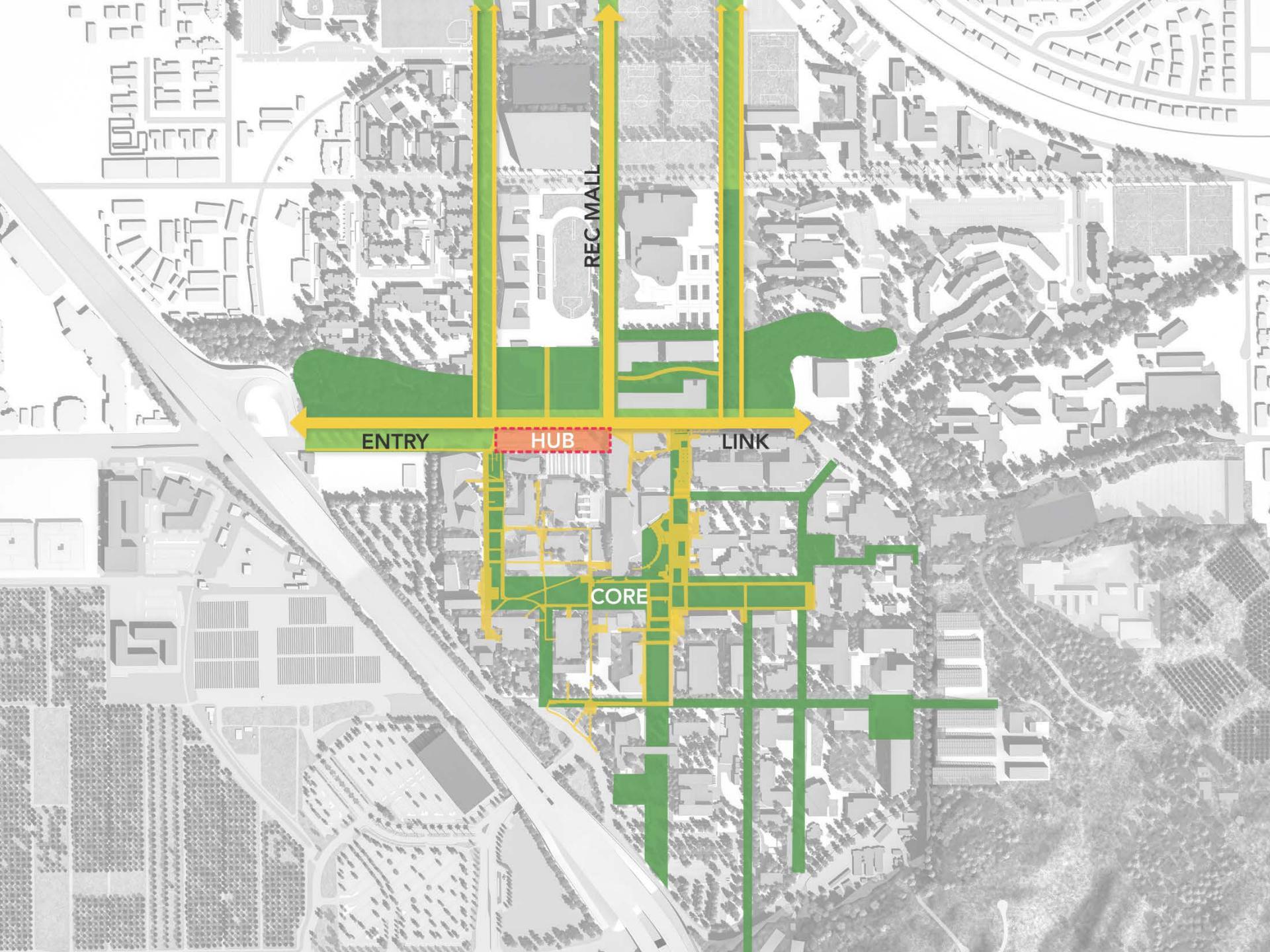


# Conceptual Plan



# Conceptual Plan





# UCR Mobility Hub Project

1. Truly multimodal, regionally significant facility – transit, bicycles, pedestrian, car sharing and other nonmotorized modes
2. Supports UCR's expansion plans
3. Project will increase ridership and mode share

