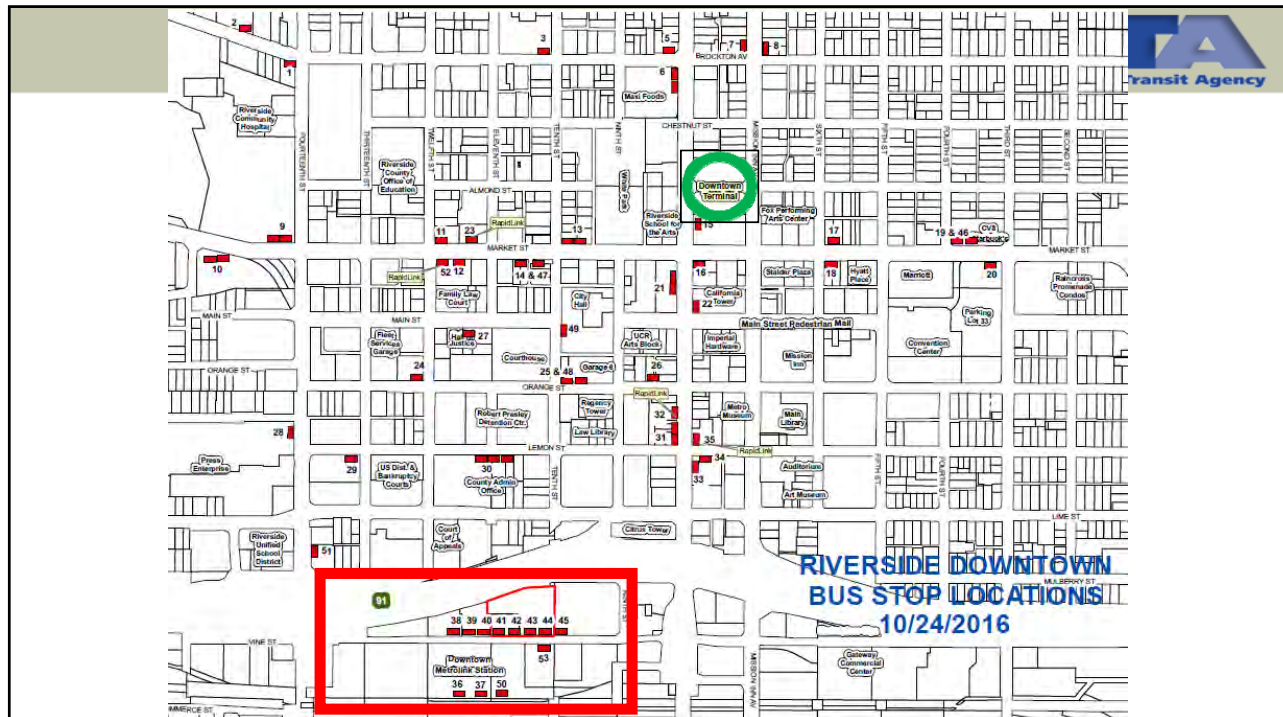
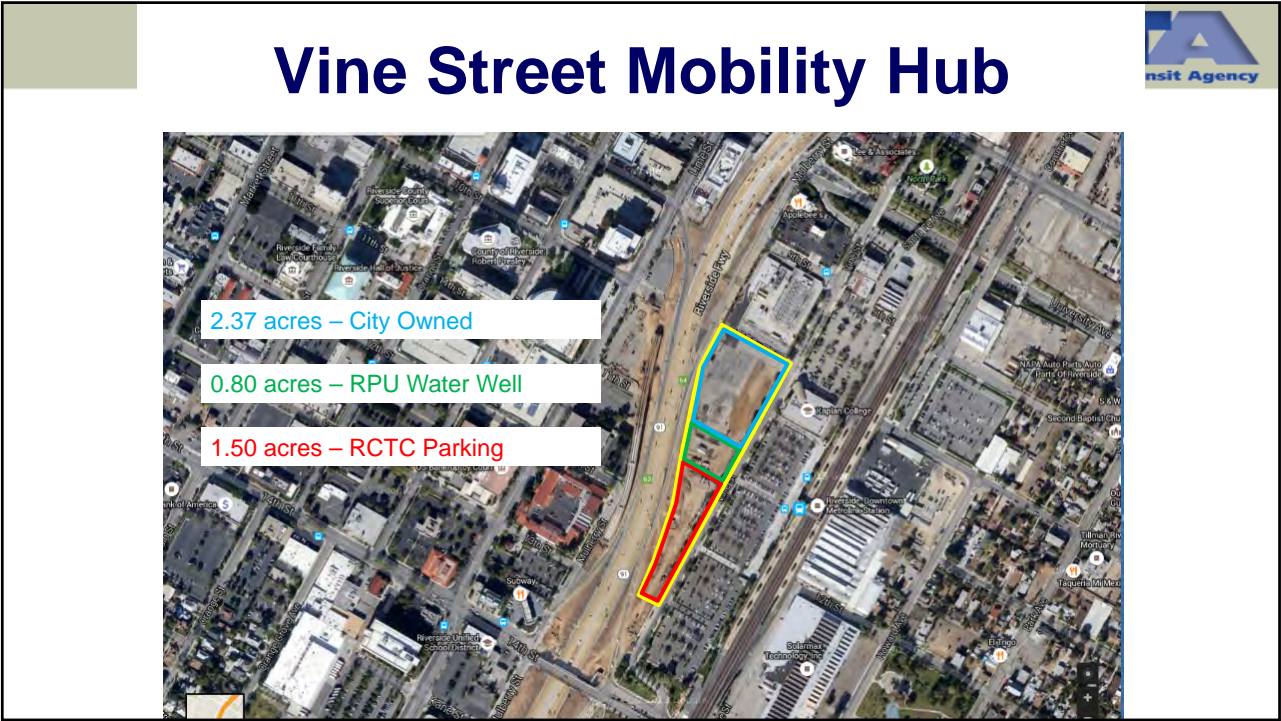
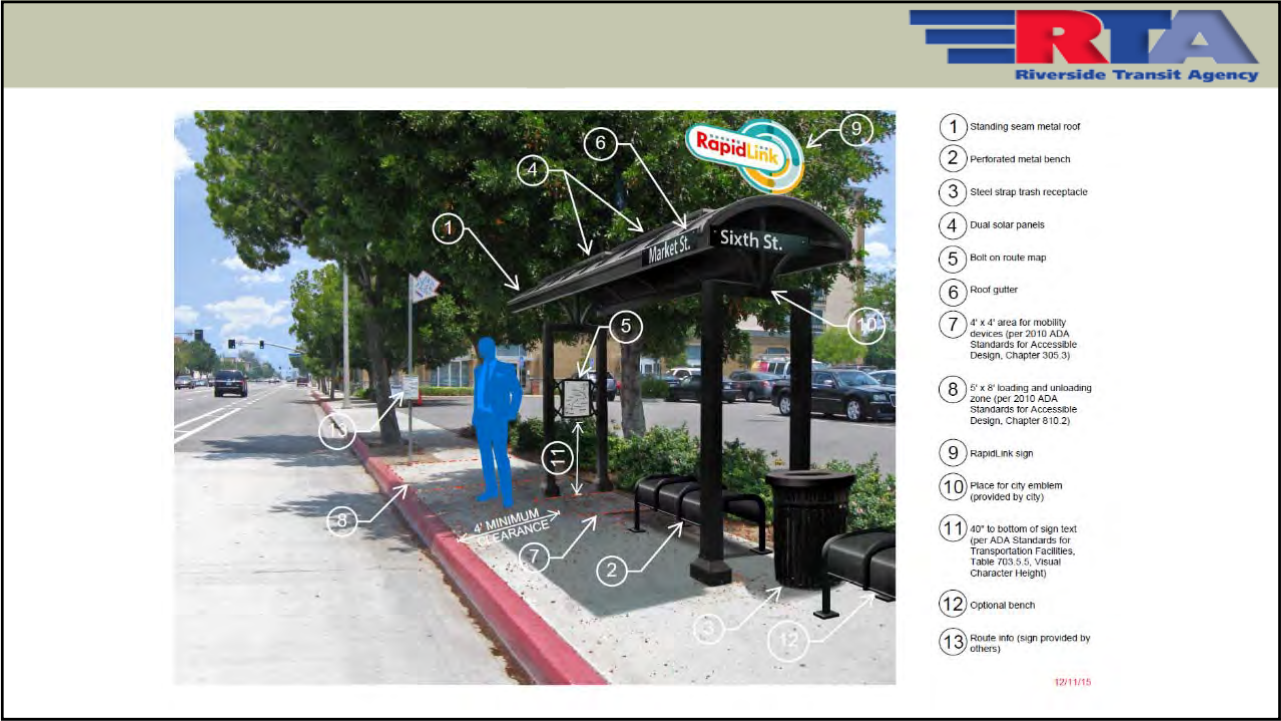


February 7, 2017

1







Implementation Strategies

RTA
Riverside Transit Agency

- Communication
 - Graphics/Dedicated
 - Ambassadors
 - Trained Customer Information Clerks
 - Travel Trainers
 - Administrative staff
 - Coach operators
 - Security Guards at Vine Street
- Updates via Website/iAlerts
- BUSWatch

6




**DOWNTOWN RIVERSIDE
STOP IMPROVEMENT PROJECT**
PROYECTO DE MEJORAMIENTO DE PARADA - CENTRO DE RIVERSIDE

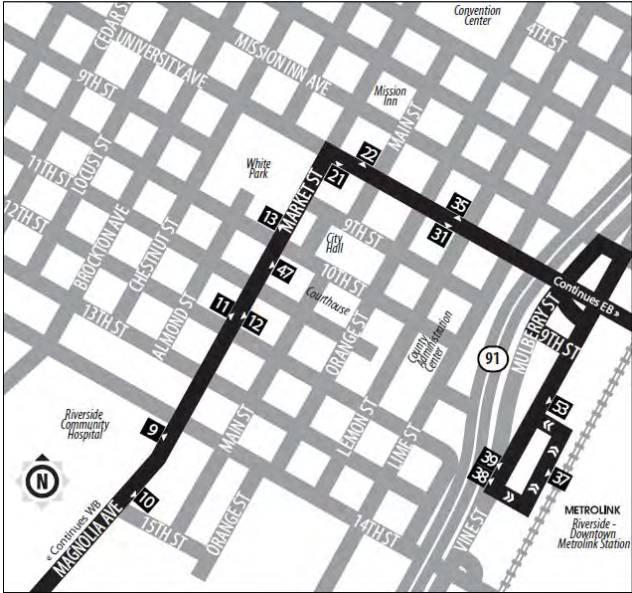
CHANGES START JANUARY 8, 2017 | LOS CAMBIOS EMPEZARAN EL 8 DE ENERO DEL 2017







Example: Route 1



RideGuide

Effective January 8, 2017 - May 6, 2017
(Election & public votes 8, 2017 - May 6, 2017)

Please retain for future use
after the election & public votes
on the date of the
election & public votes

Lemon St.

35

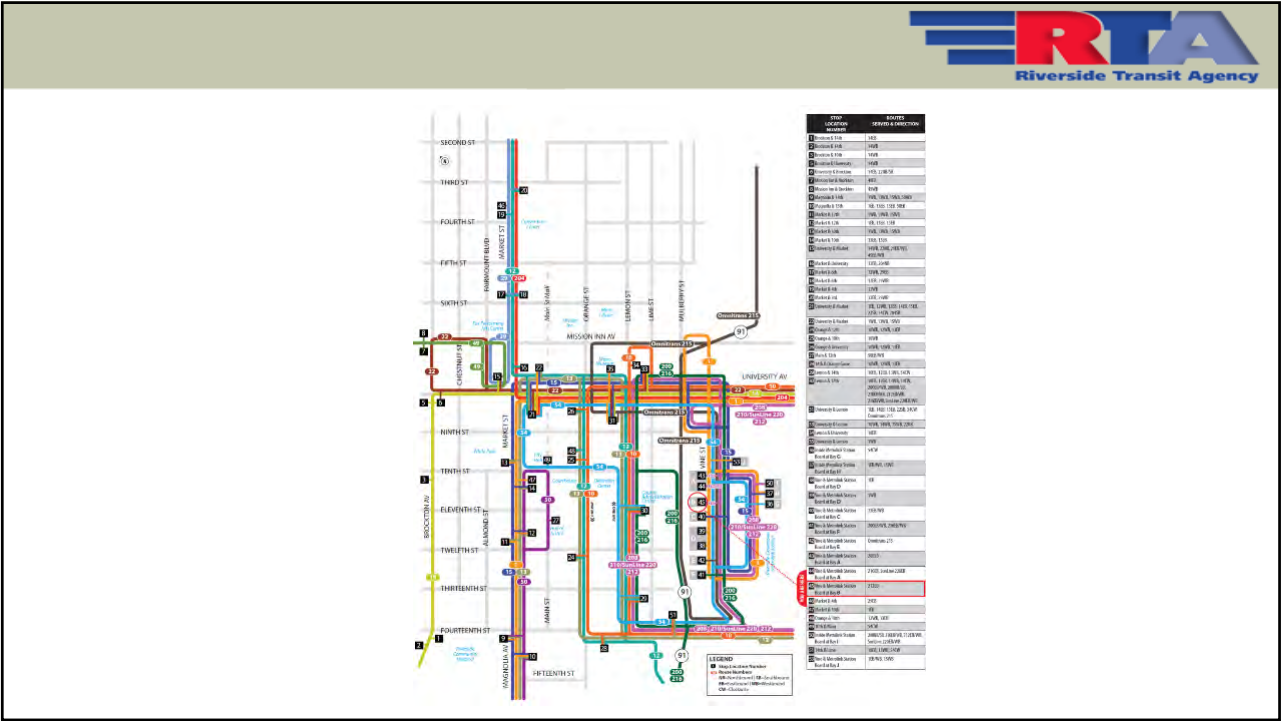
SAY HELLO TO
A NEW WAY
OF GETTING
AROUND
DOWNTOWN
RIVERSIDE

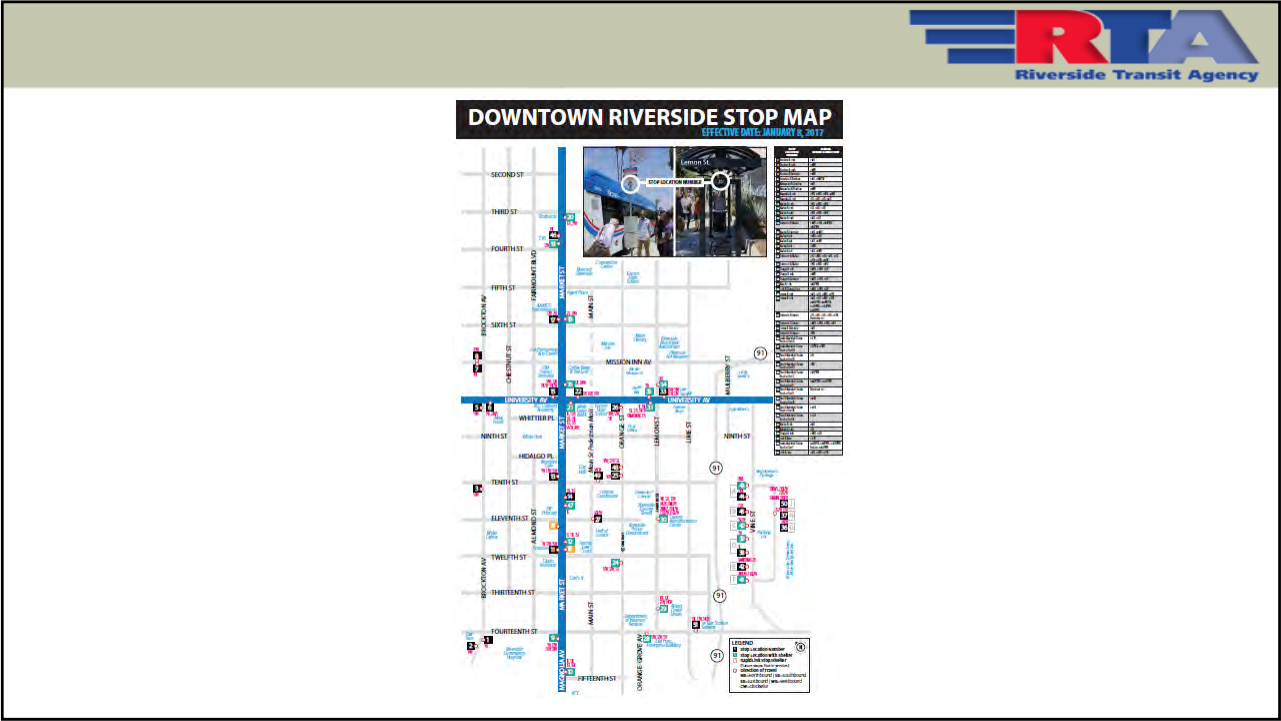
Upgraded bus stops, faster
service, better frequency.
RTA is revolutionizing the
way you get around.

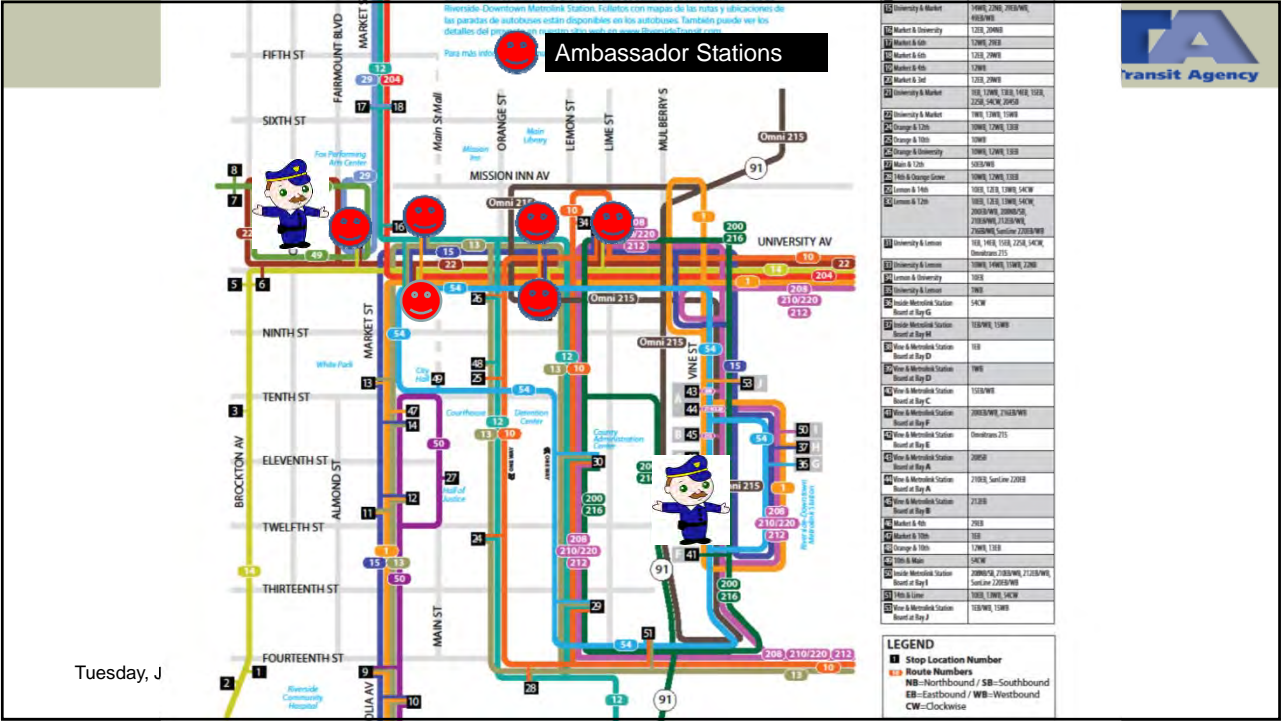
RTA
RIVERSIDE TRANSIT AGENCY

All buses are accessible to persons with disabilities.
Ride the accessible van services & all personal transportation.

(951) 565-5002 // RiversideTransit.com







Downtown Core Area
Bus Stops Summary



- Total stops before January 2017: 24
- New bus stops: 9
- Deleted bus stops: 6
- Total bus stops: 27
- Stops with shelters: 18



BUSWatch

- <http://www.rtabus.com/bustime/home.jsp>
- Free WiFi on all buses

BUSWatch



