

438

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: TLMA – Transportation Department

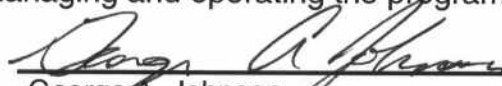
SUBMITTAL DATE:
December 8, 2003

SUBJECT: Expansion of the Bus Shelter Program in the Unincorporated Area of Riverside County

RECOMMENDED MOTION: That the Board of Supervisors approve the concept of expanding the bus shelter program in cooperation with the Riverside Transit Agency (RTA).

BACKGROUND: In March 1988, the Board approved an agreement between the County of Riverside and the Riverside Transit Agency (RTA) for the installation, operation, and the maintenance of bus shelters and benches. As a result of this agreement, RTA installed 30 bus benches in the unincorporated County, through a private company which owns the shelters and operates them for advertising.

RTA has approached the Transportation Department with an interest to expand the program. Under the approach that RTA is recommending, RTA would negotiate with their current bus shelter vendor on the potential expansion. If the current vendor is not interested in expanding the service, or if it is believed that another company will offer more value, RTA will issue a Request for Proposal (RFP) to maximize deployment of additional shelters. RTA would contract with the company, which would install, operate, and maintain the shelters. RTA would receive the advertising revenue to offset their cost of managing and operating the program and monitoring (continued next page)


George A. Johnson
Director of Transportation

FINANCIAL DATA	Current F.Y. Total Cost:	\$ N/A	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ N/A	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ N/A	For Fiscal Year:	N/A

SOURCE OF FUNDS:	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

County Executive Office Signature


- Policy
- Consent
- Policy
- Consent

RECEIVED
COUNTY OF RIVERSIDE
CLERK OF THE BOARD

The Honorable Board of Supervisors

RE: Expansion of the Bus Shelter Program in the Unincorporated Area of
Riverside County

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the content of the advertisement. The County would benefit by having RTA install, operate, and maintain shelters at no cost to County residents. The County would have the ability to approve shelter locations. Depending on the interest and response generated by the RFP, there may be a potential for the Transportation Department to negotiate with RTA to share in some of the advertising revenue.

An alternative approach that the Board could also consider would be to contract directly with advertisement companies to operate and maintain the program, and in turn receive all of the advertisement revenue. That approach is being followed by the City of Corona. Staff recommends, however, that we partner with RTA to use their expertise and resources in the management and operation of this type of program, which is directly related to RTA's operations.