



MEETING AGENDA

Budget and Implementation Committee

Time: 9:30 a.m.

Date: August 25, 2025

Location: BOARD ROOM
County of Riverside Administration Center
4080 Lemon St, First Floor, Riverside, CA 92501

TELECONFERENCE SITES

COUNCIL CHAMBER CONFERENCE ROOM
City of Palm Desert
73510 Fred Waring Drive, Palm Desert, CA 92260

LARGE CONFERENCE ROOM
French Valley Airport
37600 Sky Canyon Drive, Murrieta, CA 92563

COMMITTEE MEMBERS

Linda Molina, **Chair** / Eric Cundieff, City of Calimesa
Valerie Vandever, **Vice Chair** / Alonso Ledezma, City of San Jacinto
Jeremy Smith / Kasey Castillo, City of Canyon Lake
Raymond Gregory / Mark Carnevale, City of Cathedral City
Denise Delgado / To Be Appointed, City of Coachella
Scott Matas / Dirk Voss, City of Desert Hot Springs
Bob Magee / Natasha Johnson, City of Lake Elsinore
Bob Karwin / Dean Deines, City of Menifee

Ulises Cabrera / Edward Delgado, City of Moreno Valley
Cindy Warren / Lisa DeForest, City of Murrieta
Jan Harnik / To Be Appointed, City of Palm Desert
David Ready / Grace Garner, City of Palm Springs
James Stewart / Brenden Kalfus, City of Temecula
Chuck Washington, County of Riverside, District III
Yxstian Gutierrez, County of Riverside, District V

STAFF

Aaron Hake, Executive Director
David Knudsen, Deputy Executive Director

AREAS OF RESPONSIBILITY

Annual Budget Development and Oversight
Competitive Federal and State Grant Programs
Countywide Communications and Outreach Programs
Countywide Strategic Plan
Legislation
Public Communications and Outreach Programs
Short Range Transit Plans

**RIVERSIDE COUNTY TRANSPORTATION COMMISSION
BUDGET AND IMPLEMENTATION COMMITTEE**

www.rctc.org

AGENDA*

**Actions may be taken on any item listed on the agenda*

9:30 a.m.

Monday, August 25, 2025

BOARD ROOM

**County of Riverside Administrative Center
4080 Lemon Street, First Floor
Riverside, California 92501**

TELECONFERENCE SITES

COUNCIL CHAMBER CONFERENCE ROOM

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French Valley Airport

37600 Sky Canyon Drive, Murrieta, California

In compliance with the Brown Act and Government Code Section 54957.5, agenda materials distributed 72 hours prior to the meeting, which are public records relating to open session agenda items, will be available for inspection by members of the public prior to the meeting at the Commission office, 4080 Lemon Street, Third Floor, Riverside, CA, and on the Commission's website, www.rctc.org.

In compliance with the Americans with Disabilities Act, Government Code Section 54954.2, and the Federal Transit Administration Title VI, please contact the Clerk of the Board at (951) 787-7141 if special assistance is needed to participate in a Commission meeting, including accessibility and translation services. Assistance is provided free of charge. Notification of at least 48 hours prior to the meeting time will assist staff in assuring reasonable arrangements can be made to provide assistance at the meeting.

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENTS – *Each individual speaker is limited to speak three (3) continuous minutes or less. The Committee may, either at the direction of the Chair or by majority vote of the Committee, waive this three minute time limitation. Depending on the number of items on the Agenda and the number of speakers, the Chair may, at his/her discretion, reduce the time of each speaker to two (2) continuous minutes. Also, the Committee may terminate public comments if such comments become repetitious. In addition, the maximum time for public comment for any individual item or topic is thirty (30) minutes. Speakers may not yield their time to others without the consent of the Chair. Any written documents to be distributed or presented to the Committee shall be submitted to the Clerk of the Board. This policy applies to Public Comments and comments on Agenda Items.*

Under the Brown Act, the Board should not take action on or discuss matters raised during public comment portion of the agenda which are not listed on the agenda. Board members may refer such matters to staff for factual information or to be placed on the subsequent agenda for consideration.

5. **ADDITIONS/REVISIONS** *(The Committee may add an item to the Agenda after making a finding that there is a need to take immediate action on the item and that the item came to the attention of the Committee subsequent to the posting of the agenda. An action adding an item to the agenda requires 2/3 vote of the Committee. If there are less than 2/3 of the Committee members present, adding an item to the agenda requires a unanimous vote. Added items will be placed for discussion at the end of the agenda.)*

6. **CONSENT CALENDAR** - *All matters on the Consent Calendar will be approved in a single motion unless a Commissioner(s) requests separate action on specific item(s). Items pulled from the Consent Calendar will be placed for discussion at the end of the agenda.*

6A. APPROVAL OF MINUTES – JULY 28, 2025

Page 1

6B. QUARTERLY SALES TAX ANALYSIS

Page 10

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the sales tax analysis for Quarter 1, 2025 (Q1 2025).

6C. MONTHLY INVESTMENT REPORT

Page 19

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the Monthly Investment Report for the month ended July 31, 2025.

6D. QUARTERLY REPORTING OF CONTRACT CHANGE ORDERS FOR CONSTRUCTION CONTRACTS

Page 22

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the Quarterly Report of Contract Change Orders for Construction Contracts for the three months ended June 30, 2025.

6E. QUARTERLY PUBLIC ENGAGEMENT METRICS REPORT, APRIL – JUNE 2025

Page 24

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the Quarterly Public Engagement Metrics Report for April through June 2025.

7. STATE AND FEDERAL LEGISLATIVE UPDATE

Page 31

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file a state and federal legislative update.

8. 2026 STATE TRANSPORTATION IMPROVEMENT PROGRAM FUNDING DISTRIBUTION AND ADOPTED FUND ESTIMATE

Page 42

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Approve the 2026 State Transportation Improvement Program (STIP) funding distribution among the three geographic areas in Riverside County per the adopted STIP intracounty Memorandum of Understanding (MOU).

9. FISCAL YEAR 2025/26 STATE OF GOOD REPAIR PROGRAM ALLOCATIONS

Page 46

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Approve Resolution No. 25-008, “Resolution of the Riverside County Transportation Commission Approving the FY 2025/26 Project List for the California State of Good Repair Program;”
- 2) Approve an allocation of \$5,061,324 related to Fiscal Year (FY) 2025/26 State of Good Repair (SGR) program funds to eligible Riverside County transit operators;
- 3) Approve an increase of \$53,700 in the FY 2025/26 budget for SGR revenues to reflect updated SCO estimates;

- 4) Authorize the Executive Director, or designee, to review, approve and submit projects to Caltrans which are consistent with SGR program guidelines and to execute and submit required documents for the SGR program, including the Authorized Agent Form; and
- 5) Authorize the Executive Director, or designee, to approve administrative amendments to the FY 2025/26 Short Range Transit Plans (SRTPs) for incorporation of the SGR funds, as necessary.

10. TRAFFIC RELIEF PLAN PUBLIC INFORMATION AND AWARENESS PROGRAM

Page 51

Overview

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Award Agreement No. 25-11-110-00 to Southwest Strategies for Professional Services for Public Information and Awareness services for a 16-month term, in an amount not to exceed \$750,000; and
- 2) Authorize the Chair or Executive Director, pursuant to legal counsel review, to execute the agreement on behalf of the Commission.

11. ITEM(S) PULLED FROM CONSENT CALENDAR AGENDA

12. EXECUTIVE DIRECTOR REPORT

13. COMMISSIONER COMMENTS

Overview

This item provides the opportunity for brief announcements or comments on items or matters of general interest.

14. ADJOURNMENT

The next Budget and Implementation Committee meeting is scheduled to be held at **9:30 a.m., September 22, 2025.**

AGENDA ITEM 6A

MINUTES

RIVERSIDE COUNTY TRANSPORTATION COMMISSION

BUDGET AND IMPLEMENTATION COMMITTEE

Monday, July 28, 2025

MINUTES

1. CALL TO ORDER

The meeting of the Budget and Implementation Committee was called to order by Chair Linda Molina at 9:35 a.m. in the Board Room at the County of Riverside Administrative Center, 4080 Lemon Street, First Floor, Riverside, California 92501 and at the teleconference sites: Council Chamber Conference Room, City of Palm Desert, 73510 Fred Waring Drive, Palm Desert, California 92260, and the Large Conference Room, French Valley Airport, 37600 Sky Canyon Dr., Murrieta, California 92563.

2. ROLL CALL

Members/Alternates Present

Bob Karwin
Bob Magee
Linda Molina
David Ready*****
Jeremy Smith
James Stewart*
Valerie Vandever
Cindy Warren*

*Joined the meeting at French Valley.

**Joined the meeting at Palm Desert.

***Arrived after the meeting was called to order.

Members Absent

Ulises Cabrera
Denise Delgado
Raymond Gregory
Yxstian Gutierrez
Jan Harnik
Scott Matas
Chuck Washington

At this time, Lisa Mobley, Administrative Services Director/Clerk of the Board, announced that the Budget and Implementation (B&I) Committee was short of a quorum but could still meet as the "Committee of the Whole". The B&I Committee will not be able to vote on any final business, which on this agenda was only the April 28, 2025, minutes. They can move forward as the "Committee of the Whole" and if they do get a quorum, then they can reconvene as a full session.

Chair Molina clarified that they cannot vote on the minutes.

Lisa Mobley replied that the B&I Committee cannot vote on the minutes without a quorum, but they can vote on everything else.

3. PLEDGE OF ALLEGIANCE

Chair Molina led the Budget and Implementation Committee in a flag salute.

4. PUBLIC COMMENTS

There were no requests to speak from the public.

5. ADDITIONS / REVISIONS

There were no additions or revisions to the agenda.

6. CONSENT CALENDAR - *All matters on the Consent Calendar will be approved in a single motion unless a Commissioner(s) requests separate action on specific item(s). Items pulled from the Consent Calendar will be placed for discussion at the end of the agenda.*

M/S/C (Smith/Vandever) as the Committee of the Whole to approve the following Consent Calendar item(s):

6B. QUARTERLY SALES TAX ANALYSIS

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the sales tax analysis for Quarter 4, 2024 (4Q 2024).

6C. SINGLE SIGNATURE AUTHORITY REPORT

- 1) Receive and file the Single Signature Authority report for the fourth quarter ended June 30, 2025.

6D. MONTHLY INVESTMENT REPORT

- 1) Receive and file the Monthly Investment Report for the month ended May 31, 2025.

6E. MONTHLY INVESTMENT REPORT

- 1) Receive and file the Monthly Investment Report for the month ended June 30, 2025.

6F. RESOLUTION NO. 25-005 DECLARATION OF REAL PROPERTY AS EXEMPT SURPLUS LAND

- 1) Adopt Resolution No. 25-005 *“Resolution of the Riverside County Transportation Commission Declaring Pursuant to Government Code Section 54221 that Certain Real Property Owned by the Commission is Exempt Surplus Land, Approving the Form of Notice of Availability Therefore, Authorizing the Executive Director to Comply with the Surplus Land Act, and Finding the Foregoing Categorically Exempt from CEQA Review”*; and
- 2) As an Exempt Surplus Land, authorize the Executive Director to offer the surplus property for sale to the city of Riverside as part of the sale and land swap for the Third Street Grade Separation.

6G. QUARTERLY PUBLIC ENGAGEMENT METRICS REPORT, JANUARY – MARCH 2025

- 1) Receive and file the Quarterly Public Engagement Metrics Report for January - March 2025.

7. SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS 2025 CALL FOR PROJECTS: RIVERSIDE COUNTY TRANSPORTATION COMMISSION PROJECT RANKING

Jillian Guizado, Planning and Programming Director, presented the Southern California Association of Governments (SCAG) 2025 Call for Projects: RCTC Project Ranking, highlighting the following:

- Federal Formula Funds
 - Surface Transportation Block Grant (STBG)
 - Congestion Mitigation and Air Quality (CMAQ)
- Adopted Framework
 - Deliverability, Eligibility, Readiness
 - Alignment with Regional Plans
 - Engagement
- Call for Projects scoring – RCTC project ranking + SCAG project ranking = Total score
- Funding
 - \$1.2 billion – SCAG funding available
 - \$327 million – Riverside County funding requested
 - \$150 million – Riverside County formulaic target share
- Evaluation committee
 - RCTC Planning and Programming Director
 - Coachella Valley Association of Governments (CVAG) Transportation Director

- Cathedral City, RCTC Technical Advisory Committee (TAC) Chair and Public Works Director
- Contingency list (four projects) and not recommended (one project)
- Recommended list (eight projects)
- Highly recommended list (four projects)
- Funding type requested – 10 projects requested CMAQ funding or a combination of CMAQ and STBG funding

Commissioner Cindy Warren stated that all these projects are very important. She noted that Keller Road in Murrieta, which can make the difference between life and death or getting to a hospital, was not even on the highly recommended list. She asked why this is continually happening.

Jillian Guizado replied that specifically on the Murrieta Keller Interchange project and all the projects they are discussing today were ranked by staff following the prioritization framework the Commission adopted in March 2025. They followed criteria such as deliverability, eligibility, and readiness, alignment with Regional Plans, and engagement. In order for staff to assign a score that could be objective as possible they did not look at factors like demand or safety. They were trying to get projects in Riverside County as close to the 50 points as possible to then pass it onto SCAG to look at. SCAG will have the final recommendation for all the projects submitted by Riverside County. Jillian Guizado clarified if they could do a project prioritization framework in future cycles that they look at safety if that is the desire of the committee or Commission.

Commissioner Warren appreciated Jillian Guizado's response and stated this is something they do need to look at. A lot of projects are being held up due to state environmental regulations and Murrieta is out of the environmental stage and will be ready to go as soon as this 45-day period is over. She was surprised safety is not a part of this and would have been a high priority on a project that can better serve the community.

Aaron Hake, Executive Director, stated that interchange at Keller Road and Interstate 215 is very important to their regional transportation system. In this agenda item they are recommending the distribution of federal funds that are no longer in this Commission's authority. There used to be a process by which the Commission received an allotment of federal funds through the STBG and CMAQ programs every year per the federal transportation bill and this Commission had discretion to program it on priority projects. A few years ago, the Federal Highway Administration (FHWA) decided they could not do that anymore and it had to be run through SCAG, so SCAG has to run a competitive process. One of the consequences of this is RCTC does not have the flexibility to move funds around if a project gets delayed, or there is an overrun on the costs. Staff's priority on this item is to make sure they are putting forward the projects that are most ready to go. There are many agencies going after these same funds. They want to make sure this county secures those funds, and they have the least risk of losing them if there was to be some sort of delay. There will be future rounds of this so all the jurisdictions who have

projects that are going through environmental or design, he would encourage them to apply next time. Keep in the queue and the closer they get to being ready for construction the more points they are likely to be awarded not just by this Commission but by SCAG. He stated RCTC has forwarded their points to SCAG, SCAG now is going to evaluate all these projects. It is possible that SCAG will award points differently than RCTC did. SCAG will add RCTC's total to theirs and that will be the final regional list where projects from Los Angeles, San Bernardino, Ventura, Imperial, and Riverside will be scored together. In this case, they are trying to ensure the county is competitive as possible so that they do not lose federal funds.

Chair Molina asked can the Commissioners submit their list of concern for any items would that take away from scoring for them to look at when SCAG does their scoring.

Aaron Hake replied that the framework policy for how this round will go is established. The SCAG Board has adopted the scoring criteria in how they are awarding the points. This has worked out very well for the situation they are in, SCAG has allowed the Commission and other neighboring commissions to establish their own process to have a competitive process. After this round is over, they will start working on the next one but receive feedback from all the commissions. That is where they would weigh in with the comments or concerns for the next cycle.

In response to Commissioner Bob Magee's question on the Wildomar submission Bundy Canyon Road Segment 3 why it scored so low, Jillian Guizado replied that Aaron Hake commented on how it is important to have National Environmental Policy Act (NEPA) clearance so they have certainty that if this project were to get funded by SCAG it can go forward. It does not have NEPA clearance. She believes the entire Bundy corridor in Wildomar was California Environmental Protection Agency (CalEPA) cleared but not NEPA cleared so that would be a few years process. That is one area that some points were missed, the other area is with alignment with regional plans. It did get 15 points but not the full 25 points.

Aaron Hake stated one other critical issue in this federal funds' competition is in order to receive the federal funds, they have to go through the federal NEPA process. This is something to take back to their city managers and their public works directors if they want a project to compete and receive federal funds. Even when requesting a federal earmark from Congressman Ken Calvert, Raul Ruiz, or Congressman Mark Takano if congress awards that earmark to that project, they are not eligible to receive it unless that project has gone through the NEPA review process. There are projects that have received earmarks that did not and then had to go back and start their environmental again and now it is delayed, and it is going to cost more. If there is a chance that a project in their jurisdiction will ever receive federal funds that decision at the very beginning of the project will save them years and probably millions.

M/S/C (Smith/Stewart) for the Committee of the Whole to recommend the Commission take the following action(s):

- 1) Approve the Riverside County Transportation Commission Project Ranking in Table 1, per the adopted RCTC Project Prioritization Framework; and**
- 2) Authorize the Executive Director to submit the Project Ranking to the Southern California Association of Governments for inclusion in its overall project scoring and selection process.**

At this time, Commissioner David Ready joined the meeting.

Lisa Mobley stated that they can continue, but if the committee wants to vote on the minutes, they can add the minutes at the end of the agenda.

8. STATE AND FEDERAL LEGISLATIVE UPDATE

Andrew Sall, Senior Management Analyst, presented an update for the state and federal legislative activities.

M/S/C () for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file a state and federal legislative update.**

9. AGREEMENT FOR ON-CALL PUBLIC OUTREACH AND MARKETING SERVICES

Ariel Alcon Tapia, Public Affairs Manager, presented the agreements for on-call public outreach and marketing services, highlighting the following areas:

- Public outreach and marketing services
 - Continued, increased communication and engagement with residents, businesses, and other stakeholders is essential for RCTC
 - Population growth, unique communities, complex projects, and programs
 - Support for capital projects, multimodal program, habitat conservation, legislative efforts, commuter assistance, and more
- Public Affairs elements
 - Informational materials – Fact sheets, videos, and graphic design
 - Public Relations – Support External Affairs in developing messages and plans for outreach efforts
 - Community and stakeholder outreach – Support with planning and participating in community event and presentations
- Event management
- Procurement process

- Contract structure
 - On-call contract based on RCTC needs
 - Three-year contract with option for a two-year extension
 - \$1,750,000 budgeted for five-year period, with \$350,000 designated for Fiscal Year 2025/26
 - Task order basis – consultant must respond with approach and budget within 72 hours
 - No work or funds guaranteed to selected consultants

Commissioner Bob Karwin clarified staff are prequalifying a pool of companies that the Commission does not have to do a request for bid, that is the purpose of this process.

Ariel Alcon Tapia replied that it is correct. He stated when a need arises staff will issue a specific task order with a specific scope of work and then the firms on the bench will be able to submit mini proposals which staff will evaluate.

In response to Commissioner Karwin's question if each project goes to the entire pool for bid, Ariel Alcon Tapia replied yes.

Commissioner Karwin stated that it is not like it goes in order. Each one of these firms has an opportunity to bid on whatever projects that come along, they are prequalified, so they do not have to do a request for proposals.

Ariel Alcon Tapia replied that it is correct.

Commissioner James Stewart asked if the \$1,750,000 is for just the three-year period or the three-year period plus the two-year period so five years.

Ariel Alcon Tapia replied it is for five years.

Commissioner Stewart stated that it is what he needed clarification on because the way it was broken up, he did not know what that amount was supposed to be.

M/S/C (Stewart/Warren) for the Committee to recommend the Commission take the following action(s):

- 1) Award the following agreements to provide on-call internal public outreach and marketing services for a three-year term, and one two-year option to extend the agreements, in an amount not to exceed an aggregate value of \$1,750,000;
 - a) Agreement No. 25-15-063-00 with Arellano Associates;
 - b) Agreement No. 25-15-124-00 with Costin Public Outreach Group;
 - c) Agreement No. 25-15-125-00 with Kleinfelder Construction Services;

- d) Agreement No. 25-15-126-00 with Southwest Strategies;
- e) Agreement No. 25-15-127-00 with VMA Communications; and
- 2) Authorize the Chair or Executive Director, pursuant to legal counsel review, to finalize and execute the agreement, on behalf of the Commission.

10. ITEM(S) PULLED FROM CONSENT CALENDAR AGENDA

Jeremy Holm, Legal Counsel, suggested that this might be a good place to approve the minutes now that they have a quorum.

Chair Molina stated that they will take a vote to approve the minutes.

M/S/C (Smith/Vandever) to approve the April 28, 2025 minutes:

6A. APPROVAL OF MINUTES – APRIL 28, 2025

11. EXECUTIVE DIRECTOR REPORT

Aaron Hake:

- Announced on August 12 at 9:30 a.m. there will be a Ribbon Cutting Ceremony at the Moreno Valley/March Field station for the new platform and track project that was just completed. He congratulated the team and hopes to see the Commissioners there.
- Commended the project delivery team, public outreach team, and the city of Temecula for executing another difficult closure of an on-ramp on Interstate 15. A few weekends ago, Rancho California was closed for seven days so with the partnership between RCTC, the city, and he thanked the Riverside Sheriff's Department for helping coordinate traffic.

12. COMMISSIONER COMMENTS

- 12A.** Commissioner Karwin requested to agendaize an update from Caltrans on freeway pavement management projects that are coming up so they can inform the public about it.

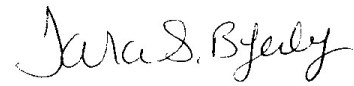
Aaron Hake replied that he will make that request.

- 12B.** Commissioner Warren stated she is throwing the first pitch at the Storms Stadium on Thursday night if anyone wants to come out from Murrieta to cheer her on.

13. ADJOURNMENT

There being no further business for consideration by the Budget and Implementation Committee, the meeting was adjourned at 10:10 a.m.

Respectfully submitted,

A handwritten signature in black ink, reading "Tara S. Byerly". The signature is written in a cursive, flowing style.

Tara S. Byerly
Deputy Clerk of the Board

AGENDA ITEM 6B

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	Daniel Hernandez, Financial Budget Manager Michele Cisneros, Deputy Director of Finance Sergio Vidal, Chief Financial Officer
THROUGH:	David Knudsen, Deputy Executive Director
SUBJECT:	Quarterly Sales Tax Analysis

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the sales tax analysis for Quarter 1, 2025 (Q1 2025).

BACKGROUND INFORMATION:

At its May 2023 meeting, the Commission awarded an agreement with MuniServices, An Avenu Insights and Analytics Company (MuniServices), for quarterly sales tax reporting services plus additional fees contingent on additional sales tax revenues generated from the transactions and use tax (sales tax) audit services. The services performed under this agreement pertain only to the Measure A sales tax revenues.

Since the commencement of sales tax audit services, MuniServices submitted audits, which reported findings to the California Department of Tax and Fee Administration (CDTFA), for review and determination of errors in sales tax reporting related to 1,738 businesses. Through Q1 2025, CDTFA approved \$18,755,883 of cumulative sales tax revenues recovered for the Commission. If CDTFA concurs with the error(s) for the remaining findings, the Commission will receive additional revenues; however, the magnitude of the value of additional revenues is not available. It is important to note that while the recoveries of additional revenues will be tangible, it will not be sufficient to alter the overall trend of sales tax revenues.

MuniServices provided the Commission with the Quarterly Sales Tax Digest Summary report for Q1 2025. Majority of Q1 2025 Measure A sales tax revenues were received in the second quarter of calendar year 2025, during the period March 2025 through May 2025. The delay is due to the timing of when sales tax for the reported period is collected and distributed by CDTFA.

The summary section of the Q1 2025 report is attached (Attachment 1) and includes an overview of the following: California's economic outlook; local results; historical cash collections analysis

by quarter; top 25 sales/use tax contributors; historical sales tax amounts; annual sales tax by business category; and five-year economic trend (general retail).

RCTC quarterly sales tax cash receipts (net of administrative fees) are stable, reflecting no material change(0.0 percent change), when comparing Q1 2025 to Q1 2024. Increased sales tax receipts in the food products and business to business categories were offset by decreases in the general retail, transportation, and construction categories.

Taxable transactions for the top 25 contributors in Riverside County generated 26.3 percent of taxable sales for Q1 2025. Categories for business identified within the top 25 are primarily general retail, food products, and transportation related.

In the Economic Category Analysis table below, sales tax performance is on a gross basis, specifically it includes estimates for anticipated sales tax receipts, and it does not include the CDTFA administrative fee. The analysis presents two (food products and miscellaneous) of the six categories experienced year-over-year gains as of Q1 2025 compared to Q1 2024. Four of the six categories (general retail, transportation, construction, and business to business) are lower in the Q1 2025 period, primarily due to decreases in brick-and-mortar retail sales, service station activity, building material – retail and wholesale, and heavy industry sales, respectively.

ECONOMIC CATEGORY ANALYSIS									
% of Total / % Change	RCTC	State Wide	Orange County	Riverside County	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	North Coast
General Retail	28.7 / -1.1	28.9 / -1.6	27.3 / -1.6	35.9 / 0.9	23.5 / -2.8	29.2 / -5.6	38.7 / -1.4	27.3 / -1.4	27.3 / -2.4
Food Products	17.4 / 1.0	21.9 / -0.9	21.8 / 0.5	18.4 / 1.2	23.7 / -1.9	17.6 / -5.9	14.9 / -2.3	23.9 / -0.2	19.2 / 1.5
Transportation	22.0 / -3.6	22.4 / -7.5	23.5 / -7.1	22.5 / -5.6	19.2 / -6.8	26.3 / -12.1	21.4 / -7.5	23.0 / -7.3	27.7 / -6.7
Construction	10.5 / -4.7	9.7 / -3.5	8.4 / 0.8	12.2 / -4.0	10.0 / -4.1	12.0 / -13.0	9.4 / -7.2	8.9 / -0.5	14.4 / -3.7
Business to Business	15.8 / -0.7	16.0 / -2.7	17.9 / -0.8	10.4 / -4.0	22.2 / -2.3	13.6 / -16.5	14.8 / -2.3	15.7 / -1.1	10.4 / -3.4
Miscellaneous	3.6 / 1.6	1.1 / -1.2	1.0 / -5.8	0.6 / -5.6	1.3 / 2.5	1.4 / 11.3	0.7 / -5.6	1.1 / -3.2	1.2 / 19.7
Total	100.0 / -1.0	100.0 / -3.2	100.0 / -2.2	100.0 / -1.8	100.0 / -3.3	100.0 / -9.7	100.0 / -3.6	100.0 / -2.5	100.0 / -3.0

General Retail: Apparel Stores, Department Stores, Furniture/Appliances, Drug Stores, Recreation Products, Florist/Nursery, and Misc. Retail

Food Products: Restaurants, Food Markets, Liquor Stores, and Food Processing Equipment

Construction: Building Materials Retail and Building Materials Wholesale

Transportation: Auto Parts/Repair, Auto Sales - New, Auto Sales - Used, Service Stations, and Misc. Vehicle Sales

Business to Business: Office Equip., Electronic Equip., Business Services, Energy Sales, Chemical Products, Heavy Industry, Light Industry, Leasing,

Biotechnology, I.T. Infrastructure, and Green Energy

Miscellaneous: Health & Government, Miscellaneous Other, and Closed Account Adjustments

The Economic Segment Analysis noted in the table below discloses miscellaneous retail as the largest economic segment which includes online retailers, followed by restaurants, and auto sales – new. Miscellaneous retail represents 12.1 percent of total sales tax by segment and experienced a minimal increase year-over-year. Restaurants experienced an increase of 2.5 percent year over year, reflecting ongoing growth within fast food casual restaurants. New auto sales experienced a small increase of 0.3 percent.

ECONOMIC SEGMENT ANALYSIS									
	RCTC	State Wide	Orange County	Riverside County	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	North Coast
Largest Segment	Miscellaneous Retail	Restaurants	Restaurants	Miscellaneous Retail	Restaurants	Restaurants	Miscellaneous Retail	Restaurants	Restaurants
% of Total / % Change	12.1 / 0.9	16.0 / -0.3	16.5 / 1.4	19.1 / 4.6	17.8 / -1.1	12.2 / -5.0	17.8 / 6.6	17.8 / 0.2	12.4 / 2.7
2nd Largest Segment	Restaurants	Miscellaneous Retail	Auto Sales - New	Restaurants	Auto Sales - New	Miscellaneous Retail	Department Stores	Auto Sales - New	Department Stores
% of Total / % Change	11.4 / 2.5	11.2 / 5.0	13.1 / -8.3	12.1 / 2.8	9.2 / -7.8	11.9 / -1.1	10.8 / -3.7	11.8 / -6.5	11.2 / -2.5
3rd Largest Segment	Auto Sales - New	Auto Sales - New	Miscellaneous Retail	Auto Sales - New	Office Equipment	Auto Sales - New	Restaurants	Miscellaneous Retail	Auto Sales - New
% of Total / % Change	11.0 / 0.3	10.8 / -6.4	10.3 / 6.6	10.7 / -2.7	7.6 / -4.9	11.5 / -9.4	10.1 / -1.7	9.7 / 5.6	10.9 / -3.8

Staff will monitor sales tax receipts and other available economic data to determine the need for any adjustments to the revenue projections. Staff will utilize the forecast scenarios with the complete report and receipt trends in assessing such projections.

FISCAL IMPACT:

This is an informational item. There is no fiscal impact.

Attachments:

- 1) Sales Tax Summary Q1 2025
- 2) Sales Tax Performance Analysis by Quarter Q1 2025
- 3) Quarterly Sales Tax Comparison by City for Q1 2024 to Q1 2025

Riverside County Transportation Commission Sales Tax Digest Summary

ATTACHMENT 1

Collections through May 2025 Sales through March 2025 (2025Q1)

CALIFORNIA'S ECONOMIC OUTLOOK

California sales tax receipts decreased by 0.2% over the same quarter from the previous year for Q1 of 2025, with Northern California reporting a 0.4% decrease compared to a 0.2% decrease for Southern California. Receipts for the RCTC stayed the same over the same period.

Real Gross Domestic Product (GDP) increased at an annual rate of 2.1% in the first quarter of 2025. U.S. inflation ticked up to 2.8% in March of 2025, down 6.3 percentage points from its most recent peak of 9.1% in June 2022. California's headline inflation increased to 3.1% year over year as of February 2025, up from 2.7% in August of 2024. (DIR, BEA, BLS, April Finance Bulletin)

The U.S. unemployment rate remained the same at 4.2% in April 2025. California's unemployment rate fell 0.1 percentage point to 5.3% as of March 2025, 0.3 percentage points higher than the September 2023 rate of 5.0%. (EDD, BLS, April Finance Bulletin)

U.S. personal income increased by 4.3% for the first quarter of 2025, compared to the same quarter the previous year. Compensation of employees increased by 3.9%, while personal current taxes increased by 6.6% from the previous period, resulting in a net gain of 4.0% in disposable income. (BEA)

LOCAL RESULTS

Net Cash Receipts Analysis

Local Collections	\$69,038,389
Less: Cost of Administration	\$(390,750)
Net 1Q2025 Receipts	\$68,647,639
Net 1Q2024 Receipts	\$68,630,036
Actual Percentage Change	0.0%

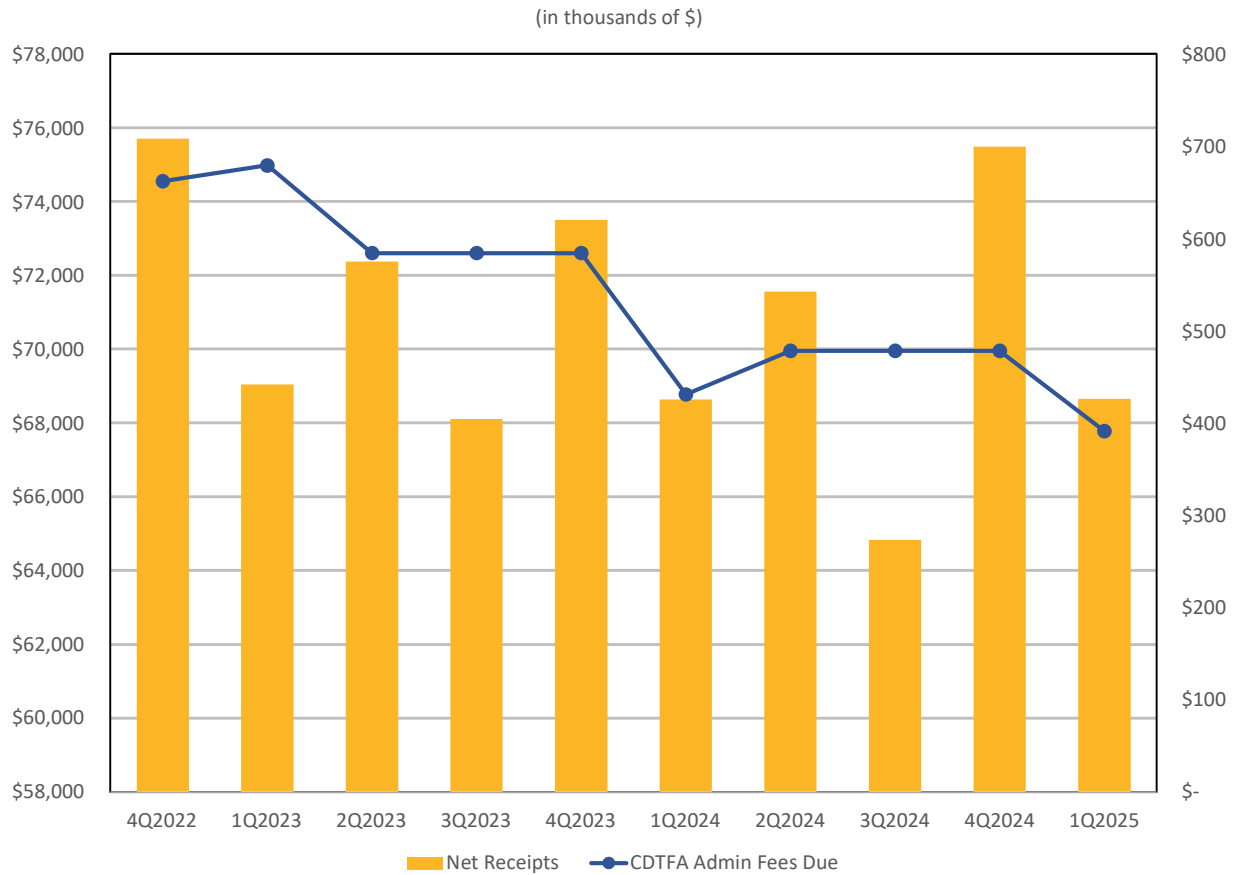
Business Activity Performance Analysis

Local Collections – Economic Basis 1Q2025	\$66,960,622
Local Collections – Economic Basis 1Q2024	\$66,854,667
Quarter over Quarter Change	\$105,955
Quarter over Quarter Percentage Change	0.2%

Avenu Insights & Analytics' On-Going Audit Results

Total Recovered Since Inception	\$18,755,883
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HISTORICAL CASH COLLECTIONS ANALYSIS BY QUARTER



TOP 25 SALES/USE TAX CONTRIBUTORS

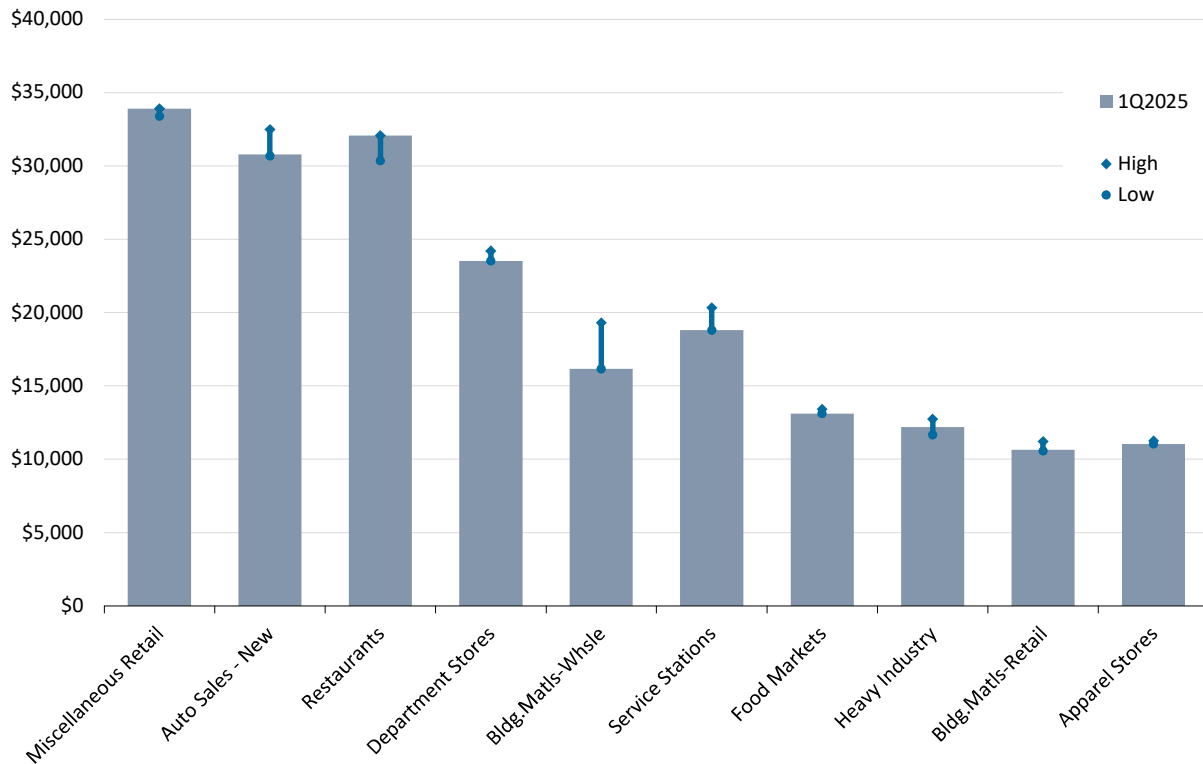
The following list identifies RCTC's Top 25 Sales/Use Tax contributors. The list is in alphabetical order and represents sales from April of 2024 through May 2025. The Top 25 Sales/Use Tax contributors generate 26.3% of RCTC's total sales and use tax revenue.

7-ELEVEN FOOD STORES	HOME DEPOT
AMAZON.COM – EC	IN-N-OUT BURGERS
AMAZON.COM SERVICES – EC	LOWE'S HOME CENTERS
ARCO AM/PM MINI MARTS	MCDONALD'S RESTAURANTS
BEST BUY STORES	NOVA POWER
BYD AMERICA	ROSS STORES
CARMAX AUTO SUPERSTORES	SAM'S CLUB
CED LIGHTING SOLUTIONS	SHELL SERVICE STATIONS
CHEVRON SERVICE STATIONS	STATER BROS MARKETS
CIRCLE K FOOD STORES	TARGET STORES
COSTCO WHOLESALE	TESLA
DEPARTMENT OF MOTOR VEHICLES	WAL MART STORES
FERGUSON ENTERPRISES	

* "- EC" added to the end of business names represents electronic commerce.

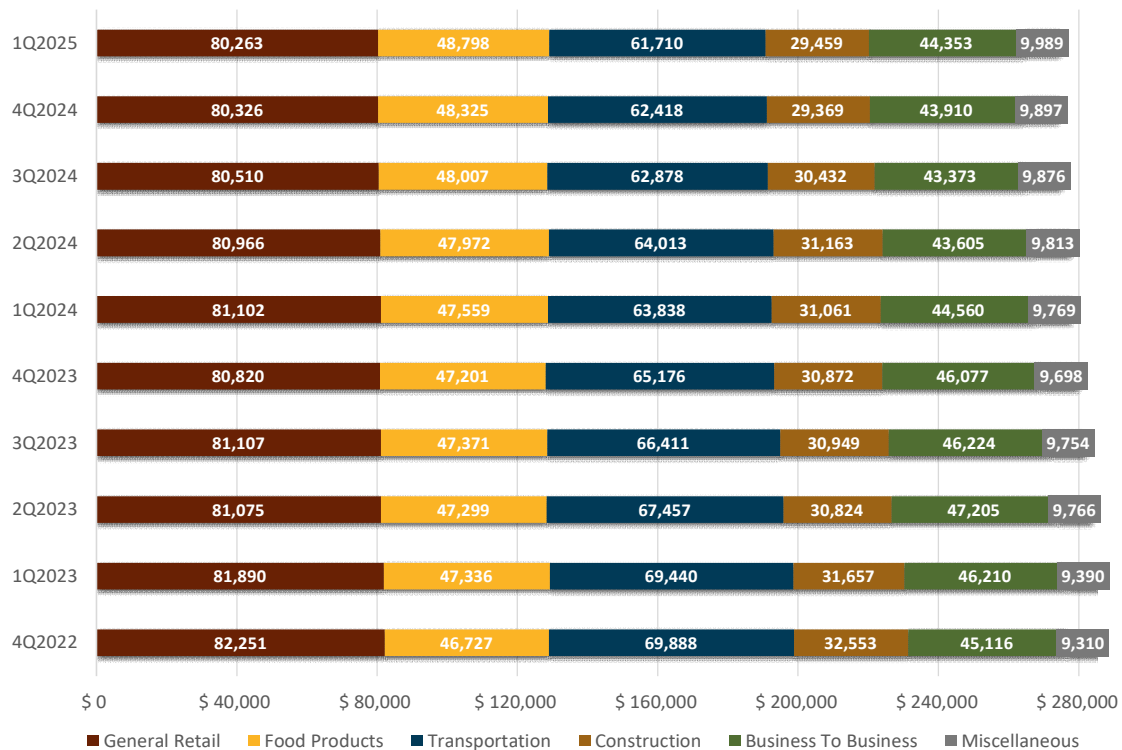
HISTORICAL SALES TAX AMOUNTS

The following chart shows the sales tax level from annual sales through March of 2025, the highs, and the lows for the top ten segments over the last two years in thousands of \$.

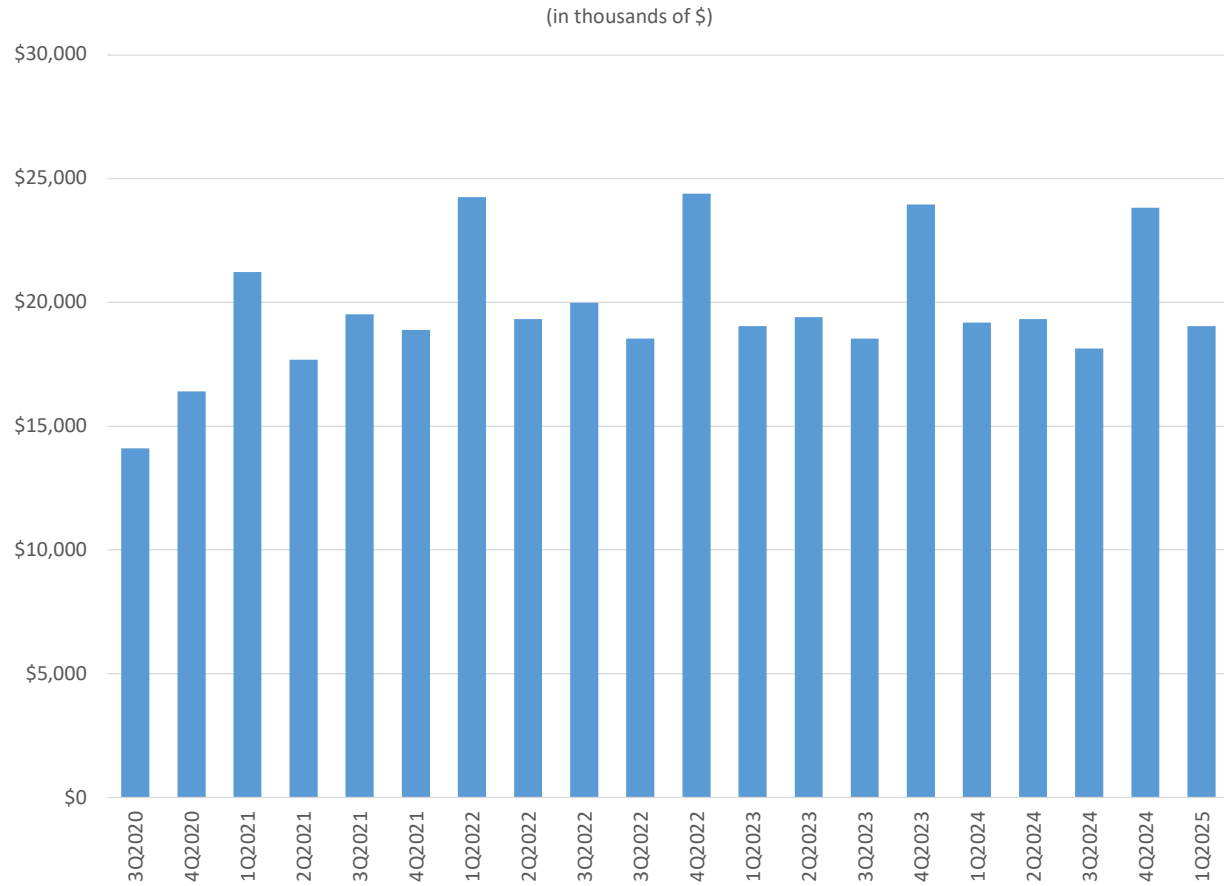


ANNUAL SALES TAX BY BUSINESS CATEGORY

(in thousands of \$)

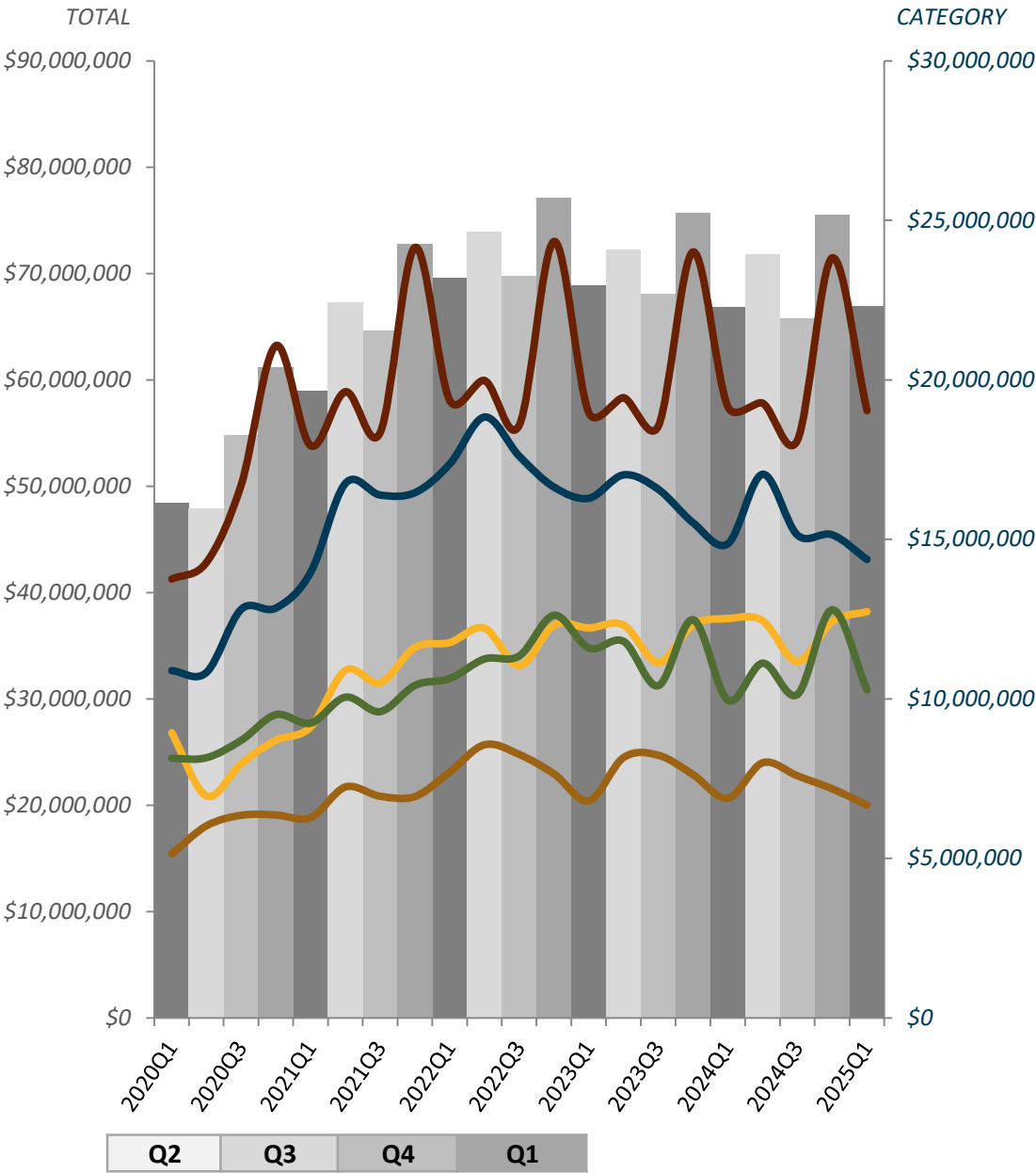


FIVE-YEAR ECONOMIC TREND: General Retail



TOTAL

Economic



TOTAL				
2025Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$66,960,622	0.2%	\$105,955	-1.0%	-\$2,797,912

GENERAL RETAIL				
2025Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$19,036,025	-0.7%	-\$125,230	-1.1%	-\$918,428
% of 2025Q1 Total:		28.4%		

FOOD PRODUCTS				
2025Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$12,742,837	1.8%	\$223,407	1.0%	\$485,217
% of Total:		19.0%		

TRANSPORTATION				
2025Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$14,370,096	-3.4%	-\$500,046	-3.6%	-\$2,294,932
% of Total:		21.5%		

CONSTRUCTION				
2025Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$6,681,137	-3.0%	-\$205,021	-4.7%	-\$1,467,826
% of Total:		10.0%		

BUSINESS TO BUSINESS				
2025Q1	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$10,284,369	3.2%	\$319,074	-0.7%	-\$323,953
% of Total:		15.4%		

QoQ = 25Q1 / 24Q1 YoY = YE 25Q1 / YE 24Q1

RCTC: Quarterly Comparison of 2024Q1 and 2025Q1 (January through March Sales)

	General Retail	Food Products	Transportation	Construction	Business To Business	Miscellaneous	Jan - Mar 2025 (2025Q1)	Jan - Mar 2024 (2024Q1)	% Chg	Gain	Gain	Decline	Decline
RIVERSIDE COUNTY													
BANNING	8.3%	2.2%	-12.5%	-13.7%	-14.4%	-22.1%	700,978	736,927	-4.9%	Miscellaneous Retail	Restaurants	Service Stations	Auto Sales - New
BEAUMONT	-2.1%	2.2%	-11.7%	60.3%	37.1%	-12.4%	5,239,684	5,194,209	0.9%	Bldg.Matls-Retail	Restaurants	Miscellaneous Retail	Service Stations
BLYTHE	-0.2%	-6.4%	-24.0%	-9.2%	7.8%	9.9%	345,475	387,162	-10.8%	Miscellaneous Retail	Leasing	Auto Sales - New	Service Stations
CALIMESA	70.6%	5.0%	-37.1%	42.6%	-47.8%	-68.8%	332,794	344,831	-3.5%	Miscellaneous Retail	Restaurants	Service Stations	Light Industry
CANYON LAKE	-46.3%	-1.1%	-13.9%	0.0%	-32.5%	148.7%	78,342	96,037	-18.4%	Health & Government	Business Services	Miscellaneous Retail	Office Equipment
CATHEDRAL CITY	-7.8%	-4.2%	-4.9%	-7.1%	-8.7%	110.8%	2,654,528	2,787,796	-4.8%	Miscellaneous Other	Leasing	Auto Sales - New	Light Industry
COACHELLA	-5.4%	1.0%	-13.4%	-10.2%	11.3%	7.2%	1,074,369	1,126,489	-4.6%	Energy Sales	Florist/Nursery	Service Stations	Department Stores
CORONA	-4.9%	1.3%	-6.5%	-3.9%	-4.6%	-14.9%	11,632,970	12,130,634	-4.1%	Business Services	Heavy Industry	Bldg.Matls-Whsle	Service Stations
COUNTY OF RIVERSIDE	5.3%	2.0%	-19.9%	-4.0%	-10.0%	14.2%	9,061,195	9,307,782	-2.6%	Miscellaneous Retail	Restaurants	Apparel Stores	Auto Sales - New
DESERT HOT SPRINGS	-3.1%	0.1%	-14.6%	-36.2%	-18.6%	-91.1%	458,181	500,640	-8.5%	Business Services	Auto Parts/Repair	Service Stations	Bldg.Matls-Whsle
EASTVALE	0.1%	0.6%	14.9%	-3.2%	-49.9%	-18.0%	9,813,792	9,844,700	-0.3%	Auto Sales - New	Miscellaneous Retail	Light Industry	Bldg.Matls-Whsle
HEMET	0.2%	0.9%	-0.3%	0.8%	5.0%	-15.9%	3,266,304	3,253,070	0.4%	Miscellaneous Retail	Auto Sales - New	Department Stores	Service Stations
INDIAN WELLS	-0.8%	23.7%	0.0%	-84.1%	55.9%	-27.9%	830,706	712,535	16.6%	Restaurants	Food Markets	Recreation Products	Bldg.Matls-Whsle
INDIO	-5.9%	-0.9%	0.4%	5.6%	12.3%	35.1%	3,863,342	3,833,275	0.8%	Auto Sales - New	Bldg.Matls-Whsle	Service Stations	Food Markets
JURUPA VALLEY	15.2%	13.6%	-17.3%	3.2%	7.8%	-10.7%	4,434,865	4,280,458	3.6%	Department Stores	Restaurants	Service Stations	Auto Parts/Repair
LA QUINTA	3.1%	3.4%	1.1%	-1.8%	-9.9%	-38.8%	3,024,581	2,965,900	2.0%	Furniture/Appliance	Restaurants	Department Stores	Auto Parts/Repair
LAKE ELSINORE	-2.9%	-0.8%	-5.1%	-0.1%	8.3%	-11.8%	2,871,716	2,920,985	-1.7%	Heavy Industry	Auto Sales - Used	Auto Sales - New	Business Services
MENIFEE	67.7%	6.0%	-8.1%	0.1%	-7.3%	19.6%	3,042,706	2,537,232	19.9%	Miscellaneous Retail	Food Markets	Service Stations	Leasing
MORENO VALLEY	-13.0%	4.3%	-2.2%	-16.1%	-54.0%	3.5%	6,501,316	7,261,053	-10.5%	Auto Sales - New	Restaurants	Miscellaneous Retail	Heavy Industry
MURRIETA	0.4%	8.2%	3.5%	-6.9%	5.8%	-8.7%	5,339,580	5,220,190	2.3%	Restaurants	Auto Sales - Used	Bldg.Matls-Whsle	Misc. Vehicle Sales
NORCO	15.1%	-0.2%	-10.8%	-15.1%	8.1%	6.0%	2,080,792	2,171,340	-4.2%	Apparel Stores	Miscellaneous Retail	Auto Sales - New	Service Stations
PALM DESERT	-5.9%	-1.1%	7.8%	-17.2%	-0.2%	7.3%	5,923,019	6,172,368	-4.0%	Auto Sales - Used	Light Industry	Bldg.Matls-Whsle	Department Stores
PALM SPRINGS	-0.1%	7.7%	5.8%	0.7%	-18.0%	-47.2%	4,705,429	4,713,599	-0.2%	Restaurants	Auto Sales - New	Energy Sales	Leasing
PERRIS	-0.4%	-2.5%	-8.6%	-3.6%	-13.3%	13.6%	5,231,462	5,442,257	-3.9%	Chemical Products	Miscellaneous Retail	Service Stations	Business Services
RANCHO MIRAGE	6.3%	0.3%	-2.6%	5.8%	-3.6%	15.1%	1,742,625	1,721,545	1.2%	Miscellaneous Retail	Recreation Products	Furniture/Appliance	Light Industry
RIVERSIDE	2.0%	0.9%	4.1%	0.2%	8.1%	-32.8%	18,250,220	17,761,415	2.8%	Auto Sales - New	Energy Sales	Heavy Industry	Light Industry
SAN JACINTO	-0.5%	1.9%	-8.7%	11.4%	-23.8%	-25.4%	955,408	976,095	-2.1%	Food Markets	Food Processing Eqp	Service Stations	Florist/Nursery
TEMECULA	-0.6%	-0.9%	-5.8%	7.0%	12.9%	10.8%	9,586,043	9,564,740	0.2%	Light Industry	Office Equipment	Auto Sales - New	Service Stations
WILDOMAR	-13.5%	-0.3%	2.2%	18.4%	3.2%	-13.0%	610,591	616,390	-0.9%	Service Stations	Bldg.Matls-Retail	Drug Stores	Miscellaneous Retail

AGENDA ITEM 6C

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	Amy Weston, Accounting Supervisor
THROUGH:	Sergio Vidal, Chief Financial Officer
SUBJECT:	Monthly Investment Report

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the Monthly Investment Report for the month ended July 31, 2025.

BACKGROUND INFORMATION:

The Commission's investment reports have generally reflected investments primarily concentrated in the Riverside County Pooled Investment Fund as well as investments in mutual funds for sales tax revenue bonds debt service payments.

As a result of significant project financings such as the State Route 91 Corridor Improvement Project (91 Project) and the Interstate 15 Express Lanes Project (I-15 ELP), the Commission engaged MetLife Investment Management, LLC, formerly Logan Circle Partners, L.P. (MetLife), as the investment manager for the bond proceeds and other required funds. Additionally, the Commission engaged Payden & Rygel Investment Management to make specific investments for Commission operating funds. The Commission approved initial agreements with the investment managers in May 2013 following a competitive procurement and has extended the agreements through the annual recurring contracts process.

MetLife invested the debt proceeds and subsequent other required contributions for the 91 Project and I-15 ELP in separate accounts of the Short-Term Actively Managed Program (STAMP). The Commission completed the 91 Project financing in 2013, the I-15 ELP and 91 Project completion financing (2017 Financing) in July 2017 and the 2021 91 Project refinancing (2021 Financing) in October 2021. Consistent with financing expectations, the Commission expended all 91 Project debt proceeds and equity contributions, except for the toll revenue bonds debt service reserve, and subsequent to commencement of operations, established other required accounts. Additionally, the Commission has fully expended the 2017 Financing bond proceeds for the I-15 ELP.

The monthly investment report for July 2025, as required by state law and Commission policy, reflects the investment activities resulting from the 91 Project, 2021 Financing and available

operating cash. As of July 31, 2025, total cash and investments in the Commission’s portfolio totaled approximately \$1.79 billion and were comprised of the following:

CASH AND INVESTMENTS PORTFOLIO	AMOUNTS ¹
Operating	\$ 1,179,959,525
Trust	349,186,657
Commission-managed	195,964,574
STAMP for 91 CIP	61,106,909
Total	\$ 1,786,217,665
Note: ¹ Unreconciled and unaudited	

As of July 31, 2025, the Commission’s cash and investments are in compliance with both the Commission’s investment policy adopted on December 11, 2024, and permitted investments described in the indenture for the Commission’s sales tax revenue bonds and the master indenture for the Commission’s toll revenue bonds. Additionally, the Commission has adequate cash flows for the next six months.

FISCAL IMPACT:

This is an information item. There is no fiscal impact.

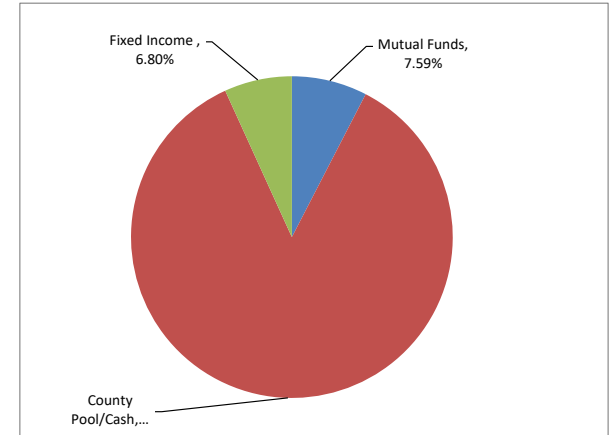
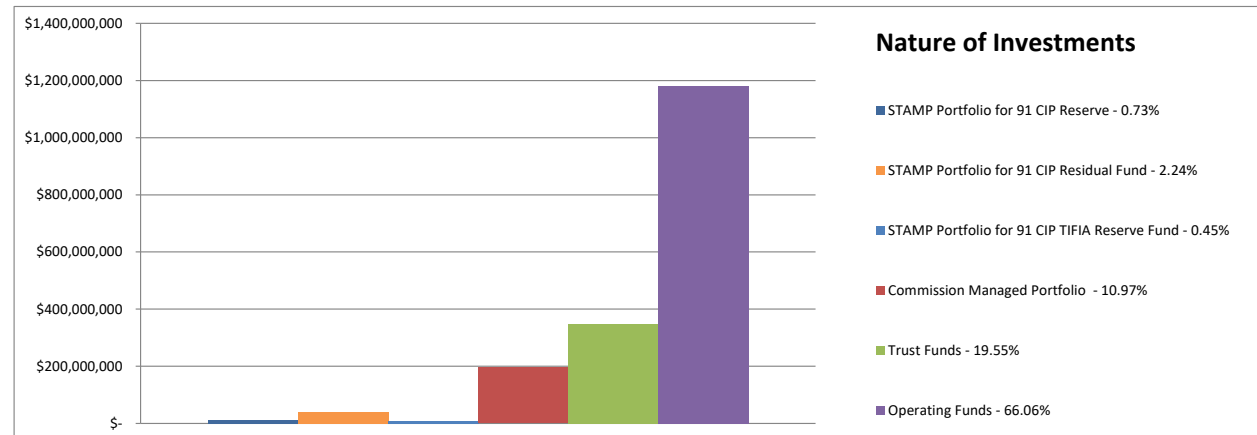
Attachment: Investment Portfolio Report

Riverside County Transportation Commission
Investment Portfolio Report
Period Ended: July 31, 2025

	STATEMENT BALANCE ¹	FINANCIAL INSTUTION	STATEMENTS	RATING MOODY'S / S&P	COUPON RATE	PAR VALUE	PURCHASE DATE	MATURITY DATE	YIELD TO MATURITY	PURCHASE COST	MARKET VALUE	UNREALIZED GAIN (LOSS)
OPERATING FUNDS												
City National Bank Deposits	41,067,298	City National Bank	Available upon request	A3/BBB+	N/A				N/A			
County Treasurer's Pooled Investment Fund	1,138,892,227	County Treasurer	Available upon request	Aaa-bf								
Subtotal Operating Funds	1,179,959,525											
FUNDS HELD IN TRUST												
County Treasurer's Pooled Investment Fund:												
Local Transportation Fund	349,186,657	County Treasurer	Available upon request					Available upon request				
Subtotal Funds Held in Trust	349,186,657											
COMMISSION MANAGED PORTFOLIO												
US Bank Payden & Rygel Operating	60,386,926	US Bank	Available upon request					Available upon request				
First American Government Obligation Fund	135,577,648	US Bank	Available upon request	N/A	N/A				N/A			
Subtotal Commission Managed Portfolio	195,964,574											
STAMP PORTFOLIO for 91 CIP												
2013 Series A & Series B Reserve Fund	13,044,059	US Bank	Available upon request					Available upon request				
2021 Series B Reserve Fund	40,078,687	US Bank	Available upon request					Available upon request				
2021 Series C Reserve Fund	7,984,163	US Bank	Available upon request					Available upon request				
Subtotal STAMP Portfolio - 91 CIP	61,106,909											
TOTAL All Cash and Investments	\$ 1,786,217,665											

Notes:

¹ Unreconciled and unaudited



AGENDA ITEM 6D

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	John Tarascio, Senior Capital Projects Manager
THROUGH:	Erik Galloway, Project Delivery Director
SUBJECT:	Quarterly Reporting of Contract Change Orders for Construction Contracts

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file the Quarterly Report of Contract Change Orders for Construction Contracts for the three months ended June 30, 2025.

BACKGROUND INFORMATION:

During the past quarter, April through June 2025, the Commission has had the following projects under construction:

1. SR-71 / SR-91 Interchange Project
2. MVMF Platform and Track Expansion
3. SR-60 Truck Lanes Project
4. I-15 SMART Freeways Project
5. I-15/SR-91 Express Lane Connector Project

DISCUSSION:

At the direction of the Executive Committee at its March 2021 meeting, a report will be filed each quarter listing the construction contract change orders that were issued in the previous quarter. The following table summarizes the contract change orders that occurred in the 2nd quarter (4th quarter of Fiscal Year 2024/25).

Contractor Change Orders executed in the 2nd Quarter of CY 2025			
Project	CCO No.	Description	Amount
SR-71 / SR-91 Interchange Project	CCO 02 S1	Maintain existing and temporary electrical system within project limits	\$175,000.00
	CCO 17 S2	Repair Existing Hot Mix Asphalt (HMA)	\$75,000.00
	CCO 20 S3	Changes to existing drainage system tie-in due to as-built conditions and temporary drainage systems	\$75,000.00
	CCO 22 S1	Connector Bent 6 Cast-In-Drilled-Hole (CIDH) - Differing Site Condition (Rotary Repair)	\$337,382.00
	CCO 27 S1	Additional Burlington Northern Santa Fe (BNSF) Rail Track Monitoring	\$68,066.00
	CCO 41	Type 60 Midwest Guardrail System (MGF) Expansion Joint	\$23,075.00
	CCO 42	Additional mobilization cost for Cast-In-Drilled-Hole (CIDH) work resequencing	\$1,325,193.00
	CCO 45	Condon-Johnson & Associates (CJA) Work Delay Due to Burlington Northern Santa Fe (BNSF)	\$147,658.00
	CCO 47	Retaining Wall 289 Buried Man-Made Objects - Differing Site Condition	\$4,410.00
	CCO 49	Condon-Johnson & Associates (CJA) Material Escalations	\$170,977.00
	CCO 50	Remove Existing Sign Foundation at Retaining Wall 289	\$11,289.00
	CCO 51	Additional work due to unidentified underground facilities at sound walls	\$18,444.00
I-15 SMART Freeways	CCO 7	Revised Plans & Specs - R1	(\$60,370.00)
	CCO 8	Revised Temecula Parkway Closure Duration	\$50,284.00
	CCO 10	Soil Stabilization for Stage - 3B	\$32,208.00
	CCO 11	Removal of Trees at Rancho California Road Direct on Ramp	\$29,408.00
MVMF Platform and Track Expansion	CCO 03 S1	Agency Directed Exploration	\$19,677.00
	CCO 07 S1	Saturated Subgrade Remediation	\$94,633.00
	CCO 11 S1	Unsuitable Material Remediation	\$307,757.00
	CCO 15 S1	Platform Retaining Curb & ADA Landing Drainage	\$18,679.00
	CCO 18 S1	Final Item Adjustment - Increased Quantity	\$1,129.00
	CCO 29 S1	Wall & Drainage Modifications at location 3866	(\$2,913.00)
	CCO 33 S2	Drainage improvements at location 3817 + 45	\$23,320.00
	CCO 36 S1	Additional Railroad Worker Protection Training	(\$4,120.00)
	CCO 37 S1	Additional Punch Item Work	(\$18,081.00)
	CCO 39	Additional Platform Speakers	\$32,385.00
	CCO 40	Additional Paint Quantity	\$90,012.00
	CCO 41	Final Time Adjustment	\$0.00
SR-60 Truck Lanes Project	CCO 50 S2	Southern California Edison (SCE) Pole Protection Design (Completed 2020)	\$161,468.00

FISCAL IMPACT:

The Contract Change Orders were executed using available contingency authorized with the construction contract for each project.

AGENDA ITEM 6E

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	Jonathan Marin, Senior Management Analyst
THROUGH:	Ariel Alcon Tapia, Public Affairs Manager
SUBJECT:	Quarterly Public Engagement Metrics Report, April – June 2025

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission to take the following action(s):

- 1) Receive and file the Quarterly Public Engagement Metrics Report for April through June 2025.

BACKGROUND

The Quarterly Public Engagement Metrics Report offers a clear, data-driven snapshot of how effectively the Commission connects with the public through its digital communication channels. From social media engagement to public sentiment, this report provides transparency into how resources are used to engage the residents of Riverside County. These communication tools bridge the gap between Commission projects and programs and the communities they serve to keep people informed, engaged, and connected.

Public Affairs staff leverage communications tools to spotlight the Commission’s major milestones, construction updates, public meetings, advocacy efforts, and investments made through Measure A. During the second quarter of 2025, popular content included the grand opening of the 71/91 Interchange, progress on the I-15 Smart Freeway Pilot Project, and the Commission’s advocacy efforts.

This report and the attached Public Engagement Metrics dashboards summarize public engagement activities during the second quarter of 2025, from April to June. The metrics presented in this report are compared to data from the second quarter of 2024, which can produce varying comparative results based on the level of activity that occurs in any one year.

This quarter’s report includes two sets of data:

- 1) Metrics for RCTC’s overall public engagement activities including public sentiment on social media; social media followers, engagement, and reach; newsletter activity and subscribers; website use and access; and top pages visited.

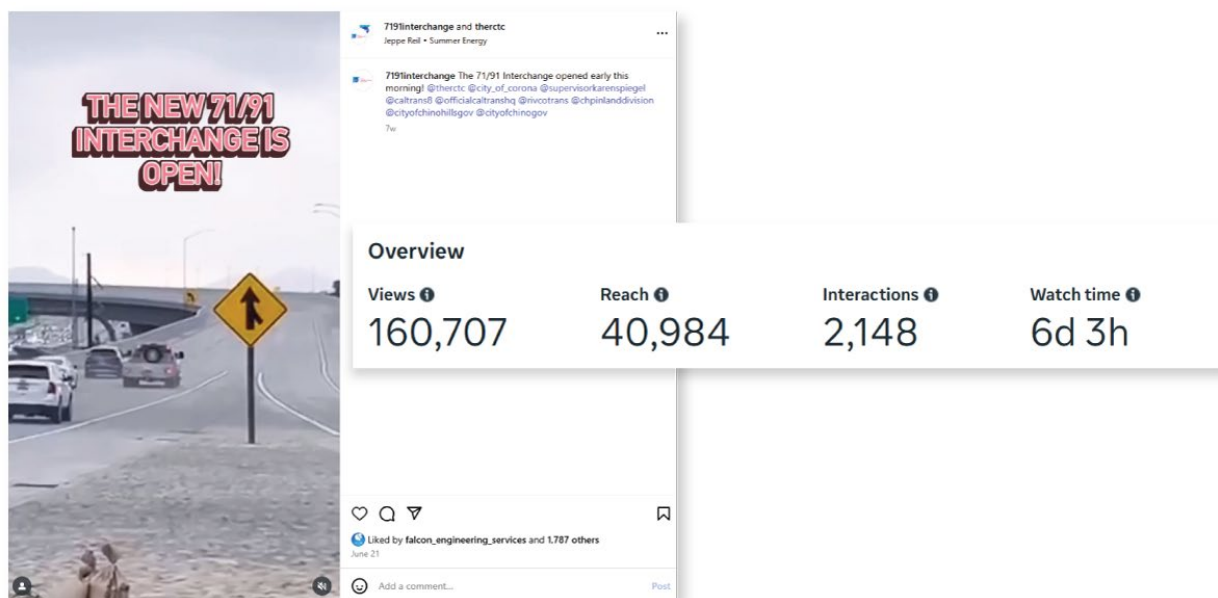
- 2) Metrics for RCTC's 71/91 Interchange Project including email activity, website sessions, and social media following.

RCTC Quarterly Public Engagement

Social Media

General public sentiment during the second quarter of 2025 was generally positive. Content that spotlighted the Commission's awards from the California Association of Public Information Officials, the three-year anniversary of the 60 Truck Lanes Project, and the Freeway Service Patrol driver awards sparked the highest levels of positive engagement during this quarter. A post featuring the Specialized Transit Program through Measure A received strong engagement with negative sentiment due to what one user perceived as a potential new sales tax measure.

The opening of the new 71/91 interchange garnered one of the highest levels of engagement and positive sentiment across the Commission's social media channels during the second quarter of 2025. The post featuring video of the first commuters to use the new eastbound 91 to northbound 71 bridge connector was viewed over 160,000 times and reached 40,984 users.



Comparative metrics for the Commission's social media channels for the second quarter of 2025 versus the second quarter of 2024 are highlighted in the tables below. Beginning with this report, metrics for the Commission's LinkedIn page will now be included. For context, *engagement* measures the total number of interactions such as likes, comments, shares, and clicks, representing how users react and respond to content. *Reach* is the number of unique users who see the content, indicating how many people had the chance to view the posts.

Facebook	Q2 2024	Q2 2025	Difference
Followers	13,995	14,562	+567 (+4%)
Engagement	133,450	2,812	-130,638 (-98%)
Reach	1,977,758	607,412	-1,370,346 (-69%)

Instagram	Q2 2024	Q2 2025	Difference
Followers	4,783	5,241	+458 (+9%)
Engagement	141,900	2,508	-139,392 (-98%)
Reach	3,098,681	477,823	-2,620,858 (-84%)

LinkedIn	Q2 2024	Q2 2025	Difference
Followers	1,774	2,191	+417 (+24%)
Engagement	214	1,032	+818 (+382%)
Reach	9,300	28,498	+19,198 (+206%)

During the second quarter of 2024, numerous social media ads were placed as part of RCTC's extensive public outreach for the Traffic Relief Plan. Due to these ads, there is a large comparative decrease in engagement and reach across the Commission's social media channels for the second quarter of 2025.

The Point E-Newsletter

Public Affairs staff continue to deliver high-quality content for the Commission's blog, *The Point*, to enhance public awareness and strengthen trust and engagement with the Commission's work. Staff publish a variety of compelling stories that showcase the Commission's achievements, key project milestones, successful program implementation, strategic funding initiatives, and timely project closures that impact the public. The blog serves as a vital communication tool that reflects the Commission's commitment to transparency and education.

Stories published for *The Point* during the second quarter of 2025 featured the Commission's partnership with the city of Beaumont on two key infrastructure projects in the San Geronio Pass, the opening of the new 71/91 interchange, and the repainting of the Riverside-La Sierra Metrolink station. The story with the highest level of readership during this quarter was titled [Extended Closure of Northbound 15 Temecula Parkway On-Ramp to Begin May 11](#); covering a scheduled on-ramp closure in Temecula as part of RCTC's I-15 Smart Freeway Pilot Project. The story was read 1,435 times during this period.

Each month, stories are compiled for the Commission’s digital newsletter and distributed to email and text subscribers. Newsletter metrics for the second quarter of 2025 – versus second quarter of 2024 – are highlighted below:

The Point	Q2 2024	Q2 2025	Difference
Email Subscribers	6,952	8,239	+1,287 (+18%)
Text Subscribers	1,434	2,225	+791 (+55%)
Average Open Rate	38.0%	43.4%	+14.2%
Average Click Rate	3.7%	4.1%	+10.8%

Website

During the second quarter of 2025, the Commission’s website experienced 80,416 sessions from 52,541 unique visitors. 50 percent of all website traffic originated from organic search results. Direct visits – typing in rctc.org into the web browser – made up 28 percent of website sessions. Referrals from email links and external websites, such as The Patch, Caltrans, Go511, Metrolink, and CBS News, were responsible for 9 percent of website visits; while visitors from paid digital ads, such as Google and Facebook, made up 8 percent. Links from social media accounted for the remaining 5 percent of this quarter’s web traffic. The most visited webpages during the past quarter were the 71/91 Interchange Project construction updates page, followed by the homepage and the I-15 Smart Freeway Pilot Project construction closures page.

Website metrics for the second quarter of 2025 – versus second quarter of 2024 – are highlighted in the table below:

RCTC.org	Q2 2024	Q2 2025	Difference
Website Sessions	256,642	80,416	-176,226 (-69%)
Unique Visitors	219,849	52,541	-167,308 (-76%)

Several digital ads linking to the Commission’s Traffic Relief Plan webpages were deployed during the second quarter of 2024 as part of the Plan’s extensive public outreach effort. As a result, there is a comparative decrease in website sessions and unique visitors for the second quarter of 2025.

71/91 Interchange Project Public Engagement

During the second quarter of 2025, Public Affairs staff coordinated with consultants for digital ad placements to elevate awareness about project closures and the opening of the new 71/91 connector and reconfigured eastbound 91 Green River Rd. on-ramp, as well as notifying stakeholders and subscribers through the project's weekly construction updates.

The project's digital engagement metrics for the first quarter of 2025 (versus first quarter of 2024) are highlighted in the table below:

71/91 Project	Q1 2025	Q2 2025	Difference
Email Subscribers	3,289	3,664	+375 (+11%)
Text Subscribers	2,406	2,489	+83 (+3%)
Webpage Visits	33,167	22,515	292,948 Lifetime Total
Emails to Team	6	4	122 Lifetime Total
Facebook Followers	2,078	2,586	+508 (+24%)
Instagram Followers	2,616	2,684	+68 (+2%)

FISCAL IMPACT:

This is an informational item. There is no fiscal impact.

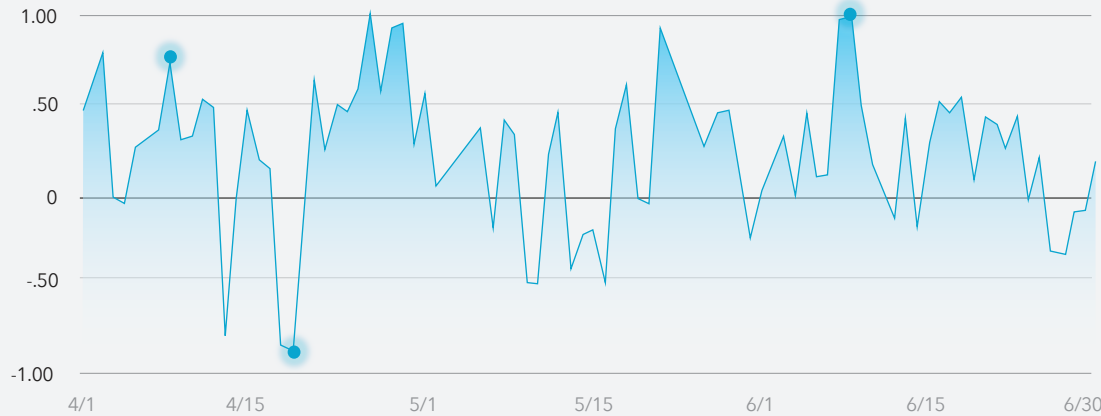
Attachments:

- 1) RCTC Quarterly Public Engagement Metrics Dashboard
- 2) 71/91 Interchange Project Quarterly Engagement Metrics Report

Public Engagement Metrics: Q2 2025

April through June

Public Sentiment



- 4/8** Positive sentiment and high engagement on LinkedIn post spotlighting RCTC's CAPIO EPIC Award Wins
- 4/18** Negative sentiment on post featuring the Measure A Specialized Transit Program - perceived as a sales tax increase
- 6/9** Positive sentiment on content spotlighting three-year anniversary of the 60 Truck Lanes

Social Media



Website

80,416

Total Sessions

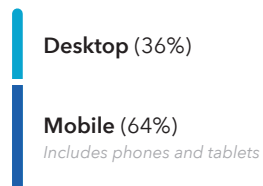
-68% vs Q2 of 2024

52,541

Unique Visitors

-76% vs Q2 of 2024

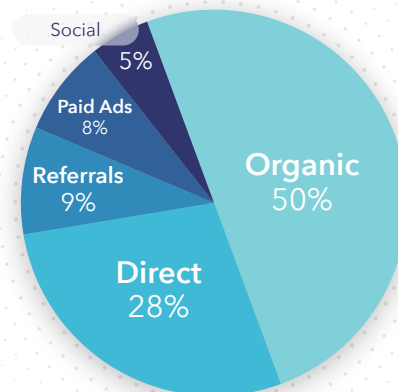
Sessions by Device



Top Pages Visited

- 1** 71/91 Interchange Project Construction Updates
- 2** Homepage
- 3** I-15 Smart Freeway Project Construction Closures

Sessions by Channel



Referrals originated from external websites such as The Patch, Caltrans, Go511, Metrolink, and CBS News.

Newsletter

8,239

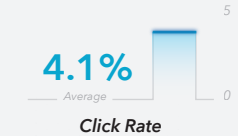
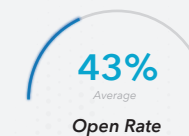
Email Subscribers

+19% vs Q2 of 2024

2,225

Text Subscribers

+55% vs Q2 of 2024



Most Read Story

RivCo Parks Seeks Public Comments for Santa Ana River Trail Extension

Proposed trail extensions would fill in a 3.44-mile gap in the SART system

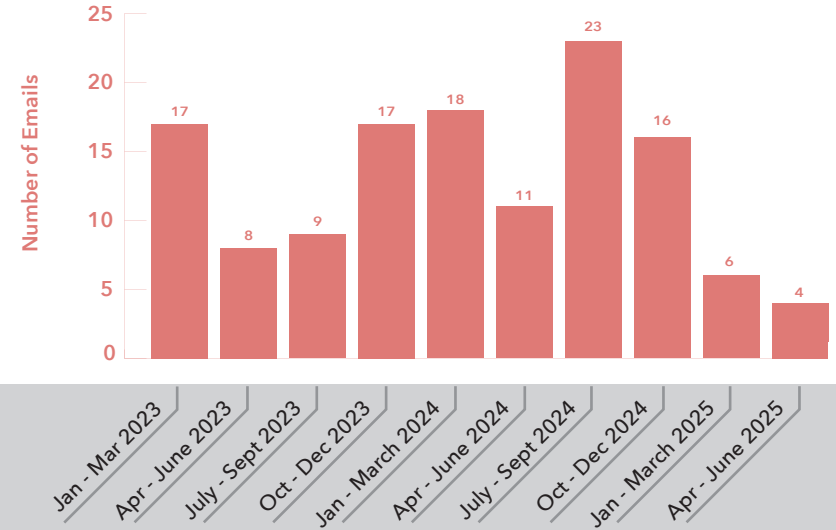
71/91 Interchange Project Quarterly "At-a-Glance" Metrics Report

April - June 2025

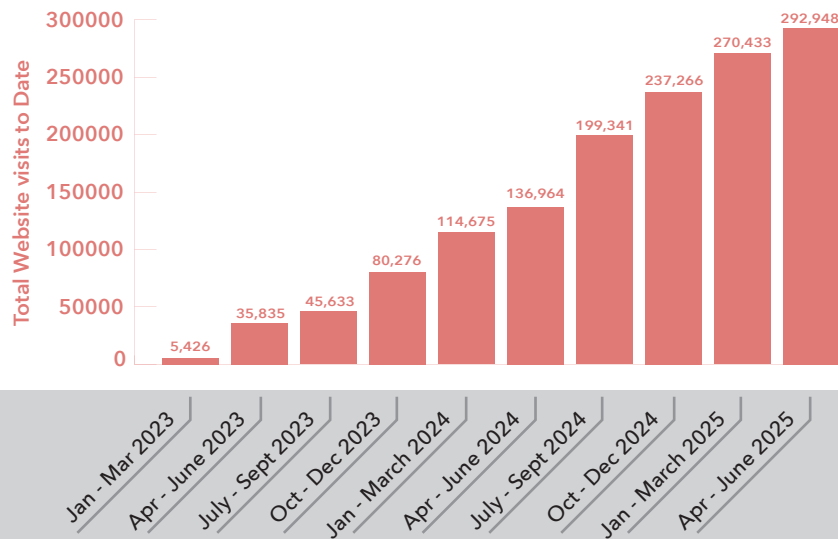
Email & Text Alert Sign-Ups



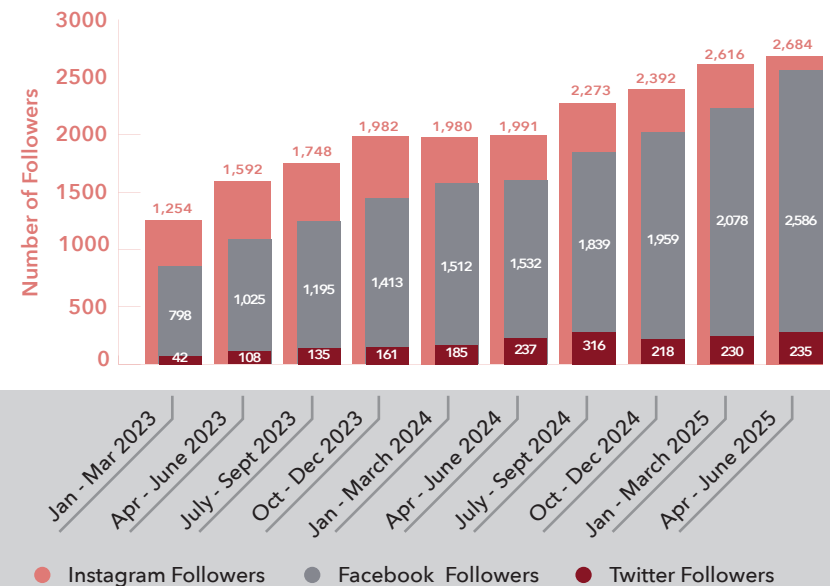
Emails to Project Team



Website Sessions



Social Media Followers



Includes blog posts and the project, construction update, and closures webpages

AGENDA ITEM 7

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	Tyler Madary, Legislative Affairs Manager
THROUGH:	Jeanette Flores, External Affairs Director
SUBJECT:	State and Federal Legislative Update

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Receive and file a state and federal legislative update.

BACKGROUND INFORMATION:

State Update

California State Legislature 2024-25 Session

The California Legislature reconvened from summer recess on August 18 to consider remaining legislation ahead of the September 12 deadline. Following adjournment, the Governor must sign or veto approved legislation by October 12. Beyond the bills on which the Commission has taken formal positions, staff will continue to monitor legislative efforts to reauthorize the state's Cap-and-Trade program and advocate to protect funding for the Transit and Intercity Rail Capital Program (TIRCP), Low Carbon Transit Operations Program (LCTOP), and other transportation funding programs RCTC and transit operators rely on to support and expand transportation mobility options for residents.

Federal Update

On August 5, RCTC staff met with Nora Simón from the Office of Senator Alex Padilla to outline priority projects, federal funding, and the Commission's policy proposals related to surface transportation reauthorization. Over the coming weeks, RCTC staff will schedule a meeting with Senator Adam Schiff's staff to similarly highlight the Commission's priorities and objectives.

Surface Transportation Reauthorization

RCTC staff submitted several of the Commission's surface transportation reauthorization proposals to the United State Department of Transportation (USDOT) as part of their "Advancing a Surface Transportation Proposal That Focuses on America's Most Fundamental Infrastructure

Needs” Request for Information (RFI). As part of this RFI, RCTC submitted recommended improvements to the federal Corridor Identification and Development (Corridor ID) Program that align with USDOT’s goal of accelerating project delivery for transportation projects. Specific policy recommendations include prioritizing funding for Corridor ID projects, allowing projects to move through planning and environmental phases concurrently, and reducing administrative requirements. RCTC also recommended providing an exemption from National Environmental Policy Act requirements for portions of projects located within existing railroad rights of way.

On the USDOT theme of increasing opportunities for investment in transportation infrastructure that promotes economic growth, RCTC submitted legislative language to maximize federal grant eligibility and competitiveness for toll and managed lanes projects, such as the 15 Express Lanes Project Southern Extension. Toll and managed lane facilities are vital components to a comprehensive multimodal transportation system and offer drivers a choice for faster travel during peak periods and provide access to transit and high-occupancy vehicles.

Lastly, on the theme of strengthening partnerships with states and other key stakeholders to improve transportation outcomes, RCTC recommends allowing a Metropolitan Planning Organization (MPO) to directly suballocate Surface Transportation Block Grant (STBG) and Congestion Mitigation and Air Quality (CMAQ) program funds directly to a county transportation commission, such as RCTC. This was previously allowed before Federal Highways Administration issued corrective action to California in 2021, leading to the competitive process that is administered by the Southern California Association of Governments today. Returning to this suballocation process would ensure funding resources are distributed equitably across regions while ensuring MPOs maintain their role in approving transportation improvement programs.

Federal Nominations

On August 2, Marc Molinaro was confirmed by the Senate as the Administrator of the Federal Transit Administration. The nominations of Sean McMaster to lead the Federal Highway Administration and David Fink to lead the Federal Railroad Administration remain pending on the Senate calendar.

FISCAL IMPACT:

This is a policy and information item. There is no fiscal impact.

Attachments:

- 1) Legislative Matrix – September 2025
- 2) RCTC Response to USDOT RFI for Surface Transportation Reauthorization

RIVERSIDE COUNTY TRANSPORTATION COMMISSION - POSITIONS ON STATE AND FEDERAL LEGISLATION – SEPTEMBER 2025

Legislation/ Author	Description	Bill Status	Position	Date of Board Adoption
AB 334 (Petrie- Norris)	Current state law limits the sharing of toll customer data necessary for interoperability with other states, limiting toll operators' ability to collect toll revenue from out-of-state drivers in an efficient manner. The existing process is cumbersome, requires significant staff time, and may lead to penalties on customers that may otherwise be avoided. AB 334 enables toll operators in California, such as RCTC, to participate in a future national interoperability program, enhancing service to customers and streamlining the transaction process.	Passed out of the Senate Judiciary Committee on 7/15/2025. Eligible for Third Reading on Senate Floor.	<i>Support</i>	4/9/2025
SB 512 (Pérez)	SB 512 provides statutory clarity confirming that transportation agencies with existing sales tax authority may administer a voter-approved transactions and use tax as determined by a citizens' initiative.	Passed out of the Assembly Elections Committee on 7/16/2025. Referred to the Assembly Appropriations Committee.	<i>Support Based on Platform</i>	7/9/2025
AB 1145 (Gonzalez)	Requires the California Department of Transportation to conduct a study on State Highway Route 74 by December 31, 2027 with a goal of improving safety of travelers and address enforcement of commercial vehicle facility bypassing.	Hearing canceled at the request of the author on 7/1/2025. Two-year bill.	<i>Support</i>	7/11/2025



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August 14, 2025

Gregory D. Cote
 Acting General Counsel
 U.S. Department of Transportation
 1200 New Jersey Ave, SW
 Washington, D.C. 20590

**RE: Advancing a Surface Transportation Proposal That Focuses on America's Most Fundamental Infrastructure Needs
 [Docket No. DOT-OST-2025-0468]**

Dear General Counsel Cote:

The Riverside County Transportation Commission (RCTC) is pleased to provide comments to the U.S Department of Transportation's (USDOT) "Advancing a Surface Transportation Proposal That Focuses on America's Most Fundamental Infrastructure Needs" (Docket No. DOT-OST-2025-0468) Request for Information (RFI) published in the Federal Register on July 21, 2025. As Riverside County, California's regional transportation planning agency, RCTC brings decades of experience in planning, funding, and delivering transportation projects of all modes that serve one of the fastest-growing regions in the United States. In its role coordinating regional priorities with federal, state, and local partners, RCTC has developed a comprehensive set of policy recommendations and proposed legislative language to inform and support the surface transportation reauthorization process.

The development of a successor to the Infrastructure Investment and Jobs Act provides an opportunity to re-examine how infrastructure projects are developed, approved, and funded. Addressing real-world project delivery challenges and local priorities will allow limited federal funds to be utilized more efficiently and effectively – ensuring our transportation systems meet the needs of communities and the nation's economy alike. RCTC brings a practical, ground-level perspective to the shaping of infrastructure policy and the following proposals reflect RCTC's experience in implementing federally funded transportation projects.

The proposed policy recommendations and legislative language are organized based upon the "the major policy themes" included in the RFI. These policy recommendations will expedite project timelines, reduce administrative burdens, and better utilize federal resources.

USDOT Theme - Accelerating project delivery for transportation projects

Federal Railroad Administration

Issue: The Corridor Identification and Development (Corridor ID) Program is a comprehensive intercity passenger rail planning and development program to help guide rail development throughout the nation and create a pipeline of intercity passenger rail projects ready for implementation.

Projects selected for inclusion in the Corridor ID program by the Federal Railroad Administration (FRA) are regarded among the highest priority projects in the nation that will drive future expansion of passenger rail networks.

Understanding the economic opportunities these projects and corridors will unlock across the nation, the U.S. Department of Transportation should prioritize their funding in all relevant discretionary grant funding opportunities.

Recommendation:

Prioritize funding for projects within the Corridor Identification and Development (Corridor ID) Program.

Proposed Legislative Language:

SEC. [___]. Priority Consideration for Corridor Identification and Development Program Projects.

(a) PRIORITY CONSIDERATION IN GRANT SELECTION. —In awarding grants under any discretionary grant program described in subsection (b), the Secretary shall give priority consideration to applications that support the development, implementation, or improvement of rail corridors designated under the Corridor Identification and Development Program established pursuant to section 25101 of title 49, United States Code.

(b) APPLICABLE PROGRAMS. —The programs to which subsection (a) applies include—

- (1) The Consolidated Rail Infrastructure and Safety Improvements (CRISI) program under section 22907 of title 49, United States Code;
- (2) The Federal-State Partnership for Intercity Passenger Rail Program under section 24911 of title 49, United States Code;
- (3) The Infrastructure for Rebuilding America (INFRA) program under section 117 of title 23, United States Code;
- (4) The National Infrastructure Project Assistance (MEGA) program under section 6701 of title 23, United States Code;
- (5) The Better Utilizing Investments to Leverage Development (BUILD) program, as established under annual appropriations acts (or any successor discretionary grant program previously known as TIGER or RAISE);
- (6) Any other discretionary grant program administered by the Department of Transportation that is available to support intercity passenger rail construction, improvement, or expansion activities.

(c) IMPLEMENTATION. —The Secretary shall update program guidance and notices of funding opportunity for the programs described in subsection (b) to reflect the priority established under this section.

Issue: The Corridor Identification and Development (Corridor ID) Program is a comprehensive intercity passenger rail planning and development program to help guide rail development throughout the nation and create a pipeline of intercity passenger rail projects ready for implementation.

There are three stages to the Corridor ID Program that selected projects must undertake in order, including scoping, preparation of a service development plan, and preliminary engineering/environmental review. A Corridor ID Program project must meet all objectives in their current stage before moving to the next stage.

As federally designated priority rail corridors for development, projects should be afforded the flexibility to advance through the Corridor ID's planning and environmental steps concurrently. This is especially true for projects utilizing non-federal funding to prepare their scoping plans, service development plans, and preliminary engineering/environmental review documents prior to inclusion in the Corridor ID program. Such approval will prevent future delays in priority projects and reduce the time and resources Federal Railroad Administration staff must spend reviewing and approving a project's progress in meeting the requirements of the program.

Recommendation:

Allow Federal Railroad Administration Corridor ID projects to advance through planning and environmental steps concurrently.

Proposed Legislative Language:

SEC. [___]. Concurrent Advancement of Planning and Environmental Review Activities.

(a) AMENDMENT.— Section 25101 of title 49, United States Code, is amended by adding at the end the following:

"(i) CONCURRENT ADVANCEMENT OF PLANNING AND ENVIRONMENTAL REVIEW ACTIVITIES.--

1. IN GENERAL.— The Secretary shall accelerate project delivery and streamline the development of corridors under this section by authorizing the concurrent advancement of planning, development, and environmental review activities."

(2) CONCURRENT ADVANCEMENT AUTHORIZED.— The Secretary shall authorize activities carried out under this section to proceed concurrently, including:

- (A) the development of corridor service development plans and technical analyses;
- (B) the preparation and completion of environmental reviews required under the National Environmental Policy Act of 1969 (42 U.S.C. 4321 et seq.);
- (C) preliminary engineering and design work necessary to inform and support environmental review; and
- (D) stakeholder engagement and public involvement processes associated with both planning and environmental review activities.

(3) USE OF PROGRAM FUNDS.— Funds awarded under this section may be used for activities carried out concurrently under paragraph (2), including costs associated with planning, engineering, environmental analysis, and public engagement.

(4) AGENCY COORDINATION.— The Secretary shall ensure that Federal agencies participating in the environmental review of activities under this section coordinate their processes to the maximum extent practicable with planning activities carried out concurrently.

(5) NO REQUIREMENT FOR SEQUENTIAL STEPS.— The Secretary shall not require the completion of corridor planning activities as a precondition for initiating environmental review for activities under this section, provided that:

- (A) sufficient preliminary information is available to inform the scope of the environmental review;
- (B) the project sponsor commits to completing necessary planning documentation in parallel with the environmental review process; and
- (C) concurrent advancement of activities will not prejudice the outcome of the environmental review or foreclose reasonable alternatives.

(6) SAVINGS CLAUSE.— Nothing in this subsection shall be construed to—

- (A) waive or modify the substantive requirements of any Federal environmental law, including the National Environmental Policy Act of 1969;
- (B) prejudge the outcome of any required environmental review;
- (C) limit the authority of the Secretary or any other Federal agency to determine the sufficiency of environmental documentation or require additional analyses as appropriate; and
- (D) affect any rights of property owners or other stakeholders under applicable law.

(7) DEFINITIONS.— In this subsection:

(A) the term “corridor service development plan” means the plan described in subsection (c)(2) that defines the scope, schedule, and service objectives for a corridor under this section.

(B) the term “environmental review” means the process of preparing and issuing documents under the National Environmental Policy Act of 1969 (42 U.S.C. 4321 et. seq.) and related implementing regulations.”

Issue: The Corridor Identification and Development (Corridor ID) Program is a comprehensive intercity passenger rail planning and development program to help guide rail development throughout the nation and create a pipeline of intercity passenger rail projects ready for implementation.

There are three stages to the Corridor ID Program that selected projects must undertake in order, including scoping, preparation of a service development plan, and preliminary engineering/environmental review. A Corridor ID Program project must meet all objectives in their current stage before moving to the next stage.

These requirements limit the ability for projects to complete development work concurrently. Agencies, including the Riverside County Transportation Commission, are typically capable of completing 30% of design work prior to the start of the National Environmental Policy Act (NEPA) review. Allowing projects within the Corridor ID Program to continue this work concurrently, in addition to easing restrictions on early acquisition and right-of-way work for projects on existing rail lines and allowing projects to make minor changes without triggering the need for NEPA revalidation will expedite projects through the program and bring them closer to their completion date to better serve the nation.

Additionally, there are instances of projects utilizing non-federal funding to prepare their scoping plans, service development plans, and preliminary engineering/environmental review documents prior to inclusion in the Corridor ID program. Projects that have already received Federal Railroad Administration approval for this work should be deemed accepted as part of the Corridor ID Program process and allowed to advance to the next appropriate step.

Recommendation:

- **For projects that have low or zero federal match for the current phase, reduce administrative processes and requirements. This includes:**
 - **Allowing projects to begin design work earlier in the process, before NEPA review is done;**
 - **Easing restrictions on early acquisitions and right-of-way work for projects on existing rail lines; and**
 - **Providing clarity to federal agencies on permissible minor changes to projects that would not trigger NEPA revalidation requirements.**

Proposed Legislative Language:

SEC. [___].— Corridor Identification and Development Program Enhancements.

(a) AMENDMENT. — Section 25101 of title 49, United States Code, is amended by adding at the end the following:

"(j) CONCURRENT ADVANCEMENT AND STREAMLINED REQUIREMENTS FOR LOW- OR ZERO- FEDERAL MATCH PROJECTS

(1) IN GENERAL—The Secretary shall accelerate the development and implementation of corridors under this section by reducing administrative burdens for projects that receive no, or minimal, Federal financial assistance for the current phase of project development.

(2) APPLICABILITY. — This subsection applies to any corridor or corridor project designated under this section that:

(A) receives no federal funding, or federal funding of less than 10 percent of total costs, for the current phase of project development.

(B) demonstrates, to the satisfaction of the Secretary, that non-federal funding sources are sufficient to advance the activities described in paragraph (3).

(3) PERMISSIBLE ACTIVITIES. — Notwithstanding any other provision of law, eligible projects under this subsection may:

(A) commence preliminary and final design activities prior to the completion of environmental review required under the National Environmental Policy Act of 1969 (42 U.S.C. 4321 et seq.), provided that the project sponsor—

(i) acknowledges and accepts the risk of potential design modifications resulting from the environmental review process;

(ii) ensures that design activities do not preclude reasonable alternatives or predetermine outcomes of the environmental review; and

(iii) coordinates with the Secretary to maintain consistency with anticipated environmental analyses.

(B) undertake early acquisition of property and right-of-way activities for projects located within or adjacent to existing rail corridors, provided that—

(i) such acquisitions do not materially limit reasonable alternatives or prejudice the environmental review outcome;

(ii) acquisitions comply with the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (42 U.S.C. 4601 et seq.); and

(iii) project sponsors accept any financial risk associated with early acquisitions.

(4) CERTAIN PROJECTS.— Documents associated with the scoping, service development plan, environmental review, or preliminary engineering prepared without Federal assistance by an eligible entity shall be considered sufficient to meet the requirements of this section and shall advance in the Corridor Identification and Development Program process as appropriate if such documents were prepared prior to corridor selection under subsection (c).

(5) CLARIFICATIONS OF MINOR MODIFICATIONS.— Not later than 180 days after the date of enactment of the [Act], the Secretary, in consultation with the Chair of the Council on Environmental Quality and relevant Federal agencies, shall issue guidance specifying categories of minor changes to project design, scope, or alignment that shall not require supplementation or revalidation of environmental documents under the National Environmental Policy Act of 1969, including—

(A) adjustments within existing or previously disturbed railroad right-of-way;

(B) modifications to improve safety, operational efficiency, or construction staging that do not result in new significant environmental impacts; and

(C) other changes identified by the Secretary that are consistent with the purposes of this subsection.

(6) DEFINITIONS — In this subsection:

(A) the term “eligible project” means a project described in paragraph (2).

(B) the term “corridor project” means any project advancing corridor development activities under this section.

(C) the terms “complete”, “incomplete”, and “completeness” shall refer to the submission of all necessary parts of the document and shall not be solely based on formatting and grammar.”

Issue: Projects to construct, maintain, upgrade, or expand passenger rail or shared-use rail infrastructure within an existing railroad right-of-way should be exempt from National Environmental Policy Act (NEPA) review, as prior projects within the right-of-way have already undergone such review. Exempting new improvements along existing right-of-way from NEPA requirements will expedite the development of critical rail projects to better facilitate the movement of goods and people throughout the nation.

Recommendation:

Exempt from NEPA portions of rail projects within existing railroad rights of way.

Proposed	Legislative	Language:
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Section []. National Environmental Policy Act Exemption for Rail Projects Within Existing Railroad Rights-of-Way.

- a. EXEMPTION.—Notwithstanding any other provision of law, any activity or project carried out to construct, maintain, upgrade, or expand passenger rail or shared-use rail infrastructure for those portions of a project entirely within an existing railroad right-of-way shall not be subject to the requirements of section 102(2)(C) of the National Environmental Policy Act of 1969 (42 U.S.C. 4332(2)(C)).
- b. SCOPE OF EXEMPTION.—The exemption under subsection (a) shall apply to:
 - 1. construction or improvement of rail sidings, passing tracks, or other operational capacity improvements within existing right-of-way boundaries; and
 - 2. safety enhancements, grade crossing improvements, and infrastructure resiliency measures.

USDOT Theme - Increasing opportunities for investment in transportation infrastructure that promotes economic growth

Federal Highway Administration

Issue: Toll-managed express lanes are a proven tool for improving mobility, enhancing trip reliability, and optimizing the performance of congested highway corridors. These facilities offer drivers a choice for faster travel during peak periods and provide access to transit and high-occupancy vehicles. As more areas look to maximize limited financial resources, the use of dynamic pricing and integrated traffic management are important transportation solutions.

Projects to develop or enhance toll-managed express lanes can face uncertainty regarding their eligibility for federal discretionary grant programs. The proposed legislative language addresses this issue directly by clarifying that toll-managed express lane projects are eligible for funding under any discretionary grant program administered by the U.S.

Department of Transportation. This includes important programs such as INFRA, MEGA, BUILD, and the Congestion Relief Program.

The proposed legislative language makes clear that eligibility extends not only to physical lane construction or expansion, but also to associated operational technologies such as electronic tolling infrastructure, real-time traffic management systems, and enforcement mechanisms. These components are essential to the performance and effectiveness of managed lanes.

Recommendation:

Maximize eligibility and competitiveness for 15 ELPSE and projects that expand use of multimodal tolled managed lanes (Express Lanes) on highway systems.

Proposed Legislative Language:

(a) ELIGIBILITY CLARIFICATION.—Notwithstanding any other provision of law, projects to construct, expand, or improve toll-managed express lanes, including associated tolling infrastructure, traffic management systems, enforcement technology, and related operational improvements, shall be eligible for funding under any discretionary grant program administered by the Department of Transportation, including but not limited to:

- (1) The Infrastructure for Rebuilding America (INFRA) program under section 117 of title 23, United States Code;
- (2) The National Infrastructure Project Assistance (MEGA) program under section 6701 of title 23, United States Code;
- (3) The Better Utilizing Investments to Leverage Development program, as established under annual appropriations acts (or any successor discretionary grant program previously known as TIGER or RAISE) program, as established under annual appropriations acts;
- (4) The Congestion Relief Program under section 129(d) of title 23, United States Code; and
- (5) Any successor or substantially similar discretionary grant program.

USDOT Theme - Strengthening partnerships with States and other key stakeholders to improve transportation outcomes

Federal Highway Administration

Issue: In metropolitan areas with populations exceeding 10 million, transportation planning and investment decisions often involve multiple county-level agencies with significant responsibilities for delivering infrastructure projects. To improve responsiveness, transparency, and the efficient use of federal surface transportation funds, Congress should authorize metropolitan planning organizations (MPOs) in these large regions to further suballocate funds under sections 133 and 149 of title 23 to county transportation agencies—provided that the State has enacted a statutory suballocation process. By tying the suballocation of Surface Transportation Block Grant Program funds to population and the suballocation of CMAQ funds to population with consideration of ozone attainment status, this policy ensures that resources are distributed equitably, while preserving the MPO's role in approving the transportation improvement program.

Prior to 2021, STBG funds were apportioned from MPOs to county transportation commissions on a population basis, which was fair and effective, enabling local transportation funding decisions to meet the needs of communities.

Recommendation:

Allow an MPO to directly suballocate STBG/CMAQ funds to county transportation commissions.

Proposed Legislative Language:

Amend Section 23 U.S.C. § 134(j) by adding the following new paragraph:

(5) Suballocation in large metropolitan areas. In metropolitan planning areas with a total population exceeding 10,000,000, as determined by the most recent decennial census, the metropolitan planning organization shall further suballocate funds provided under sections 133 and 149 to county transportation agencies if the following requirements are met:

- (A) the state which the metropolitan planning organization is located has enacted a statute detailing a suballocation process.
 - (i) The suballocation process for funding under section 133 shall be based on population; and
 - (ii) the suballocation process for funding under section 149 shall be based on existing state statute that accounts for population and attainment status.
- (B) the metropolitan planning organization retains responsibility for the final approval of the transportation improvement program under paragraph (1) of this subsection.

RCTC appreciates the opportunity to provide input in response to this Request for Information. RCTC is committed to advancing practical policies that improve mobility, safety, and system performance and we urge the U.S. Department of Transportation to consider these recommendations as it develops proposals for the next surface transportation reauthorization. We stand ready to assist and collaborate further as the legislative process moves forward. Should you have any questions, please do not hesitate to contact me at (951) 787-7141 or ahake@rctc.org. Thank you for your consideration.

Sincerely,



Aaron Hake
Executive Director

AGENDA ITEM 8

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	Jenny Chan, Planning and Programming Manager
THROUGH:	Jillian Guizado, Planning and Programming Director
SUBJECT:	2026 State Transportation Improvement Program Funding Distribution and Adopted Fund Estimate

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Approve the 2026 State Transportation Improvement Program (STIP) funding distribution among the three geographic areas in Riverside County per the adopted STIP intracounty Memorandum of Understanding (MOU).

BACKGROUND INFORMATION:

The STIP is a five-year program of projects administered by the California Transportation Commission (CTC). It is updated every two years outlining the commitment and programming of transportation funds for the State's multimodal transportation system, including: highways, rail, transit, local roads, and bike and pedestrian facilities. In June of every odd year, Caltrans is required to prepare a draft STIP Fund Estimate (FE) that estimates how much funding will be available for programming for the next five-year period. The CTC released the draft 2026 STIP FE at its June 26, 2025, meeting and it was finalized at the August 14, 2025, meeting.

The 2026 STIP covers Fiscal Years (FY) 2026/27 through 2030/31. Each STIP cycle adds on two years with most of the programming capacity available in the last two years. STIP funds are allocated into two broad programs – the Regional Improvement Program (RIP) receives 75 percent of the total STIP funds, and the remaining 25 percent is directed to Caltrans for its Interregional Transportation Improvement Program. The 75 percent RIP funding is further subdivided by formula into county shares. County shares are available solely for projects nominated by regional agencies, such as the Commission. The 2026 STIP FE also establishes funding levels for the State Highway Operation and Protection Program, which Caltrans prepares in consultation with the regions.

STIP Intracounty Formula Distribution

Per the Commission's STIP intracounty formula distribution approved in 1998 through an MOU between the Commission, Coachella Valley Association of Governments (CVAG), and Western Riverside Council of Governments, STIP funds are allocated to Western County, Coachella Valley,

and Palo Verde Valley based on the most recent fiscal year taxable sales by geographic area used for Measure A allocations. As seen in Table 1, the geographic area percentages of taxable sales applied to the 2016 through 2026 STIPs demonstrate a growing trend in Western County compared to Coachella and Palo Verde Valleys:

Table 1. Taxable Sales Share by Riverside County Geographic Area

Geographic Area	2016 STIP	2018 STIP	2020 STIP	2022 STIP	2024 STIP	2026 STIP
Western County	75.76%	77.30%	78.12%	78.14%	79.91%	80.16%
Coachella Valley	23.54%	22.11%	21.45%	21.42%	19.70%	19.47%
Palo Verde Valley	0.70%	0.59%	0.43%	0.44%	0.39%	0.37%

Per the STIP intracounty distribution formula, each geographic area will receive funding based on the above percentages. In addition, state law allows up to five percent of RIP funding for planning, programming, and monitoring (PPM) activities, which includes funding for Project Study Reports, general planning, and staff costs associated with STIP funding, programming, and project administration. PPM funding is available for CVAG and Commission activities.

DISCUSSION:

2026 STIP FE

On August 14, 2025, the CTC adopted the final 2026 STIP FE, which identifies county share targets for each region in the state. Statewide, \$1.1 billion of new STIP capacity is available in the 2026 STIP; of this amount, \$32,749,000 is identified for Riverside County. The majority of new STIP capacity is available in the last two years of the 2026 STIP cycle, FYs 2029/30 and 2030/31.

Table 2 reflects how the Riverside County STIP funds should be distributed according to the STIP intracounty MOU. Staff is proposing to increase the PPM off the top allocation from three percent to five percent to account for escalating costs associated with managing federal and state grant funding requirements. One percent will continue to support staff time spent advancing the Coachella Valley-San Geronio Pass Rail Corridor Service (CV Rail) project during the Tier 2 environmental phase. The remaining four percent of PPM will be shared between the Commission and CVAG as detailed in MOU No. 23-66-052-00.

Table 2. 2026 STIP FE – Riverside County Share Target

<i>Total Riverside County Share</i>		<i>\$ 32,749,000</i>
<i>Less: 5 percent PPM</i>		<i>1,637,450</i>
<i>Total New Project Programming</i>		<i>31,111,550</i>
<i>Western County</i>	<i>80.16 percent</i>	<i>24,939,018</i>
<i>Coachella Valley</i>	<i>19.47 percent</i>	<i>6,057,419</i>
<i>Palo Verde Valley</i>	<i>0.37 percent</i>	<i>115,113</i>

2026 STIP Project Selection Process

The Commission is the entity that prepares, approves, and submits the STIP proposal for the entirety of Riverside County. Each of the three geographic areas of the county have a different process for selecting projects for inclusion in the STIP. Staff anticipates bringing the full project list for Commission adoption in fall 2025.

Western Riverside County

Western Riverside County projects are nominated by Commission staff. Recommendations for current and new projects for STIP funds will be considered and based on the 2019-29 Measure A Highway Delivery Plan and other high priority projects approved by the Commission.

Coachella Valley

CVAG nominates its projects and notifies Commission staff for final concurrence and submittal to the CTC. Staff has reviewed the programming process and timeline with CVAG staff and will present CVAG's recommended projects to the Commission for inclusion in the 2026 STIP submittal.

Palo Verde Valley

Palo Verde Valley projects are nominated by the city of Blythe (Blythe); however, given the minor amount of funding typically available and the complexity in processing these funds, the Commission and Blythe have executed MOUs in past STIP cycles trading Palo Verde Valley STIP funds with Measure A Western Riverside County Highway funds. Blythe is required to include the STIP traded funds in its Measure A Local Streets and Roads Capital Improvement Plan. Upon CTC's adoption of the 2026 STIP in March 2026, staff will prepare the 2026 STIP MOU with Blythe.

Status of Current 2024 STIP Programming

Table 3 illustrates the current 2024 STIP projects programmed in Riverside County.

Table 3. 2024 STIP – Riverside County (in \$1,000s; approved by CTC in March 2024)

Agency	Project	Phase	FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28	FY 2028/29	Total STIP
RCTC	I-10/ Highland Springs IC	C					14,698	14,698
CVAG (Indio/ County)	I-10/ Monroe IC	C		14,329				14,329
RCTC	I-15/ Southern Extension	PS&E				37,416		37,416
County	I-10/ Bypass	ROW	8,800					8,800
Temecula	I-15 French Valley Parkway Ph-III	PS&E	5,000					5,000
County	Temescal Canyon	C			13,000			13,000
RCTC	CV Rail	ENV		15,658				15,658
RCTC/ CVAG	PPM	C	600	600	600	600	427	2,827
		Totals	\$14,400	\$30,587	\$13,600	\$38,016	\$15,125	\$111,728

IC = Interchange

C = Construction

PS&E = Plans, Specifications, and Estimates

ROW = Right-of-way

ENV = Environmental

PPM = Planning, Programming, and Monitoring

Projects programmed in FYs 2026/2027 through FYs 2028/2029 will be reviewed for carryover into the 2026 STIP.

The 2026 STIP submittal is due to the CTC by December 15, 2025. CTC adoption of the 2026 STIP is scheduled for March 2026.

FISCAL IMPACT:

There is no fiscal impact to the Commission related to the adoption of the 2026 STIP funding distribution.

AGENDA ITEM 9

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	Eric DeHate, Transit Manager
THROUGH:	Lorelle Moe-Luna, Multimodal Services Director
SUBJECT:	Fiscal Year 2025/26 State of Good Repair Program Allocations

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Approve Resolution No. 25-008, *“Resolution of the Riverside County Transportation Commission Approving the FY 2025/26 Project List for the California State of Good Repair Program;”*
- 2) Approve an allocation of \$5,061,324 related to Fiscal Year (FY) 2025/26 State of Good Repair (SGR) program funds to eligible Riverside County transit operators;
- 3) Approve an increase of \$53,700 in the FY 2025/26 budget for SGR revenues to reflect updated SCO estimates;
- 4) Authorize the Executive Director, or designee, to review, approve and submit projects to Caltrans which are consistent with SGR program guidelines and to execute and submit required documents for the SGR program, including the Authorized Agent Form; and
- 5) Authorize the Executive Director, or designee, to approve administrative amendments to the FY 2025/26 Short Range Transit Plans (SRTPs) for incorporation of the SGR funds, as necessary.

BACKGROUND INFORMATION:

The SGR program was established through Senate Bill (SB) 1 in April 2017 and is funded from a portion of the new Transportation Improvement Fee on vehicle registrations. SGR provides approximately \$105 million annually to transit operators in California for eligible transit maintenance, rehabilitation, and capital projects. Funds are apportioned similar to the State Transit Assistance program formula, utilizing two categories for funding: population and transit operator revenues. Apportionments by population are discretionary and fall under Public Utilities Code (PUC) 99313, and apportionments based on transit operator revenues are non-discretionary and fall under PUC 99314. Apportionments for both PUC 99313 and 99314 are determined by the State Controller’s Office (SCO).

The total estimated amount of SGR funds available to Riverside County for FY 2025/26 is \$5,061,324. Of this amount, \$4,359,174 is apportioned by population under PUC 99313 to the

Commission for sub-allocation. PUC 99314 provides \$702,150 directly to the transit operators as determined by the SCO.

As the regional transportation planning agency for Riverside County, the Commission has the following responsibilities:

- Receive and allocate SGR funds to transit operators based on local needs (PUC 99313) and based on formula amounts published by the SCO (PUC 99314);
- Via board resolution, approve the annual list of SGR projects submitted by the public transit operators and ensure funds are expended on SGR-eligible activities;
- Complete an updated authorized agent form; and
- Comply with all relevant state laws, regulations, and policies for funding.

In order to receive funding for FY 2025/26, the Commission is required to submit to Caltrans a resolution by September 1, 2025, confirming the Commission is an eligible project sponsor and may receive, distribute, concur, and approve the list of projects, which are to be funded under the SGR program. Initial SGR funding estimates were released in January 2025 by the SCO and were included in the Commission's FY 2025/26 budget accordingly. Revised SGR funding amounts were released by the SCO on August 1, 2024. Due to the board meeting schedule, Caltrans approved the Commission's request to submit an approved resolution and project list by September 30. To meet this requirement, staff recommends approval of Resolution No. 25-008 (Attachment 1), *"Resolution of the Riverside County Transportation Commission Approving the FY 2025/26 Project List for the California State of Good Repair Program."*

Staff also recommends approving an allocation of \$5,061,324 of FY 2025/26 SGR funds to eligible transit operators and their proposed projects (Attachment 2). Staff has reviewed the PUC 99313 distribution based on transit operators needs. Staff expects that transit operators will program these funds in their FY 2026/27 SRTP, but they may request an amendment to their FY 2025/26 SRTP if needed.


It is important to note that the funding allocation is an estimate provided by the SCO. Actual funds received are based on the Transportation Improvement Fee collected on vehicle registrations. Most funding sources the Commission oversees have a fund balance, which provides stability in changes to economic conditions and allows projects and programs to move forward even during economic uncertainty. Caltrans requires all SGR funds to be programmed and operators are encouraged to use these funds as expeditiously as possible. While Caltrans prefers this type of programming, it can leave little to no fund balance, which can affect project estimates.

Staff included the January 2025 SCO estimates for SGR funding allocations concurrently with the annual SRTP allocation process approved by the Commission in June. Staff did not include the resolution during that process anticipating a revised estimate in August from the SCO and subsequent board authorization. The August 2025 estimate provided by the SCO shows an increase of 1 percent or \$53,700 above the January 2025 estimate that was included in the

FY 2025/26 budget. As such, staff recommends a budget increase to include these revenues. Any decreases in funding allocations will be within the approved amount the Commission authorizes and can be amended administratively. Any increases in funding allocations to the transit operators beyond this amount will be brought back to the Commission for approval during the mid-year staff report.

FISCAL IMPACT:

Funds are distributed to the Commission quarterly from the SCO with the final payment expected in September 2026. A total of \$5,008,000 of SGR funds were already included in the Commission's FY 2025/26 budget. The additional \$53,700 of SGR funds from the revised August estimate will be added to the FY 2025/26 budget.

Financial Information					
In Fiscal Year Budget:	No	Year:	FY 2025/26	Amount:	\$53,700
Source of Funds:	SB1 State of Good Repair			Budget Adjustment:	Yes
GL/Project Accounting No.:	002221 401 42301 00000 242 62 42301 \$31,200 002222 401 42301 00000 242 62 42301 \$22,500				
Fiscal Procedures Approved:				Date:	08/13/2025

Attachments:

- 1) Resolution No. 25-008
- 2) SGR FY 2025/26 Allocations by Operator

RESOLUTION NO. 25-008
RESOLUTION OF THE
RIVERSIDE COUNTY TRANSPORTATION COMMISSION
APPROVING THE FY 2025/26 PROJECT LIST
FOR THE CALIFORNIA STATE OF GOOD REPAIR PROGRAM

WHEREAS, Senate Bill 1 (SB 1), the Road Repair and Accountability Act 2017, established the State of Good Repair (SGR) program to fund eligible transit maintenance, rehabilitation and capital project activities that maintain the public transit system in a state of good repair; and

WHEREAS, the Riverside County Transportation Commission is an eligible project sponsor and may receive and distribute State Transit Assistance – SGR funds to eligible project sponsors (local agencies) for eligible transit capital projects;

WHEREAS, the Riverside County Transportation Commission distributes SGR funds to eligible project sponsors (local agencies) under its regional jurisdiction; and

WHEREAS, the Riverside County Transportation Commission concurs with and approves the attached project list for the SGR Program funds; and

NOW, THEREFORE, BE IT RESOLVED, that the Riverside County Transportation Commission hereby approves the SB 1 SGR Project List for FY 2025/26; and

NOW, THEREFORE, BE IT RESOLVED, by the Board of Commissioners of the Riverside County Transportation Commission that the fund recipient agrees to comply with all conditions and requirements set forth in the Certification and Assurances document and applicable statutes, regulations and guidelines for all SGR funded transit capital projects.


NOW, THEREFORE, BE IT RESOLVED, that the Executive Director or designee is hereby authorized to submit a request for Scheduled Allocation of the SB 1 SGR funds and to execute the related grant applications, forms and agreements, including the Authorized Agent Form.

APPROVED AND ADOPTED this 10th day of September, 2025.

 Karen Spiegel, Chair
 Riverside County Transportation Commission

ATTEST:

 Lisa Mobley, Clerk of the Board
 Riverside County Transportation Commission

 FY 2025/26 State of Good Repair (SGR) Funding Allocation					
Agency	PUC 99313*	PUC 99314*	Total SGR Allocation	Project Number	Proposed Project Description
City of Banning	\$ 67,477	\$ 2,523	\$ 70,000	27-TBD	Capitalized Preventative Maintenance
City of Beaumont	58,785	3,857	62,642	27-TBD	Maintenance Equipment
City of Corona	109,835	5,165	115,000	27-TBD	Bus Stop Improvements
City of Riverside	54,023	5,977	60,000	27-TBD	Capitalized Preventative Maintenance
Palo Verde Valley Transit Agency	74,032	2,128	76,160	27-TBD	Maintenance Infrastructure: SGR Equipment and Facility Upgrades.
RCTC	778,769	321,231	1,100,000	27-TBD	Rail Stations - Capital Rehabilitation
Riverside Transit Agency	2,133,055	221,945	2,355,000	27-TBD	Facility, Maintenance, Safety and Revenue/Support Vehicle
SunLine Transit Agency	1,083,198	139,324	1,222,522	27-TBD	Workforce Training Center
Grand Totals	\$ 4,359,174	\$ 702,150	\$ 5,061,324		

*Based on SCO Revised Estimate of August 1, 2025

AGENDA ITEM 10

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	August 25, 2025
TO:	Budget and Implementation Committee
FROM:	Jeanette Flores, External Affairs Director
THROUGH:	David Knudsen, Deputy Executive Director
SUBJECT:	Traffic Relief Plan Public Information and Awareness Program

STAFF RECOMMENDATION:

This item is for the Committee to recommend the Commission take the following action(s):

- 1) Award Agreement No. 25-11-110-00 to Southwest Strategies for Professional Services for Public Information and Awareness services for a 16-month term, in an amount not to exceed \$750,000; and
- 2) Authorize the Chair or Executive Director, pursuant to legal counsel review, to execute the agreement on behalf of the Commission.

BACKGROUND INFORMATION:

The Commission has prioritized open, transparent, and ongoing communication and outreach with communities throughout Riverside County. Effective public outreach and community engagement requires the Commission to actively listen to residents, respond to their feedback, and provide accurate information and education about its work.

In recent years, the Commission has launched robust public outreach efforts to gather input from Riverside County residents on transportation priorities and issues that will help address increasing traffic congestion. In 2019, RCTC introduced the #RebootMyCommute public engagement program, which generated thousands of public comments leading to the development and adoption of the 2020 Traffic Relief Plan (TRP). In 2023, the Commission approved another public outreach effort to update the TRP.

The 2023/2024 TRP public engagement effort generated more than 6,239 comments, 64 public presentations, 42,059 tele-townhall participants, and a total digital engagement of 1.1 million (direct engagement with the TRP). The comments and engagement from residents, local leaders, and stakeholder groups regarding the County's transportation needs generated from this outreach were incorporated into the Commission-adopted TRP in 2024.

The TRP represents an aspirational strategy for transportation improvements totaling more than \$25 billion. Rooted in community input, the TRP is designed not just to address current transportation challenges, but to shape Riverside County's transportation future through highway improvements, active transportation, safe streets and roads, and public transportation.

While the 2024 TRP was not funded, it identifies the Commission's long-term transportation priorities for Riverside County.

RCTC and its partners have made significant progress in delivering transportation investments, however, issues remain as Riverside County continues to experience population growth and an exponential increase in goods movement on its roadways. To help share how the TRP may address these challenges, the Commission, at its February 2025 Workshop, directed staff to prepare a public outreach and information effort to build on previous efforts and further educate the public about the TRP and to help inform future funding decisions.

Public Outreach Approach

The Public Information and Awareness Program aims to educate and inform as many Riverside County residents as possible about the projects in the TRP. The Commission plans to build upon previous public engagement efforts by fostering awareness and encouraging meaningful discussions and input regarding the future of transportation in Riverside County.

Key elements of the Public Information and Awareness Program include accountability and performance management features designed to ensure that taxpayers' dollars are utilized wisely for maximum return on investment. These features comprise:

- A goal-oriented work program plan that keeps both the consultant and staff focused on qualitative and quantitative outcomes;
- Real-time, customized reporting on the results of both digital and in-person public engagements;
- A tailored program that resonates with the diverse communities within Riverside County;
- Utilization of current and emerging digital communication methods to effectively reach a large audience; and
- Data privacy and security reviews throughout the program to ensure that personal information of citizens who engage with the Commission is handled ethically.

The Public Engagement Program aims to achieve specific objectives that distinguish it from other Commission's communication efforts on projects, programs, and services.

Goal-Oriented Approach

The Commission staff took a goal-oriented approach for this request for proposals (RFP's), which differ from traditional contracts that focus on completing specific tasks. In order better harness the private sector's valued creativity and state-of-the-art technological capabilities to engage the public in today's fast moving media environment, staff identified goals and challenged the proposers to develop best methods to achieve the goals. The goals are not rooted in increasing engagement or impressions, alone. The goals require a comprehensive approach that not only delivers the TRP to the community in a digital and grassroots fashion but also gauges public knowledge of provisions contained in the TRP and receive public feedback through a variety of methods including digital and in-person activities.

The development of these goals was informed by the Commission's previous efforts as well as the experiences of other transportation agencies. These include:

1. Increase the public awareness of the TRP by at least 15 percent by spring 2026.
2. Assist RCTC in building meaningful relationships with the public about projects and programs contained in the TRP by identifying and successfully have at least 30 representatives or champions talk about the TRP either in-person, on video, or on other formats.
3. Identify, schedule for RCTC staff, or potentially participate in at least 50 community events/public meetings educating residents, and officials on the TRP.
4. Deliver the TRP to 50 percent of the adult residents in Riverside County.
5. Engage with 7 percent of adult residents on the TRP.
6. Identify other goals that will enhance the delivery of the TRP to Riverside County residents, including in rural areas.

To accomplish these goals, the consultant will support Commission staff to implement the following activities:

1. In-person public and community outreach
2. Digital and social media platform engagement, awareness, and reach
3. Media Relations
4. Stakeholder Engagement
5. Educational materials

Following a competitive procurement process as discussed below, the recommendation is to award this Public Information and Awareness Program contract to Southwest Strategies Group.

The Team: Southwest Strategies Group

Southwest Strategies Group is a full-service public affairs firm with over 120 employees and an extensive portfolio of public education, infrastructure, and transportation communication projects. Headquartered in California, they offer experience with large-scale and regional operation while executing complex, multi-agency outreach programs.

Southwest Strategies Group has assembled for RCTC a public engagement team with the breadth and depth of specialized skills and local experience necessary to execute a comprehensive, measurable, and meaningful public engagement program. As the prime contractor, Southwest Strategies has proposed a suite of sub-consultants for niche tasks to achieve the goals established by the Commission.

Through the competitive evaluation process, Southwest Strategies Group showcased the following:

1. Strategic team with depth capable of managing large-scale, fast paced public engagement efforts. The team has successfully implemented public education programs in Riverside,

- San Diego, Los Angeles, and Central California counties.
- 2. Local and regional knowledge with an integrated team of subconsultants based in Riverside, Palm Desert, and surrounding areas with strong connections and knowledge of Riverside County.
- 3. Public Engagement and Education Tools
 - a. Social media, digital engagement, and storytelling
 - b. Customized outreach dashboard and reporting tools
 - c. In-house graphic design and multimedia production
- 4. Performance and Measurement
 - a. Data-driven model with reporting mechanisms to track and adapt tactics.
 - b. Monthly data dashboards and KPI reporting.

Procurement Process

Staff determined the weighted factor method of source selection to be the most appropriate for this procurement. This method allows the Commission to identify the most advantageous proposal with qualifications of firm and personnel, understanding and approach, and price for public information and awareness program services as set forth under the terms of RFP No. 25-11-110-00.

RFP No. 25-11-110-00 for Public Information and Awareness Program was released by staff on May 22, 2025. The RFP was posted on the Commission's PlanetBids website, which is accessible through the Commission's website. Emails were sent to 254 firms, twenty-six (26) of which are located in Riverside County. Through the PlanetBids site, 60 firms downloaded the RFP. Staff responded to all questions submitted by potential proposers by June 19, 2025. Five consultants – Arellano Associates (Chino Hills, CA); Barrios & Associates (Orange, CA); My Emerald Hands (San Diego, CA); Pastilla Inc (Pasadena, CA); Southwest Strategies Group (San Diego, CA) - submitted responsive proposals prior to the 2:00 p.m. submittal deadline on July 3, 2025. Utilizing the evaluation criteria set forth in the RFP, all firms were evaluated and scored by an evaluation committee comprised of Commission staff and a staff member from the Riverside Community College District.

Based on the evaluation committee's assessment of the written proposals and pursuant to the terms of the RFP, the evaluation committee shortlisted and invited three firms (Barrios & Associates, Pastilla Inc, and Southwest Strategies Group to the interview phase of the evaluation and selection process. In-person interviews were conducted on July 23, 2025.


As a result of the evaluation committee's assessment of the written proposals and interviews, Southwest Strategies Group was selected as the most qualified firm to provide the public information and awareness program services. The evaluation committee recommends contract awards to Southwest Strategies Group for a 16-month term in an amount not to exceed \$750,000 as this firm earned the highest total evaluation scores. The following evaluation criteria was used by the committee to rank the firms:

Evaluation Criteria	Weighted Factor
Qualifications of Firm	25%
Qualifications of Personnel	25%
Understanding and Approach	30%
Cost	20%

The overall evaluation ranking of the firms that were interviewed, based on highest to lowest total evaluation score, is presented in the following table:

Firm	Overall Ranking
Southwest Strategies Group	1
Barrios & Associates	2
Pastilla Inc.	3

The Commission's model professional services agreement will be entered into with the firm, pursuant to legal counsel review. Staff oversight of the contract will maximize the effectiveness of the consultants and minimize costs to the Commission.

Financial Information					
In Fiscal Year Budget:	Yes	Year:	FY 2025/26+	Amount:	\$750,000
Source of Funds:	General Fund - Administration			Budget Adjustment:	No
GL/Project Accounting No.:	Expenditure: 112325 65520 00000 0000 101 11 65520				
Fiscal Procedures Approved:				Date:	08/13/2025

Attachment: Draft Agreement No. 25-11-110-00 to Southwest Strategies Group

**RIVERSIDE COUNTY TRANSPORTATION COMMISSION
AGREEMENT FOR PUBLIC INFORMATION AND AWARENESS PROGRAM
SERVICES
WITH SOUTHWEST STRATEGIES GROUP**

1. PARTIES AND DATE.

This Agreement is made and entered into this ____ day of _____, 2025, by and between the RIVERSIDE COUNTY TRANSPORTATION COMMISSION ("the Commission") and **SOUTHWEST STRATEGIES GROUP** ("Consultant"), a **LIMITED LIABILITY COMPANY**.

2. RECITALS.

2.1 Consultant desires to perform and assume responsibility for the provision of certain professional consulting services required by Commission on the terms and conditions set forth in this Agreement. Consultant represents that it is a professional consultant, experienced in providing PUBLIC INFORMATION AND AWARENESS PROGRAM services to public clients, is licensed in the State of California, and is familiar with the plans of Commission.

2.2 Commission desires to engage Consultant to render certain consulting services for the PUBLIC INFORMATION AND AWARENESS PROGRAM Project ("Project") as set forth herein.

3. TERMS.

3.1 General Scope of Services. Consultant promises and agrees to furnish to Commission all labor materials, tools, equipment, services, and incidental and customary work necessary to fully and adequately provide professional consulting services and advice on various issues affecting the decisions of Commission regarding the Project and on other programs and matters affecting Commission, hereinafter referred to as "Services". The Services are more particularly described in Exhibit "A" attached hereto and incorporated herein by reference. All Services shall be subject to, and performed in

accordance with, this Agreement, the exhibits attached hereto and incorporated herein by reference, and all applicable local, state, and federal laws, rules and regulations.

3.2 Term. The term of this Agreement shall be from the date first specified above to February 28, 2027, unless earlier terminated as provided herein. Consultant shall complete the Services within the term of this Agreement and shall meet any other established schedules and deadlines.

3.3 Schedule of Services. Consultant shall perform the Services expeditiously, within the term of this Agreement, and in accordance with the Schedule of Services set forth in Exhibit "B" attached hereto and incorporated herein by reference. Consultant represents that it has the professional and technical personnel required to perform the Services in conformance with such conditions. In order to facilitate Consultant's conformance with the Schedule, the Commission shall respond to Consultant's submittals in a timely manner. Upon request of the Commission, Consultant shall provide a more detailed schedule of anticipated performance to meet the Schedule of Services.

3.4 Independent Contractor; Control and Payment of Subordinates. The Services shall be performed by Consultant under its supervision. Consultant will determine the means, method and details of performing the Services subject to the requirements of this Agreement. Commission retains Consultant on an independent contractor basis and Consultant is not an employee of Commission. Consultant retains the right to perform similar or different services for others during the term of this Agreement. Any additional personnel performing the Services under this Agreement on behalf of Consultant shall not be employees of Commission and shall at all times be under Consultant's exclusive direction and control. Consultant shall pay all wages, salaries, and other amounts due such personnel in connection with their performance of Services under this Agreement and as required by law. Consultant shall be responsible for all reports and obligations respecting such additional personnel, including, but not limited to: social security taxes, income tax withholding, unemployment insurance, and workers' compensation insurance.

3.5 Conformance to Applicable Requirements. All work prepared by Consultant shall be subject to the approval of Commission.

3.6 Substitution of Key Personnel. Consultant has represented to Commission that certain key personnel will perform and coordinate the Services under this Agreement. Should one or more of such personnel become unavailable, Consultant may substitute other personnel of at least equal competence and experience upon written approval of Commission. In the event that Commission and Consultant cannot agree as to the substitution of key personnel, Commission shall be entitled to terminate this Agreement for cause, pursuant to provisions of Section 3.16 of this Agreement. The key personnel for performance of this Agreement are as follows: Hope Reilly, Zachary MacQuarrie, Samantha Goldstein, Shannon Delaporta, Valeria Hernandez, Tessa Schall, Karlene Sanchez, Hannah Blome, Eddie Villanueva, Andy Phonhsongkham, Robert Chevez, Brad Weaver, Jared Boigon, Jordan Visola, Shannon Boffa, Jim Madaffer, Mike Watson, Melissa Cabral, Sara Johnson, and Amanda Csiszar.

3.7 Commission's Representative. Commission hereby designates **EXECUTIVE DIRECTOR**, or his or her designee, to act as its representative for the performance of this Agreement ("Commission's Representative"). Commission's representative shall have the power to act on behalf of Commission for all purposes under this Agreement. Consultant shall not accept direction from any person other than Commission's Representative or his or her designee.

3.8 Consultant's Representative. Consultant hereby designates **CHRIS WAHL**, or his or her designee, to act as its representative for the performance of this Agreement ("Consultant's Representative"). Consultant's Representative shall have full authority to represent and act on behalf of the Consultant for all purposes under this Agreement. The Consultant's Representative shall supervise and direct the Services, using his or her best skill and attention, and shall be responsible for all means, methods, techniques, sequences and procedures and for the satisfactory coordination of all portions of the Services under this Agreement.

3.9 Coordination of Services. Consultant agrees to work closely with Commission staff in the performance of Services and shall be available to Commission's staff, consultants and other staff at all reasonable times.

3.10 Standard of Care; Licenses. Consultant shall perform the Services under this Agreement in a skillful and competent manner, consistent with the standard generally recognized as being employed by professionals in the same discipline in the State of California. Consultant represents and maintains that it is skilled in the professional calling necessary to perform the Services. Consultant warrants that all employees and subcontractors shall have sufficient skill and experience to perform the Services assigned to them. Finally, Consultant represents that it, its employees and subcontractors have all licenses, permits, qualifications and approvals of whatever nature that are legally required to perform the Services and that such licenses and approvals shall be maintained throughout the term of this Agreement. Consultant shall perform, at its own cost and expense and without reimbursement from Commission, any Services necessary to correct errors or omissions which are caused by the Consultant's failure to comply with the standard of care provided for herein, and shall be fully responsible to the Commission for all damages and other liabilities provided for in the indemnification provisions of this Agreement arising from the Consultant's errors and omissions.

3.11 Laws and Regulations. Consultant shall keep itself fully informed of and in compliance with all local, state and federal laws, rules and regulations in any manner affecting the performance of the Project or the Services, including all Cal/OSHA requirements, and shall give all notices required by law. Consultant shall be liable for all violations of such laws and regulations in connection with Services. If the Consultant performs any work knowing it to be contrary to such laws, rules and regulations and without giving written notice to Commission, Consultant shall be solely responsible for all costs arising therefrom. Consultant shall defend, indemnify and hold Commission, its officials, directors, officers, employees and agents free and harmless, pursuant to the

indemnification provisions of this Agreement, from any claim or liability arising out of any failure or alleged failure to comply with such laws, rules or regulations.

3.12 Insurance.

3.12.1 Time for Compliance. Consultant shall not commence work under this Agreement until it has provided evidence satisfactory to the Commission that it has secured all insurance required under this section, in a form and with insurance companies acceptable to the Commission. In addition, Consultant shall not allow any subcontractor to commence work on any subcontract until it has secured all insurance required under this section.

3.12.2 Minimum Requirements. Consultant shall, at its expense, procure and maintain for the duration of the Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the Agreement by the Consultant, its agents, representatives, employees or subcontractors. Consultant shall also require all of its subcontractors to procure and maintain the same insurance for the duration of the Agreement. Such insurance shall meet at least the following minimum levels of coverage:

(A) Minimum Scope of Insurance. Coverage shall be at least as broad as the latest version of the following: (1) *General Liability*: Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001 or exact equivalent); (2) *Automobile Liability*: Insurance Services Office Business Auto Coverage (form CA 0001, code 1 (any auto) or exact equivalent); and (3) *Workers' Compensation and Employer's Liability*: Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.

(B) Minimum Limits of Insurance. Consultant shall maintain limits no less than: (1) *General Liability*: \$2,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with general aggregate limit is used, either the general aggregate limit shall apply separately to this Agreement/location or the general aggregate limit shall be twice the required occurrence limit; (2) *Automobile Liability*: \$2,000,000 per accident for bodily injury and property damage; and (3) *if Consultant has an employees, Workers' Compensation and Employer's Liability*: Workers' Compensation limits as required by the Labor Code of the State of California. Employer's Practices Liability limits of \$1,000,000 per accident.

3.12.3 Professional Liability. Consultant shall procure and maintain, and require its sub-consultants to procure and maintain, for a period of five (5) years following completion of the Project, errors and omissions liability insurance appropriate to their profession. Such insurance shall be in an amount not less than \$2,000,000 per claim. This insurance shall be endorsed to include contractual liability applicable to this Agreement and shall be written on a policy form coverage specifically designed to protect against acts, errors or omissions of the Consultant. "Covered Professional Services" as designated in the policy must specifically include work performed under this Agreement.

The policy must “pay on behalf of” the insured and must include a provision establishing the insurer's duty to defend.

3.12.4 Insurance Endorsements. The insurance policies shall contain the following provisions, or Consultant shall provide endorsements on forms approved by the Commission to add the following provisions to the insurance policies:

(A) General Liability.

(i) Commercial General Liability Insurance must include coverage for (1) bodily Injury and property damage; (2) personal Injury/advertising Injury; (3) premises/operations liability; (4) products/completed operations liability; (5) aggregate limits that apply per Project; (6) explosion, collapse and underground (UCX) exclusion deleted; (7) contractual liability with respect to this Agreement; (8) broad form property damage; and (9) independent consultants coverage.

(ii) The policy shall contain no endorsements or provisions limiting coverage for (1) contractual liability; (2) cross liability exclusion for claims or suits by one insured against another; or (3) contain any other exclusion contrary to this Agreement.

(iii) The policy shall give the Commission, its directors, officials, officers, employees, and agents insured status using ISO endorsement forms 20 10 01 and 20 37 10 01, or endorsements providing the exact same coverage.

(iv) The additional insured coverage under the policy shall be “primary and non-contributory” and will not seek contribution from the Commission’s insurance or self-insurance and shall be at least as broad as CG 20 01 04 13, or endorsements providing the exact same coverage.

(B) Automobile Liability. The automobile liability policy shall be endorsed to state that: (1) the Commission, its directors, officials, officers, employees and agents shall be covered as additional insureds with respect to the ownership, operation, maintenance, use, loading or unloading of any auto owned, leased, hired or borrowed by the Consultant or for which the Consultant is responsible; and (2) the insurance coverage shall be primary insurance as respects the Commission, its directors, officials, officers, employees and agents, or if excess, shall stand in an unbroken chain of coverage excess of the Consultant’s scheduled underlying coverage. Any insurance or self-insurance maintained by the Commission, its directors, officials, officers, employees and agents shall be excess of the Consultant’s insurance and shall not be called upon to contribute with it in any way.

(C) Workers' Compensation and Employers Liability

Coverage.

(i) Consultant certifies that he/she is aware of the provisions of Section 3700 of the California Labor Code which requires every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that code, and he/she will comply with such provisions before commencing work under this Agreement.

(ii) The insurer shall agree to waive all rights of subrogation against the Commission, its directors, officials, officers, employees and agents for losses paid under the terms of the insurance policy which arise from work performed by the Consultant.

(D) All Coverages.

(i) Defense costs shall be payable in addition to the limits set forth hereunder.

(ii) Requirements of specific coverage or limits contained in this section are not intended as a limitation on coverage, limits, or other requirement, or a waiver of any coverage normally provided by any insurance. It shall be a requirement under this Agreement that any available insurance proceeds broader than or in excess of the specified minimum insurance coverage requirements and/or limits set forth herein shall be available to the Commission, its directors, officials, officers, employees and agents as additional insureds under said policies. Furthermore, the requirements for coverage and limits shall be (1) the minimum coverage and limits specified in this Agreement; or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named insured; whichever is greater.

(iii) The limits of insurance required in this Agreement may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of the Commission (if agreed to in a written contract or agreement) before the Commission's own insurance or self-insurance shall be called upon to protect it as a named insured. The umbrella/excess policy shall be provided on a "following form" basis with coverage at least as broad as provided on the underlying policy(ies).

(iv) Consultant shall provide the Commission at least thirty (30) days prior written notice of cancellation of any policy required by this Agreement, except that the Consultant shall provide at least ten (10) days prior written notice of cancellation of any such policy due to non-payment of premium. If any of the required coverage is cancelled or expires during the term of this Agreement, the Consultant shall deliver renewal certificate(s) including the General Liability Additional Insured Endorsement to the Commission at least ten (10) days prior to the effective date of cancellation or expiration.

(v) The retroactive date (if any) of each policy is to be no later than the effective date of this Agreement. Consultant shall maintain such coverage continuously for a period of at least three years after the completion of the work under this Agreement. Consultant shall purchase a one (1) year extended reporting period A) if the retroactive date is advanced past the effective date of this Agreement; B) if the policy is cancelled or not renewed; or C) if the policy is replaced by another claims-made policy with a retroactive date subsequent to the effective date of this Agreement.

(vi) The foregoing requirements as to the types and limits of insurance coverage to be maintained by Consultant, and any approval of said insurance by the Commission, is not intended to and shall not in any manner limit or qualify the liabilities and obligations otherwise assumed by the Consultant pursuant to this Agreement, including but not limited to, the provisions concerning indemnification.

(vii) If at any time during the life of the Agreement, any policy of insurance required under this Agreement does not comply with these specifications or is canceled and not replaced, Commission has the right but not the duty to obtain the insurance it deems necessary and any premium paid by Commission will be promptly reimbursed by Consultant or Commission will withhold amounts sufficient to pay premium from Consultant payments. In the alternative, Commission may cancel this Agreement. The Commission may require the Consultant to provide complete copies of all insurance policies in effect for the duration of the Project.

(viii) Neither the Commission nor any of its directors, officials, officers, employees or agents shall be personally responsible for any liability arising under or by virtue of this Agreement.

3.12.5 Deductibles and Self-Insurance Retentions. Any deductibles or self-insured retentions must be declared to and approved by the Commission. If the Commission does not approve the deductibles or self-insured retentions as presented, Consultant shall guarantee that, at the option of the Commission, either: (1) the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the Commission, its directors, officials, officers, employees and agents; or, (2) the Consultant shall procure a bond guaranteeing payment of losses and related investigation costs, claims and administrative and defense expenses.

3.12.6 Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best's rating no less than A:VIII, licensed to do business in California, and satisfactory to the Commission.

3.12.7 Verification of Coverage. Consultant shall furnish Commission with original certificates of insurance and endorsements effecting coverage required by this Agreement on forms satisfactory to the Commission. The certificates and endorsements for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf. All certificates and endorsements must be received and approved

by the Commission before work commences. The Commission reserves the right to require complete, certified copies of all required insurance policies, at any time.

3.12.8 Subconsultant Insurance Requirements. Consultant shall not allow any subcontractors or subconsultants to commence work on any subcontract until they have provided evidence satisfactory to the Commission that they have secured all insurance required under this section. Policies of commercial general liability insurance provided by such subcontractors or subconsultants shall be endorsed to name the Commission as an additional insured using ISO form CG 20 38 04 13 or an endorsement providing the exact same coverage. If requested by Consultant, the Commission may approve different scopes or minimum limits of insurance for particular subcontractors or subconsultants.

3.13 Safety. Consultant shall execute and maintain its work so as to avoid injury or damage to any person or property. In carrying out its Services, the Consultant shall at all times be in compliance with all applicable local, state and federal laws, rules and regulations, and shall exercise all necessary precautions for the safety of employees appropriate to the nature of the work and the conditions under which the work is to be performed. Safety precautions as applicable shall include, but shall not be limited to: (A) adequate life protection and life saving equipment and procedures; (B) instructions in accident prevention for all employees and subcontractors, such as safe walkways, scaffolds, fall protection ladders, bridges, gang planks, confined space procedures, trenching and shoring, equipment and other safety devices, equipment and wearing apparel as are necessary or lawfully required to prevent accidents or injuries; and (C) adequate facilities for the proper inspection and maintenance of all safety measures.

3.14 Fees and Payment.

3.14.1 Compensation. Consultant shall receive compensation, including authorized reimbursements, for all Services rendered under this Agreement at the rates set forth in Exhibit "C" attached hereto. If overhead rates are included in the attached Exhibit "C", such rates shall be fixed for the term of the Master Agreement, and shall not be subject to adjustment, unless required by the applicable funding source. The total compensation shall not exceed **SEVEN HUNDRED FIFTY THOUSAND (\$750,000)** without written approval of Commission's Executive Director ("Total Compensation"). Extra Work may be authorized, as described below, and if authorized, will be compensated at the rates and manner set forth in this Agreement.

3.14.2 Payment of Compensation. Consultant shall submit to Commission a monthly statement which indicates work completed and hours of Services rendered by Consultant. The statement shall describe the amount of Services and supplies provided since the initial commencement date, or since the start of the subsequent billing periods, as appropriate, through the date of the statement. Commission shall, within 45 days of receiving such statement, review the statement and pay all approved charges thereon.

3.14.3 Reimbursement for Expenses. Consultant shall not be reimbursed for any expenses unless authorized in writing by Commission.

3.14.4 Extra Work. At any time during the term of this Agreement, Commission may request that Consultant perform Extra Work. As used herein, "Extra Work" means any work which is determined by Commission to be necessary for the proper completion of the Project, but which the parties did not reasonably anticipate would be necessary at the execution of this Agreement. Consultant shall not perform, nor be compensated for, Extra Work without written authorization from Commission's Executive Director.

3.15 Accounting Records. Consultant shall maintain complete and accurate records with respect to all costs and expenses incurred and fees charged under this Agreement. All such records shall be clearly identifiable. Consultant shall allow a representative of Commission during normal business hours to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement. Consultant shall allow inspection of all work, data, documents, proceedings, and activities related to the Agreement for a period of three (3) years from the date of final payment under this Agreement.

3.16 Termination of Agreement.

3.16.1 Grounds for Termination. Commission may, by written notice to Consultant, terminate the whole or any part of this Agreement at any time and without cause by giving written notice to Consultant of such termination, and specifying the effective date thereof. Upon termination, Consultant shall be compensated only for those services which have been fully and adequately rendered to Commission through the effective date of the termination, and Consultant shall be entitled to no further compensation. Consultant may not terminate this Agreement except for cause.

3.16.2 Effect of Termination. If this Agreement is terminated as provided herein, Commission may require Consultant to provide all finished or unfinished Documents and Data, as defined below, and other information of any kind prepared by Consultant in connection with the performance of Services under this Agreement. Consultant shall be required to provide such document and other information within fifteen (15) days of the request.

3.16.3 Additional Services. In the event this Agreement is terminated in whole or in part as provided herein, Commission may procure, upon such terms and in such manner as it may determine appropriate, services similar to those terminated.

3.17 Delivery of Notices. All notices permitted or required under this Agreement shall be given to the respective parties at the following address, or at such other address as the respective parties may provide in writing for this purpose:

CONSULTANT:

Southwest Strategies Group
12770 El Camino Real
Suite 100
Diego, CA 92130
Attn: Chris Wahl

COMMISSION:

Riverside County
Transportation Commission
4080 Lemon Street, 3rd Floor San
Riverside, CA 92501
Attn: Executive Director

Such notice shall be deemed made when personally delivered or when mailed, forty-eight (48) hours after deposit in the U.S. Mail, first class postage prepaid and addressed to the party at its applicable address. Actual notice shall be deemed adequate notice on the date actual notice occurred, regardless of the method of service.

3.18 Ownership of Materials/Confidentiality.

3.18.1 Documents & Data. This Agreement creates an exclusive and perpetual license for Commission to copy, use, modify, reuse, or sub-license any and all copyrights and designs embodied in plans, specifications, studies, drawings, estimates, materials, data and other documents or works of authorship fixed in any tangible medium of expression, including but not limited to, physical drawings or data magnetically or otherwise recorded on computer diskettes, which are prepared or caused to be prepared by Consultant under this Agreement ("Documents & Data").

Consultant shall require all subcontractors to agree in writing that Commission is granted an exclusive and perpetual license for any Documents & Data the subcontractor prepares under this Agreement.

Consultant represents and warrants that Consultant has the legal right to grant the exclusive and perpetual license for all such Documents & Data. Consultant makes no such representation and warranty in regard to Documents & Data which were prepared by design professionals other than Consultant or provided to Consultant by the Commission.

Commission shall not be limited in any way in its use of the Documents & Data at any time, provided that any such use not within the purposes intended by this Agreement shall be at Commission's sole risk.

3.18.2 Intellectual Property. In addition, Commission shall have and retain all right, title and interest (including copyright, patent, trade secret and other proprietary rights) in all plans, specifications, studies, drawings, estimates, materials, data, computer programs or software and source code, enhancements, documents, and any and all works of authorship fixed in any tangible medium or expression, including but not limited to, physical drawings or other data magnetically or otherwise recorded on computer media ("Intellectual Property") prepared or developed by or on behalf of Consultant under this Agreement as well as any other such Intellectual Property prepared or developed by or on behalf of Consultant under this Agreement.

The Commission shall have and retain all right, title and interest in Intellectual Property developed or modified under this Agreement whether or not paid for wholly or in part by Commission, whether or not developed in conjunction with Consultant, and whether or not developed by Consultant. Consultant will execute separate written assignments of any and all rights to the above referenced Intellectual Property upon request of Commission.

Consultant shall also be responsible to obtain in writing separate written assignments from any subcontractors or agents of Consultant of any and all right to the above referenced Intellectual Property. Should Consultant, either during or following termination of this Agreement, desire to use any of the above-referenced Intellectual Property, it shall first obtain the written approval of the Commission.

All materials and documents which were developed or prepared by the Consultant for general use prior to the execution of this Agreement and which are not the copyright of any other party or publicly available and any other computer applications, shall continue to be the property of the Consultant. However, unless otherwise identified and stated prior to execution of this Agreement, Consultant represents and warrants that it has the right to grant the exclusive and perpetual license for all such Intellectual Property as provided herein.

Commission further is granted by Consultant a non-exclusive and perpetual license to copy, use, modify or sub-license any and all Intellectual Property otherwise owned by Consultant which is the basis or foundation for any derivative, collective, insurrectional, or supplemental work created under this Agreement.

3.18.3 Confidentiality. All ideas, memoranda, specifications, plans, procedures, drawings, descriptions, computer program data, input record data, written information, and other Documents and Data either created by or provided to Consultant in connection with the performance of this Agreement shall be held confidential by Consultant. Such materials shall not, without the prior written consent of Commission, be used by Consultant for any purposes other than the performance of the Services. Nor shall such materials be disclosed to any person or entity not connected with the performance of the Services or the Project. Nothing furnished to Consultant which is otherwise known to Consultant or is generally known, or has become known, to the related industry shall be deemed confidential. Consultant shall not use Commission's name or insignia, photographs of the Project, or any publicity pertaining to the Services or the Project in any magazine, trade paper, newspaper, television or radio production or other similar medium without the prior written consent of Commission.

3.18.4 Infringement Indemnification. Consultant shall defend, indemnify and hold the Commission, its directors, officials, officers, employees, volunteers and agents free and harmless, pursuant to the indemnification provisions of this Agreement, for any alleged infringement of any patent, copyright, trade secret, trade name, trademark, or any other proprietary right of any person or entity in consequence of the use on the Project by

Commission of the Documents & Data, including any method, process, product, or concept specified or depicted.

3.19 Cooperation; Further Acts. The Parties shall fully cooperate with one another, and shall take any additional acts or sign any additional documents as may be necessary, appropriate or convenient to attain the purposes of this Agreement.

3.20 Attorney's Fees. If either party commences an action against the other party, either legal, administrative or otherwise, arising out of or in connection with this Agreement, the prevailing party in such litigation shall be entitled to have and recover from the losing party reasonable attorney's fees and costs of such actions.

3.21 Indemnification. To the fullest extent permitted by law, Consultant shall defend (with counsel of Commission's choosing), indemnify and hold Commission, its directors, officials, officers, employees, consultants, volunteers, and agents free and harmless from any and all claims, fines, penalties, demands, causes of action, costs, expenses, liability, loss, damage or injury, in law or equity, to property or persons, including wrongful death, in any manner arising out of or incident to alleged negligent acts, omissions, or willful misconduct of Consultant, its officials, officers, employees, agents, consultants, and contractors arising out of or in connection with the performance of the Services, the Project or this Agreement, including without limitation the payment of consequential damages, expert witness fees, and attorneys fees and other related costs and expenses. Consultant shall defend, at Consultant's own cost, expense and risk, any and all such aforesaid suits, actions or other legal proceedings of every kind that may be brought or instituted against Commission, its directors, officials, officers, employees, consultants, agents, or volunteers. Consultant shall pay and satisfy any judgment, award or decree that may be rendered against Commission or its directors, officials, officers, employees, consultants, agents, or volunteers, in any such suit, action or other legal proceeding. Consultant shall reimburse Commission and its directors, officials, officers, employees, consultants, agents, and/or volunteers, for any and all legal expenses and costs, including reasonable attorney's fees, incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Consultant's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by Commission, its directors, officials officers, employees, consultants, agents, or volunteers.

If Consultant's obligation to defend, indemnify, and/or hold harmless arises out of Consultant's performance as a "design professional" (as that term is defined under Civil Code section 2782.8), then, and only to the extent required by Civil Code section 2782.8, which is fully incorporated herein, Consultant's indemnification obligation shall be limited to claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the Consultant, and, upon Consultant obtaining a final adjudication by a court of competent jurisdiction, Consultant's liability for such claim, including the cost to defend, shall not exceed the Consultant's proportionate percentage of fault.

Consultant's obligations as set forth in this Section shall survive expiration or termination of this Agreement.

3.22 Entire Agreement. This Agreement contains the entire Agreement of the parties with respect to the subject matter hereof, and supersedes all prior negotiations, understandings or agreements. This Agreement may only be supplemented, amended, or modified by a writing signed by both parties.

3.23 Governing Law. This Agreement shall be governed by the laws of the State of California. Venue shall be in Riverside County.

3.24 Time of Essence. Time is of the essence for each and every provision of this Agreement.

3.25 Commission's Right to Employ Other Consultants. The Commission reserves the right to employ other consultants in connection with this Project.

3.26 Successors and Assigns. This Agreement shall be binding on the successors and assigns of the parties, and shall not be assigned by Consultant without the prior written consent of Commission.

3.27 Prohibited Interests and Conflicts.

3.27.1 Solicitation. Consultant maintains and warrants that it has not employed nor retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement. Further, Consultant warrants that it has not paid nor has it agreed to pay any company or person, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, Commission shall have the right to rescind this Agreement without liability.

3.27.2 Conflict of Interest. For the term of this Agreement, no member, officer or employee of Commission, during the term of his or her service with Commission, shall have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.

3.27.3 Conflict of Employment. Employment by the Consultant of personnel currently on the payroll of the Commission shall not be permitted in the performance of this Agreement, even though such employment may occur outside of the employee's regular working hours or on weekends, holidays or vacation time. Further, the employment by the Consultant of personnel who have been on the Commission payroll within one year prior to the date of execution of this Agreement, where this employment is caused by and or dependent upon the Consultant securing this or related Agreements with the Commission, is prohibited.

3.27.4 Employment Adverse to the Commission. Consultant shall notify the Commission, and shall obtain the Commission's written consent, prior to

accepting work to assist with or participate in a third-party lawsuit or other legal or administrative proceeding against the Commission during the term of this Agreement.

3.28 Equal Opportunity Employment. Consultant represents that it is an equal opportunity employer and it shall not discriminate against any employee or applicant for employment because of race, religion, color, national origin, ancestry, sex or age. Such non-discrimination shall include, but not be limited to, all activities related to initial employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination. Consultant shall also comply with all relevant provisions of Commission's Disadvantaged Business Enterprise program, Affirmative Action Plan or other related Commission programs or guidelines currently in effect or hereinafter enacted.

3.29 Subcontracting. Consultant shall not subcontract any portion of the work or Services required by this Agreement, except as expressly stated herein, without prior written approval of the Commission. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement.

3.30 Prevailing Wages. By its execution of this Agreement, Consultant certified that it is aware of the requirements of California Labor Code Sections 1720 et seq. and 1770 et seq., as well as California Code of Regulations, Title 8, Section 16000 et seq. ("Prevailing Wage Laws"), which require the payment of prevailing wage rates and the performance of other requirements on certain "public works" and "maintenance" projects. If the Services are being performed as part of an applicable "public works" or "maintenance" project, as defined by the Prevailing Wage Laws, and if the total compensation is \$1,000 or more, Consultant agrees to fully comply with such Prevailing Wage Laws. The Commission shall provide Consultant with a copy of the prevailing rate of per diem wages in effect at the commencement of this Agreement. Consultant shall make copies of the prevailing rates of per diem wages for each craft, classification or type of worker needed to execute the Services available to interested parties upon request, and shall post copies at the Consultant's principal place of business and at the project site. Consultant shall defend, indemnify and hold the Commission, its elected officials, officers, employees and agents free and harmless from any claims, liabilities, costs, penalties or interest arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

3.30.1 DIR Registration. If the Services are being performed as part of an applicable "public works" or "maintenance" project, then pursuant to Labor Code Sections 1725.5 and 1771.1, the Consultant and all subconsultants must be registered with the Department of Industrial Relations. If applicable, Consultant shall maintain registration for the duration of the Project and require the same of any subconsultants. This Project may also be subject to compliance monitoring and enforcement by the Department of Industrial Relations. It shall be Consultant's sole responsibility to comply with all applicable registration and labor compliance requirements.

3.31 Employment of Apprentices. This Agreement shall not prevent the employment of properly indentured apprentices in accordance with the California Labor Code, and no employer or labor union shall refuse to accept otherwise qualified employees

as indentured apprentices on the work performed hereunder solely on the ground of race, creed, national origin, ancestry, color or sex. Every qualified apprentice shall be paid the standard wage paid to apprentices under the regulations of the craft or trade in which he or she is employed and shall be employed only in the craft or trade to which he or she is registered.

If California Labor Code Section 1777.5 applies to the Services, Consultant and any subcontractor hereunder who employs workers in any apprenticeable craft or trade shall apply to the joint apprenticeship council administering applicable standards for a certificate approving Consultant or any sub-consultant for the employment and training of apprentices. Upon issuance of this certificate, Consultant and any sub-consultant shall employ the number of apprentices provided for therein, as well as contribute to the fund to administer the apprenticeship program in each craft or trade in the area of the work hereunder.

The parties expressly understand that the responsibility for compliance with provisions of this Section and with Sections 1777.5, 1777.6 and 1777.7 of the California Labor Code in regard to all apprenticeable occupations lies with Consultant.

3.32 No Waiver. Failure of Commission to insist on any one occasion upon strict compliance with any of the terms, covenants or conditions hereof shall not be deemed a waiver of such term, covenant or condition, nor shall any waiver or relinquishment of any rights or powers hereunder at any one time or more times be deemed a waiver or relinquishment of such other right or power at any other time or times.

3.33 Eight-Hour Law. Pursuant to the provisions of the California Labor Code, eight hours of labor shall constitute a legal day's work, and the time of service of any worker employed on the work shall be limited and restricted to eight hours during any one calendar day, and forty hours in any one calendar week, except when payment for overtime is made at not less than one and one-half the basic rate for all hours worked in excess of eight hours per day ("Eight-Hour Law"), unless Consultant or the Services are not subject to the Eight-Hour Law. Consultant shall forfeit to Commission as a penalty, \$50.00 for each worker employed in the execution of this Agreement by him, or by any sub-consultant under him, for each calendar day during which such workman is required or permitted to work more than eight hours in any calendar day and forty hours in any one calendar week without such compensation for overtime violation of the provisions of the California Labor Code, unless Consultant or the Services are not subject to the Eight-Hour Law.

3.34 Subpoenas or Court Orders. Should Consultant receive a subpoena or court order related to this Agreement, the Services or the Project, Consultant shall immediately provide written notice of the subpoena or court order to the Commission. Consultant shall not respond to any such subpoena or court order until notice to the Commission is provided as required herein, and shall cooperate with the Commission in responding to the subpoena or court order.

3.35 Survival. All rights and obligations hereunder that by their nature are to continue after any expiration or termination of this Agreement, including, but not limited to, the indemnification and confidentiality obligations, and the obligations related to receipt of subpoenas or court orders, shall survive any such expiration or termination.

3.36 No Third Party Beneficiaries. There are no intended third party beneficiaries of any right or obligation assumed by the Parties.

3.37 Labor Certification. By its signature hereunder, Consultant certifies that it is aware of the provisions of Section 3700 of the California Labor Code which require every employer to be insured against liability for Workers' Compensation or to undertake self-insurance in accordance with the provisions of that Code, and agrees to comply with such provisions before commencing the performance of the Services.

3.38 Counterparts. This Agreement may be signed in counterparts, each of which shall constitute an original.

3.39 Incorporation of Recitals. The recitals set forth above are true and correct and are incorporated into this Agreement as though fully set forth herein.

3.40 Invalidity; Severability. If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

3.41 Conflicting Provisions. In the event that provisions of any attached exhibits conflict in any way with the provisions set forth in this Agreement, the language, terms and conditions contained in this Agreement shall control the actions and obligations of the Parties and the interpretation of the Parties' understanding concerning the performance of the Services.

3.42 Headings. Article and Section Headings, paragraph captions or marginal headings contained in this Agreement are for convenience only and shall have no effect in the construction or interpretation of any provision herein.

3.43 Assignment or Transfer. Consultant shall not assign, hypothecate, or transfer, either directly or by operation of law, this Agreement or any interest herein, without the prior written consent of the Commission. Any attempt to do so shall be null and void, and any assignees, hypothecates or transferees shall acquire no right or interest by reason of such attempted assignment, hypothecation or transfer.

3.44 Authority to Enter Agreement. Consultant has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each Party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and bind each respective Party.

3.45 Electronically Transmitted Signatures. A manually signed copy of this Agreement which is transmitted by facsimile, email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original executed copy of this Agreement for all purposes. This Agreement may be signed using an electronic signature.

[Signatures on following page]

DRAFT

**SIGNATURE PAGE
TO
RIVERSIDE COUNTY TRANSPORTATION COMMISSION
AGREEMENT FOR PUBLIC INFORMATION AND AWARENESS PROGRAM
SERVICES
WITH SOUTHWEST STRATEGIE GROUP**

IN WITNESS WHEREOF, this Agreement was executed on the date first written above.

**RIVERSIDE COUNTY
TRANSPORTATION COMMISSION**

**CONSULTANT
SOUTHWEST STRATEGIES GROUP**

By: _____
Aaron Hake, Executive Director

By: _____
Signature

Name

Title

Approved as to Form:

Attest:

By: _____
Best Best & Krieger LLP
General Counsel

By: _____
Its: _____

* A corporation requires the signatures of two corporate officers.

One signature shall be that of the chairman of board, the president or any vice president and the second signature (on the attest line) shall be that of the secretary, any assistant secretary, the chief financial officer or any assistant treasurer of such corporation.

If the above persons are not the intended signators, evidence of signature authority shall be provided to RCTC.

EXHIBIT "A"

SCOPE OF SERVICES

[INSERT]

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APPENDIX A – SCOPE OF SERVICES

REQUEST FOR PROPOSALS NO. 25-11-110-00 PUBLIC INFORMATION AND AWARENESS PROGRAM

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APPENDIX A

Background

The Riverside County Transportation Commission (RCTC or Commission) is a countywide regional transportation planning and funding agency. RCTC administers Measure A, a half-cent sales tax approved by Riverside County voters in 1988 and reauthorized in 2002. Additionally, RCTC manages and allocates federal and state transportation funds for highways, local streets and roads, public transportation, active transportation, and planning. RCTC has a proven track record of successfully delivering regionally significant projects from the planning through construction phases. Notable examples of these projects include the Perris Valley Line and the 91 and 15 Express Lanes projects. The Commission's governing body comprises of one elected representative from each of Riverside County's 28 cities, all five Riverside County Board of Supervisors, and an appointee of the Governor (ex officio).

Riverside County is expected to continue experiencing rapid population growth, bringing additional transportation challenges to communities across the region. By 2050, Riverside County's population is expected to increase to 3 million which will likely add to commuting times. Residents and motorists within Riverside County already express frustration with growing traffic congestion, desire for more access to transit and multimodal alternatives, faster project delivery time, and want to be sure Riverside County gets its fair share of state and federal funding for transportation projects. Riverside County residents and their elected representatives are seeking solutions to these issues.

In 2023 and 2024, RCTC carried out focus group and statically valid public opinion surveys in different subregions of the county to understand key transportation priorities within each region. Residents overwhelmingly expressed the desire to invest in transportation infrastructure and services, including keeping roads in good condition, repairing potholes, reducing traffic congestion, and keeping transit fares low for students, seniors, veterans, and disadvantaged communities. Most residents also expressed the need to fund transportation improvements within their own cities.

RCTC has completed extensive public outreach and received feedback on projects needed to reduce traffic and provide more travel options for Riverside County residents. These projects, identified by the public and their elected representatives, were approved by the Commission in the Traffic Relief Plan (TRP or Plan) in 2024. The Plan, a continuation of a 2020 version, identifies more than \$25 billion in project investment needs across all regions and modes of transportation. The Plan represents the Commission's commitment to community engagement and responsiveness to bettering the region's transportation system. However, the Plan is unfunded and will require the Commission and Riverside County residents to determine how to fund the transportation improvements identified in Plan.

During the last public engagement effort, RCTC sought three primary goals, which were met:

1. **Directly engage with 5% of the adult residents of Riverside County** – Approximately 101,527 Riverside County residents engaged with TRP materials by either reading, providing feedback, or participating in several events or presentations.

2. **Directly deliver the TRP to 50% of the adult population in Riverside County (958,885) with the TRP accessible to 100% of the population** – The TRP was delivered 6.1 million times across various platforms. Several users received TRP messaging on an average of seven instances. 100% of the residents were provided the opportunity to access and read the TRP through the website, booklet, direct mailers and social media platforms.
3. **Conduct a public opinion survey that informs the Commission about the general public support for funding the TRP** – Two public opinion surveys were conducted with a total of 3,083 survey responses recorded.

Recognizing the ongoing funding and population growth challenges facing the county now and, in the future, the Commission authorized staff to continue the TRP public engagement program and explore possible the much-needed funding options, which may include placing a measure on the ballot in 2026 for a new sales tax measure for transportation improvements.

The TRP is not a static document, but a living blueprint that has evolved with the needs and priorities of the community. In the next phase of outreach, RCTC seeks to get as many residents as possible educated and informed of the Plan's benefits, projects listed, and the need. This Request for Proposals (RFP) seeks to increase awareness of the TRP by expanding upon the goals from the 2024 effort. This ongoing engagement is crucial to ensure awareness and foster meaningful public discussions, conversations and input about the future of transportation in Riverside County.

Objectives

The Commission is seeking consulting services for a Public Information and Awareness Program that will deliver both qualitative and quantitative results in pursuit of educating the public about the Traffic Relief Plan (Plan or TRP). **A successful consultant will develop a countywide education and public information strategy to build awareness of the Commission's TRP.**

The program should include but not be limited to the following elements:

1. **In-person public and community outreach:** This engagement should include tele-town halls, opportunities for community tabling, hosting public meetings or open houses, and setting up presentations/one-on-one meetings with city councils, elected officials, Tribes, community leaders, and local organizations (e.g. service clubs, trade associations, chambers of commerce, etc.).
2. **Digital and social media platform engagement, awareness, and reach:** This engagement should include the development of organic and paid social media content that will be delivered to Riverside County residents; encouraging transportation champions to help public education across social media and recommend and implement strategies for increased digital awareness.
3. **Earned and paid media:** This engagement should include a proactive approach to receiving earned media coverage of the TRP and the Commission's efforts for funding opportunities. The strategy should include the use of traditional and non-traditional media opportunities, developing media packets, pitching stories, developing news releases, identify interview opportunities, podcasts, and op-eds. Paid media will require a strategic plan with clear reach goals.

4. **Cultivation of transportation champions:** Identify community leaders who will join the Public Information and Awareness Program and who will share the contents of the information and awareness program.
5. **Direct-mail and educational materials:** This engagement includes identifying and implementing opportunities to share educational materials (or leave behinds) at libraries, city halls, and other public locations and by direct-mail.

Deliverables

1. Develop and implement a public information and awareness program to increase awareness of the TRP among Riverside County residents. The plan shall include items listed above, recommendations to enhance the program, timeline of key milestones, full implementation of the program, and a summary of program results. A statistically valid survey to inform the Commission will be conducted by RCTC but should be included in the program. Digital advertising will be placed by RCTC, but the consultant will be required to develop a budget as part of the program.
2. A strategy that will inform the public about projects listed in the TRP, tell a story about the future of transportation, and lead the narrative.
3. Create messaging and digital content based on past feedback, digital engagement data, survey or research data, and the Commission's branding guidelines.

Goals

RCTC staff proposes the following quantitative and qualitative goals for the Public Engagement Program:

1. Increase the public awareness of the TRP by at least 15% (from a base line number surveyed in 2024) by spring 2026.
2. Assist RCTC in building meaningful relationships with the public about projects and programs contained in the TRP by identifying and successfully have at least 30 representatives or champions talk about the TRP either in-person, on video, or on other formats.
3. Identify, schedule for RCTC staff, or potentially participate in at least 50 community events/public meetings educating residents, and officials on the TRP.
4. Deliver the TRP to 50% of the adult residents in Riverside County.
5. Engage with 7% of adult residents on the TRP.
6. Identify other goals that will enhance the delivery of the TRP to Riverside County residents, including in rural areas.

Proposals shall describe:

- How these goals will be met in detail and provide examples
- Describe the consultant's experience with content and graphic development that will help achieve the elements outlined above. Examples of past work may be included as well as description of graphic design team or program consultant

- Describe the consultant’s experience with contacting, developing relationships with community leaders and their organizations. How would the consultant approach identifying groups and engaging with them to achieve the goals outlined above.
- Describe the firm’s expert knowledge on how to utilize public opinion survey data and demonstrate how to approach and when to deploy a public opinion survey.
- Suggested modifications to these goals, including any suggestions for new or alternate goals along with rationale for proposed suggestions.
- Challenges in meeting these goals, if any
- Include a comprehensive organizational chart that clearly identifies the primary consultant and team members along with subconsultants and their specialties. The chart should also identify team member(s) who will engage with unique and critical communities.
- Provide details of the types of reporting that will be provided to RCTC, including real-time reporting dashboards that will be developed to allow the entire team to make informed decisions. This may include ongoing performance assessments of awareness percentage, content, messaging, media relations, community engagement touchpoints, and other outreach strategies. RCTC is seeking continuous updates to this program as well as during key milestones.

Presentation of analytics and metrics that will be used to identify effectiveness of strategies and messaging with additional recommendations for modifications or improvements as needed.

Reporting and Metrics

RCTC will require the consultant to submit ongoing written reports to demonstrate quantifiable progress or regression over time relative to the established goals of the Public Awareness and Information Program. These reports may be forwarded to the Commission, including via publicly published Commission agenda items. All reports will be considered public documents subject to public disclosure under the California Public Records Act.

Proposals shall describe:

1. Frequency of reports
2. Analysis and content of reports
3. Audience of reports
4. Metrics proposed throughout the Program and rationale for establishing them

Staff encourages proposals to include sample reports.

Schedule

The selected consultants and subcontractors should be prepared to begin work by September 29, 2025, following contract approval by the RCTC Commission on September 10, 2025. The Program is expected to conclude on September 1, 2026.

Proposers must establish a timeline of tasks and deliverables for September 2025 through December; January through June; and July through August. An additional schedule of deliverables may be determined after the contract award.

Budget and Other Program Costs

The total program budget may not exceed \$750,000. Proposers are strongly encouraged to find cost efficiencies in achieving the proposed goals. Costs should be covered in terms of Return on Investment (ROI) to the greatest extent possible.

Proposers must identify costs based on the timeline of tasks and deliverables outlined above.

Direct costs should be explicitly identified. The consultant will need to develop a digital advertising budget (e.g. social media, digital radio, streamlining services, search engine, etc.); however, the placement of the digital ads will be conducted by RCTC. Additionally, RCTC will independently contract for statistically valid public opinion surveys for this effort. The expense of placing digital advertising and public opinion polling will not be part of this contract and should not be included as part of the Other Direct Costs (ODC). Proposers will be required to place traditional media buys which may include over the air television and radio, and in-print newspaper ads. These costs should be included in the ODC.

Limitations

The selected firm(s) and their personnel must at all times adhere to state laws, regulations, and rules prohibiting government agencies from engaging in political campaign activities and pertaining to proper use of public funds. The firm(s) and their personnel will be acting on behalf of the Commission and therefore may not exhort the public to vote in favor or against any ballot measure or candidate. Failure to adhere to these legal requirements may result in immediate termination of the contract or removing personnel from the contract.

All final work products of the consultant will become public records and subject to disclosure pursuant to the California Public Records Act.

Integration

All tasks and deliverables must be integrated to create a consistent, high quality, effective public presence for the Commission throughout Riverside County's diverse communities.

The Commission expects this program to become a foundation for ongoing public education and engagement efforts. This program should integrate well with concurrent communication efforts related to the Commission, including but not limited to: the 91 and 15 Express Lanes toll operations, the 71/91 Interchange Project, Coachella Valley Rail Project, RCTC management of the Western Riverside County Regional Conservation Authority (RCA) and Multiple Species Habitat Conservation Plan (MSHCP), expanded commuter assistance programs, operation of Commission owned-and-operated Metrolink commuter rail stations and region-wide Metrolink service.

Proposals may also partner or subcontract with local and/or community-based organizations to develop and implement the Public Engagement and Outreach Program. Public engagement content, messaging, and collateral should be tailored and accessible to Spanish-speaking communities and, as appropriate, other prominent non- English-speaking communities of Riverside

County. To the extent possible, public engagement tools should provide information to measure progress toward and success in reaching the Public Engagement and Outreach Program goals.

The selected consultant will prepare a package of files that include community contacts, messaging, multimedia assets, and a close-out memo describing best practices learned throughout the program.

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EXHIBIT "B"

SCHEDULE OF SERVICES

[INSERT]

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EXHIBIT "C"

COMPENSATION

[INSERT]

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EXHIBIT "C"

COMPENSATION SUMMARY¹

FISCAL YEAR	PROJECT	COST
FY 2026/27	Services	\$ 600,000.00
FY 2027/28	Services	50,000.00
FY 2028/29	Services	-
FY 2029/30	Services	-
FY 2030/31	Services	-
SUBTOTAL		650,000.00
OTHER DIRECT COSTS		100,000.00
TOTAL COSTS		\$ 750,000.00

¹ Commission authorization pertains to total contract award amount. Compensation adjustments between consultants may occur; however, the maximum total compensation authorized may not be exceeded.

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