



2024 ANNUAL REPORT



**Building A Better Community
Through Quality Transportation.**

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MISSION, CULTURE AND **STRATEGIC GOALS**

MISSION

Building A Better Community Through Quality Transportation.

STATEMENT OF CULTURE

The Regional Transportation Commission of Washoe County is committed to a culture that exhibits respect, trust, and commitment in our work and interactions between employees and with the public, businesses, regional partners, and other agencies.

STRATEGIC GOALS

#1	Expand public transportation utilization
#2	Promote neighborhood mobility
#3	Explore Truckee River as a mobility corridor
#4	Proactively manage congestion
#5	Improve network safety
#6	Sustainable maintenance of our roads
#7	Be an engaged organization

THE BOARD

The Regional Transportation Commission of Washoe County is a cooperative regional board governed by five representatives appointed from three local government jurisdictions:

Two City of Reno Council Members
One City of Sparks Council Member
Two Washoe County Commissioners

	ALEXIS HILL RTC CHAIR Washoe County Commissioner <i>Serving since January 2022</i>		DEVON REESE RTC VICE CHAIR Reno City Council Member <i>Serving since January 2022</i>
HILLARY SCHIEVE COMMISSIONER Mayor of Reno <i>Serving since January 2021</i>		ED LAWSON COMMISSIONER Sparks Mayor <i>Serving since January 2021</i>	
	MARILUZ GARCIA COMMISSIONER Washoe County Commissioner <i>Serving since January 2023</i>		TRACY LARKIN THOMASON EX-OFFICIO NDOT Director <i>Serving since January 2023</i>

THE DIRECTORS

The RTC is comprised of six departments with a professional and administrative staff of 70 who serve to deliver the region's surface transportation needs.



**BILL
THOMAS**

AICP

Executive Director



**DALE
KELLER**

P.E.

Director of Engineering &
Deputy Executive Director



**JIM
GEE**

Director of Public
Transportation & Operations



**CHRISTIAN
SCHONLAU**

Director of Finance/
Chief Financial Officer



**VANESSA
LACER**

Director of Planning



**LAURA
FREED**

Director of Administrative
Services



**ADAM
SPEAR**

General Counsel





SUPPORTING THE COMMUNITY

11,180

**Unique individuals
were employed**

2,756

**Jobs created in the community
by RTC Projects**

The RTC contracts out our services, including transit and road construction projects. These contracts result in the employment of construction workers and more, in our community.

**This does not include MTM or Keolis.*



SUPPORTING THE UNIVERSITY

\$677,000

Amount contracted to UNR

The RTC contracts with the University of Nevada, Reno on both Traffic Engineering and Pavement Engineering studies and research. These contracts give the RTC the ability to implement the most up to date technologies and methods of practice through the services and projects we deliver. The contracts with UNR also help build the future generation of engineers that will work on RTC lead projects and programs.

AWARDS & GRANTS

Quality Asphalt Paving Award

Congratulations to Amanda Callegari, the Pavement Preservation Group, and Granite Construction in a national award. The National Asphalt Pavement Association has awarded the team with the 2023 Quality in Asphalt Paving for the Holcomb Avenue Rehabilitation Project. Granite

Construction incorporated reclaimed asphalt pavement in the project mixes to conserve virgin materials and reduce greenhouse gas emissions. The result was a smooth, quality asphalt road. The project also realigned the intersection of Sinclair Street and made several pedestrian, ADA, bicycle and drainage improvements. This was an important project and a job well-done.

Grant Funding received in the past 3 years

Application Name	Award Total	Funding Year	Partner Agency
South Virginia Street TOD Planning Study	\$300,000	2022	
Lemmon Phase II (CDS)	\$4,000,000	2022	
Electrification Grant	\$2,030,000	2023	UNR
Villanova Maintenance Facility Replacement Design	\$3,000,000	2023	
Lemmon Phase II (RAISE)	\$25,000,000	2023	
Low-No Bus Program	\$8,780,000	2023	
FHWA Safe Streets for All	\$8,963,112	2023	
SS4A Comprehensive Safety Action Plan	\$1,500,000	2024	
TOTAL:	\$ 53,573,112		



PREVENTATIVE MAINTENANCE PROJECT

Preventive Maintenance is an important part of the RTC's Pavement Preservation Program. The purpose of Preventive Maintenance is to keep good roads good and minimize long-term costs. The goal is to apply the most cost effective treatment to the right pavements, at the right time to minimize pavement life cycle costs while maximizing serviceable pavement life. Treatments applied under this program include crack sealing, patching, and slurry sealing. An effective Preventive Maintenance program saves money that can be used for other important transportation initiatives by slowing the pavement aging process. Through collaboration

and coordination with the local governments, RTC funds tactical roadway preservation (including Preventative Maintenance, Corrective Maintenance, and roadway Rehabilitation) to accomplish goals for the Regional Road System (arterials, major collectors, and industrial roads). The local governments provide preservation services for non-regional roadways and day-to-day maintenance for all non-state maintained facilities. As part of the pavement preservation system, RTC maintains condition data for each regional road.

of pavement was treated under the 2024 program
More than 10 million SF



Improved Roads

- Asti Lane
- Avenida De Landa
- Bennie Lane
- Bravo Avenue
- Calle De La Plata
- Crummer Lane
- Deming Way
- Dickerson Road
- Double R Boulevard
- E Victorian Avenue
- Echo Court
- Edison Way
- El Rancho Drive
- Equity Avenue
- Evans Avenue
- Ferrari Mcleod Boulevard
- Gentry Way
- Grove Street
- Holcomb Avenue
- Huffaker Lane (West)
- Kings Row
- Kleppe Lane
- Kuenzli Street
- Lakeside Drive
- Liberty Street
- Mae Anne Avenue
- Montello Street
- Mt Charleston Street
- Mt Rose Street
- N Wingfield Pkwy
- Neil Road
- Ninth Street
- Ohm Place
- Ormand Court
- Parr Circle
- Peckham Lane
- Ralston Street
- Red Rock Road
- Regency Way
- Rock Boulevard
- Security Circle
- Sierra Highlands Drive
- Silverada Boulevard
- South Meadows Parkway
- Stead Boulevard
- Stoker Avenue
- Sugar Pine Court
- Sullivan Lane
- Summit Ridge Drive
- Summit Ridge Interchange
- Tampa Street
- Thomas Creek Road
- Timber Way
- Vassar Street
- Victorian Avenue
- Virginia Street
- Vista Boulevard
- Wall Street
- Washington Street
- Wild Island Court
- Woodland Avenue



ODDIE/WELLS CORRIDOR MULTI-MODAL IMPROVEMENTS PROJECT



COMMUNITY INVESTMENT

\$52 million dollars



OPERATIONAL ENHANCEMENTS

Fiber Connectivity & Signalized
Intersection Improvements



ROADWAY IMPROVEMENTS

3.2 miles



SAFETY ENHANCEMENTS

ADA Accessibility for
sidewalks



 **COMPLETED PROJECT**
SEPTEMBER 2024



This RTC-sponsored multimodal improvement project revitalized the 3.2-mile corridor by creating a safer corridor on Wells Avenue beginning at the Oddie Boulevard/Pyramid Way intersection in Sparks to the Wells Avenue/I-80 intersection in Reno. This project increases safety and mobility options along this heavily traveled corridor. The project included new lighting, landscaping, ADA improvements, pedestrian ramps, bicycle facilities, and safer traffic operations to increase mobility and connectivity along this corridor.

NORTH VIRGINIA STREET UNIVERSITY REHABILITATION

Part of RTC's Pavement Preservation Program, this project reconstructed the pavement on North Virginia Street from the Lawlor roundabout to North McCarran Boulevard. Improvements include

roadway reconstruction, bike lanes, and other roadway appurtenances as deemed necessary, such as portions of sidewalk, curb and gutter, and median.

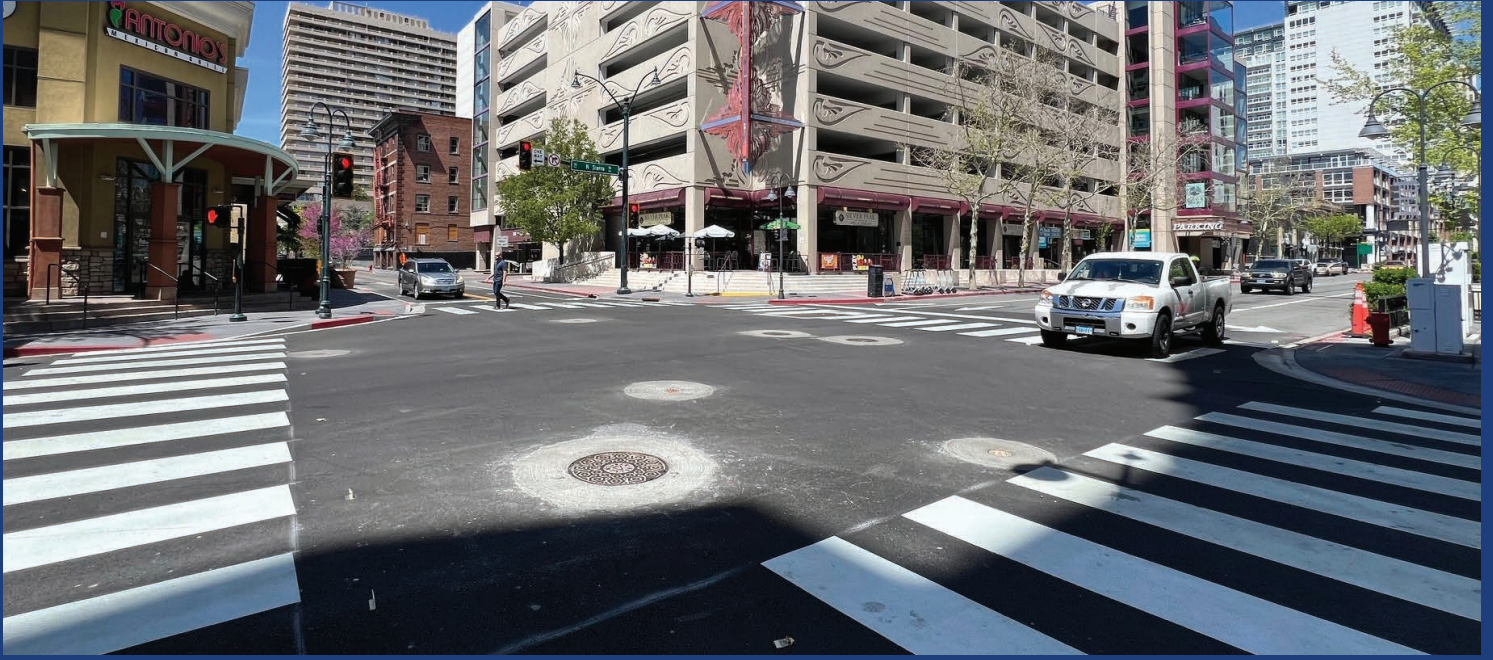


COMMUNITY INVESTMENT
\$2.6 million dollars



COMPLETED PROJECT
AUGUST 2024

1ST STREET REHABILITATION & SIGNAL REPLACEMENT



The rehabilitation of First Street from Sierra Street to Virginia Street and the reconstruction of the First Street/Sierra Street intersection were completed.

Construction included TMWA water main replacement, removal and replacement of the roadway structural section, mill and fill, sidewalk and curb and gutter replacement as necessary, correction of localized drainage deficiencies, reconstruction of existing curb ramps, reconstruction of driveways, and other incidentals necessary to construct the project. The project includes replacement of the traffic signal system at the First Street/Sierra Street intersection.



COMPLETED PROJECT

APRIL 2024



**COMMUNITY
INVESTMENT**

\$1.5 million dollars



**OPERATIONAL
ENHANCEMENTS**

Fiber Connectivity & Signalized
Intersection Improvements



**ROADWAY
IMPROVEMENTS**



**SAFETY
ENHANCEMENTS**

ADA Accessibility for
sidewalks

SOUTH MEADOWS TRAFFIC ENHANCEMENTS



The project completed a selection of traffic enhancements as scoped in the South Meadows Parkway Multimodal Transportation Study:

- Extension of the eastbound to northbound left turn pocket at South Meadows Parkway and Gateway Drive
- Closing the north side sidewalk gap on South Meadows Parkway between Evergreen Street and Double Diamond Parkway
- South Meadows Parkway fiber optic connection from Double R Boulevard to Veterans Parkway
- Lane balance restripe on eastbound Damonte Ranch Parkway approaching the I-580 northbound on-ramp
- Add westbound to northbound right turn pocket at Damonte Ranch Parkway and Double R Boulevard



**COMMUNITY
INVESTMENT**

\$4 million dollars



**COMPLETED
PROJECT**

AUGUST 2024

SOUTH VIRGINIA STREET AND I-580 EXIT 29 CAPACITY AND SAFETY



The project completed a selection of traffic enhancements to improve capacity and safety by widening South Virginia Street from the I-580 exit 29 ramps to Longley Lane.



**COMMUNITY
INVESTMENT**

\$9.2 million dollars



**COMPLETED
PROJECT**

NOVEMBER 2024

SELMI REHABILITATION PROJECT



This was a project selected from the Rehabilitation and Reconstruction Program. Pavement reconstruction on Selmi Drive from Sutro Street to Clear Acre Lane.

Improvements included:

- New sidewalk on the west side of Stanford Way
- Curb and gutter and driveway replacements
- Drainage upgrades
- Upgrades for ADA accessibility



**COMMUNITY
INVESTMENT**
\$1.9 million dollars



**COMPLETED
PROJECT**
MAY 2024

STANFORD WAY REHABILITATION



This project rehabilitated the pavement on Stanford Way from Greg Street to Glendale Avenue.

Improvements included:

- New sidewalk on the west side of Stanford Way
- Curb and gutter and driveway replacements
- Drainage upgrades
- Upgrades for ADA accessibility



**COMMUNITY
INVESTMENT**
\$2.9 million dollars



**COMPLETED
PROJECT**
MAY 2024

SOMERSETT PARKWAY CORRECTIVE



This project consists of resurfacing Somerset Parkway from Mae Anne Avenue to Del Webb Parkway.



**COMMUNITY
INVESTMENT**
\$7.2 million dollars

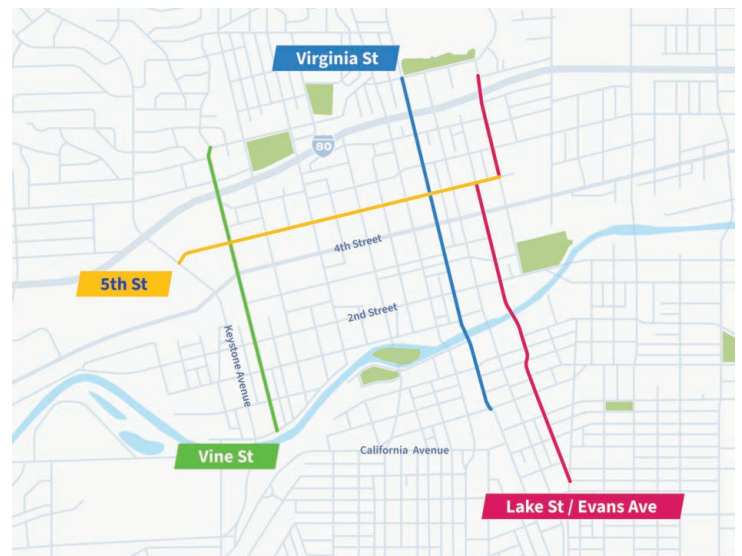


**COMPLETED
PROJECT**
AUGUST 2024



BIGGEST LITTLE BIKE NETWORK

The RTC of Washoe County, together with the City of Reno, is starting the Biggest Little Bike Network. This project will change the roads in Downtown Reno to make it easier and safer for people to bike, walk, and use scooters to get around. The Biggest Little Bike Network is made for people who want to bike or walk but are afraid because the current roads feel unsafe or too close to cars. The new road designs will have more space between people walking, biking, scooting, and driving, so everyone can feel safer and more comfortable. People living downtown will be able to ride their bikes or scooters to grocery stores and jobs easily. The network will also connect places like the University of Nevada, Reno, Downtown, and MidTown, so students can comfortably get to school, and visitors and residents can enjoy entertainment and other nearby places by biking, walking, or scooting.



ARLINGTON BRIDGES GROUND BREAKING



COMMUNITY INVESTMENT

\$41.2 million dollars



The RTC, in partnership with the City of Reno, is beginning construction on the Arlington Avenue Bridges Project to replace the two nearly century-old bridges that span the river across Wingfield Park in the heart of Downtown Reno. To safely construct the new bridges, Arlington Avenue will close between West 1st Street and Island

Avenue starting on May 5, 2025. Southbound drivers will be detoured to the Sierra Street Bridge. Northbound drivers will be detoured to the Virginia Street Bridge. Pedestrians and bicyclists will be detoured to the Sierra Street bridge. Wingfield Park will also close on May 5 and will not reopen until summer 2026.

RALEIGH HEIGHTS REHABILITATION



The Raleigh Heights Rehabilitation project included the following street segments located within the City of Reno:

- Yorkshire Drive from N/S Wellington Way to S/S Golden Valley Road
- Lancaster Drive from E/S Shelley Circle to W/S Yorkshire Drive
- Carlyle Drive from E/S Shelly Circle to W/S Yorkshire Drive



**COMMUNITY
INVESTMENT**
\$4.2 million dollars



**COMPLETED
PROJECT**
SUMMER 2024

LAS BRISAS AND LOS ALTOS CORRECTIVE



Mill and overlay improvements were completed on Las Brisas Boulevard between Robb Drive and Brittania Drive. Crack seal, pavement patching and slurry seal treatments were completed between Brittania Drive to N. McCarran Boulevard. Improvements on Los Altos Parkway included patching, crack seal and slurry seal treatments between N. Vista Boulevard and Goodwin Road. Mill and overlay improvements were completed from Goodwin Road to S. Vista Boulevard. This Project also replaced select sections of curb, gutter and sidewalk, improved pedestrian ramps as necessary, installed green pavement markings to increase safety of bicycle lanes, and installed an RRFB just west of the Twin Creeks Drive/Las Brisas Boulevard intersection.



**COMMUNITY
INVESTMENT**
\$4.5 million dollars



**COMPLETED
PROJECT**
SEPTEMBER 2024

SIGNAL OPTIMIZATION

In 2024, the RTC continued studying the timing of 425 regional traffic signals and working with our regional partners to better optimize and synchronize these signals to keep traffic flowing and reduce travel time. The project is a three-year, \$1.2 million commitment to improving traffic flow throughout the region. 76 signals were retimed in 2024.

RTC does not own any traffic signals, but supports local jurisdictions in the maintenance and operation of the signals. The RTC receives real-time data from signals and assesses how well they are performing. The RTC also works on various projects to upgrade methods of detecting vehicles at intersections, which also helps to optimize timing at signalized intersections.

RTC engineers use information from the National Cooperative Highway Research Program and the Manual of Uniform Traffic Control Devices to bring the traffic signals up to current standards and improve safety. As part of the retiming process, crosswalks can be measured and pedestrian crossing times calculated. To report traffic signal issues, call (775) 355-ROADS.



LOCATIONS OF UPDATED AND RE-TIMED SIGNALS:

- **Mill Street (Telegraph Street to Locust Street) – 7 signals**
- **Kirman Avenue / Sutro Street (Ryland Street to Oddie Boulevard) – 9 signals**
- **E McCarran Boulevard (Mill Street to 4th Street) – 14 signals**
- **Prater Way at Howard Drive and I Street – 2 signals**
- **N Virginia Street (Sierra Street to Panther Drive) – 5 signals**
- **Prater Way (Galletti Way to El Rancho Drive) – 3 signals**
- **Battle Born Way / El Rancho Drive (Galletti Way to G Street) – 4 signals**
- **Golden Valley Road (N Virginia Street to Beckwourth Drive) – 5 signals**
- **Evans Avenue (McCarran Boulevard to Enterprise Road) – 2 signals**
- **N McCarran Boulevard (Sutro Street to Pyramid Way) – 8 signals**
- **Clear Acre Lane / Sun Valley Boulevard (McCarran Boulevard to 5th Avenue) – 7 signals**
- **Sparks Blvd Dynamic Timing (Greg Street to Los Altos Parkway) – 10 signals**

2024 PLANNING STUDIES



South Virginia Street Transit Oriented Development Study

Approved by the RTC Board August 2024

This study was envisioned as a way of enhancing transit-supportive land uses in an area that has experienced substantial growth, but still has several large vacant parcels and the potential for shaping development. The study was developed to provide the City of Reno with a land use planning toolbox it can reference to help promote transit oriented development. The study's recommendations provide a phased look at transit expansion in the area.

Active Transportation Plan – Walk and Roll Truckee Meadows

Approved by the RTC Board September 2024

The Plan created an overarching active transportation vision for the region, while building a framework for project prioritization and recommending targeted neighborhood plans to be carried out in the future. A key recommendation of the Plan was the creation of an Active Transportation Program, which would utilize a dedicated funding source to implement projects prioritized within individual neighborhood plans.

Regional Freight Study

Approved by the RTC Board August 2024

The RTC has developed a first in the region freight study. The study is focused analysis of freight specifically for the Reno-Sparks region, including adjacent areas with a greater impact on the region. Some specifics of the study included analyses of commodity flows into, out of, and through (or around) the region; urban truck parking; crash data specific to trucks; and ITS projects targeted at optimizing goods movement. The results of the study were incorporated into the 2025 RTP Update.

Regional Transportation Plan (RTP) Update

Approved by the RTC Board February 2025

The RTP is the RTC's long-range transportation plan as required under Title 23, Part 450 of the Code of Federal Regulations (CFR). The Plan identifies long-term goals for the regional transportation system and includes a prioritized and fiscally constrained list of the transportation projects and services for the region that are needed through 2050. The planning process included robust community engagement and was conducted in collaboration with partner agencies. The RTP functions as the major tool for implementing regional long-range transportation planning.

PUBLIC TRANSIT & OPERATIONS

The RTC is the proud provider of public transportation in the greater Reno-Sparks area, providing residents and visitors with safe and reliable bus service. We are committed to making each trip a pleasant one with our clean, modern bus fleet, and professional and courteous coach operators.




5,581,934  **10.52%**
RIDES ON RTC RIDE



1,124,772  **26.45%**
RIDES ON RTC LINCOLN LINE
AND ROUTE 11



1,390,583  **3.33%**
RIDES ON RTC VIRGINIA LINE
AND ROUTE 1



90.41%  **2.47%**
ON-TIME PERFORMANCE



67
BUSES IN THE RTC FLEET



29 MONTHS* 
RIDERSHIP GROWTH
*through 2024



FLEXRIDE SERVICE

52,027

▲ **13.03%**
from 2023

Rides in Sparks/
Spanish Springs

46,589

▲ **14.59%**
from 2023

Rides in North
Valleys

7,825

▲ **139.24%**
from 2023

Rides in
Somerset/Verdi

788

New Service Area

Rides in
South Meadows



RTC ACCESS SERVICE



90.58%

ON-TIME PERFORMANCE FOR RTC ACCESS



2.34%
from 2023



139,061

TRIPS FOR RTC ACCESS CLIENTS



1.6%
from 2023



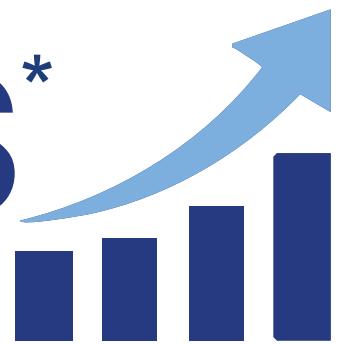
41

VANS IN THE RTC ACCESS FLEET





32 MONTHS^{*} OF RIDERSHIP GROWTH!



**From 2022 to 2025*

RTC and Keolis Commitment to Excellence in Operations, Customer Service Drives Consistent Ridership Growth

Everyday citizens, students and commuters to Carson have increased public transit use in northern Nevada, according to data presented by the RTC and our operating partner for fixed route bus service, Keolis North America. For the 30th consecutive month, data has shown increases in ridership for the public transit option, including a 9% increase in average daily ridership. Ridership for RTC's TMCC and UNR Education Passes are also up in the last month, including a 39% increase for UNR from last January and 61% for TMCC.

RTC and Keolis have worked to further improve operations to ensure both accessibility and reliability continue to outperform month to month. This work continues to show results with riders clearly benefiting.

EXCELLENT STAFF

Superior Vehicle Maintenance - The Transit Resource Center (TRC) completed its annual inspection of RIDE buses maintained by Keolis, highlighting improvements over last year's already impressive audit. TRC auditors praised the shop's cleanliness and the exceptional support from Keolis staff. Mark Schlador, RTC's Fleet and Facilities Manager, expressed confidence in the excellent care provided to the vehicles, which far surpasses industry standards. Congratulations to Keolis for another outstanding audit!



STUDENTS RIDE FREE!

With RTC's Ed-Pass,
Your College ID
Lets You Ride
for **FREE**

**GET
ON
BOARD
WITH FREE RIDES!**



RTC ED-PASS LEARN MORE AT [RTCWASHOE.COM](https://rtcwashoe.com)
@RTCWASHOE

At the beginning of the 2024/2025 school year, RTC decided it was time to actively market and promote the Ed-Pass program, inspiring the next generation of transit users by offering free rides for students and faculty at the University of Nevada Reno, Truckee Meadows Community College, Desert Research Institute and Western Nevada College.

The "Get on Board" campaign included engaging and creative social media videos, social media advertising, posters at transit and BRT stations, advertising in campus publications and events to actively promote Ed-Pass. Since its launch in August 2024, RTC has seen seven consecutive months of our highest student ridership ever, with student rides growing 34% over last year.

INNOVATIVE TRANSPORTATION SOLUTIONS

The RTC administers funding for the Reno-Sparks area to improve mobility for local seniors and individuals with disabilities. Funding is awarded and distributed to projects that support the goals and strategic objectives of the RTC's Coordinated Human Services Public Transportation Plan

(CTP). These goals represent a regional strategy to increase personal mobility and travel options for people with special-transportation needs in Reno, Sparks and Washoe County, specifically seniors and individuals with disabilities.

21,595

OVERALL ONE-WAY
TRIPS PROVIDED BY
THIS PROGRAM

5,790

SENIORS & DISABLED
INDIVIDUALS SERVED

14,557

CALLERS HELPED BY
DISPATCH HOTLINE

1,536

VOUCHERS
ISSUED



14,557

Transportation
Dispatch
Hot-line

6,993

Trips Provided:
83% to Seniors
17% to Disabled Individuals

2,123

Clients Served
Nearly doubling the
number of new clients to
the transportation program
by 89%.

N4 VAN PROGRAM



1,536

LYFT vouchers

436

Program Participants (216 are new)

The N4 program exceeded its goal of providing 4,800 trips by 55%.

1,210

\$80 vouchers provided
an estimated 4,480 trips

326

\$160 vouchers provided
an estimated 2,608 trips

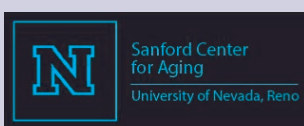


4,618

Trips Provided:
44.2% to Seniors • 55.63% to Disabled Individuals

2,591

Clients Served



1,873

Trips to 317 Clients
Senior Outreach Services Program (SOS)

345

Volunteer Transportation Program (VTP)
dedicated van driver provided to 101 clients

To help reach additional participants with their transportation needs, the SOS program offered UBER vouchers. These vouchers helped provide an additional 318 one-way trips to 74 clients. Overall, the SOS program provided a total of 2,536 trips.

CUSTOMER SERVICE



3,699,063

Ticket Sales from
Public Transit Fund, Ride, Paratransit fund & ACCESS



166,034

Passes Sold



646

Questions/Comments
via rtcwashoe.com



16,548

Questions/Comments
via Phone



TOKEN TRANSIT



20,995

Unique
Customers

▲ 23.87%
from 2023



182,370

Passes Sold

▲ 27.29%
from 2023



915,146

Trips Taken

▲ 25.5%
from 2023



\$987,923

in Sales

▲ 22.3%
from 2023

RTC SMART TRIPS

RTC's SMART TRIPS program offers a VANPOOL service, a trip-matching service for individuals who carpool, bike or walk together and a bus pass subsidy program through community outreach and education. The RTC VANPOOL service is the fastest-growing segment of the SMART TRIPS program, helping to meet the transportation needs of the region's workforce in our expanding economy.



333
VANPOOLS

▲ **.30%**
from 2023



2,925
Registered
Commuters

▲ **11.1%**
from 2023



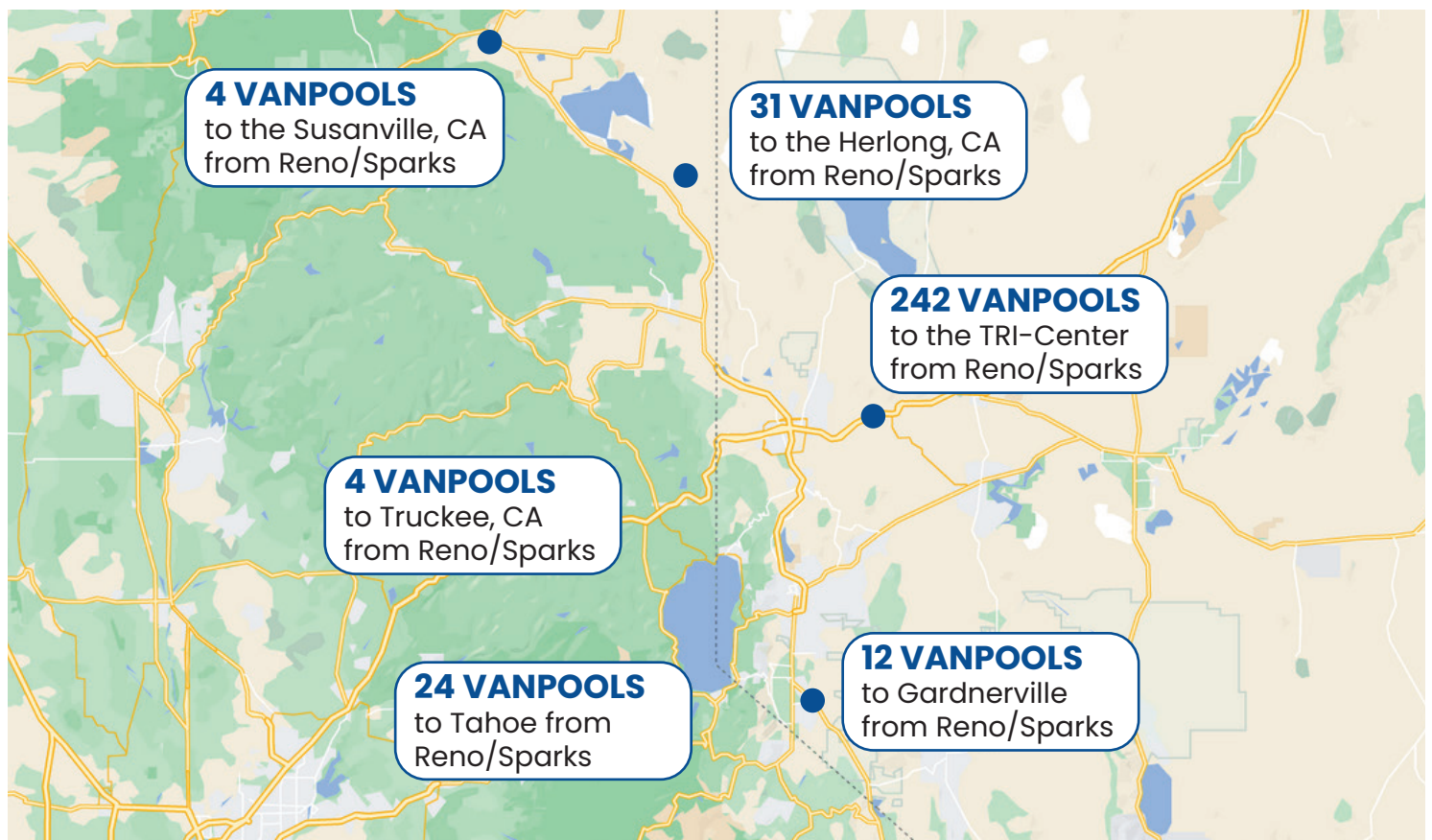
663,854
Passenger
Trips

▼ **14%**
from 2023



20,707,800
Vehicle Miles
Saved

▲ **2.65%**
from 2023



HUMAN TRAFFICKING AWARENESS EVENT



Commissioner Mariluz Garcia along with RTC and Washoe County Sheriff Darin Balaam, unveiled an important new bus wrap to raise awareness around human trafficking in our area. Partnering with Awaken Nevada and local media, the event drew attention to the critical issue of human trafficking while the bus wrap provides resources for the community to help report cases and support victims.

SAFE ROUTES TO SCHOOL POSTER CONTEST

The Pedestrian Safety Message Poster Contest is a collaborative effort between Safe Routes to School, the RTC and Blue Zone Sports. Each winner will receive an I-Pad and a new bike donated by Safe Routes to School and Blue Zone Sports. Three winners will have their artwork wrapped on RTC buses for one year.



Safe Routes to School announced the Grand Prize Winner of the 1st Annual Pedestrian Safety Message Poster Contest by unveiling the RTC bus wrapped with artwork at Peavine Elementary School on Tuesday, February 20 at 10:00 a.m.





“ This contest is designed to bring pedestrian and bike safety to the forefront of everyone’s mind. Safety is always our highest priority, especially for our students, families and motorists who share the roadways every day in the neighborhoods surrounding our schools, RTC and Blue Zone Sports are such amazing community partners, having the artwork wrapped on the buses and donating bikes to the winners of our contest. Their support of our students and youth in the community is amazing. ”

Jennifer Iveson, Coordinator for Safe Routes to School



SOCIAL MEDIA



FACEBOOK

Reach: 320k
Interactions: 5.4k
Views: 1.1m



YOUTUBE

Watch Time: 688.4 hrs
Views: 11.9k
New Subscribers: 459



TWITTER

Impressions: 11.1K*
Followers: 2.2k*
Engagement: 383*

*Data from 3/25/24 - 12/31/24



INSTAGRAM

Reach: 63.5k
Interactions: 803
Views: 206.8k



61
PRESS
RELEASES



52
ROAD AHEAD
SEGMENTS ON
KOLO



115
MEDIA
HITS

KIDS RIDE FREE - PILOT PROGRAM

The RTC provided free transportation to kids 17 and under during summer break from June until school returns to session in August.

The service applies to RTC RIDE fixed routes.

"Now that kids are on summer break, they don't always have the same options to get around town as they do during the school year," said Jim Gee, Director of Public Transportation for RTC. "We know a lot of younger students will need transit to gain access to meals, high school students to get to work, and all students to visit family."

This service ran seven days a week during all normal RTC hours. Children under the age of six are required a parent or guardian.



PUBLIC OUTREACH

The RTC is committed to a comprehensive public outreach approach in our community. The RTC provided transportation, publicity or support for a number of community events that contributed to economic development and enhancing the quality of life in the region, including:

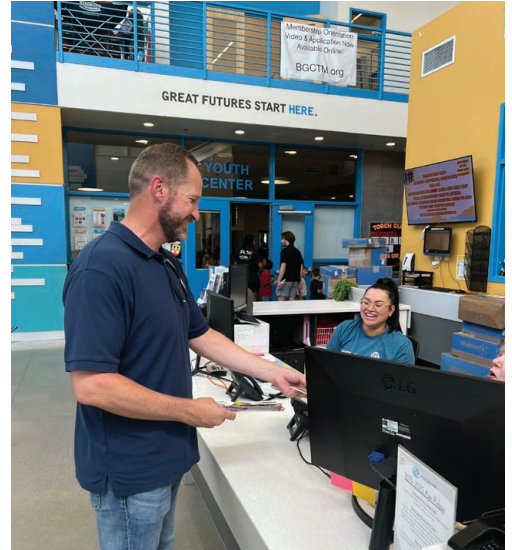
- Stuff A Bus for Seniors
- Stuff A Bus Holiday Food Drive
- Free transit on St. Patrick's Day
- Free transit on Election Day
- Free transit on New Year's Eve
- Free transit to Hot August Nights
- Free transit to Star Spangled Sparks
- Free transit to the Great Reno Balloon Race
- Free transit to the Best in the West Nugget Rib Cook-Off
- Vision Zero Task Force meetings
- Citizens Advisory Board meetings
- Neighborhood Advisory Board meetings
- AARP Event
- Morning Star Transit Talk
- Northwest Library Senior Resource
- Older Americans Month Information Fair
- Older Americans Month Senior Center
- Reno Seniors EngAGED Resource Fair
- Senior Fest
- Senior Resource National Senior Citizens Day
- Silver State Self-Advocacy Conference



COMMUNITY OUTREACH



KIDS CAFE



KEYSTONE OUTREACH



OLDER AMERICANS MONTH



SENIOR FEST



SKY VISTA RIBBON CUTTING



RIDE RENO SPIN SPARKS



NEIGHBORHOOD NETWORK POP UP



STUFF A BUS



STEAMBOAT GROUND BREAKING

STAFF APPRECIATION



NATIONAL BEACH DAY



BUS ROADEO EVENT





RTC of Washoe County
1105 Terminal Way
Reno, Nevada
(775) 348-0400

RTC 4TH STREET STATION
4th and Lake Streets
Reno, Nevada
(775) 348-RIDE

RTC CENTENNIAL PLAZA
Victorian Avenue and 15th Street
Sparks, Nevada
(775) 348-RIDE

2024 Annual Report
rtcwashoe.com