

**ITEM 5.1**



# **RTC WASHOE Youth Pass**

July 17, 2026



# Pilot Goals

- Absenteeism
- Training the next generation of riders



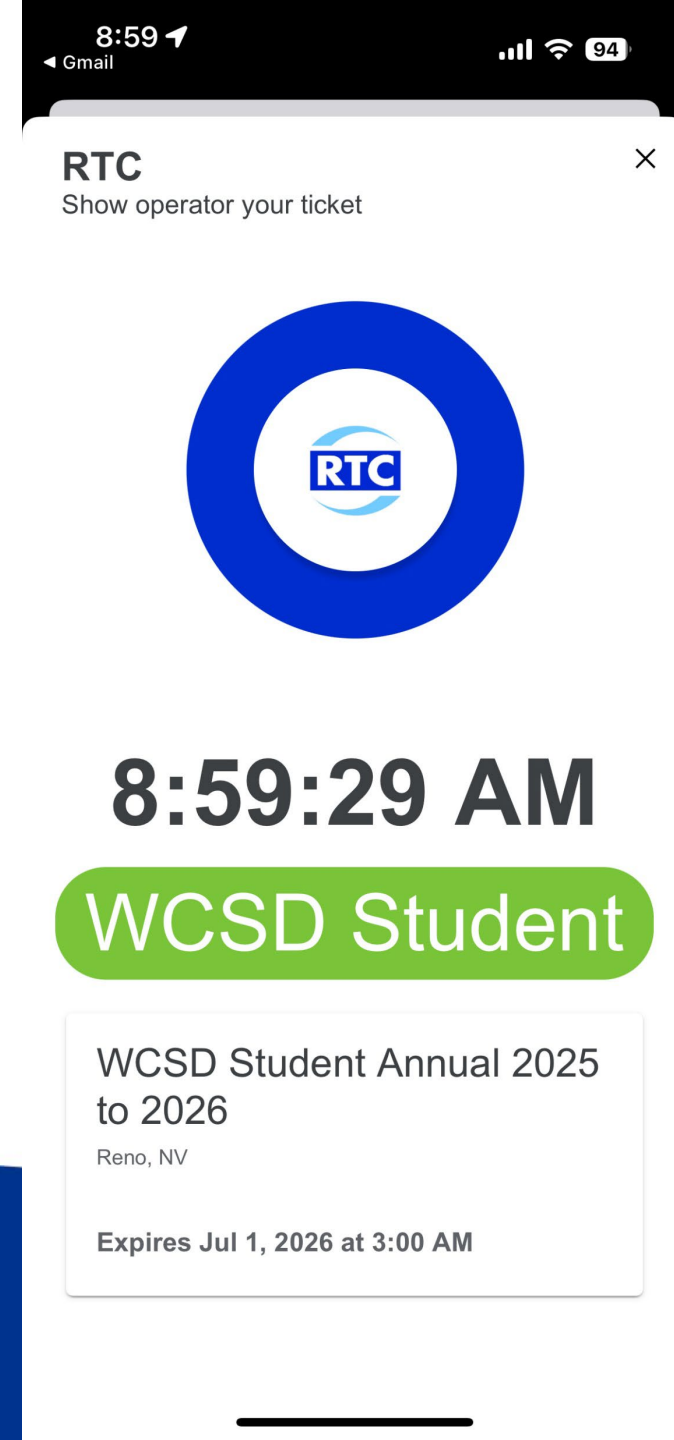
# MOU with School District

- Passed by both Boards in April 2025 - one year program
- Fixed route only, no microtransit or ADA
- WCSD students only
- No limitation on use (24/7, 365, all destinations)
- Schools to assist with marketing / education
- No booster or route deviations
- Quarterly meetings with WCSD



# Youth Ride Free

- Launched program May 2025
- Started Token Transit validators in Aug 2025
- Started with WCSD, including WCSD charter schools; added some charter schools
- Cards for students without phones



# Marketing

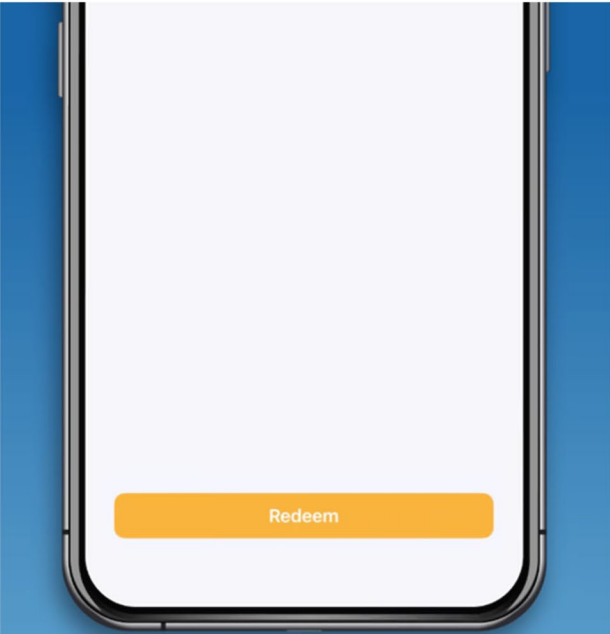
- Both RTC and WCSD hosted websites
- Both developed marketing content
- RTC developed car cards, how-to videos (3 short, 2 long), social media



# Campaign Overview (July – May)

- Nearly **480,000** users reached.
- Over **2.6 million** impressions.
- More than **35,000** clicks.
- CPC – \$0.44, CTR -1.54%
- Distributed via TikTok, Snapchat, and Meta (Facebook/Instagram).
- Best performance by Meta and parent-oriented videos

# Engagement Highlights



The pass will show up under My Passes.

rtcwashoe · Follow

students reliable access to education. Instead of tearing it down, let's celebrate that RTC is making sure all students can get to school safely and without financial barriers.

23 likes Reply

— View all 4 replies

deitra.alexander 2w

I want to say thank u. My kids started taking the bus when we had to move into a motel because of rent. I would pay for monthly passes so they could catch a bus to where we use to live to catch the school bus. I

4 likes Reply

775cuni 2w

190 likes August 19

rtcwashoe · Follow

kcarl125 3w

My Life Skills high school students ride these buses regularly, and we've never had a problem. Labeling riders as 'druggies' or 'homeless' is harmful and unfair.

Public transportation connects kids to school, families to work, and people to their community. This program removes barriers and gives students reliable access to education. Instead of tearing it down, let's celebrate that RTC is making sure all students can get to school safely and without financial barriers.

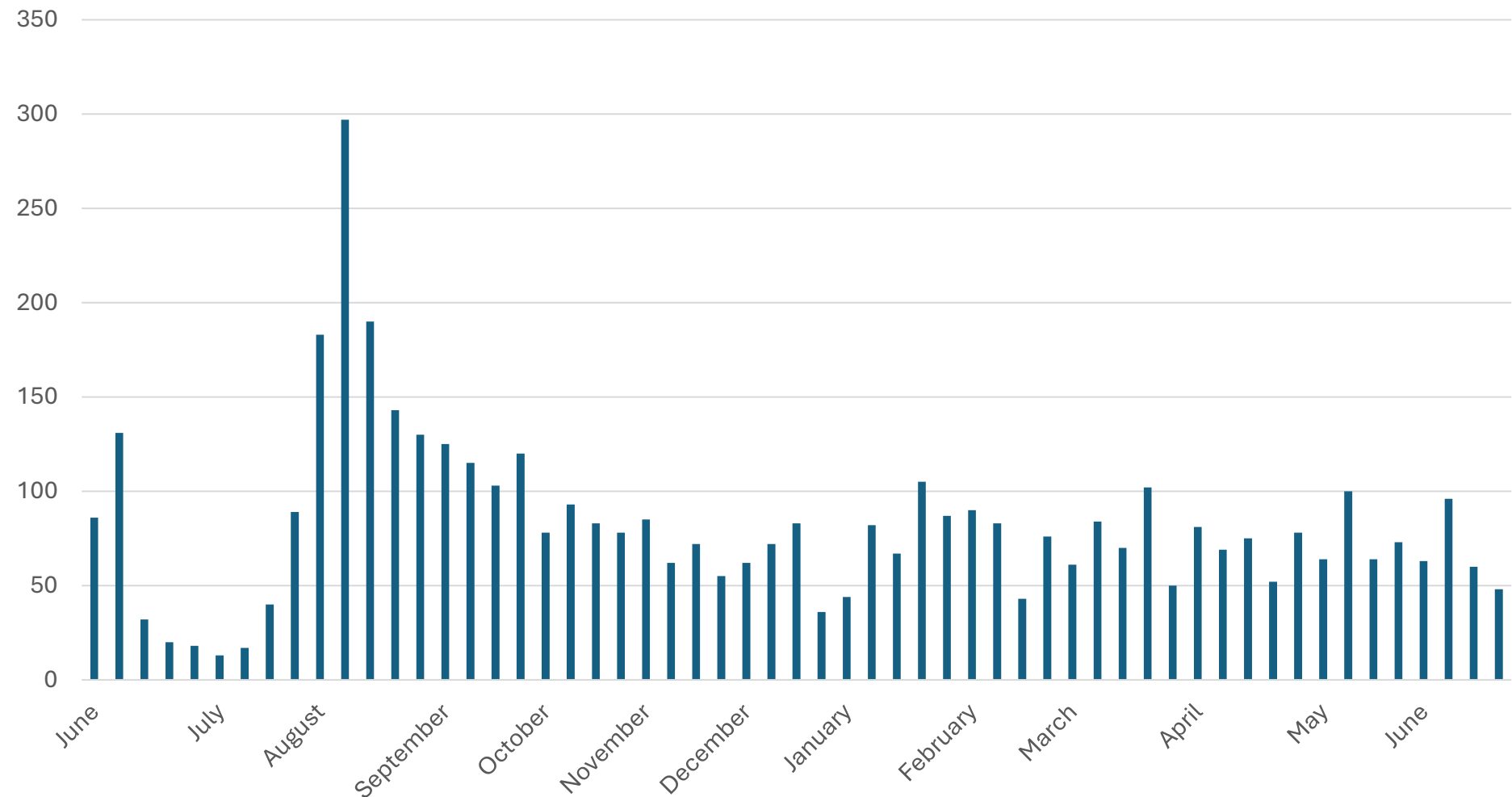
9 likes Reply



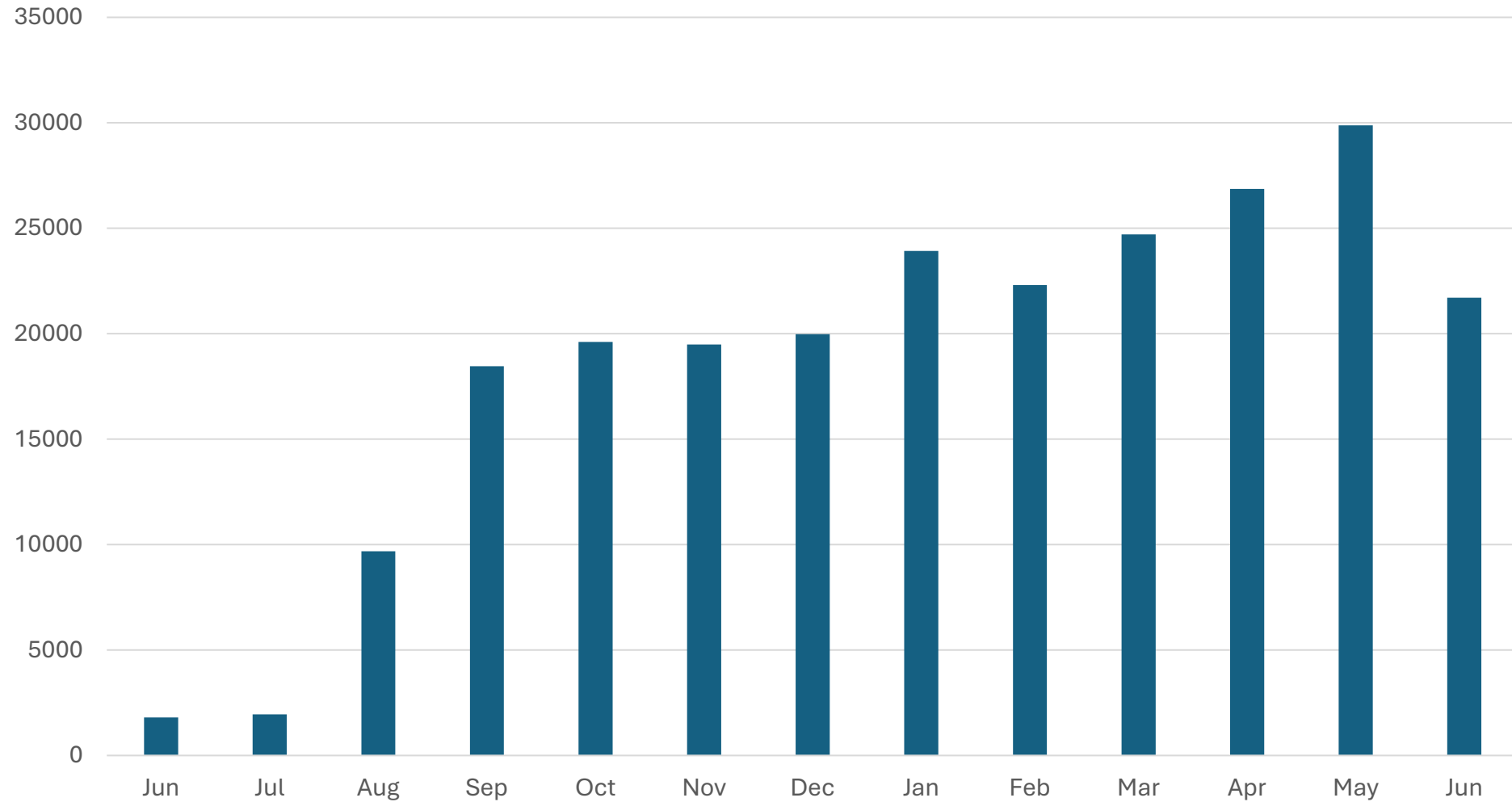
# Student Ridership

- 4800 passes distributed
- Total ridership (June 2025 – June 2026): 240,353
- Averages **1400 / school day**
- Average **600 / non-school day**

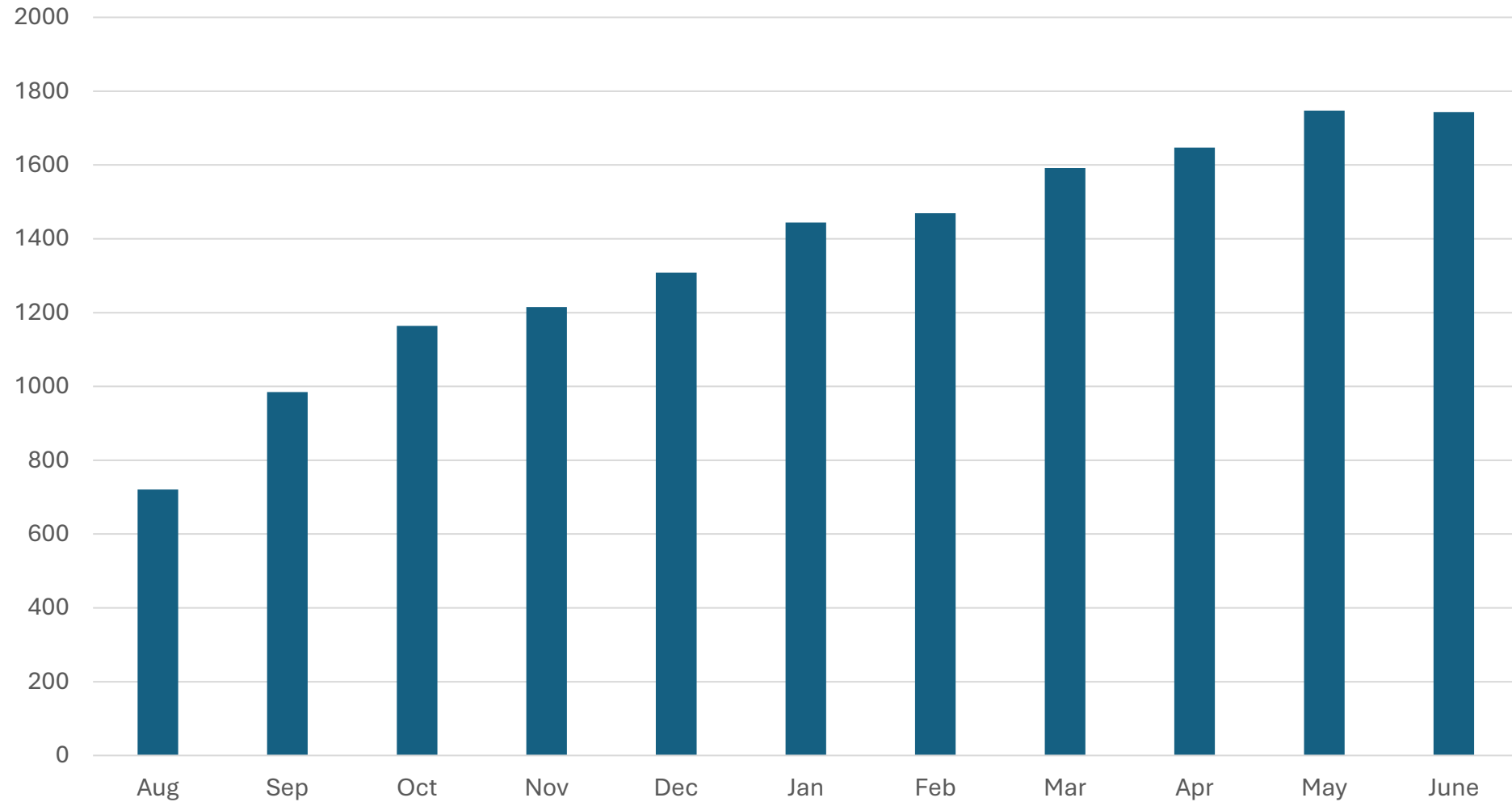
# Registrations



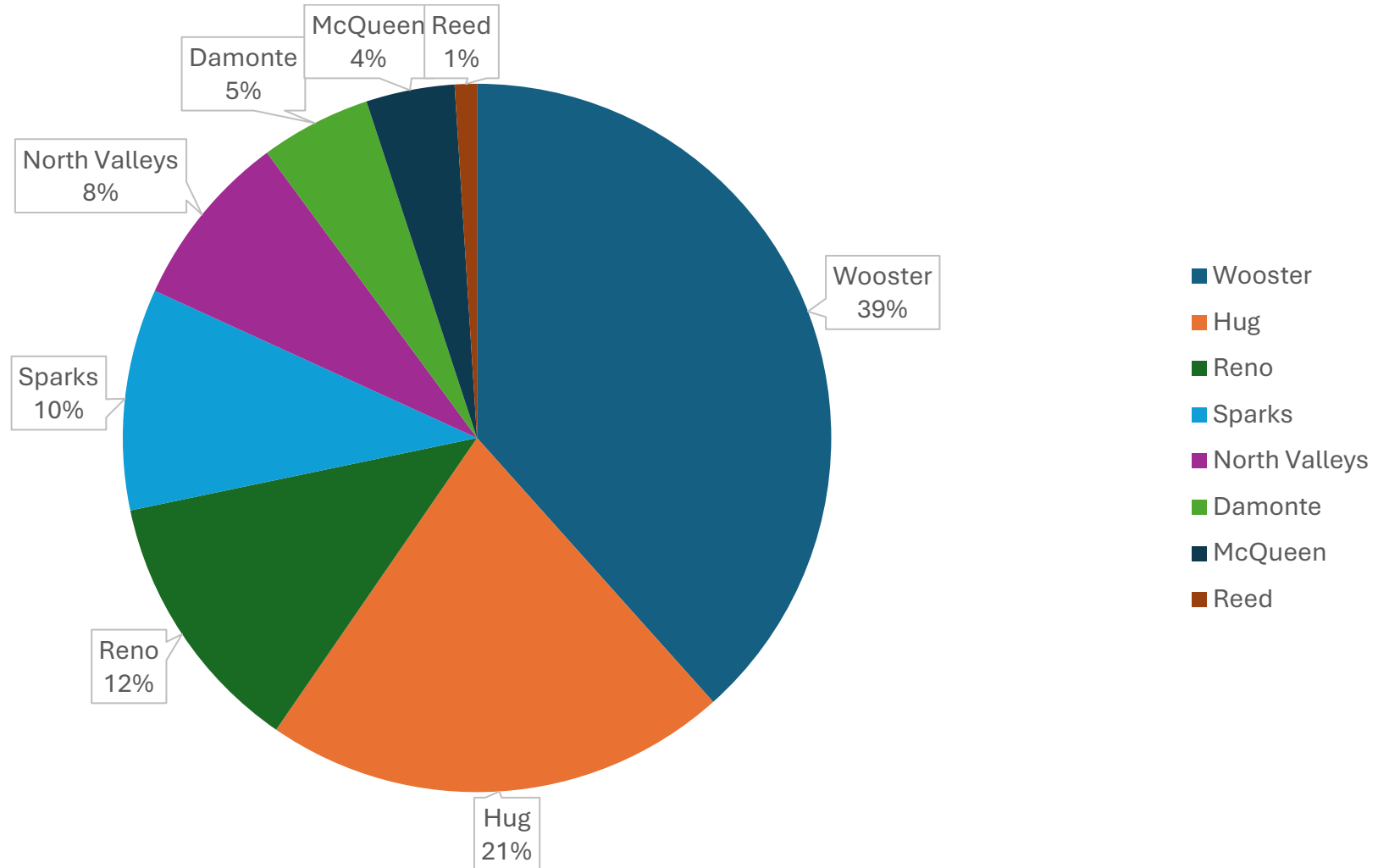
# Student Ridership (uses)



# Unique Riders



# Ridership by High School zone



# Top Routes and Stops

## Routes

- Route 5: Sun Valley via Sutro/Wedekind
- Route 7: Stead
- Route 11: Fourth/Prater
- Route 16: Idlewild
- RAPID Virginial Line

## Stops

- Booth Street at Reno High School
- El Rancho Drive and Sullivan Lane
- Lear Blvd and Moya Blvd



# Pilot – Positives

- Ridership
- Excellent data on usage
- Part of WCSD improvement
- Minimal behavior issues
- Partnership with schools (champions)
- Great public comments



# Pilot – Negatives

- Driver enforcement
- Undercounting ridership
- Standing room only complaints
- No integration with existing student IDs
- Difficulty with non-WCSD schools

# Options for Next Steps

- Extend the pilot for an additional year
- Evaluate a longer-term program
  - Requires MOU to be negotiated with WCSD
- Expand / modify pilot
  - Funding would need to be identified
  - Possible service impacts
- End pilot (discontinue program)



**ITEM 5.2**



# **ACTIVE TRANSPORTATION UPDATE**

**July 17, 2026**



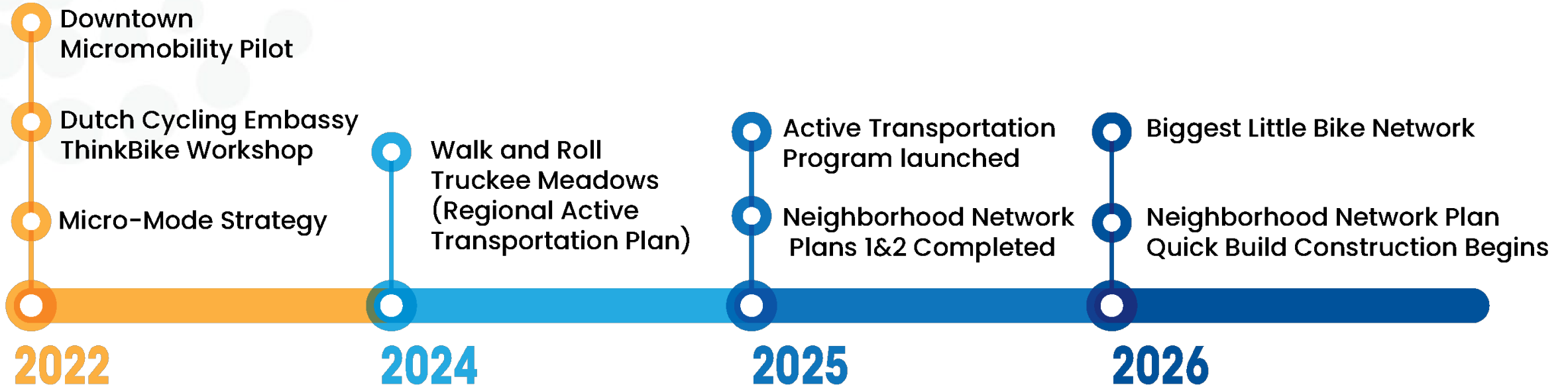
# Why Active Transportation?

- Improve safety for all roadway users
- Connect neighborhoods, schools, parks and transit
- Expand transportation choices
- Support economic development and quality of life
- Deliver complete streets throughout Washoe County

*Over the past five years, RTC has transformed from delivering individual projects into implementing a regional Active Transportation Program.*



# The Evolution of Active Transportation



# Planning Process

## HOW WE DECIDE WHAT GETS BUILT

**Every project starts with community input.**

Here's how ideas become infrastructure:

1

### PLAN

Community-driven planning identifies where people need safer or more comfortable routes



2

### PRIORITIZE

Projects ranked using regional goals and objectives



3

### FUND

RTC utilizes local, state, and federal dollars and pursues competitive grants



4

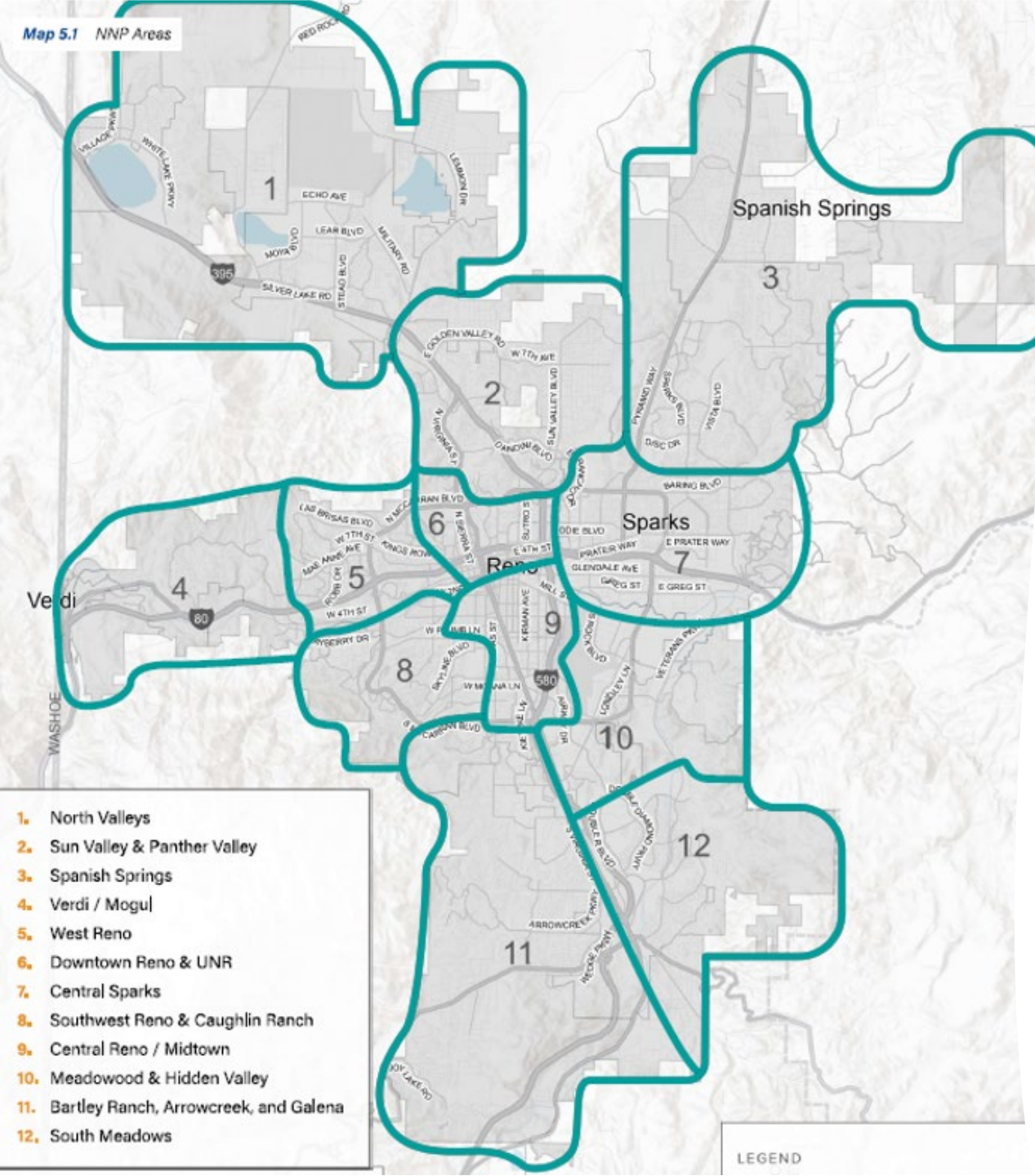
### BUILD

Projects include low-cost quick-build facilities and major capital investments

# Active Transportation Program

- Recommended by 2024 Walk and Roll Truckee Meadows- Active Transportation Plan, and launched in 2025
- Dedicated funding
- Dedicated staff
  - Bike/ped counts
  - ATTAC facilitation
  - Neighborhood Network planning





# Neighborhood Network Plans

- Twelve neighborhoods throughout the Truckee Meadows
- Increase mode share by improving comfort and safety
  - Data-driven approach to facility improvement location
  - Focused on a complete network
- Quick Build Implementation
  - Improvements within existing right-of-way
  - Improvements such as striping, flex posts, signage, pedestrian enhancements
  - \$5 million allocated for per year, \$2.5 million per neighborhood

# ATTAC

- The Active Transportation Technical Advisory Committee (ATTAC) advises RTC staff on the Active Transportation Program and Neighborhood Network Plans (NNP)
  - Comprised of representatives from the Cities of Sparks and Reno, Washoe County, WCSD and NNPH
  - Tasked with:
    - Advising on program strategy
      - Confirming NNP sequence
    - Evaluating effectiveness of quick-build projects
    - Identifying best practices for the region
    - Regional coordination



# What We've Built

***Signature Projects***

# What We've Done & What's Needed

## WHAT WE'VE DONE AND WHAT'S AHEAD



**90+ mi**

of new or improved  
facilities since 2020



**\$316M+**

project with active  
transportation  
components



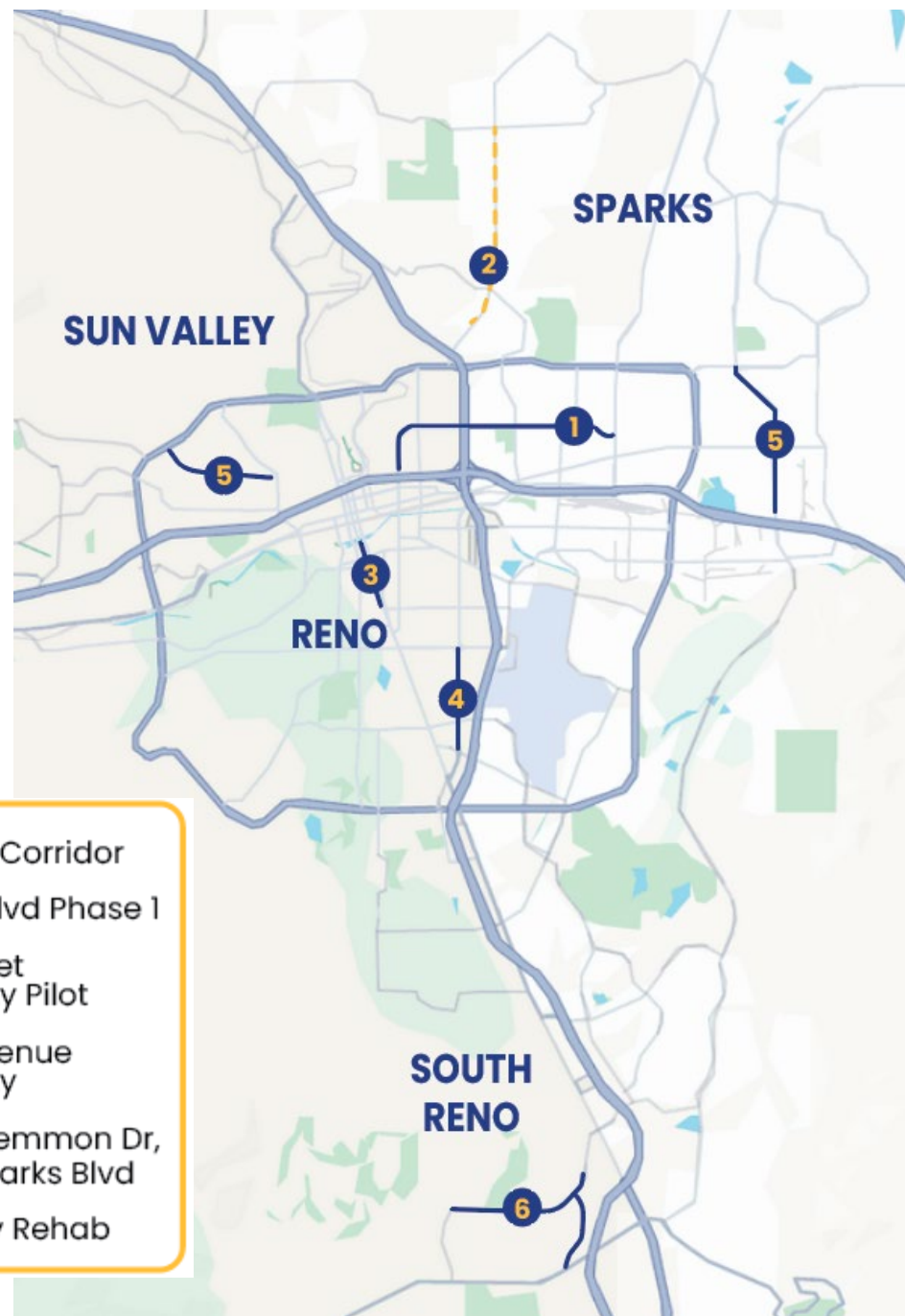
**12+**

major corridor  
projects completed



**28 mi**

of neighborhood  
improvements in design now



- 1 Oddie Wells Corridor
- 2 Sun Valley Blvd Phase 1
- 3 Virginia Street Micromobility Pilot
- 4 Holcomb Avenue Micromobility
- 5 Kings Row, Lemmon Dr, Sky Vista, Sparks Blvd
- 6 Wedge Pkwy Rehab



# What's Coming

***Big Projects Starting in 2026***



## Biggest Little Bike Network



Protected bike lanes, bike boulevards, and safer intersections in Downtown Reno connecting UNR, Downtown and Midtown.

**Corridors:** 5th St, Vine St, Virginia St, Evans-Lake-Sinclair

**Investment:** \$20 million

**Construction begins August 2026**

## Neighborhood Quick-Builds



Low-cost, high-impact improvements coming to Central Reno and Central Sparks neighborhoods- neighborhood byways, protected bike lanes, and safer intersections

**Construction begins Fall 2026**



## Sixth Street for All



East 6th Street transformation into a complete street with protected bike lanes, updated sidewalks and safer crossings.

**Funded:** by a \$16M federal Safe Streets and Roads for All (SS4A) grant.

**Construction begins in late 2027**

## W. 4th Street Safety



Roundabout at Stoker Ave & Summit Ridge, Lane reductions, multi-use path, and pavement rehabilitation.

**Funded:** \$23M Highway Safety Improvement Program (HSIP).

**Completion late 2026**

## Eagle Canyon Safety



Extends the shared-use path; Improve lighting, signage, and striping for the high-T merge at Eagle Canyon Dr and East Canyon Park.

Safety enhancements at six pedestrian crossing locations including North Valleys High School and Golden Valley/Spearhead

**Funded:** \$2.8M – Local fuel tax.

**Completion Late 2026**

## Military Road



Adds a separated shared-used path and pedestrian facilities the full length of the corridor 4-lane widening with center turn lanes; drainage improvements; access control; widens

**Funded:** \$32M Regional Road Impact Fee (RRIF)

**Completion late 2027**

# The Road Ahead

The 2050 RTP identifies **more than \$550M+** in active transportation improvements across the Truckee Meadows.



Sun Valley Blvd complete street transformation (~\$80M)

---



Greg Street sidewalks and bike lanes (~\$65M)

---



South Virginia Street multimodal corridor (~\$75M)

---



# Thank You!

**Dale Keller**

Deputy Executive Director/  
Engineering Director

**Vanessa Lacer**

Planning Director



## ITEM 5.3



July 17, 2026



# Conception-to-Implementation Process Overview





# Study Timeline

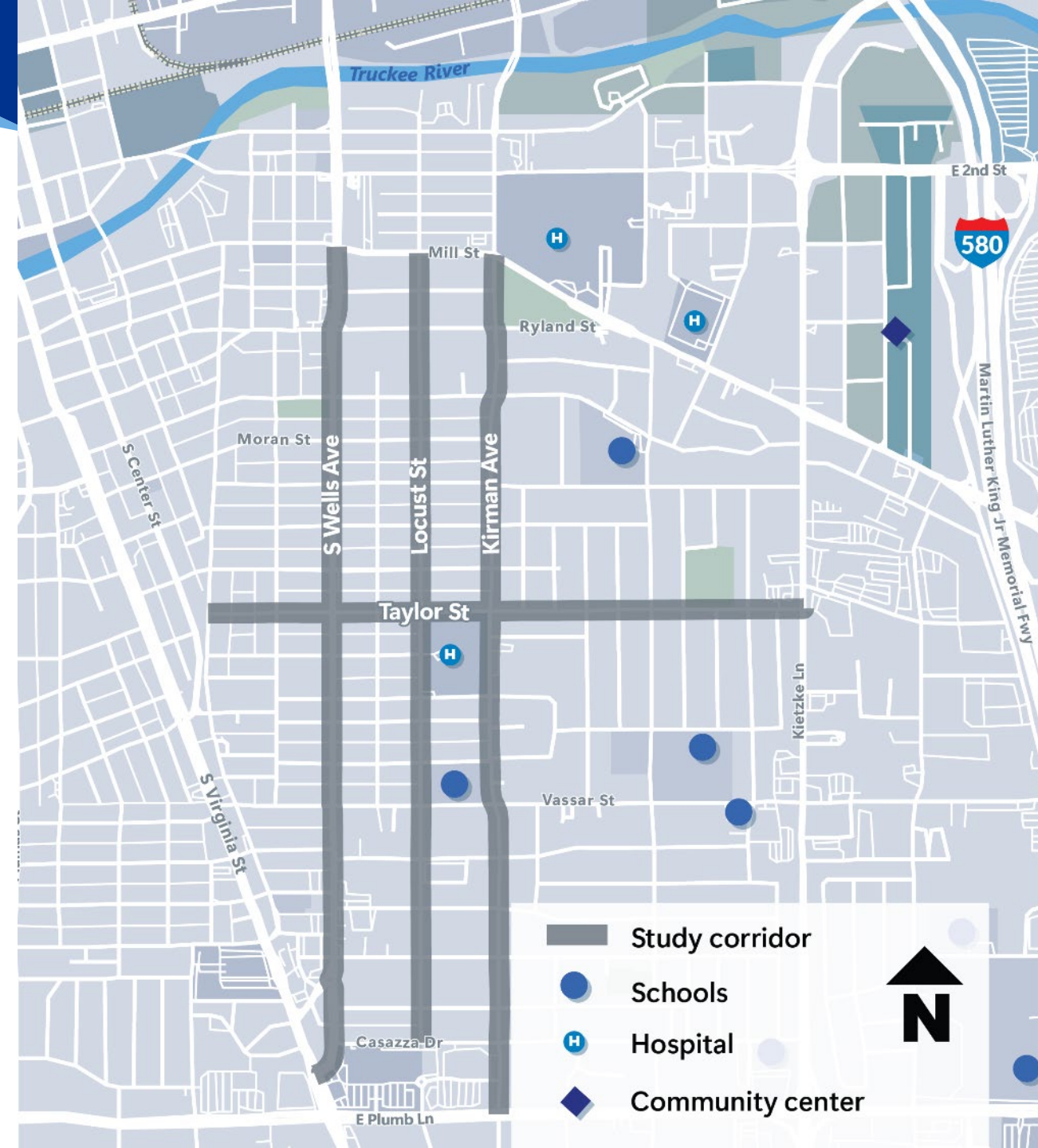


# Study Area

Wells Avenue, Locust Street,  
Kirman Avenue, and Taylor  
Street

Project limits:

- Mill Street (north)
- Plumb Lane (south)
- Holcomb Avenue (west)
- Kietzke Lane (east)



# Study Purpose

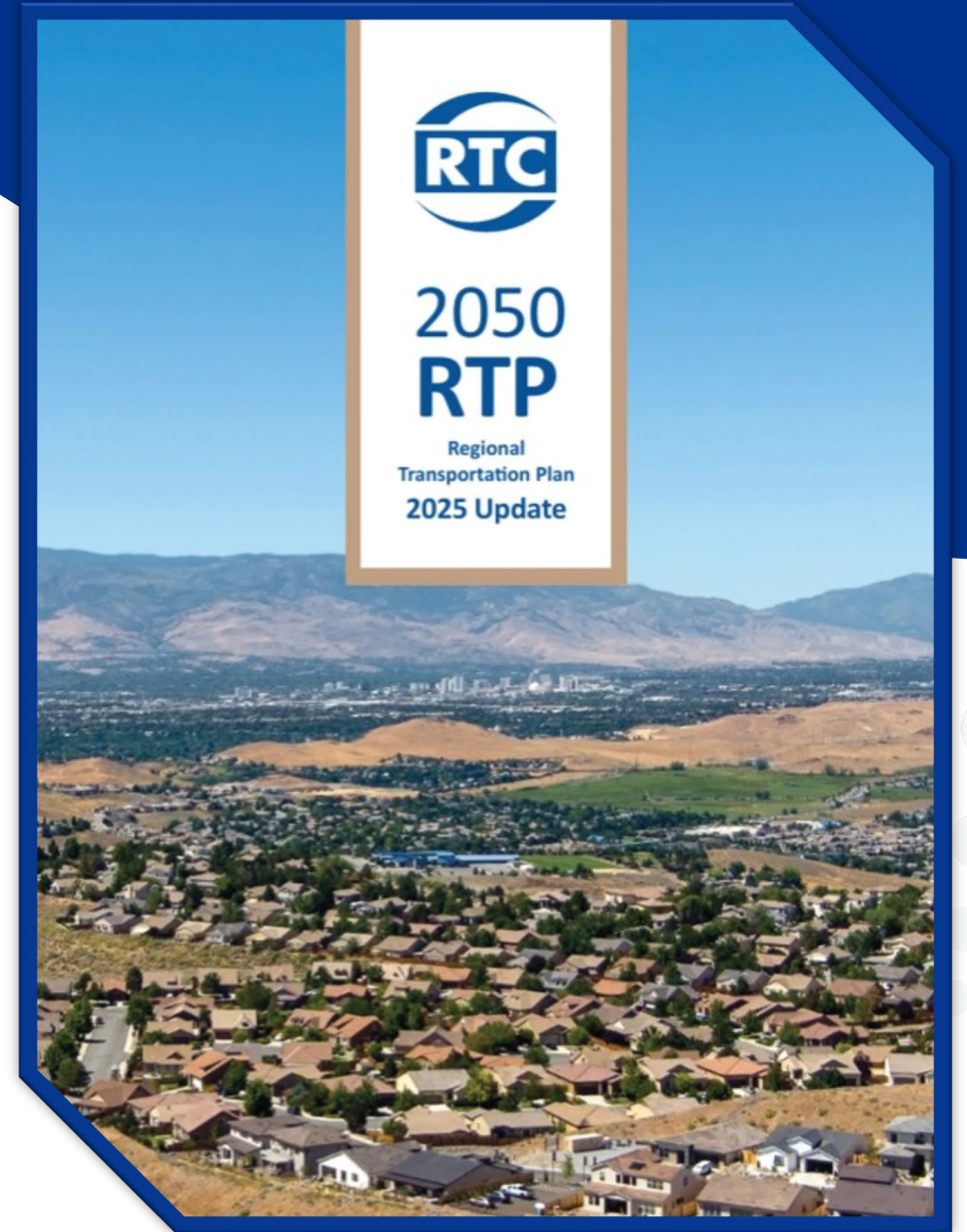
Improve safety, mobility, and operations for all modes of transportation.





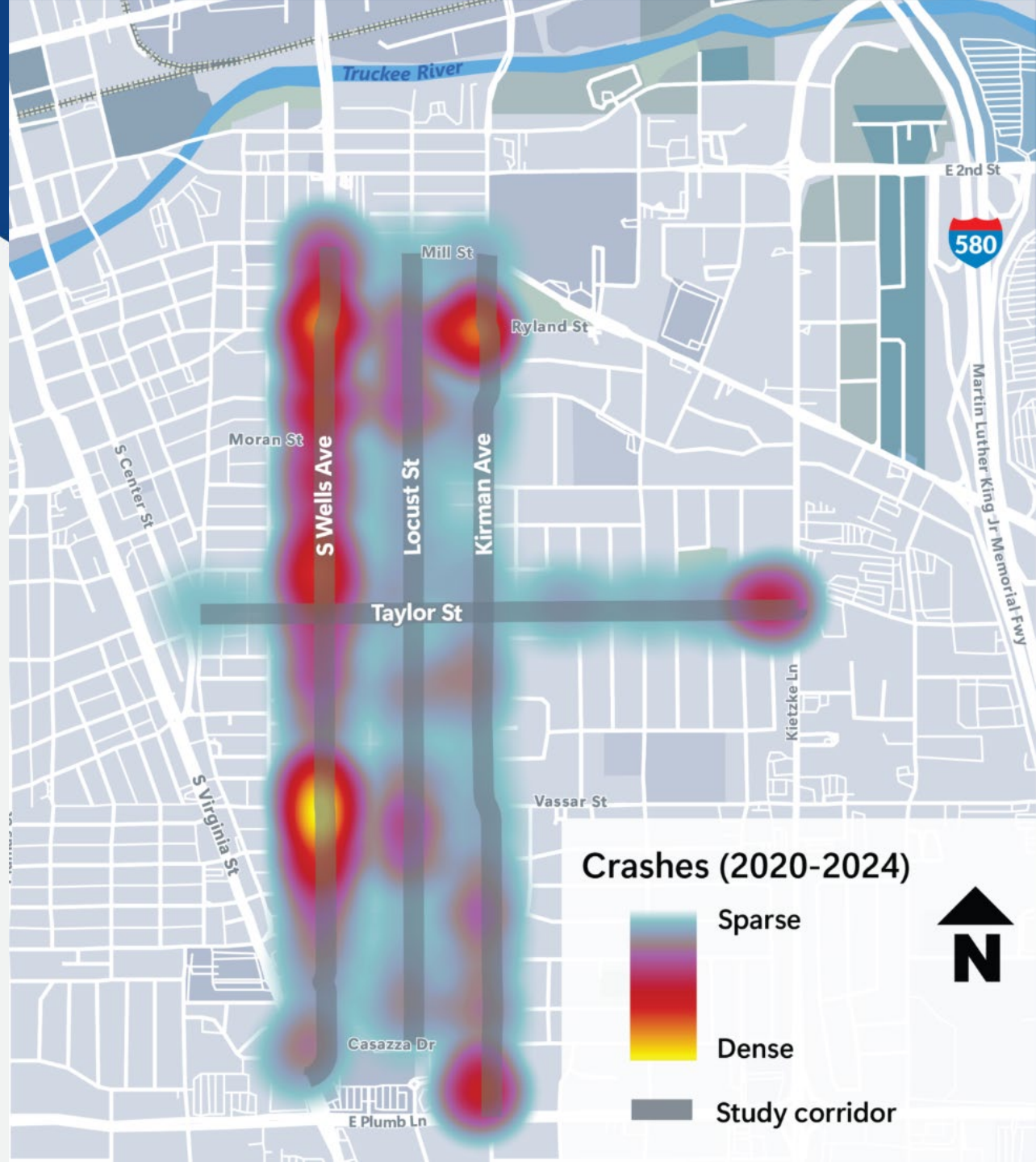
# Data Collection and Analysis

- Document Review
  - 2050 Regional Transportation Plan
  - Active Transportation Plan
  - Central Reno/Midtown Neighborhood Network Plan
  - Transit Optimization Plan Strategies
  - Relmagine Reno and Wells Avenue Neighborhood Plan
- Data Review and Collection
  - NDOT and City of Reno crash data
  - Site visit
  - Traffic, bicycle, and pedestrian counts



# Safety Needs

|                    | Kirman Ave | S Wells Ave                        | Locust St | Taylor St                         |
|--------------------|------------|------------------------------------|-----------|-----------------------------------|
| Total Crashes      | 105        | 202<br>2 Fatal<br>1 Serious Injury | 77        | 45<br>2 Fatal<br>2 Serious Injury |
| Pedestrian Crashes | 6          | 14<br>2 Fatal<br>1 Serious Injury  | 5         | 0                                 |
| Bicyclist Crashes  | 3          | 3                                  | 0         | 1                                 |





# Multimodal Considerations

- Intersection and crosswalk safety
- Incomplete bike lanes on Wells Avenue
- No bike lanes on other study roadways





# Agency Collaboration

- Project steering committee meetings
- 1:1 meetings with City of Reno, Washoe County School District, and Nevada Department of Transportation
- Presentations to RTC Advisory Committees



# Public Outreach

- Online survey (6/2-7/10)
  - Social media & broadcast coverage
  - 273 responses
- Wells Avenue Pop-Up
- Door-to-door visits to 40+ businesses
- Outreach to community groups
- Reno Ward 3 Neighborhood Advisory Board







# Preliminary Survey Response Themes

- Top transportation needs
  - Safety
  - Crosswalks and lighting
  - Bicycle facilities



“What is good for bikes and pedestrians is good for drivers, too. It is so hard to see when pulling out onto any of these streets because of all the cars parked on the sides. Everyone needs to slow down, and we need more crosswalks with flashing lights for crossing.”

Existing view on Locust Street (One-Way with Two Lanes)



Proposed view on Locust Street (One-Way with One Vehicle and One Bike Lane)



## Preliminary Survey Response Themes (Continued)

- 71% support converting an auto lane to a bike lane on Locust Street and Kirman Avenue
- 80% support extending the center turn lane and bike lanes on Wells Avenue north to Stewart Street

# Next Steps



**Now through  
August**

Develop  
Draft Plan

**September -December**

Draft Plan Public Comment  
Period and Presentations to RTC  
Advisory Committees  
and Board

**January  
2027**

Target  
Adoption





# Thank You!

**Xuan Wang, PHD, PE, PTP, RSP2**

Transportation Planning Manager

[xwang@rtcwashoe.com](mailto:xwang@rtcwashoe.com)

**Project Site:**

<https://rtcwashoe.com/locust-taylor-kirman-wells-corridor-study>

*Building A Better Community Through Quality Transportation*