

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
17	08/13/12	Open	Action	08/07/12

Subject: Approving Distribution of Monthly Passes in Support of City Year Sacramento Partnership

ISSUE

Whether or not to delegate authority to the General Manager/CEO to execute a Partnership Agreement with City Year Sacramento.

RECOMMENDED ACTION

Adopt Resolution No. 12-08- _____, Delegating Authority to the General Manager/CEO to Execute a Partnership Agreement with City Year Sacramento.

FISCAL IMPACT

As a result of the proposed partnership, RT will forgo revenue in exchange for an equal value in volunteer hours, currently estimated at \$50,000.

DISCUSSION

City Year is a national organization that is focused on fighting the national dropout crisis through the use of volunteers and sponsors. City Year volunteers are committed to serving as tutors, mentors and role models in schools to help low income and at-risk students stay on track to graduate from high school. In Sacramento, the graduation rate is approximately 62 percent. Through strategic partnerships, City Year is able to build strong bonds with corporations, schools and individuals to make a difference in communities and neighborhoods. City Year enlists the help of full-time volunteers (age 17 through 24) that are committed to the program for 10 months (during the traditional school year) to serve as positive role models in the community and schools.

The 2012 - 2013 school year will be the inaugural City Year program in Sacramento at the following Sacramento City Unified School District schools: Father Keith B. Kenny Elementary School, Fern Bacon Middle School, Jedediah Smith Elementary School, Oak Ridge Elementary School and Rosa Parks Middle School.

Most volunteers are from outside the Sacramento area and will depend on public transit during their 10-month stay. City Year contacted the Sacramento Regional Transit District (RT) to request monthly transit passes for volunteers in exchange for promotion of RT services and programs.

RT and City Year would like to work together on a pilot program with the goal of developing a partnership to help bridge the connection between education and transportation. Each City Year volunteer would receive one RT Basic monthly pass for September 2012 through June 2013 (10 months) in exchange for serving as transit ambassadors, and raising awareness of transit-related programs and projects to elementary and middle school students.

Approved:

Presented:

Final 8/7/12

General Manager/CEO

Assistant General Manager of Marketing and Communications

J:\IP-MGMTS\MARKETING & COMM\City Year Partnership 8 13 2012.doc

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
17	08/13/12	Open	Action	08/07/12

Subject: Approving Distribution of Monthly Passes in Support of City Year Sacramento Partnership

There are 50 volunteers in the Sacramento City Year program, which would equal 500 Basic monthly passes for the school year. Each pass has a cash value of \$100, so the full value of the pass benefit would be \$50,000 (500 x \$100 = \$50,000). In return, RT would receive the equivalent of 2,100 volunteer hours (42 hours for each volunteer at a rate of \$24.18 per hour) of service dedicated to transit-related programs and projects. Volunteer hours would be focused on educating students and their families on how to use public transit, promoting September service improvements, building public awareness for the Blue Line to Cosumnes River College light rail project, encouraging students to participate in RT's Season of Civil Rights student poetry contest, informing students of the Operation Lifesaver safety program, and other programs to be determined.

RT staff believes that this partnership is an excellent value and is a great opportunity for RT to help increase awareness of transit and build future ridership. In addition, it shows great support for the communities RT serves.

RESOLUTION NO. 12-08-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

August 13, 2012

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO EXECUTE A
PARTNERSHIP AGREEMENT WITH CITY YEAR SACRAMENTO**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the authority is delegated to the General Manager/CEO to execute a Partnership Agreement between the Sacramento Regional Transit District, therein referred to as "RT," and City Year Sacramento, therein referred to as "City Year Sacramento," wherein City Year Sacramento agrees to provide 2,100 volunteer service hours to RT, valued at \$50,000, in consideration for the equivalent value in monthly passes for September 2012 through June 2013.

THAT, the General Manager/CEO is hereby authorized to execute said Partnership Agreement upon review and approval by the Chief Counsel.

BONNIE PANNELL, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary