

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
19	07/22/13	Open	Action	06/26/13

Subject: Delegating Authority to the General Manager/CEO to Execute a 2013 – 2014 Partnership Agreement with City Year Sacramento

ISSUE

Whether or not to delegate authority to the General Manager/CEO to execute a 2013 – 2014 Partnership Agreement with City Year Sacramento.

RECOMMENDED ACTION

Adopt Resolution No. 13-07- _____, Delegating Authority to the General Manager/CEO to Execute a 2013 – 2014 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 school dropout crisis through the use of volunteers and sponsors who participate in a number of outreach type programs to encourage young people to stay in school. 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 79 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 was 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, Leataata Floyd Elementary School, Oak Ridge Elementary School and Rosa Parks Middle School.

Last year, 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 worked together on a pilot program with the goal of developing a partnership to help bridge the connection between education and transportation.

In September 2012, City Year and RT entered into a 10-month agreement (September 2012 through June 2013) by which City Year agreed to provide 2,068 hours of service dedicated to

Approved:

Presented:

Final 7/03/2013

General Manager/CEO

Manager, Marketing and Communications

J:\IP-MGMTS\MARKETING & COMM\City Year Partnership 7 22 2013.doc

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
19	07/22/13	Open	Action	6/26/2013

Subject: Delegating Authority to the General Manager/CEO to Execute a 2013 – 2014 Partnership Agreement with City Year Sacramento

transit-related programs and projects to the students in the five priority schools serviced by City Year in exchange for providing monthly passes for the 50 Corps Members for the duration of the agreement and their time of service. Most volunteers were from outside the Sacramento area and depended on public transit during their 10-month stay.

There are 50 volunteers in the Sacramento City Year program, which equals 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). Each City Year volunteer received 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.

Upon completion of the 2012 – 2013 agreement, City Year reported the following results:

- Total Number of Hours Served by the Corps Members: **2,109**
- Total Number of Students Reached (average): **200 – 500 students per month**
- Total Number of Teachers and Family Members Reached (September to June): **2,075**

In return for approving the distribution of monthly passes in support of a 2013 – 2014 partnership with City Year, RT would continue to receive the equivalent of 2,068 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 will be focused on educating students and their families on how to use public transit, incorporating transit into educational programs such as debates and word problems, promoting 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 and other programs.

RT staff believes that continuing 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. 13-07-_____

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

July 22, 2013

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO EXECUTE A
2013 – 2014 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 Board hereby delegates authority to the General Manager/CEO to negotiate and execute a 2013 – 2014 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 2,068 volunteer service hours to RT, valued at \$50,000, in consideration for the equivalent value in monthly passes from September 2013 through June 2014.

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

PATRICK HUME, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

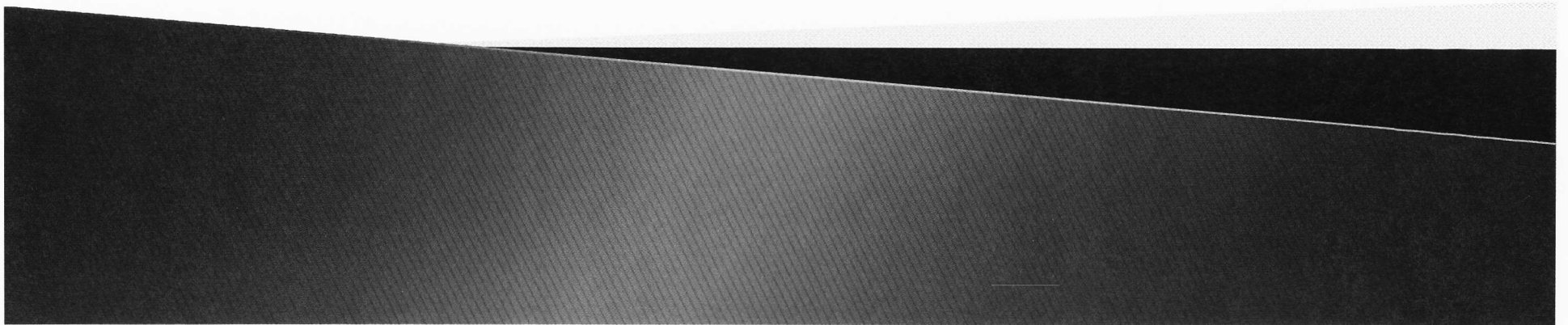
By: _____
Cindy Brooks, Assistant Secretary



2012-2013 Partnership Review



Sacramento Regional Transit District
&
City Year Sacramento



Partnership Overview



City Year Sacramento

- **2,068 hours of service dedicated to transit-related programs and projects** to the students in the **five priority schools** serviced by City Year (Rosa Parks Middle School, Fern Bacon Middle School, Father Keith B. Kenny Elementary School, Oak Ridge Elementary School & Leataata Floyd Elementary School).

Sacramento Regional Transit District

- **50 monthly passes** given to the 50 Corps Members for the duration of the agreement and their time of service.

Partnership Overview



Results:

- Total Number of Hours Served by the Corps Members:
2,109
- Total Number of Students Reached (average per month):
200 – 500
- Total Number of Teachers and Family Members Reached:
2,079

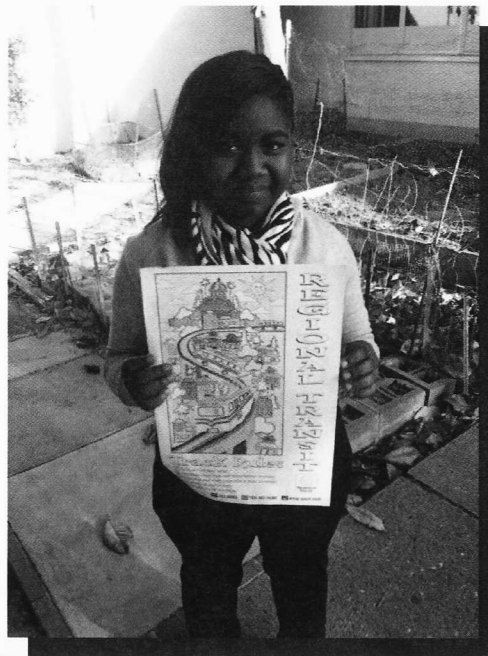
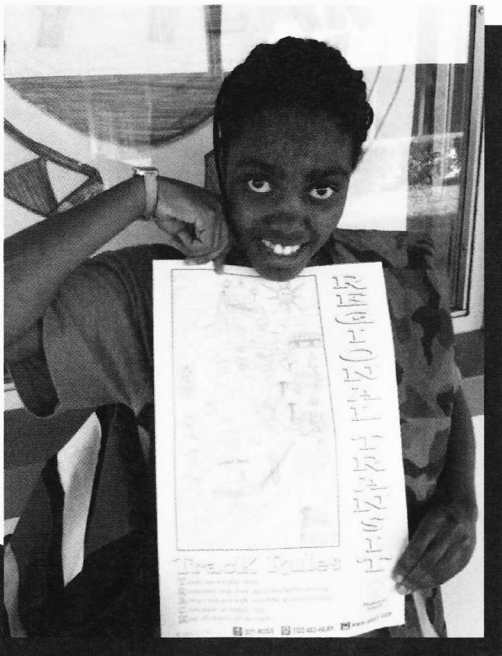
Ethnic Diversity of Students Served:


African American – 33.2% • American Indian or Alaska Native – 1% • Asian – 17% • Filipino – 1% • Hispanic or Latino – 38.5% • Pacific Islander – 2.7% • White – 3.2% • Two or more races – 3.4%

Focused Programming



- RT's Season of Civil Rights Poetry Contest
- Community Surveys
- RT Word Problems
- Class Trip Planning Projects




Regional Transit

- Jose has a twenty dollar bill. He rides the Regional Transit bus 5 times during the week to get to school. Each time he rides the bus it costs him \$1.50. How much money does he have at the end of the week?
Jose has _____ remaining.
- Shannon rides the Regional Transit light rail train 16 times a month to go to school and 4 times a month to go to the mall with her friends. Each time she rides the train it costs her \$1.25. She wants to know if it is less expensive for her to buy a monthly student pass, which costs \$50.00 and allows her to ride an unlimited number of times or buy a ticket each time she needs to ride the train.
Number of times Shannon takes the bus per month \times Cost of each ticket = _____ $>$ $<$ $=$ \$50.00
- Simeon wants to get to school on time. He knows that his school starts at 8:00 a.m. He wants to ride the Regional Transit bus that leaves his house at 7:50 a.m. and takes 20 minutes to get to his school. Will he make it on time?

- Dominique wants to ask her parents for a weekly allowance so that she can learn more responsibility. She knows that a Regional Transit student monthly pass costs \$50 and that she spends \$25 a month on snacks. How much allowance will she need a month to cover her costs?

Study the bus schedule below:

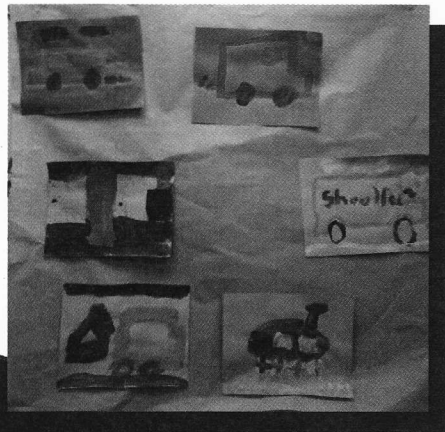
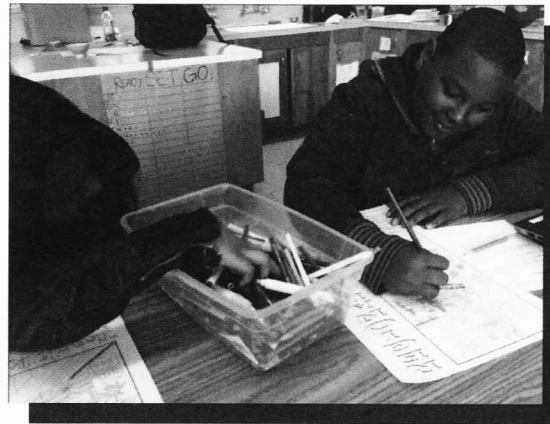
Florin Towne Centre	Stockton & Fruitridge	Broadway & Stockton	Broadway & Alhambra	Broadway & Riverdale
1:14 p.m.	1:30 p.m.	1:35 p.m.	1:45 p.m.	1:55 p.m.
1:44 p.m.	2:00 p.m.	2:05 p.m.	2:15 p.m.	2:25 p.m.
2:14 p.m.	2:30 p.m.	2:35 p.m.	2:45 p.m.	2:55 p.m.
2:44 p.m.	3:00 p.m.	3:05 p.m.	3:15 p.m.	3:25 p.m.

RT-Themed Word Problems given to over 200 students in the after-school space.

Focused Programming



- How to Ride RT Training
- Mobile Murals
- Summer Ridership Preparation



M. A. A. A.

Survey - Regional Transit



Please take a few minutes to answer the questions below (circle all that apply), and return to a City Year Corp Member.

1. How often do you use Regional Transit's bus or light rail train service?

- a. 6 or 7 days a week
- b. 4 or 5 days a week
- c. 2 or 3 days a week
- d. 1 day per week
- e. 2 or 3 times per month
- f. Once a month
- g. I don't ride (if you circled this answer, skip down to question 4)

2. When do you typically ride?

- a. Weekdays
- b. Weekends
- c. Both

3. What types of trips do you typically make on Regional Transit?

- a. Work
- b. School
- c. Medical or social service appointments
- d. Recreation (movies, park, etc.)
- e. Shopping

4. Into what age category do you fall?

- a. 8 - 11
- b. 12 - 17
- c. 18 - 24
- d. 25 - 34
- e. 35 - 44
- f. 45 - 54
- g. 55 - 64
- h. 65 and over

5. Do you consider yourself? (circle one)

- a. White (Caucasian)
- b. Hispanic
- c. Black or African American
- d. Asian
- e. Native Hawaiian or Pacific Islander
- f. Ukrainian
- g. Other: _____

500 surveys distributed to students and parents at partner schools.

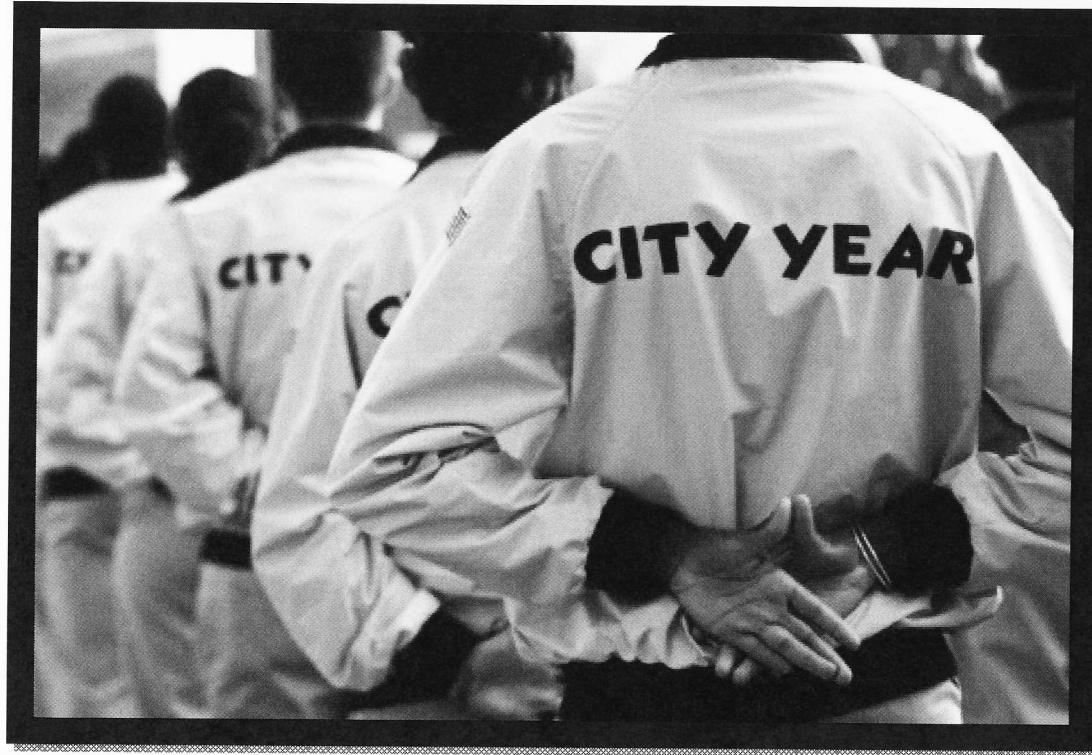
Focused Programming



- The Great Bus Route Debate



Over 250 middle school students were engaged in the process of critical thinking and developing the skills of argument formation through small snap debates regarding issues facing the RT system through history, with teams presenting to their peers.



Thank You!

