

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
11	07/28/14	Open	Action	07/14/14

Subject: Delegating Authority to the General Manager/CEO to Execute a 2014 - 2015 Partnership Agreement with City Year Sacramento

ISSUE

Whether or not to delegate authority to the General Manager/CEO to execute a 2014 - 2015 Partnership Agreement with City Year Sacramento.

RECOMMENDED ACTION

Adopt Resolution No. 14-07- _____, Delegating Authority to the General Manager/CEO to Execute a 2014 - 2015 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 \$60,000.

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 Sacramento Regional Transit District (RT) has had two successful 10-month partnership agreements with City Year Sacramento. The first was from September 2012 through June 2013 (the inaugural City Year program in Sacramento) and again from September 2013 through June 2014. Both partnership agreements provided that in exchange for RT monthly passes for the volunteer corps members, City Year Sacramento would provide service hours dedicated to bridging the connection between education and transportation to the students in the five priority schools (Father Keith B. Kenny Elementary School, Fern Bacon Middle School, Leataata Floyd Elementary School, Oak Ridge Elementary School and Rosa Parks K-8 School) for the duration of the agreement (Sacramento Charter High School will be added to the priority list for the 2014 to 2015 school year). Most volunteer corps members were from outside of the Sacramento area and depended on public transit during their 10-month stay.

Approved:

Presented:

Final 07/21/14

General Manager/CEO

Manager, Marketing and Communications

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There were 60 volunteers in the City Year Sacramento 2013 - 2014 program, which equals 600 Basic monthly passes for the school year. Each pass had a cash value of \$100 so the full value of the pass benefit was \$60,000 (600 x \$100 = \$60,000). Each City Year volunteer received one RT Basic monthly pass for September 2013 through June 2014 (10 months) in exchange for serving as transit ambassadors, raising awareness of public transit, and implementing transit-related programs and projects for the elementary and middle school students.

Upon completion of the 2013 - 2014 agreement, City Year Sacramento reported the following results:

- Total Number of Hours Served by the Corps Members: **2,495**
- Total Number of Students Reached (average): **300 students per month**
- Total Number of Teachers and Family Members Reached (September to June): **1,875**

Ethnic Diversity of Students Served:

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

In return for approving the distribution of monthly passes in support of a 2014 - 2015 partnership with City Year Sacramento, RT would continue to receive the equivalent of 2,490 volunteer hours (41.5 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 art and poetry contest; and other programs. For examples and details about last year's projects, see the attached Partnership Overview report.

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.



give a year.
change the world.

City Year

Regional Transit

Partnership Overview

Sacramento Regional Transit District & City Year Sacramento

In September 2013, City Year and the Sacramento Regional Transit District entered into a 10-Month agreement (September through June) by which City Year agreed to provide **2,490 hours of service dedicated to transit-related programs and projects** to the students in the **five priority schools** serviced by City Year (Rosa Parks K-8 School, Fern Bacon Middle School, Father Keith B. Kenny K-8 School, Oak Ridge Elementary School and Leataata Floyd Elementary School) in exchange for **60 monthly passes** given to the 60 Corps Members for the duration of the agreement and their time of service.

Upon completion of this agreement in June 2014, City Year is pleased to report the following results:

Total Number of hours served by the Corps Members: 2,495 hours

Total Number of Students Reached (average): Average engagement of 300 students per month

Total Number of Community Members Reached (September-June): 1,875

Ethnic Diversity of ALL 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%*

Ethnicity Breakdown of Students by School:

Father Keith B. Kenny K-8 School

- African American- 46.5%
- American Indian or Alaska Native- 0.4%
- Asian- 8.8%; Filipino- 0.7%
- Hispanic or Latino- 33.7%
- Pacific Islander- 0.7%
- White- 2.2%
- Two or more races- 7.0%

Oak Ridge Elementary School

- African American- 22.7%
- American Indian or Alaska Native- 2.3%
- Asian- 20.6%
- Filipino- 1.4%
- Hispanic or Latino- 47.8%
- Pacific Islander- 0.5%
- White- 2.8%
- Two or more races- 1.9%

Leataata Floyd Elementary School

- African American- 54.7%
- American Indian or Alaska Native- 1.1%
- Asian- 8.6%
- Filipino- 0.4%
- Hispanic or Latino- 20.9%
- Pacific Islander- 7.2%
- White- 2.9%
- Two or more races- 4.3%

Rosa Parks K-8 School

- African American- 23%
- American Indian or Alaska Native- 0.8%
- Asian- 22.2%
- Filipino- 1.3%

- Hispanic or Latino- 41%
- Pacific Islander- 4.5%
- White- 4.5%
- Two or more races- 2.7%

Fern Bacon Middle School

- African American- 20.6%
- American Indian or Alaska Native- 0.7%
- Asian- 22.9%
- Filipino- 0.8%
- Hispanic or Latino- 48.9%
- Pacific Islander- 1.1%
- White- 2.9%
- Two or more races- 2.0%

Local Activities

(All schools participated, unless noted otherwise)

- Regional Transit Education
- How to Ride Guides
- The Regional Transit Season of Civil Rights Art and Poetry Contest
- The Great RT Debate (Fern Bacon Middle School, Rosa Parks K-8 School)
- How to Ride Video Guide
- Mobile Murals: Civil Rights
- RT Word Problems & Standardized Test Prep
- RT Field Trip & Community Mapping (Leataata Floyd Elementary School, Oak Ridge Elementary School, and Rosa Parks K-8 School.)

Media & Community Highlights

- Logo listed on City Year Sacramento Website under “Our Partners” page
- School visits with Regional Transit board members:
 - Councilmember Steve Hansen visited Leataata Floyd Elementary School in April and saw City Year in service. Councilmember Hansen also sat down in a roundtable discussion with City Year Corps Members to learn about their service experience, including stories of how their Regional Transit passes allowed them to serve in schools.
 - Councilmember Jay Schenirer visited Father Keith B Kenny K-8 School and was the keynote speaker at City Year Sacramento’s Opening Day Ceremony in September 2013 at the State Capitol.

- Supervisor Don Nottoli visited Fern Bacon Middle School in April and witnessed the powerful collaboration between City Year and the school administration.
- City Year’s partnership with Regional Transit and MLK365, created an opportunity to highlight the partnerships and demonstrate student work in front of more than 10,000 community members who attended the MLK March for the Dream and Diversity Expo.
- Regional Transit logo placed as a City Year partner on the Ripples of Hope Dinner Collateral, including:
 - The invitation, distributed to 1,350 individuals in the Sacramento Community.
 - The program, distributed to 320 of Sacramento’s business, community and civic Leaders.
 - Event sponsor board, visible to 320 of Sacramento’s business, community and civic Leaders
 - Event PowerPoint, visible to 320 of Sacramento’s business, community and civic Leaders.

Partnership Report – 2014

September

Total Hours Served by Corp Members during the month of September:

200 hours of service

Total number of Students reached:

700 students and their families learned about Regional Transit service through afterschool programming and special events for parents and kids.

FOCUS: An introduction to Regional Transit.

METHOD: City Year Corps Members led their students in educational sessions focused on the basics of riding Regional Transit. Topics included how to use RT routes around their home and school, how to read bus schedules, and the different transit options available to students. Students talked through their RT ridership options with Corps Members and colored in fun RT coloring posters to engage students in the world of transit. City Year also had an RT booth at two back to school party nights at two of our schools to engage parents and children in the RT opportunities available for families in that area.

October

Total Hours Served by Corp Members during the month of October:

100 hours of service

Total number of Students reached:

150 students learned about Regional Transit service through afterschool programming

FOCUS: How to Ride Guide

METHOD: With the help of City Year Corps Members, students created pamphlets and posters to provide as a guide and resource for other students. Guided by materials provided by Regional Transit, students embedded stories based on their own experience of using RT (“This is how I get from Home to School using RT”), and incorporated safety tips, time-saving tips, etiquette and best riding practices.

November

Total Hours Served by Corp Members during the month of November:

370 hours of service

Total number of Students reached:

427 students interacted with Regional Transit through afterschool programming

FOCUS: The Regional Transit Season of Civil Rights Art and Poetry Contest

METHOD: Corps Members worked with their teachers during the school day and with City Year and afterschool partners in the after school space, to provide knowledge of the civil rights movement. City Year facilitated at least four civil rights enrichment programming sessions in the after school space for the month of November. Students of all grade levels (K-8) were engaged in spoken word workshops, creative writing workshops and art workshops.

December

Total Hours Served by Corp Members during the month of December:

450 hours of service

Total number of Students reached:

427 students and families learned about Regional Transit service through afterschool programming

FOCUS: As a continuation of Regional Transit’s request that City Year focus their time with students on a Season of Civil Rights Art and Poetry contest, and the role public transit played in history.

METHOD: Corps Members continued to work with their teachers, collaborating during the school day and with after school partners in the out-of-school timeframe to provide knowledge of the Civil Rights movement through the Season of Civil Rights Art and Poetry Contest.

During the month of December, Corps Members worked with students of all grade levels (K-8) to collect art and poetry submissions, as well as transcribe the poems submitted through Regional Transit’s website. Winners were selected and announced in January 2014. City Year worked with students, teachers, and parents to bring winning students to the MLK Day Diversity Expo for the presentation of their artwork and poems and promoted through our eNews system and social media networks.



Rosa Parks
Rosa Parks is her name
Fighting segregation is her game
She didn't move, defying the rules
Now I know that the bus was racist and cruel
She's a real leader for civil rights
We're so thankful for her fight
*By Darlynn Barner
3rd Grade, Lakeside Plaza Elementary School*

January

Total Hours Served by Corp Members during the month of January:

150 hours of service

Total number of Students reached:

300 students learned about Regional Transit service through afterschool programming

Total number of Community members reached:

10,000+ impressions throughout MLK Diversity Expo for the promotion and ceremony for the Season of poetry contest winners – in January 2014.

FOCUS: Mobile Murals: Civil Rights

METHOD: Celebrating the role of Regional Transit in social justice and our community through Mobile Murals. City Year Corps Members and Program Managers led students during the after school program in the creation of powerful murals that illustrated the importance of the RT system in Sacramento and in the course of history.

“Mobile Murals” assisted students in the process of putting their knowledge to work through visual art—mural scenes on large sheets of paper. These murals were then placed within the schools. Students learned about and reported on the impact of the Regional Transit system in history, particularly as it pertains to the advancement of equity and mobility as a public good for all.



February

Total Hours Served by Corp Members during the month of February:

250 hours of service provided

Total number of Students reached:

50 students learned about Regional Transit service through afterschool programming

FOCUS: How to Ride Video Guide

METHOD: Students used the inspiration from their RT pamphlets in October and utilized the technology available at the schools to create a “How to Ride” Video guide. Under the direction of the Corps Members, students wrote the scripts, rehearsed the scenes, shot, and edited a 3-5 minute video showing other students how to ride the bus and utilize Regional Transit.

These sketches provided fun and interactive ways to learn about online resources, mobile applications, safety tips and etiquette. The videos would then be available for Regional Transit to use on their website for other riders.



March

Total Hours Served by Corp Members during the month of March:

150 hours of service provided

Total number of Students reached:

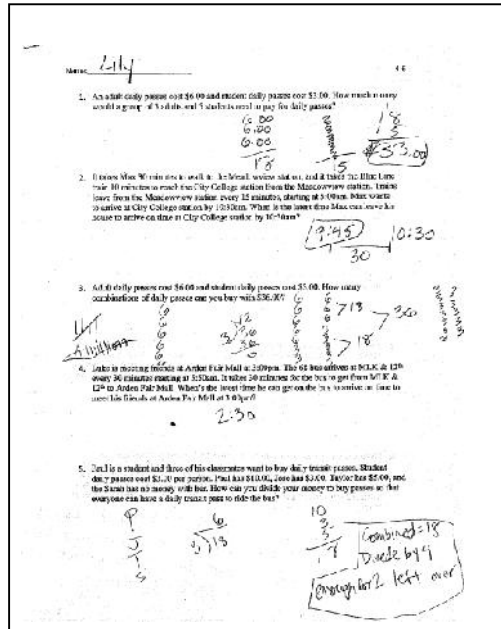
250 students learned about Regional Transit service through afterschool programming

FOCUS: RT Word Problems: Standardized Test Prep

METHOD: City Year Corps Members incorporated Regional Transit into the learning process through word problems to both strengthen the math and literacy skills of the students as well as teach them about Regional Transit. City Year developed sets of 5-10 word

problems featuring Regional Transit that were shared with students during the homework help/academic portion of after school programming.

These problems engaged students in a fun and productive manner, which was truly beneficial as standardized test prep is critical in our schools during this time of the year. Lastly, City Year Corps Members created varying levels of difficulty to tailor the material to the different age groups that we serve in our schools and after school programming.



April

Total Hours Served by Corp Members during the month of April:

325 hours of service

Total number of Students reached:

100 students learned about Regional Transit service through afterschool programming

FOCUS: The Great RT Debate: Preparation, Practice, and Research

METHOD: City Year engaged the middle school students in critical thinking exercises and developing the skills of argument formation through small snap debates regarding issues facing the RT system through history.

Led by Corps Members, students spent time researching the history of Regional Transit and other public transit systems and identified key issues upon which a stance would be taken. Breaking into small groups, creating both pro and con teams on an identified issue, Corps Members led the student teams into the logistical method of debate creation: data gathering, thorough research, argument formation, and public speaking skills. Teams then engaged in a sophisticated practice debate, with the knowledge they have gathered about the importance of and the issues facing the RT system.

Corps Members designed the framework for the debate and worked with students on debate preparation, research and coaching to help students become aware of debate format and purpose using the topic of RT as a catalyst for learning.

May

Total Hours Served by Corp Members during the month of May:

400 hours of service

Total number of Students reached:

75 students learned about Regional Transit service through afterschool programming

FOCUS: **Great RT Debate: Practice and Event**

METHOD: Led by Corps Members, students completed their debate preparation and research of the history of Regional Transit. Key issues were identified and reviewed with students and they were briefed on the process of the final debate and best practices in public speaking.

Debates took place at the following times and locations, with members of Regional Transit present at each:

The Great RT Debate:

Rosa Parks Middle School

2250 68th Ave, Sacramento, CA 95822

May 30th, 2014

3:30 PM – 4:30 PM

Afterschool Space

The Great RT Debate:
Fern Bacon Middle School
4140 Cuny Ave, Sacramento, CA 95823
May 23rd, 2014
3:30 PM - 4:30 PM
Cafeteria



June

Total Hours Served by Corp Members during the month of June:

100 Hours of Service

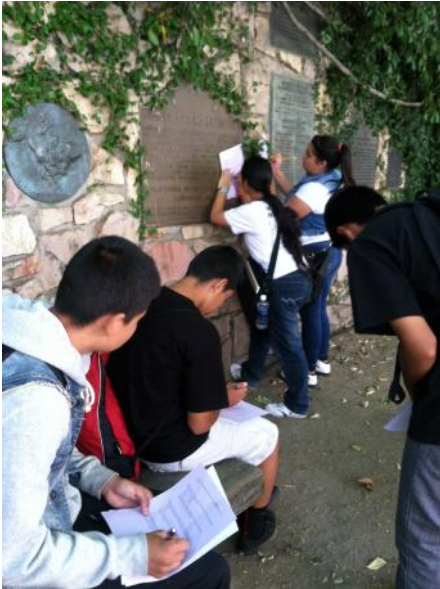
Total number of Students reached:

50 students learned about Regional Transit service through afterschool programming

FOCUS: RT Ride Day – Field Trip

METHOD: Three schools (Leataata Floyd Elementary School, Oak Ridge Elementary School and Rosa Parks K-8) practiced their ridership skills by riding a Regional Transit bus with Corps Members on a local field trip, as approved with the school and teachers. The trips focused on visiting potential middle schools, community mapping, implementing safety standards, and sharing best practices as riders. Rosa Parks visited Old Sacramento and traveled on light rail (Blue Line) to learn about the history of the Sacramento region and discover the powerful community assets and entertainment options that are accessible by public transportation. Leataata Floyd Elementary School and Oak Ridge Elementary

School both visited prospective middle schools by riding Route 51 and traveling to California Middle School and PS7 to visit the schools and learn more about the community.



Regional Transit – Impact Overview

Total Hours Served by Corps Members: **2,495**
Total Number of students engaged: **2,529**

2013 – 2014 Partnership Review

Sacramento Regional Transit District & City Year Sacramento



FY14 Partnership – Year In Review
City Year Sacramento & Regional Transit

Partnership Overview

Regional Transit (RT): Provided City Year Sacramento with 60 monthly passes in exchange for City Year Corps Members serving as RT ambassadors.

City Year: Provided 2,495 hours of volunteer service as RT ambassadors for approximately 3,000 students during the 2013 - 2014 school year.



About City Year Sacramento



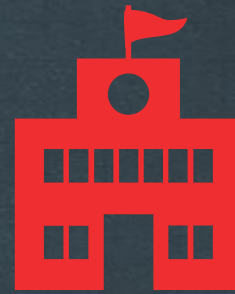
Father Keith
B. Kenny



Fern Bacon



Leataata Floyd



Oak Ridge



Rosa Parks

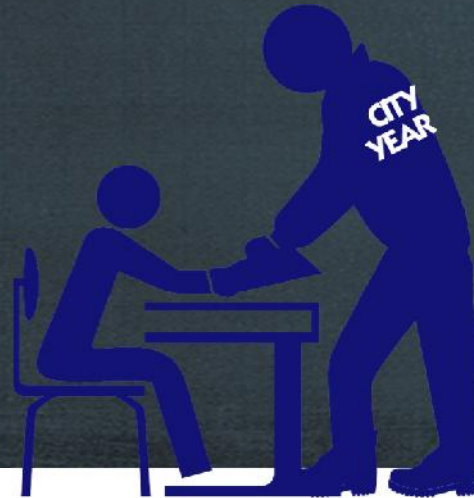
60 Corps Members
3,000 Students Served



The ABCs of Reducing Dropouts

B more than 30% reduction
in suspension or
expulsion on average
Behavior

A
Attendance
95% on average



C
Course Performance
more than 70%
improvement in
coursework



Partnership Overview

- Total number of hours served by City Year Corps Members: **2,495**
- Total number of students reached (average): **300 per month**
- Total number of community members reached (Sep. – Jun.): **1,875**

Student Demographics:

- African American – 33.2%
- American Indian/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%



Partnership Overview

RT Ambassador Activities

- RT Orientation
 - Educate students on the basics of RT's service
 - RT booths at back to school nights
- Mobile Murals: Civil Rights
 - Student poster contest
 - Featured in schools, strong visibility

Mobile Murals Contest



Partnership Overview

RT Ambassador Activities

- RT Season of Civil Rights Art and Poetry Contest
 - MLK Diversity Expo presentation and engagement
- How to Ride Video Guide
 - Online content for peer to peer sharing

How to Ride Video Guide



Partnership Overview

RT Ambassador Activities

- RT Word Problems
 - Standardized test prep focused on math and literacy skill sets
- How to Ride Guide
 - Peer to peer guide focused on safety tips, etiquette, and best practices to ride RT

RT Word Problems

Name: Lily 16

- An adult daily passes cost \$6.00 and student daily passes cost \$3.00. How much money would a group of 3 adults and 5 students need to pay for daily passes?

$$\begin{array}{r} 6.00 \\ 6.00 \\ 6.00 \\ \hline 18 \\ \text{Students} \\ 3 \\ 3 \\ 3 \\ \hline 9 \\ \hline 27 \\ \hline \$33.00 \end{array}$$
- It takes Max 30 minutes to walk to the Meadowview station, and it takes the Blue Line train 10 minutes to reach the City College station from the Meadowview station. Trains leave from the Meadowview station every 15 minutes, starting at 9:00am. Max wants to arrive at City College station by 10:30am. When is the latest time Max can leave his house to arrive on time at City College station by 10:30am?

$$\begin{array}{r} 9:45 \\ \hline 30 \\ \hline 10:30 \end{array}$$
- Adult daily passes cost \$6.00 and student daily passes cost \$3.00. How many combinations of daily passes can you buy with \$36.00?

$$\begin{array}{r} 6 \\ 6 \\ 6 \\ 6 \\ 6 \\ \hline 30 \\ \text{Students} \\ 12 \\ 3 \\ 3 \\ 3 \\ \hline 18 \\ \hline 36 \end{array}$$
- Lake is meeting friends at Arden Fair Mall at 3:00pm. The SR bus arrives at MLK & 12th every 30 minutes starting at 5:30am. It takes 30 minutes for the bus to get from MLK & 12th to Arden Fair Mall. What's the latest time he can get on the bus to arrive on time to meet his friends at Arden Fair Mall at 3:00pm?

$$2:30$$
- Paul is a student and three of his classmates want to buy daily transit passes. Student daily passes cost \$3.00 per person. Paul has \$10.00, Jose has \$5.00, Taylor has \$5.00, and the Stral has no money with her. How can you divide your money to buy passes so that everyone can have a daily transit pass to ride the bus?

$$\begin{array}{r} 3 \\ 3 \\ 3 \\ \hline 9 \\ \hline 10 \\ \hline 1 \\ \hline 18 \\ \hline \text{Combined} = 18 \\ \text{Divide by 4} \\ \hline \text{Enough for 2 left over} \end{array}$$



Partnership Overview

RT Ambassador Activities

- The Great RT Debate
 - Built student skill sets in public speaking, research, and debate
 - Engaged RT staff and RT board member

The Great RT Debate



2014 – 2015 School Year

In FY15, City Year Sacramento Will:

- Serve in one additional school – Sacramento Charter High School
- Serve an additional 300 students and increase access to a new demographic (9th through 12th grade students)
- Serve a total of three schools in the Oak Park community (Father Keith B. Kenny, Oak Ridge and Sacramento Charter High)



THANK YOU!



FY14 Partnership – Year In Review
City Year Sacramento & Regional Transit

RESOLUTION NO. 14-07-_____

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

July 28, 2014

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO EXECUTE A
2014 - 2015 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 2014 - 2015 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 2,490 volunteer service hours to RT, valued at \$60,000, in consideration for the equivalent value in monthly passes from September 2014 through June 2015.

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

PHILLIP R. SERNA, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary