

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
7	09/28/15	Open	Action	09/23/15

Subject: Approving a California Department of Motor Vehicle Driver's License or Identification Card with a City of Elk Grove Address to Ride Free on RT Light Rail Trains and Fixed-Route Buses on Elk Grove Free Ride Day

## ISSUE

Whether to approve accepting a California Department of Motor Vehicle (DMV) Driver's License or Identification Card with a city of Elk Grove address as fare equivalent to ride free on RT light rail trains and fixed-route buses on Elk Grove Free Ride Day.

## RECOMMENDED ACTION

Adopt Resolution No. 15-09-\_\_\_\_\_, Approving a California Department of Motor Vehicle (DMV) Driver's License or Identification Card with a City of Elk Grove Address as Fare Equivalent to Ride Free on RT Light Rail Trains and Fixed-Route Buses on Elk Grove Free Ride Day.

## FISCAL IMPACT

There is an estimated loss of cash fares totaling \$2,011 in RT fare revenue for approving a California Department of Motor (DMV) Driver's License or Identification Card with a city of Elk Grove address as fare equivalent. The estimate is based on 2013 onboard survey data and the percentage of Elk Grove residents represented multiplied by "lost" cash fares (based on RT's estimated average cash fare of \$1.08). RT staff estimates approximately 1,862 total boardings (estimated average cash fare of \$1.08 multiplied by 1,862 boardings = \$2,011).

## DISCUSSION

The Elk Grove City Council and the Sacramento Regional Transit District Board of Directors recognize the common interests of both organizations to cooperatively pursue policies and activities that enhance and expand the safe and efficient movement of people via public transit services. In the spirit of cooperation, RT and the City of Elk Grove are promoting the newly-opened Blue Line to Cosumnes River College to improve the mobility and public transit options for Elk Grove residents by offering a free ride day to Elk Grove citizens. The date of the Elk Grove Free Ride Day in October has not yet been confirmed, but will be mutually agreed upon by the City of Elk Grove and RT.

Ideally, individual complimentary RT tickets would be distributed as approved for special promotions in Resolution 08-01-0013 (as distributed for Earth Day, MLK Jr. March and Diversity Expo, Rancho Cordova 4th of July Celebration and other regional events). However, there are logistical problems with this approach given the large scale of this particular promotion.

By Resolution 09-10-0174, the Board amended and restated the Fare Structure for fixed route service. The Fare Structure identifies the types of fare media that will be accepted as valid for

Approved:

Presented:

Final 09/23/15

General Manager/CEO

AGM of Marketing and Communications

J:\Board Meeting Documents\2015\16 September 28, 2015\Elk Grove Free Ride Day.doc

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
7	09/28/15	Open	Action	09/23/15

Subject: Approving a California Department of Motor Vehicle Driver's License or Identification Card with a City of Elk Grove Address to Ride Free on RT Light Rail Trains and Fixed-Route Buses on Elk Grove Free Ride Day

purpose of RT's fixed route service and the conditions of their use. The Fare Structure identifies and defines acceptable "Prepaid Fare" types, specifically: monthly pass, semi-monthly pass, daily pass, fare ticket, transit pass, group pass, temporary pass, lifetime pass, school class pass, peace officer identification badge, or token.

Fare Tickets are further defined as paper media only. To accept media other than that defined in the Fare Structure, the Board must authorize a new fare type.

In connection with the Elk Grove Free Ride Day promotion, staff recommends that California Department of Motor Vehicle (DMV) Driver's Licenses or Identification Cards with a city of Elk Grove address be accepted as a form of fare equivalent

Because the current Elk Grove rider promotion is a one-time event, at this time RT staff is not proposing to amend and restate the Fare Structure to permanently incorporate a new fare type. Instead, RT staff is requesting that the Board approve, notwithstanding the existing Fare Structure, that DMV Driver's Licenses or Identification Cards with a city of Elk Grove address be accepted as a form of fare equivalent to ride free on light rail trains and fixed-route buses on Elk Grove Free Ride Day.

RT staff believes this sponsorship has exceptional value given the amount of advertising and positive media exposure RT will receive. RT's sponsorship also presents a great opportunity for RT to help build future ridership by promoting and, in many cases, introducing transit to a key segment of people who may not regularly be exposed to public transportation.

RESOLUTION NO. 15-09-\_\_\_\_\_

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

September 28, 2015

**APPROVING A CALIFORNIA DEPARTMENT OF MOTOR VEHICLE DRIVER'S  
LICENSE OR IDENTIFICATION CARD WITH A CITY OF ELK GROVE ADDRESS AS  
FARE EQUIVALENT TO RIDE FREE ON RT LIGHT RAIL TRAINS AND FIXED-  
ROUTE BUSES ON ELK GROVE FREE RIDE DAY.**

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

THAT, notwithstanding the definition of Fare Equivalent set forth in Resolution No. 09-07-0121, the Board hereby approves a valid California Department of Motor Vehicle (DMV) Driver's License or Identification Card with a city of Elk Grove address as a fare equivalent evidencing prepayment of the applicable fare for a ride(s) on all RT light rail trains and fixed-route buses on a single date to be mutually agreed upon by the City of Elk Grove and RT.

THAT, this resolution supersedes any prior resolution currently in effect that would otherwise require collection of fare from a person who displays a valid California DMV Driver's License or Identification Card with a city of Elk Grove address as a fare equivalent when riding RT light rail trains and fixed-route buses on Elk Grove Free Ride Day.

---

JAY SCHENIRER, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: \_\_\_\_\_  
Cindy Brooks, Assistant Secretary