

## **General Manager's Report May 23, 2016**

### **GOVERNMENT AFFAIRS UPDATE**

#### **FEDERAL**

Nothing to report at this time.

#### **STATE**

Nothing to report at this time.

### **SPONSORSHIP OPPORTUNITIES FOR THE GOLDEN ONE CENTER**

RT marketing staff is working with 3fold Communications to offer two corporate sponsorship opportunities associated with travel to the new Golden 1 Center in October. RT is seeking sponsorship to generate revenue to offset operational expenses and to create the best customer experience.

The first opportunity would allow a sponsor to provide free light rail fares for all attendees traveling to and from all major events at the arena. This exclusive opportunity would also provide 10 trains "wrapped" with interior and exterior advertising. The cost of this sponsorship opportunity ranges from \$1.2 million to \$1.5 million.

The second opportunity is sponsorship of an additive decorative lighting element at the 7th & Capitol light rail station, which will be the flagship station for service to the arena. The lighting is an integral part of the new steel "ribbon" structure currently under construction that will extend along the entire length of the station on 7th Street between L Street and Capitol Mall. This opportunity could also include sponsor branding within the station. The cost of this opportunity ranges from \$125,000 to \$497,000.

RT marketing staff and 3fold Communications have had continued conversations with potential sponsors and expect to receive final decisions in June.

### **SYSTEM-WIDE IMPROVEMENT INITIATIVES**

#### **Bus Replacement**

RT has received its second delivery of new Gillig buses to replace aging buses in the RT fleet that have exceeded their useful life. This 33 bus delivery is part of a 96 bus procurement. The first 30 buses were delivered in 2015 and the final 33 will be delivered by September 2017. These buses replace 96 2002/2003 model year Orion buses that reached the end of their service life in March 2015. The buses being replaced are all equipped with Clean Natural Gas (CNG) tanks that expire next year. A photo of one of the new Gillig buses is shown below.

Bus replacement is a part of RT's state-of-good-repair program and system improvement initiative. The new vehicles will provide RT's customers with a more comfortable riding experience. The vehicles are low-floor, with enhanced accessibility features for customers with disabilities and a 3-position bike rack. RT worked with its Mobility Advisory Council to better accommodate the varied needs of persons with disabilities in the seating design. The buses feature a more modern mobility device securement system and a priority seating area identified with unique upholstery and floor markings indicating the seats are reserved for seniors and passengers with disabilities. We also incorporated a new single-flip seat that provides a designated location for walkers, service animals and other mobility aids. RT's Operators provided input on options for a drivers' seat. The passenger seats are an ergonomic design that provide for easy replacement of damaged or dirty seats.

Replacing the aging fleet reduces RT's ongoing maintenance costs and the disposal of the older, higher-emission vehicles, creates a revenue generation opportunity under the Sacramento Emergency Clean Air and Transportation (SECAT) program. As you will recall from the Doug Carter diagnostic review, one recommendation for revenue enhancement was the sale of vehicles that have exceeded their useful life. One time revenue was estimated at \$250,000. RT has recently been able to take advantage of the Sacramento Emergency Clean Air and Transportation (SECAT) program to significantly increase this amount. The consent item the RT Board of Directors is being asked to approve on May 23 will allow RT to enter into an agreement under the SECAT program, where the higher-emission vehicles will be retired and destroyed. This program will generate \$2.2M in revenue for the disposal of the first 66 buses at approximately \$33,000 per bus. These funds can be used for other vehicle replacements currently funded by revenue bonds. This program will generate much more revenue than selling the retired buses.

### **Shelter Replacement | Clear Channel**

RT's shelter replacement and refurbishment program is also underway. RT's contract with Clear Channel includes the replacement or refurbishment of all shelters. Forty-eight shelters have been refurbished to the new shelter type since August; the remaining 379 shelters will also be refurbished or replaced. A photo of a new shelter in front of the new Sutter Hospital on 29<sup>th</sup> Street is shown below.

### **Park and Ride Station LED Lighting Replacement**

As part of our system-wide station improvements, RT has recently replaced parking lot lighting at key park and ride stations with LED lighting. The stations completed include Roseville Road, Florin, Watt/Manlove, and Sunrise. Platform lighting replacement will be complete next month. The replacement of bulbs with LED kits lowers RT's energy use and provides brighter and longer life lighting. These kits will continue to be installed throughout the system. We know that lighting outages have been very frustrating for RT customers in recent years and we have experienced a number of issues related to vandalism, equipment age, and lighting maintenance programs. This upgrade will provide for a more secure and comfortable environment for our passengers, and also reduce RT's energy and maintenance costs.

## Transit Agents

The new Transit Agent program is underway. Six Transit Agents are in training, ten will start training on June 1, and the remaining nine will start training in mid-June for a total of 25 Transit Agents that will be deployed on the system this summer. The Transit Agent position was created to address fare evasion and increase visible presence on light rail. This position is responsible for verifying fare payment. Transit Agents will also report all nuisance or criminal behavior to RT's existing Transit Officers and Police Officers.

The Transit Agent position was created through a demonstration agreement with the Amalgamated Transit Union. The demonstration agreement will be valid for a two-year term unless canceled by either party. The agreement could be extended by agreement of the parties or addressed in normal labor negotiations in 2017. Funding for the positions was provided through a reduction of the guard positions in the G4S contract.

The expansion of the internal fare inspection group necessitates the addition of a Transportation Superintendent assigned to Police Services. RT has recently promoted Vincent Beatty (Vince) to the position of Transportation Superintendent to manage and supervise the program. Vince has been with RT for 20 years and has worked as a Bus and Light Rail Operator, Transit Officer and a Transportation Supervisor assigned to Light Rail. In his new position, Vince will oversee the new Transit Agents and the current Transit Officer Unit. We have also recently assigned Santiago Soto to Transit Agent Supervisor to support the program; Santiago was hired on with RT in 2002 as a Fare Inspector and became a Light Rail Supervisor in 2006.



## Fleet Upgrades – New Gillig Bus



## Refurbished Shelter - 29<sup>th</sup> & K



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### RT CALENDAR

#### **Regional Transit Board Meeting**

June 13, 2016  
RT Auditorium  
5:30 P.M

June 27, 2016  
RT Auditorium  
5:30 P.M

July 25, 2016  
RT Auditorium  
5:30 P.M

#### **Mobility Advisory Council**

June 7, 2016  
RT Auditorium  
2:30 P.M

September 1, 2016  
RT Auditorium  
2:30 P.M

**Quarterly Retirement Board Meeting**

June 15, 2016  
RT Auditorium  
9:00 A.M

September 14, 2016  
RT Auditorium  
9:00 A.M

**Paratransit Board Meeting**

May 26, 2016  
2501 Florin Road  
Sacramento, CA  
6:00 P.M