

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
15	06/12/17	Open	Action	05/31/17

Subject: Free Rides to City of Sacramento Internship Program Participants

ISSUE

Whether or not to partner with the City of Sacramento's internship initiative and temporarily offer free rides to program participants.

RECOMMENDED ACTION

Adopt Resolution No. 17-06-____, Temporarily Authorizing a "City of Sac Intern" ID Badge Issued by SacRT in the Form of a Special Active Connect Card to be Recognized as Fare Equivalent.

FISCAL IMPACT

A recent study of Sacramento City Unified School District students found that approximately 7% of students ride RT today. A Sacramento Area Council of Governments (SACOG) study of transit ridership in our region found that approximately 2.5% of the general public use RT on a regular basis. In an effort to be conservative for purposes of the fiscal impact, Staff assumed that 10% of student participants and 5% of full fare equivalent participants in the internship program use public transit today. Actual use may vary from the estimates shown below outlining the anticipated fiscal impact of a six month program offering.

	<u>Students</u>	<u>Adults (Full Fare)</u>
Program Participants	900	100
% utilizing public transit	10%	5%
# of Participants utilizing public transit	90	5
Avg Fare Collected on Monthly Pass*	<u>\$55</u>	<u>\$110</u>
Total Fare Revenue Collected for 6 months	\$29,700	\$3,300
 Anticipated Fare Revenue Reduction	 <u><u>\$33,000</u></u>	

*Monthly Pass price was used to ensure a conservative (high) estimate on anticipated fare revenue reduction

**The analysis above represents the anticipated fiscal impact from a 6 month fare offering program

DISCUSSION

On May 11, 2017, Sacramento Mayor Darrell Steinberg announced the launch of Thousand Strong, a workforce development initiative that seeks to employ up to 1,000 students in the Sacramento area through various internship programs managed by the City. Interested Sacramento-area businesses will have an opportunity to hire a student for a paid 9-12 month internship beginning this summer and continuing throughout the school year.

Approved:

Presented:

Final 06/06/17

General Manager/CEO

Electronic Fare Collection Systems Administrator

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SacRT was invited to join this initiative by offering free rides to program participants during their internship period. The vast majority of program participants will be ages 16-18 and entering either their junior or senior year of high school. A small percentage of program participants may be over the age of 18 and/or out of high school. The internship program may last for up to 12 months beginning on or around June 1, 2017.

To offer free rides to this group, the Board would need to approve a new form of ID badge to be recognized as Fare Equivalent. In September 2016, the Board approved Resolution No. 16-09-0104, modifying the definition of Fare Equivalent to allow for ID Badges approved by the Board to be accepted as Fare Equivalent. If the Board chooses to support the Thousand Strong initiative and offer free fares to program participants, the Staff recommendation is to create special photo ID Badges for program participants and issued in the form of active Connect Cards by RT.

Using the special form of Connect Card as the ID Badge will allow RT to manage intern participation and involvement to ensure a minimal risk of fraud. RT has received assurance from the City of Sacramento that monthly reporting will be available, listing active program participants. If a participant leaves the internship program, the Connect Card associated with that individual will be deactivated, thus reducing the risk of fraud to SacRT.

Partnering with the City of Sacramento and offering free rides to internship participants should lead to an increase in ridership from program participants with the hope that participants will see the benefits of SacRT and remain regular transit riders after they exit the internship program and begin to enter the workforce.

Staff recommends that the Board temporarily authorize a “City of Sac Intern” Photo ID badge issued by SacRT in the form of an active Connect Card to be recognized as Fare Equivalent for a six-month period. Prior to the expiration of the six-month authorization, staff anticipates completing a Title VI analysis of the program and returning to the Board with an update on the program and recommendation moving forward.

RESOLUTION NO. 17-06-_____

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

June 12, 2017

**TEMPORARILY AUTHORIZING A “CITY OF SAC INTERN” ID BADGE ISSUED BY
RT IN THE FORM OF A SPECIAL ACTIVE CONNECT CARD TO BE RECOGNIZED
AS FARE EQUIVALENT**

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

THAT, the Board hereby authorizes issuance by SacRT of a “City of Sac Intern” ID
Badge in the form of a Connect Card with a photo of the participant and identification on
the badge as “City of Sac Intern” to active participants in the City of Sacramento’s
“Thousand Strong” employment initiative program

THAT, the City of Sac Intern ID Badge will be recognized as Fare Equivalent as set
forth in RT’s adopted Fare Structure (Resolution 09-10-0174, as amended, including by
Resolution 16-09-0104) for all SacRT bus and light rail service for a six-month period,
commencing June 13, 2017 and terminating December 12, 2017, when used by the
individual shown in the photo on the ID Badge.

THAT, the Connect Card will be deactivated and no longer recognized as Fare
Equivalent if the individual to whom it is issued ceases participation in the Thousand Strong
Initiative.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary