

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	11/13/17	Open	Action	11/08/17

Subject: Approving a Title VI Fare Equity Analysis and Amending the SacRT Fare Structure

ISSUE

Whether or not to approve a Title VI fare equity analysis for multiple fares changes and whether or not to amend the fare structure to add multiple new fares.

RECOMMENDED ACTION

- A. Adopt Resolution No. 17-11-_____, Approving a Title VI Fare Equity Analysis for the Daily Best Fare on the Connect Card, Connect Card Fare Ticket (90-Minute Ticket), and the City of Sac Intern ID Badge; and
- B. Adopt Resolution No. 17-11-_____, Amending the Fare Structure (Resolution 09-10-0174) to Add a New “Daily Best Fare” for Connect Card Users and a “Connect Card Fare Ticket” and Authorizing a “City of Sac Intern” ID Badge by SacRT in the Form of a Special Active Connect Card to be Recognized as Fare Equivalent.

FISCAL IMPACT

The fare changes that would be approved by Recommended Action B were presented to the Board as temporary fare changes earlier in 2017, and were implemented within the past six months. The fiscal impact of each item is shown below and is explained in more detail in Attachments 3, 4, and 5.

Fare Change	Original Fiscal Impact (six-month term)	Updated Fiscal Impact (full year)
Daily Best Fare *	\$ (4,273)	\$ (10,000)
Connect Card Fare Ticket	\$ (141,309)	\$ (282,618)
City of Sac Intern ID	\$ (33,000)	\$ (66,000)

* The fiscal impact of the Daily Best Fare was originally stated as a loss of \$4,273 for the initial six month period, with the loss growing to a total of \$60,000 over the first full year, as the Connect Card adoption rate increased. The amount of the first full year revenue loss has been reduced from \$60,000 to \$10,000 per year based on introduction of the Connect Card Fare Ticket (i.e., the 90-Minute Ticket), which is more advantageous to customers than the Daily Best Fare.

Approved:

Presented:

Final 11/08/17

General Manager/CEO

Director of Planning

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	11/13/17	Open	Action	11/08/17

Subject: Approving a Title VI Fare Equity Analysis and Amending the SacRT Fare Structure

DISCUSSION

Pursuant to SacRT’s fare change policy (Attachment 1) and in accordance with Federal Title VI civil rights requirements, SacRT is required to conduct a Title VI fare equity analysis prior to implementing any fare change (with some exceptions, including promotional fare programs lasting up to six months). The purpose of a Title VI fare equity analysis is to identify and document any potential disparate impacts on minority populations or disproportionate burdens on low-income populations resulting from changes to SacRT’s fare structure.

Prior to a fare change proposal being implemented beyond the six-month pilot period, a draft Title VI fare equity analysis of the proposed changes must be made available for a 30-day public review period, members of the public must be invited to comment, staff and the Board of Directors are required to take public comments into consideration, and the Board must approve the findings.

Earlier in 2017, SacRT implemented multiple fare changes on a pilot basis, including: (1) a maximum daily fare (i.e., “daily best fare” rule) on the Connect Card, (2) a 90-minute fare for the Connect Card that permits transfers between bus and rail and bus-to-bus, and (3) a City of Sac Intern ID badge. (See Attachments 3, 4, and 5.)

In accordance with Title VI requirements, a draft Title VI fare equity analysis was published on SacRT’s website on August 1, 2017 for a 30-day public review addressing the first two fare types. The analysis found that there would be neither potential disparate impacts nor any potential disproportionate burdens from implementing the fare changes.

On October 5, 2017, a revised draft was published on SacRT’s website, which added: (1) an analysis of the City of Sac Intern ID badge, (2) additional discussion on the availability of the Connect Card, and (3) updated ridership and fare revenue figures to reflect SacRT’s Fiscal Year (FY) 2018 budget. The revised draft also found that there would be neither potential disparate impacts nor any potential disproportionate burdens from implementing the fare changes.

Several public comments were received and have been included in Attachment 2. Multiple commenters requested that an unlimited bus/rail 90-minute ticket be created for traditional/paper media, in addition to the Connect Card and mobile fare app. Another focus area in the public comments was on availability of the Connect Card through sales outlets and for persons with Limited English Proficiency.

Connect Card Fare Ticket

Currently, a Fare Ticket purchased on the SacRT mobile fare app is valid for unlimited rides during a 90-minute window and valid on both buses and light rail trains. A Connect Card Fare Ticket with the same rules was approved in April 2017, for a six month period. Officially, it is termed a “Connect Card Fare Ticket” (rather than a “90-Minute Fare”) based on the definition of “Fare Ticket” in the SacRT fare structure.

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	11/13/17	Open	Action	11/08/17

Subject: Approving a Title VI Fare Equity Analysis and Amending the SacRT Fare Structure

Prior to 2009, SacRT offered transfer slips to all riders for \$0.25. Since the elimination of transfers in 2009, the best option for a customer making a multi-leg round trip on a single day has been the daily pass, which is currently priced at \$7.00. Using the new Connect Card Fare Ticket (priced at \$2.75 each) with unlimited transfers during a 90-minute window, many customers can make the same multi-leg round trip for \$5.50.

Staff estimated that introducing the Connect Card Fare Ticket with unlimited bus and rail transferring privileges over a 90-minute window would have a negative fiscal impact of up to \$280,000 per year.

Several customers have requested that the same rules be extended to cash-paying users of traditional paper fare media (i.e., unlimited bus/rail transferring over a 90-minute window). Staff estimated this would increase the negative fiscal impact from \$280,000 per year to almost \$1.5 million, due to lower fare revenue, new costs for additional paper media, increased farebox downtime, and greater maintenance costs.

One of the objectives of the Connect Card project has been to encourage customer adoption of electronic fare types. Traditional paper media not only requires expensive cash handling, but is inherently dependent on mechanical cash collection, ticket reading, and ticket printing through the bus farebox, which can be a frequent cause of downtime, road calls, or failure to collect the fare.

Although extension of the 90-minute unlimited bus/rail transferring rule to traditional paper media would confer a substantial benefit to some SacRT customers, between the fiscal impact of approximately \$1.5 million, operational concerns with reintroducing paper transfers, and the fact that it would eliminate a major incentive for SacRT customers to transition to electronic media, Staff does not recommend extending unlimited bus/rail transferring over a 90-minute window to traditional paper media at this time.

Demographics of Users

The Connect Card Fare Ticket (i.e., 90-minute fare on Connect Card) is expected to reduce fares more for minority and low-income populations than for the general population. This is primarily because existing daily pass users are the group of riders most likely to take advantage of the new fare and this group of riders tends to be disproportionately minority and low-income (e.g., versus monthly/college pass users).

The same is true for the daily best fare, which also primarily affects existing daily pass users. The Student Intern Pass is expected to be even more favorable for minority and low-income populations, because SacRT's student ridership tends to be disproportionately minority and low-income.

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	11/13/17	Open	Action	11/08/17

Subject: Approving a Title VI Fare Equity Analysis and Amending the SacRT Fare Structure

Connect Card Availability

In order to maximize availability, there are a variety of ways a Connect Card can be loaded and reloaded, including on-line using a pre-paid debit card (no bank account required) or using cash at any of eighteen Connect Card sales outlets, where the card can be reloaded electronically. SacRT has also been working with the Sacramento Area Council of Governments (which administers the Connect Card) and the Connect Card vendor to improve the availability of information on the Connect Card in other languages, including on the web, in printed brochures, and in car cards on SacRT vehicles. See Appendix A of Exhibit A for more details.

Recommendation

Approval of the Title VI analysis is required prior to approving the daily best fare on Connect Card, the Connect Card Fare Ticket (i.e., the 90-minute fare on Connect Card), and the City of Sac Intern ID. Staff recommends the Board approve the analysis and then approve these three fare changes.

APPENDIX A

FARE EQUITY ANALYSIS

Requirements

Under Title VI and Executive Order 12898 RT is required to conduct an equity analysis prior to the adoption of fare changes (including fare reductions), with the exception of Spare the Air days, temporary fare reductions that are mitigating measures for other actions, and promotional fare reductions lasting no more than six months. Paratransit and dial-a-ride fares are also outside the scope of FTA's Title VI fare equity analysis program. Title VI and the Executive Order require RT to establish a locally-developed definition for determining disparate impacts/disproportionate burdens (DI/DB) on minority/low-income populations, including a threshold for statistical significance.

Disparate Impacts

If a statistically significant adverse effect on minority populations is found to be likely, under Title VI RT must provide a substantial legitimate justification, including a finding that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish RT's legitimate program goals, before adopting the changes.

FTA defines a minority person as anyone who is an American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander.

Disproportionate Burdens

Executive Order 12898 on Environmental Justice requires RT to analyze proposed changes to the fare structure to determine if they are likely to result in a disproportionate burden on low-income populations. A finding of disproportionate burden requires RT to take steps to avoid, minimize, or mitigate impacts where practicable and to describe alternatives available to low-income passengers affected by the changes.

FTA defines a low-income person as a person whose household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines. The HHS definition varies by year and household size. For 2012, poverty guidelines ranged from \$11,170 for a single-person household to \$38,890 for a household of eight. The poverty guidelines for a household of four were \$23,050.

FTA encourages transit agencies to use a locally-developed threshold for low-income status, provided that the threshold is at least as inclusive as the HHS poverty guidelines. Since survey data does not always include household size or exact household income, RT shall, when necessary, define low-income status according to the poverty guideline for a household of four, rounded up to the nearest bracket

boundary. For example, if household income data is available in \$15,000 brackets, RT will consider household income less than \$30,000 to be low-income.

Definitions and Methodology

RT uses two different surveys to capture information on fare payment. First, an annual fare survey provides an estimate of ridership by mode and fare type, both in absolute and percent terms. Second, at least once every five years, RT conducts an on-board passenger survey that includes fare type, ethnicity, and household income.

When a fare change is proposed, RT uses data from the annual fare survey to determine ridership by fare type, media type, and mode (bus or light rail). Using data from the on-board survey, this data is further split into subsets for minority and low-income riders. RT then prepares a table comparing all fare categories to one another, including percent use by minority and low-income populations, and the proposed percent increase in fare.

Disparate impacts from fare changes are determined by comparing the average fare for all minority riders (aggregated over all fare types) to that for non-minority riders. RT's Title VI goal is for the percent increase in average fare for minority populations to be less than or equal to that for non-minority populations in the case of a net fare increase. In the case of a net fare decrease, the goal is for the percentage decrease in average fare for minority populations to be equal to or greater than that for non-minority populations. A disparate impact may exist if there is a statistically significant deficiency from this goal. RT defines a deficiency as statistically significant if the rates of change differ by more than 20 percent.

As an example, assume an increase is proposed to RT's single, daily, and monthly fares. RT's analysis finds that the rate of increase to the overall average fare for non-minority populations is likely to be 10 percent. Differences exceeding 2 percent (20 percent of 10 percent) are considered statistically significant. Therefore, if the rate of increase in overall average fare for minority populations exceeds 12 percent, there may be a potential disparate impact.

If a potential disparate impact on minority populations exists, then the fare change may be implemented only if (1) a legitimate justification has been prepared in written form, and (2) there are no alternatives that would have a less disparate impact on minority riders but would still accomplish RT's legitimate program goals.

Disproportionate burdens on low-income populations are determined in like fashion. If a potential disproportionate burden on low-income riders exists then RT must take steps to avoid, minimize, or mitigate impacts where practicable and must also describe alternatives to low-income passengers affected by the fare change.


Review and Approval

The Title VI fare equity analysis must be approved by the RT Board prior to adoption of any fare change, except as exempted above. Upon adoption of the equity analysis and the fare change, RT will retain records documenting the RT Board's consideration, awareness, and approval of the Title VI equity analysis.

Attachment 2
Public Engagement

(this page left intentionally blank)


Web Page



Regional Transit

[Home](#) [General Schedule & Fare Info](#) [Career & Business Opportunities](#) [Planning & Construction](#) [RT Newsroom](#) [About RT](#) [Search](#)

[Return to Site Map](#)



Title VI Fare Equity Analysis

SacRT Seeking Comments on Title VI Fare Equity Analysis

Read the Report [\[link\]](#)

SacRT is currently seeking comments on a fare equity analysis, prepared in accordance with Title VI of the Civil Rights Act of 1964. The report is available for review by clicking the above link, and includes an analysis of the following fare types which were introduced as temporary pilot projects:

- 90-minute ticket for the Connect Card
- Maximum daily fare for Connect Card

Please address comments to:
SacRT Planning Dept.
Attn: James Drake
P.O. Box 2110
Sacramento, CA 95812-2110

Phone:
SacRT Customer Advocacy Dept
(916) 557-4545
TDD: (916) 483-HEAR (4327)

Email:
customeradvocacy@sacrt.com


The last day to comment is Thursday, August 30, 2017.

All comments will be provided to the SacRT Board of Directors at their regular meeting scheduled for September 11, 2017 at 5:30 p.m. at 1400 29th Street.

[Back to top](#)
Sacramento Regional Transit District

<http://www.sacrt.com/TitleVIFareEquityAnalysis17.stm> 8/10/2017

**Mini-Poster
Installed in Buses and Trains**



The poster features a blue header with a white bus on the left and the SacRT logo (a yellow stylized 'S' and 'R' inside a circle) and the text 'Rider Alert' in white on the right. Below the header, the text is centered and reads: 'SacRT SEEKING PUBLIC COMMENT', 'SacRT implemented two new fares in 2017:', '90-minute ticket for the Connect Card', and 'Maximum daily fare for Connect Card'. A paragraph follows: 'A Fare Equity Analysis has been conducted in accordance with Title VI of the Civil Rights Act of 1964. To view the report visit sacrt.com'. Below that, it says 'Submit comments by Wednesday, August 30, 2017 to:' followed by the email 'jdrake@sacrt.com • 916-557-4545'. At the bottom, a yellow banner contains the text 'For details, visit SacRT.com'.

Rider Alert

SacRT SEEKING PUBLIC COMMENT

SacRT implemented two new fares in 2017:
90-minute ticket for the Connect Card
Maximum daily fare for Connect Card


A Fare Equity Analysis has been conducted in accordance with Title VI of the Civil Rights Act of 1964. To view the report visit sacrt.com

Submit comments by Wednesday, August 30, 2017 to:

jdrake@sacrt.com • 916-557-4545

For details, visit SacRT.com

Email Blast
August 28, 2017



Rider Alert

SacRT Seeking Comments on Title VI Fare Equity Analysis

[Title VI Fare Equity Analysis Report](#)

SacRT is currently seeking comments on a fare equity analysis, prepared in accordance with Title VI of the Civil Rights Act of 1964. The report is available for review by clicking the above link, and includes an analysis of the following fare types which were introduced as temporary pilot projects:

- 90-minute ticket for the Connect Card
- Maximum daily fare for Connect Card

Please address comments to:
SacRT Planning Department
Attn: James Drake
P.O. Box 2110
Sacramento, CA 95812-2110

Phone:
Comments: [916-557-4545](tel:916-557-4545)
TDD: [916-483-HEAR \(4327\)](tel:916-483-HEAR)

Email:
customeradvocacy@sacrt.com

The last day to comment is Wednesday, August 30, 2017.

All comments will be provided to the RT Board of Directors at their regular meeting scheduled for Monday, September 11 at 5:30 p.m. at 1400 29th Street.

To request language interpretation services, call [916-557-4545](tel:916-557-4545) no later than three business

(more)

**Email Blast
(cont.)**

days in advance of the Board meeting.

[SacRT desea recibir comentarios sobre el](#)

[SacRT 徵求 Title VI 票價公平性分析的意見](#)

[Сбор комментариев для транспортного агентства SacRT относительно анализа объективности тарифов на проезд, проведенного в соответствии с Разделом VI](#)

[SacRT Mong muốn Tìm kiếm Nhân xét về](#)

[SacRT Nrhiv Lus qhuab qhia rau](#)

[SacRT ਵੱਲ ਸਿਰਲੇਖ VI ਫੇਅਰ ਇਕੁਇਟੀ ਵਿਸਲੇਸ਼ਣ ਉਤੇ ਟਿੱਪਣੀਆਂ ਦੀ ਮੰਗ ਕਰਨਾ](#)



Sacramento Regional Transit District, 1400 29th Street, Sacramento, CA 95816

SafeUnsubscribe™ jdrake@sacrt.com

Forward email | Update Profile | About our service provider

Sent by klichty@sacrt.com in collaboration with



Try it free today

Non-English Notices

SacRT desea recibir comentarios sobre el Análisis de Equidad de la Tarifa del Título VI

Actualmente, SacRT desea recibir comentarios sobre un análisis de equidad de la tarifa, preparado en conformidad con el Título VI de la Ley de Derechos Civiles de 1964. El informe está disponible para revisión en sacrt.com e incluye un análisis de los siguientes tipos de tarifas que se introdujeron como proyectos piloto temporales:

- Boleto de 90 minutos para la tarjeta Connect Card
- Mejor tarifa diaria máxima para la tarjeta Connect Card

Correo:

SacRT Planning Department
A la atención de: James Drake
P.O. Box 2110
Sacramento, CA 95812-2110

Correo electrónico:

jdrake@sacrt.com

Teléfono:

Comentarios y ayuda con el idioma: 916-557-4545
Teléfono de texto: 916-483-HEAR (4327)

El último día para comentar es el miércoles 30 de agosto de 2017, a las 5 p. m.

Todos los comentarios se presentarán a la Junta de Directores de SacRT durante la reunión habitual programada para el lunes 11 de septiembre de 2017 a las 5:30 p. m. en el Auditorio SacRT ubicado en 1400 29th Street. Para solicitar servicios de interpretación de idiomas, llame al 916 557-4545 tres días antes de la reunión como máximo.

SacRT 徵求 Title VI 票價公平性分析的意見

根據 1964 年《民權法案》Title VI 部分的内容，SacRT 現徵求票價公平性分析的意見。sacrt.com 將公佈報告以供審核，其中包含作為臨時試驗性項目推出的下列票價類型的分析：

- Connect Card 的 90 分鐘車程票價
- Connect Card 每日最遠車程的最佳票價

郵寄地址：

SacRT Planning Department
Attn: James Drake
P.O. Box 2110
Sacramento, CA 95812 2110

SacRT Planning Department
收件人：James Drake
P.O. Box 2110
Sacramento, CA 95812-2110

電子郵件：

jdrake@sacrt.com

電話：

Comments & Language Assistance: 916-557-4545
TDD: 916-483-HEAR (4327)
意見與語言援助：916-557-4545
TDD: 916-483-HEAR (4327)

意見徵求的最後期限為 2017 年 8 月 30 日週二下午 5 點

所有意見將在 2017 年 9 月 11 日週一下午 5:30 在 SacRT 禮堂（地址 1400 29th Street）舉行的定期會議上，提交給 SacRT 董事會。要申請語言翻譯服務，請在會議前至少 3 個工作日致電 916-557-4545。

Non-English Notices

SacRT Mong muốn Tìm kiếm Nhận xét về Tựa đề VI Phân tích Công bằng Vé

SacRT hiện đang tìm kiếm nhận xét về phân tích công bằng vé được soạn thảo theo quy định của Tựa đề VI, Đạo luật Quyền công dân năm 1964. Quý vị có thể xem báo cáo tại địa chỉ sacrt.com và báo cáo này chứa phân tích về các loại vé sau đã được giới thiệu là dự án thí điểm tạm thời:

- Vé 90 phút cho Connect Card
- Vé tốt nhất hàng ngày tối đa cho Connect Card

Hòm thư:

SacRT Planning Department
Kính gửi: James Drake
P.O. Box 2110
Sacramento, CA 95812-2110

Email:

jdrake@sacrt.com

SĐT:

Comments & Language Assistance: 916-557-4545
TDD: 916-483-HEAR (4327)

Ngày cuối cùng để nhận xét là thứ Tư, ngày 30 tháng 8 năm 2017 lúc 17:00.

Tất cả nhận xét sẽ được trình bày trước Hội đồng Quản trị SacRT trong buổi họp lập kế hoạch định kỳ đã được lên lịch vào lúc 17:30, thứ Hai, ngày 11 tháng 9 năm 2017 tại Hội trường SacRT ở số 1400 Đường 29. Để yêu cầu dịch vụ thông dịch, vui lòng gọi điện cho số 916-557-4545 trước khi buổi họp diễn ra ít nhất 3 ngày làm việc.

Сбор комментариев для транспортного агентства SacRT относительно анализа объективности тарифов на проезд, проведенного в соответствии с Разделом VI

SacRT в данный момент занимается сбором комментариев в связи с анализом объективности тарифов на проезд, выполненным в соответствии с Разделом VI закона «О гражданских правах» от 1964 г. Отчет доступен для ознакомления на сайте sacrt.com и содержит анализ типов тарифов на проезд, которые были введены в рамках временных экспериментальных проектов:

- билет на 90 минут для пользователей карточек Connect Card;
- максимальный суточный оптимальный тариф для карточек Connect Card.

Почтовый адрес:

SacRT Planning Department
Attn: James Drake
P.O. Box 2110
Sacramento, CA 95812-2110

Электронная почта:

jdrake@sacrt.com

Телефон:

Для комментариев и помощи лицам, не говорящим на английском языке: 916-557-4545
Телетайп для глухих: 916-483-HEAR (4327)

Комментарии будут приниматься до 17:00 в среду, 30 августа 2017 г.

Все комментарии будут поданы на рассмотрение Совета директоров SacRT на его очередном заседании, назначенном на 17:30 в понедельник, 11 сентября 2017 г., в зале заседаний SacRT, находящемся по адресу: 29-я улица, д. 1400. Для подачи запроса о предоставлении услуг по переводу позвоните по номеру 916-557-4545 не позже, чем за три рабочих дня до начала заседания.

Non-English Notices

SacRT Nrhiav Lus qhuab qhia rau Nqe thib VI Kev tsom salb Cov nylaj pab taug kev ua Sib npaug

Tam sim no SacRT lab tom nrhiav lus qhuab qhia rau ib qhov kev tsom salb cov nyiaj pab taug kev ua sib npaug, npaj tau cia raws li nqe thib VI ntawm Kev coj ua neeg Pej xeeb Txoj cai (Civil Rights Act) ntawm xyoo 1964. Daim ntawv qhia tau muaj rau kev soj ntsuam hauv sacrt.com thlab muaj kev tsom salb raws li hom nylaj pab taug kev uas tau piav qhia xws li feem hauv lwm tau sim ua:

- Daim pib – 90 feeb rau daim Npav Sib txuas (Connect Card)
- Cov nyiaj pab taug kev ua tau zoo siab tshawj plaws rau daim Npav Sib txuas

Chaw nyob xa ntawv (Mail):
SacRT Feem hauv lwm ua Daim phiam
Xa rau (Alin): James Drake
P.O. Box 2110
Nroog Sacramento, CA 95812-2110

Xa ntawv huab cua
jdrake@sacrt.com

Xov tooj:
Cov lus qhuab qhia thiab kev pab txog cov lus hais: 916-557-4545
Cov khoom siv rau kev sib tham cov neeg tsis hnov lus (TDD): 916-483-HEAR (4327)

**Hnub kawg ntawm muab lus qhuab qhia yog hnub thib peb ntawm hli tiam (Wednesday),
hnub tim 30 lub yim hli ntuj, xyoo 2017 li ntawm 5 hmoos tsaus ntuj.**

Txhua cov lus qhuab qhia yuav tau coj mus piav qhia rau SacRT cov tswv cuab ntawm ntawm tus thawj coj nyob rau lawv lub rooj sib tham ua muaj tas li tau team cia rau hnub thib ib ntawm lub hli tiam (Monday), Hnub tim 11, lub cuaj hi ntuj, xyoo 2017 ntawm 5:30 tsaus ntuj. Nyob rau hauv SacRT lub chaw kev sib tham nyob ntawm 1400 29th txoj kev. Los thov kev pab cuam txhais lus, hu rau 916-557-4545 tsis qeeb tshaj li peb hnub ua hauv lwm ua ntej ntawm rooj sib tham.

SacRT ਵੱਲੋਂ

ਸਿਰਲੇਖ VI ਫੇਅਰ ਇਕੁਇਟੀ ਵਿਸ਼ਲੇਸ਼ਣ ਚੁੱਤੇ ਟਿੱਪਣੀਆਂ ਦੀ ਮੰਗ ਕਰਨਾ

SacRT ਵੱਲੋਂ ਇਸ ਵੇਲੇ 1964 ਦੇ ਨਾਗਰਿਕ ਅਧਿਕਾਰਾਂ ਦੇ ਕਾਨੂੰਨ ਦੇ ਸਿਰਲੇਖ VI ਦੇ ਅਨੁਸਾਰ ਤਿਆਰ ਕੀਤੇ ਗਏ ਫੇਅਰ ਇਕੁਇਟੀ ਵਿਸ਼ਲੇਸ਼ਣ 'ਤੇ ਟਿੱਪਣੀਆਂ ਦੀ ਮੰਗ ਕੀਤੀ ਜਾ ਰਹੀ ਹੈ। ਡਿਪੋਰਟ sacrt.com 'ਤੇ ਸਮੱਥਿਆਂ ਲਈ ਉਪਲਬਧ ਹੈ ਅਤੇ ਇਸ ਵਿੱਚ ਹੇਠਲੀਆਂ ਕਿਰਾਏ ਦੀਆਂ ਕਿਸਮਾਂ ਦੇ ਵਿਸ਼ਲੇਸ਼ਣ ਨੂੰ ਸਮਾਲ ਕੀਤਾ ਗਿਆ ਹੈ ਜਿਨ੍ਹਾਂ ਨੂੰ ਅਸਥਾਈ ਪਾਇਲਟ ਪੋਜੈਕਟ ਵਜੋਂ ਪੇਸ਼ ਕੀਤਾ ਗਿਆ ਸੀ:

- ਕਨਕਟ ਕਾਰਡ ਲਈ 90 ਮਿੰਟ ਦੀ ਟਿਕਟ
- ਕਨਕਟ ਕਾਰਡ ਲਈ ਰੇਜ਼ਾਨਾ ਦਾ ਸਰਵੋਤਮ ਕਿਰਾਇਆ

ਮੇਲ:
SacRT ਪਲਾਨਿੰਗ ਡਿਪਾਰਟਮੈਂਟ
ਹਾਜ਼ਰੀਨ: ਜੇਮਜ਼ ਡਰੇਕ
P.O. Box 2110
Sacramento, CA 95812-2110

ਈਮੇਲ:
jdrake@sacrt.com

ਫ਼ੋਨ:
ਟਿੱਪਣੀਆਂ ਅਤੇ ਰਾਸ਼ਾ ਸਹਾਇਤਾ: 916-557-4545
TDD: 916-483- HEAR (4327)

ਟਿੱਪਣੀ ਕਰਨ ਦਾ ਅੰਤਿਮ ਦਿਨ 30 ਅਗਸਤ, 2017 ਨੂੰ ਸ਼ਾਮ 5 ਵਜੇ ਤੱਕ ਹੈ।

ਸਾਰੀਆਂ ਟਿੱਪਣੀਆਂ 1400 29th ਗਲੀ ਵਿਖੇ ਸਥਿਤ SacRT ਆਡੀਟੋਰੀਅਮ ਵਿੱਚ ਸੋਮਵਾਰ, 11 ਸਤੰਬਰ 2017 ਨੂੰ ਸ਼ਾਮ 5:30 ਵਜੇ ਉਚਰਨ ਦੀ ਨਿਯਤ ਕੀਤੀ ਮੀਟਿੰਗ ਦੌਰਾਨ SacRT ਬੋਰਡ ਐਂਡ ਡਾਇਰੈਕਟਰਜ਼ ਵਿੱਚ ਪੇਸ਼ ਕੀਤੀਆਂ ਜਾਣਗੀਆਂ। ਡਾਮਾ ਅਨੁਵਾਦ ਸੇਵਾਵਾਂ ਦੀ ਬੇਨਤੀ ਕਰਨ ਲਈ, ਮੀਟਿੰਗ ਤੋਂ ਪਹਿਲਾਂ ਤਿੰਨ ਕਾਰੋਬਾਰੀ ਦਿਨਾਂ ਤੋਂ ਪਹਿਲਾਂ-ਪਹਿਲਾਂ 916-557-4545 'ਤੇ ਕਾਲ ਕਰੋ।

Email Blast
October 5, 2017



SacRT Seeking Additional Comments on Title VI Fare Equity Analysis

[Title VI Fare Equity Analysis Report](#)

On August 1, 2017, SacRT released a draft fare equity analysis, prepared in accordance with Title VI of the Civil Rights Act of 1964, addressing the creation of two new fare types, a Daily Best Fare and a 90-Minute Fare, both available for Connect Card. A revised analysis will be released by SacRT on October 5, 2017, at sacrt.com to include an additional fare change (Student Intern Passes) as well as a discussion on availability of Connect Cards and reloading capabilities.

Please address comments to:

SacRT Planning Dept.
Attn: James Drake
P.O. Box 2110
Sacramento, CA 95812-2110

Phone:

SacRT Customer Advocacy Dept
(916) 557-4545
TDD: (916) 483-HEAR (4327)

Email:

customeradvocacy@sacrt.com

All comments will be provided to the SacRT Board of Directors prior to approval of the final analysis. The deadline for written comments to be included in the public record is Monday, November 6. Presentation of the final report and all comments is planned for November 13, 2017, at the regular meeting of the SacRT Board of Directors at 1400 29th Street, beginning at 5:30 p.m. Members of the public are welcome to make

(more)

**Email Blast (cont.)
October 5, 2017**

comments in person at that time as well.

Language assistance is available for persons attending the Board meeting by calling 916-557-4545 no later than three business days in advance of the Board meeting.

[SacRT desea recibir comentarios sobre el](#)

[SacRT 徵求 Title VI 票價公平性分析的意見](#)

[Сбор комментариев для транспортного агентства SacRT объективности тарифов на проезд, проведенного в соот](#)

[SacRT Mong muốn Tìm kiếm Nhân xét về](#)

[SacRT Nrhiv Lus qhuab ghia rau](#)

[SacRT ਵੱ ਲਿਸਰਲੇ ਖVIਫੇ ਅਰਇਕ ਇਟੀਵਿਸਲੇ ਸ਼ਣਤੇ ਿੱਟ ਪਈਆਂ ਦੀਮੰ ਗਕਰਨਾ](#)



Sacramento Regional Transit District, 1400 29th Street, Sacramento, CA 95816

SafeUnsubscribe™ jdrake@sacrt.com

Forward email | Update Profile | About our service provider

Sent by klichy@sacrt.com in collaboration with



Try it free today

**Example:
Russian-Translated
Title VI Web Page**

Google Translate

Translate From: Detect language To: Russian View: Translation Original

Regional Transit

Home General Schedule & Fare Info Career & Business Opportunities Planning & Construction RT Newsroom About RT Search

[Вернуться на сайт](#)

Титул VI Процентный анализ

SacRT ищет дополнительные комментарии по Титул VI Процентный анализ

Прочтите отчет [\[ссылка\]](#)

1 августа 2017 года SacRT опубликовал проект анализа доли в уставном капитале, подготовленный в соответствии с разделом VI Закона о гражданских правах 1964 года, в котором говорится о создании двух новых видов тарифов, «Ежедневная лучшая цена» и «90-минутный тариф», как доступных для подключения карты. Пересмотренный анализ будет выпущен SacRT 5 октября 2017 года на [sacrt.com](#) для включения дополнительного изменения тарифа (Student Intern Passes), а также обсуждения доступности карт Connect и возможностей перезагрузки.

Пожалуйста, отправьте комментарии к:

Отдел планирования SacRT.
Attn: Джеймс Дрейк
PO Box 2110
Сакраменто, CA 95812-2110
Телефон:
Отдел поддержки адвокатов SacRT
[\(916\) 557-4545](tel:9165574545)
TDD: (916) 483-HEAR (4327)
Эл. адрес:
customeradvocacy@sacrt.com

Все комментарии будут представлены Совету директоров SacRT до утверждения окончательного анализа. Крайний срок для письменных комментариев, которые должны быть включены в публичный отчет, - понедельник, 6 ноября. Презентация окончательного отчета и всех комментариев запланирована на 13 ноября 2017 года на очередном заседании Совета директоров SacRT на 1400 29-й улице, начиная с 17:30. Члены общественности также могут лично делать комментарии в то время.

Языковая помощь доступна для лиц, присутствующих на заседании Правления, позвонив по телефону 916-557-4545 не позднее, чем за три рабочих дня до заседания Правления.

Нажмите соответствующую ссылку, чтобы просмотреть или загрузить PDF-файлы публичных слушаний информации на следующих языках:

- Español
- русский
- 中文
- Hmoob
- Tiếng Việt
- ਪੰਜਾਬੀ

Public Comments

# Name Date Type	Comment	Response
1 Tara Steinborn 8/10/17 Email	<p>I am glad to see another application in which Regional Transit users in Sacramento have the ability to use a single pass to board both buses and trains within the 90 minute time frame. This capability with RT's smart phone app has been a budget saver for me and allows me, as a single mother to get to work and back every day. I do however think that the printed tickets we purchase from the lightrail stations should have a 90 minute time stamp on them as well as Sacramento's disenfranchised and under served do/may not have access to credit cards, etc., to utilize these services. We should all have equal access. The same goes for bus transfers, they simply don't exist in Sacramento anymore, but if you can pay on your phone and get 90 minutes you should be able to pay the bus driver and get 90 minutes too.</p>	<p>Thank you for your comment on the fare changes proposed by SacRT. I am copying our Finance, Planning, and Customer Advocacy team for their attention and records. Your comment will also be provided to the SacRT Board of Directors when we present the final report on September 11, 2017.</p>
2 Judd 8/8/17 Phone/Voicemail	Request for more information.	Returned call and left voicemail 8/10/17.
3 Sarah Kerber Russell Rawlings SacTRU DOGFITE 8/26/17	See attached letter.	See attached response.

(more)

Public Comments

# Name Date Type	Comment	Response
4 Staajabu 8/29/17 Email	<p>I am a senior and a minority. I would like to see a two hour window for each fare from time of first use. 90 minutes is one hour 30 minutes. Some of the buses are on a 40 minute schedule and elders or disabled sometimes have to walk distances to catch public trans and may miss their connection or transfer. A little wriggle room would be good for us older riders. It takes me and most friends on public trans about two hours to take care of our shopping, library, doctors appointments and return home. Well, that's my two cents. I would also like to compliment RT on cleaning up the light rail in more ways than one. Thank you for the following: No smoking at any station; No loitering or panhandling at any station; Checking for fare payment on each train; Workers coming onto the train to clean them; No loud boisterous behavior; No eating, smoking or drink on the train and a announcement of that periodically; I also noticed the driver of the 23 morning bus route at Arden&DelPaso has changed and this one is very pleasant and courteous.</p>	<p>Thank you for your comment on RT's Title VI fare equity analysis. It will be included in the public record presented to the RT Board of Directors on September 11, 2017. Please let me know if you have any other questions.</p>
5 Bill Blado 8/29/17 Email	<p>I use RT 5-6 times per week. The Connect card changes are excellent!</p>	<p>Thank you for your comment on RT's Title VI fare equity analysis. It will be included in the public record presented to the RT Board of Directors on September 11, 2017. Please let me know if you have any other questions.</p>
6 Bonnie Lindemann 8/18/17 Phone	<p>Customer doesn't want any changes made to current fare structure, she likes how the connect card currently works.</p>	<p>Thanked customer for comment.</p>

(more)

Public Comments

# Name Date Type	Comment	Response
7 Sarah Kerber SacTRU 8/29/17	Follow-up comment. See attached.	Thank you for your additional comments. We will be sure to include them in the agenda item.
8 Norma Benne-Martin 8/30/17 Email	Senior discount day pass to be effective/possible for a whole weekend as public transport does not run/is dislocated/does not pickup if "full" causing great inconvenience, loss and inconvenience.	Thank you for your comment. Your comment will be included in the agenda item on this matter before the RT Board on September 11, 2017 for the Board's consideration.
9 Jeffery Stephens 10/5/17 Email	If. Are. Going to. Increase student passes fee then you are going to have to provide more services you just can not just increase every thing and provide less service it is a waste of tax payer money	Thank you for your comment. It will be included in the public record and provided to the RT Board prior to any approval of the proposed analysis.

(more)

Public Comments

# Name Date Type	Comment	Response
<p>10 Fayzah Mughal 10/17/17 Email</p>	<p>I've glanced through the Fare Equity report and noticed there is no mention of the dilemma a rider like me faces: low-income and minority, yes, but also travelling with children. We are a car-less single-parent family of 4 and have few affordable options when trying to access medical services or run errands as a group. In fact, when my youngest was a 5 yr old with the typical half-day of kindergarten (time enough to run errands with her before picking up my older children), I would have to pay a second fare for her when boarding. This rule primarily impacts low-income single parents.</p> <p>I would like to see an amendment: rather than UNDER 5 riding at no cost, 5 and under should ride at no cost (up to two children per adult). Also, if RT would introduce a special Family Fare, it would make services more affordable/accessible to low-income, minority families, and I would love for this option to be made available on the Connect Card. We'd have broader access to necessary services as well as public events/entertainment. For now, especially on shorter trips, Uber/Lyft or cycling make more sense.</p>	<p>Thank you for your comment. It will be included in the public record and provided to the SacRT Board of Directors prior to any approval of the proposed analysis. I am also sharing it with our Finance staff that administers fares.</p>
<p>11 Sarah Kerber SacTRU 10/18/17</p>	<p>See attached letter.</p>	<p>Thank you for your comments. As always, we appreciate your attention to these issues and hope we can continue to work with SacTRU collaboratively.</p>

**SacTRU/DOGFITE Letter
August 26, 2017**



August 26, 2017

James Drake
RT Principal Planner
1400 29th Street
Sacramento, CA 95816

Re: Connect Card Title VI Comments

Dear Mr. Drake:

The Sacramento Transit Riders Union (Sac TRU) is writing to express our concerns for Regional Transit's new fare changes in accordance with Federal Title VI civil rights requirements. The newly introduced fares leave out many riders from being able to access added benefits. RT is providing free transfers for 90 minutes for mobile only fares and Connect Card users, while not extending the same benefit to customers paying a cash fare.

Transit riders are ineligible to participate in this benefit if they do not own a smart phone, have a bank account, or own a credit card necessary to purchase and use the RT Mobile App or Connect Card. The Corporation for Enterprise Development (CFED) recently found that 15% of Sacramento families do not have a savings or checking account – nearly twice the national rate. In Sacramento, 17% of families live in poverty, but far more (47%) are financially vulnerable. We believe 45.7% of RT's fixed-route ridership, who are low-income riders, will not be able to easily access these services because of these financial and technological barriers.

Additionally, the RT Mobile Fare App and Connect Card website are available in English only. Over 37 percent of Sacramento residents speak a non-English language at home and 16 percent report that they speak English less than "very well," which is twice the national average of people who are considered Limited English Proficient (LEP). This makes accessing these services and understanding their benefits difficult if not impossible for this population.

The purpose of a Title VI fare equity analysis is to identify and document any potential disparate impacts on minority populations or disproportionate burdens on low-income populations resulting from changes to RT's fare structure. There is no analysis contained in RT's Title VI report of the disadvantage that LEP Riders will face in accessing these new fares. **We believe this is a violation of the Title VI equity provision and request the analysis reflect the impact the new fares will have on LEP riders.**

This fare change represents a disturbing trend with RT's fare structure of creating benefits that are not accessible to low income or LEP riders. **We urge the RT Board to make the 90 minute free transfer available to all riders regardless of socioeconomic status or language barriers.** Please include this letter in the public record.

Sincerely,

Sarah Kerber
Sac TRU

Russell Rawlings
President, DOGFITE

cc: Sacramento Regional Transit Board Members
Henry Li, General Manager/CEO

**SacTRU/DOGFITE Letter Response
August 29, 2017**

James Drake - Re: SacTRU Comments on Title VI Update for Connect Card

From: James Drake
To: Sarah Kerber <sarah@organizesacramento.org>
Date: 8/29/2017 9:52 AM
Subject: Re: SacTRU Comments on Title VI Update for Connect Card
Cc: Brent Bernegger; Henry Li; Cindy Brooks; Laura Ham; James Boyle; Sa...

Ms. Kerber and Mr. Rawlings -

Thank you for your comment letter on RT's draft Title VI fare equity analysis. Your comments will be included in the SacRT Board agenda item on September 11, 2017.

In your letter, you state that "transit riders are ineligible to participate in this benefit if they do not own a smart phone, have a bank account, or own a credit card necessary to purchase and use the RT Mobile App or Connect Card." However, since customers do not need a smart phone to use Connect Card, adding the 90-minute ticket to the Connect Card actually improves availability of the 90-minute ticket type (i.e., compared to existing conditions, where the 90-minute ticket is available only under the mobile ticketing smartphone app).

Also, Connect Card does not require users to have a bank account. For those without a bank account, Connect Cards can be loaded using cash at any of the 9 participating transit agency sales centers as well as 14 Raley's/Bel-Air locations throughout the Sacramento area. Exact locations of each of these sites can be found on the connecttransitcard.com website. SacRT is working to expand its retail network for the Connect Card and will be offering new locations in the near future. Customers can also use pre-paid debit cards as a cash alternative at any of the previously mentioned retail locations or on the connecttransitcard.com website.

As you correctly mention, the Connect Card website is currently English only. Please note that the Connect Card is actually a regional fare card administered by a multi-agency consortium, with the Sacramento Area Council of Governments (SACOG) as the lead agency. New SacRT fare types or changes in pricing (on Connect Card or any other form of media) require SacRT to conduct an equity analysis; however, the Connect Card web site is administered by SACOG. Your letter will be shared with SACOG staff for their consideration.

Incidentally, although most of SacRT's web site is currently in English only, SacRT expects to unveil a new web site later this fall that will be 100% available in other languages using a built-in Google Translate option.

As you state in your letter, SacRT's Title VI fare equity analysis examines potential impacts to minority or low-income populations, but not to LEP populations. Your letter suggests this is a Title VI violation; however, this is consistent with guidance from the Federal Transit Administration (FTA). LEP assistance and fare equity analysis are both covered in FTA Circular 4702.1B, however, they are addressed in entirely different chapters with entirely different processes. SacRT's main requirement with respect to LEP populations is to translate key documents into non-English languages, which we do. As I mentioned above, we are nevertheless working on going above and beyond the basic requirements in a cost-effective manner (e.g., through the upcoming Google Translate option on our web site).

Your letter concludes by stating that "this fare change represents a disturbing trend with RT's fare structure of creating benefits that are not accessible to low income or LEP riders" and suggesting that the 90-minute ticket be available "to all riders" (i.e., on traditional/non-electronic media). SacRT has considered this; however, we believe this would cost SacRT almost \$1.5 million per year in lost fare revenue, new costs for paper media, farebox downtime, and other costs.

(more)

**SacTRU/DOGFITE Letter Response
August 29, 2017**

Limiting the 90-minute ticket to electronic formats incentivizes customers to transition away from paper media and cash. We believe this will help reduce downtime due to mechanical failure and speed up the boarding process, both of which are important goals for SacRT.

Lastly, as explained in the analysis, the proposed fare changes are actually expected to reduce fares more for minority and low-income populations than for the general population. This is primarily because of who is most likely to be affected by the changes: The largest single group of potential beneficiaries are existing daily pass users, who tend to be disproportionately low-income.

As an example, many daily pass users will now be able to ride for \$5.50 per day instead of \$7.00. Daily pass users are almost 60% low-income (compared to 46% systemwide). The new fares, therefore, have the effect of creating a considerable benefit for a segment of our ridership that is disproportionately low-income. In comparison, monthly pass users are among the most likely to be high-income (monthly pass users are only 26% low-income), but most would not realize any savings from converting to a 90-minute ticket.

I hope that I have answered your questions. I believe we share many of the same goals of making SacRT accessible and easy to use, especially for disadvantaged populations. Your feedback is appreciated and will be shared with staff and the RT Board of Directors.

Sincerely,

James Drake
Principal Planner
Sacramento Regional Transit District
916-556-0505 | jdrake@sacrt.com

>>> Sarah Kerber <sarah@organizesacramento.org> 8/28/2017 9:33 AM >>>

Dear Mr. Drake,

Please find attached comments from SacTRU and DOGFITE on the Title VI update for the connect card.

Please include this letter in the public record.

Sincerely,

Sarah Kerber
SacTRU Member

**SacTRU Follow-up Comment
August 29, 2017**

James Drake - Re: SacTRU Comments on Title VI Update for Connect Card

From: Sarah Kerber <sarah@organizesacramento.org>
To: James Drake <JDrake@sacrt.com>
Date: 8/29/2017 2:46 PM
Subject: Re: SacTRU Comments on Title VI Update for Connect Card
Cc: Brent Bernegger <BBernegger@sacrt.com>, Cindy Brooks <CBROOKS@sacrt.com>...

Mr. Drake,

Thank you for your expansive response. While there are some points that I will not belabor, I would like to discuss the LEP portion of your response further. While we agree that RT is beginning to address the needs of LEP riders, and acknowledging that this may be outside the scope of this specific Title VI comment process, I still have some concerns about the specific implementation plans you identified.

You stated that "SacRT's main requirement with respect to LEP populations is to translate key documents into non-English languages, which we do." However we believe RT should consider apps and websites 'key documents' and make them multilingual to comply with current mandates, such as [Executive Order 13166](#) and the [Justice Department's 2011 Renewed Commitment Memo](#). The FTA Requirements and federal law clearly state:

REQUIREMENT TO PROVIDE MEANINGFUL ACCESS TO LEP PERSONS. Consistent with Title VI of the Civil Rights Act of 1964, DOT's implementing regulations, and Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency" (65 FR 50121, Aug. 11, 2000), *recipients shall take reasonable steps to ensure meaningful access to benefits, services, information, and other important portions of their programs and activities for individuals who are limited-English proficient (LEP).*

The FTA and DOT go further in their section on "Promoting inclusive public participation": *Efforts to involve minority and LEP populations in public participation activities can include both comprehensive measures, such as placing public notices at all transit stations, stops, and vehicles, as well as targeted measures to address linguistic, institutional, cultural, economic, historical, or other barriers that may prevent minority and LEP persons from effectively participating in a recipient's decision-making process.*

Not providing essential website, app, signage, and system alert information in multiple language denies riders of *meaningful access* to the information. Because there are benefits associated with using the website and app, and information that is essential to a rider's ability to use the system effectively, this transforms these platforms into "key documents" that should be translated and multilingual. Federal Law requires recipients of Federal financial assistance to examine the services they provide,

(more)

**SacTRU Follow-up Comment
August 29, 2017**

identify any need for services to those with LEP, and develop and implement a system to provide those services so LEP persons can have meaningful access to them.

Additionally, there is no easy solution to the challenge of translating one language to another, such as Google Translate. Some government websites are currently using Google Translate. This is not a best practice and should not be used as a sole solution. Consider the implications of a poor or inaccurate translation of schedule, emergency alerts, fare amounts and procedures, or legal information found on you website. What is the point of having a button to translate a website if the information translated is unusable? Consider the negative impact that could have on your agency. The Department of Health and Human Services and the Agency for Healthcare Research and Quality [commissioned a study](#) to assess the accuracy of Google translate on data extraction from non-English languages. This is the only formal study we've seen evaluating the accuracy of translation of this tool. Results show limited accuracy from various foreign languages to English, which cast doubt on the accuracy of translations from English to the same foreign languages.

Software created by linguists in reputable institutions can be considered a tool to perform basic work. However, automated translation is only a first step that can save time and money, but it should not be used alone. Here's why:

All translations, adaptations, or localizations need the editing touch of a qualified translator/ communicator who will communicate with the agency's voice.

No machine can fully replace a human being for the interpretation of different and subtle meanings of a word within different contexts.

As content managers of government websites, you should advocate the concept of communication rather than translation to convey meaning.

The message needs to remain intact when it passes from the source language to the target language—the work of a translator is never about translating words but rather about deconstructing messages.

Machine translation dynamically generates pages making them invisible to search engines. When a person is searching for information to accomplish a task in a language other than English, your agency's website will not come up in the search results because that content does not exist.

You can learn more about the pitfalls of machine translation in this [Department of Labor presentation](#).

The "best practice" is to do the work the right way. Identify top tasks and translate that content, and then build from that. [GobiernoUSA.gov](#), the Spanish language counterpart of [USA.gov](#), has very strict policies and will not link to a machine-translated version of the website. Check out these examples of sites that excel in providing multilingual options:

[CDC en español](#), the official Web portal in Spanish for the Centers for Disease Control and Prevention, has a dedicated staff of translators.

[MedlinePlus in Spanish](#) provides comprehensive health information in Spanish.

(more)

**SacTRU Follow-up Comment
August 29, 2017**

We maintain that the 90-minute free transfer should be applied to **all fares**, including cash fares (i.e., on traditional/ non-electronic media). The current policies choose who can and cannot receive these benefits based on their access to apps, their ability to figure out the new card system and find a retailer, and their English language abilities. By your own analysis, as more of the cash fares transfer to the connect card/ app system, this potential loss in revenue from cash fares will be automatically shifted within budget expectations. We acknowledge that there will be a price associated with extending this special discount, but it is a cost similar to compliance with any federal requirement, such as ADA compliance. Your analysis has shown a potential revenue loss of \$1.5 million annually from extending this benefit. However, avoiding providing universal access to 90-minute free transfers because the agency will potentially lose money is not an acceptable excuse for not doing it.

We look forward to working with RT as ridership impacts are tracked and analyzed in the future. We look forward to seeing increased outreach in the target communities you identified as receiving the greatest benefits from these new policies. We hope that impacts and connect card conversion rates meet and exceed RT's projections for low-income, minority, and LEP communities.

Please include these comments in the public record.

Sincerely,

Sarah Kerber

SacTRU Member

**SacTRU Follow-up Comment
October 18, 2017**



October 18, 2017

James Drake
RT Principal Planner
1400 29th Street
Sacramento, CA 95816

Re: Connect Card Title VI Update Comments

Dear Mr. Drake:

The Sacramento Transit Riders Union (Sac TRU) is writing to express our support of Regional Transit's efforts to maximize accessibility to the Connect Card and promote its use by Limited English Proficiency (LEP) populations through translating and installing interior car cards into Spanish in buses and trains; translating brochures on the Connect Card into Spanish to be circulated in the fleet and at special events; and embedding Google Translate service into the Connect Card web site, which will provide translation into over 80 languages.

Over 37 percent of Sacramento residents speak a non-English language at home and 16 percent report that they speak English less than "very well," which is twice the national average of people who are considered Limited English Proficient (LEP). Translating this essential fare information into multiple languages makes accessing these services and understanding their benefits possible for this rider population.

We would also like to thank staff for providing additional information about retail locations of the new Connect Card. However, we have continuing concerns about these fare changes because new benefits associated with these fare types are not available on traditional paper media. The newly introduced fares may leave out many riders, including minority and low-income riders, from being able to access added benefits associated with the fares. RT is only providing free transfers for 90 minutes for mobile app fares and Connect Card users, while not extending the same benefit to customers paying a cash fare. Transit riders have limited opportunity to participate in these benefits if they do not own a smart phone, have a bank account, or own a credit card necessary to purchase and use the RT Mobile App or Connect Card.

Potential disparate impacts to minority populations are determined by comparing the rate of change of the average fare for all minority and low-income riders to that for non-minority or low-income riders. An adverse difference exceeding 20 percent is considered significant. Users of the new Daily Best Fare and 90-Minute Fare are expected to be drawn entirely from existing daily pass users, which are 75 percent minority and 60 percent low-income. Analysis of disparate impacts was based on projections of existing sales data for the new fare types. We will continue to review RT's reported sales and conversion rates of existing users to ensure that they meet projected outcomes.

The purpose of a Title VI fare equity analysis is to identify and document any potential disparate impacts on minority populations or disproportionate burdens on low-income populations resulting from changes to RT's fare structure. We continue to urge the RT Board to make the 90-minute free transfer available to all riders regardless of socioeconomic status or language barriers. Please include this letter in the public record.

Sincerely,
Sac TRU

cc: Henry Li, General Manager/CEO
Regional Transit Board of Directors

Sacramento Transit Riders Union - 1714 Broadway, Sacramento, CA 95818



(this page left intentionally blank)

Attachment 3
Daily Best Fare
Staff Report

(this page left intentionally blank)

REGIONAL TRANSIT ISSUE PAPER

Page 1 of 7

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	03/13/17	Open	Action	03/06/17

Subject: Regional Connect Card Transit Card Governance and "Daily Best" Fare

ISSUE

Whether to execute a Memorandum of Understanding (MOU) with 8 partnering transit agencies (City of Elk Grove, City of Folsom, City of Roseville, County of Placer, County of Sacramento, El Dorado County Transit Authority, Yolo County Transportation District and Yuba-Sutter Transit Authority (collectively "Members") Regarding Governance of the Regional Connect Transit Card System and temporarily authorize a Daily Best Fare Type for Connect Card users ensuring that riders pay appropriate daily fares and simplifying the use of the Connect Card system.

RECOMMENDED ACTION

- A. Adopt Resolution No. 17-03-___, Approving and Authorizing the General Manager/CEO to Execute a Memorandum of Understanding Regarding Governance of the Regional Connect Transit Card System On-Going Operations; and
- B. Adopt Resolution No. 17-03-___, Temporarily Authorizing a "Daily Best Fare" Type for Connect Card Users.

FISCAL IMPACT

RT will act as the sole entity responsible for operating the Connect Card Regional Service Center (RSC). Executing this MOU will provide RT the opportunity to split operational expenses related to the RSC with all Members of the Connect Card consortium listed above. RT's cost share will be 78.8% in FY18 and is anticipated to remain near that in future years. The RSC draft budget is primarily comprised of labor and other hard costs that would otherwise be charged at 100% to RT. Staff anticipates that the cost sharing model will save RT approximately \$225,000 annually based on the projected FY18 RSC budget. However, staff anticipates that this amount may be lower in FY18 due to non-recurring consulting fees related to startup costs of the program.

Offering a Daily Best Fare Type for Connect Card may result in a loss of approximately \$4,273 for the 6 month pilot program. Assuming that the program is made permanent and the adoption rate of Connect Card increases significantly, staff estimates the annual impact of introducing the Daily Best Fare Type on Connect Card to be fewer fare revenues of approximately \$60,000 per year.

Offering a Daily Best Fare Type option for the Connect Card could have a cost savings as this would reduce the administrative and actual costs for purchasing, tracking, managing and selling paper daily passes. In addition, there would be a significant benefit to the rider as he/she would purchase based on his/her actual needs not anticipated needs.

Approved:

Presented:

Final 03/08/17

General Manager/CEO

Electronic Fare Collections Systems Administrator

J:\Board Meeting Documents\2017\04 March 13, 2017\Connect Card and Best Daily Fare.oso.edits.03.06.17.doc

REGIONAL TRANSIT ISSUE PAPER

Page 2 of 7

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	03/13/17	Open	Action	03/06/17

Subject: Regional Connect Card Transit Card Governance and "Daily Best" Fare

INTRODUCTION

The Regional Connect Transit Card (Connect Card) is an electronic fare payment system recently adopted by RT and eight partnering transit agencies. Staff is asking that the Board take two actions in regards to the Connect Card program. The first would approve and authorize RT's General Manager/CEO to execute a memorandum of understanding regarding governance of the Regional Connect Transit Card System on-going operations. The second would temporarily authorize a Daily Best Fare Type for Connect Card users, making the Connect Card a more user friendly way to pay fares and ensuring that riders receive the most value for their money.

CONNECT CARD MOU DISCUSSION

The Connect Card has been adopted by all of the transit agencies listed below. Board/Council approval or anticipated approval dates of the memorandum of understanding regarding governance of the Regional Connect Transit Card System on-going operations are listed next to each agency:

- Sacramento Regional Transit District (March 13, 2017)
- City of Elk Grove (March 8, 2017)
- City of Folsom (February 28, 2017)
- City of Roseville (March 15, 2017)
- County of Placer (February 21, 2017)
- County of Sacramento (March 21, 2017)
- El Dorado County Transit Authority (March 2, 2017)
- Yolo County Transportation District (February 13, 2017)
- Yuba-Sutter Transit Authority (March 16, 2017)

RT Staff and other Members of the Connect Card have been working together with the Sacramento Area Council of Governments (SACOG) and project consultant Doug Carter to draft a MOU governing the on-going operations of the Connect Card and its Members.

RT is identified as a voting Member in the MOU. As a voting Member of the Connect Card, RT will serve on a Committee made up of one voting representative from each Member entity. RT's General Manager/CEO may appoint an individual as his designee along with an alternate to represent the interests of RT on voting matters. It is important to note that actions requiring a vote of the Committee must be ratified by the affirmative vote of RT, as the largest interest, plus additional smaller interests. Given the current total number of voting Members, the vote requirement to ratify any action has been defined as RT plus at least 3 other Members. All matters that must be voted upon are defined as follows in the MOU:

Decisions reserved for the Committee and requiring a ratifying vote for authorization are:

- i) The addition or subtraction of a Member (excepting a Member may opt out with a 90-day notice period) to this MOU and the Committee, as set forth in Section D of this MOU.

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	03/13/17	Open	Action	03/06/17

Subject: Regional Connect Card Transit Card Governance and "Daily Best" Fare

ii) The annual RSC operating budget, scope of services and cost responsibility (cost shares) as well as amendments and changes in excess of five (5) percent (cumulative across the fiscal year) of the annual approved RSC budget. Note that while budgetary variance of five (5) percent or less do not require a vote for approval, they must be reported to the Committee in a timely manner.

iii) The multi-year RSC regional capital plan (including cost, schedule and items to be purchased) for system upgrades, investment requirements and participant shares of upgrade/replacement costs, after accounting for any regional funding that may be available. Investments outside the approved plan likewise require approval by the Committee.

iv) Changes to the Regional Service Center (RSC) Provider, excepting that the current Provider can opt out with 180 days of notice pursuant to section B.2 of this MOU.

v) Legal actions and suits involving the Connect Card, including both the design and development project, and the Regional Service Center operations.

vi) Amendments proposed to this MOU and Committee recommendations on a proposed amendment to each Member's governing body.

vii) Adoption of the Connect Card Regional Operating Rules, along with significant updates and/or changes thereto when such update or change has a reasonable expectation of adverse impact to one or more Members. Minor updates and procedural changes that do not have a reasonable expectation of adverse impact to any Member do not require approval, but must be communicated to Members.

Notwithstanding the provisions of Section A.3, the following actions by the Committee will require a supermajority defined as the affirmative vote of at least 75% (and must include RT) of the Voting Representatives present at the meeting in which a vote is taken:

- i) Termination of the MOU pursuant to Section E.5; or
- ii) Removal of a noncompliant Member pursuant to Section E.8."

As a Member of the Regional Connect Transit Card system, RT has a number of roles and responsibilities. Among other items, these roles and responsibilities will require RT, along with all other Member, to abide by the Member adopted operating rules, comply with financial obligations and provides certain guidelines and protections during interactions with the Connect Card Regional Service Center (RSC) for which RT will act as the sole operator. These guidelines and protections include, but are not limited to items such as notification of fare policy changes (each Member will retain the authority to adopt and change its own fare policy), cooperation with RSC auditors and protections against funds deemed uncollectible by the RSC.

REGIONAL TRANSIT ISSUE PAPER

Page 4 of 7

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	03/13/17	Open	Action	03/06/17

Subject: Regional Connect Card Transit Card Governance and "Daily Best" Fare

As the operator of the RSC, RT will be subject to the additional roles and responsibilities of the RSC. These roles and responsibilities grant RT the authority to regularly update the Regional Operating Rules and Standard Operating Procedures (SOP's) unless otherwise required to bring the item in question to a vote of the Committee. RT would be responsible for the financial settlement and reconciliation of the Regional Connect Transit Card system. This includes collections from vendors as well as payments and collections from each of the Members. RT will also develop an annual operational budget as well as annual and long-term capital budgets for the RSC subject to approval by a vote of the Committee.

The MOU as written includes a cost sharing model for Members of the Regional Connect Transit Card system. Initially, regional cost shares will be determined based on each Member's verified share of regional annual unlinked passenger trips and fare revenue collected (weighted equally) for those services participating in Connect Card. Given this calculation, as of current, RT would be responsible for 78.8% of the total cost of the RSC. Understanding that certain costs associated with RSC operations would be charged 100% to RT should we choose not to execute this agreement, our ability to charge 21.2% of RSC costs to other Members could result in as much as a \$225,000 annual savings to RT. However, staff anticipates that there may be some non-recurring startup type costs and fees payable to non-Member entities (SACOG) that will reduce this amount in FY18. To combat the impact of these anticipated startup costs, RT staff is currently working on a sub-recipient agreement with SACOG to cover this amount up to \$175,000 in FY18.

While it is likely that the Regional Connect Transit Card may receive applications for Membership from other transit entities, it is also possible that new Connect Card applicants may include non-transit entities (e.g., parking, bike share, retail) with a different financial transaction profile than transit. The Committee will have the right to create a licensing agreement for non-transit participants that allows use of and participation in the Connect Card without representation on the Committee. Said participants will be referred to as Licensees and not as Members, and have responsibility for complying with the Regional Operating Rules. Funding contributions will be required upon the acceptance of any new Member or licensee to recover startup costs and operational cost shares.

CONNECT CARD DAILY BEST FARE DISCUSSION

Under our current fare structure, a daily rider must make the upfront decision on whether to purchase a daily pass prior to embarking on their first ride. In some cases, a rider may purchase a daily pass, but never fully utilize the full value of the pass. In other cases, the rider ends up purchasing more than 3 tickets within a day because they did not initially intend on riding all day. In both cases, the customer would end up paying a higher cost to travel, which typically results with a customer who is dissatisfied with the experience.

One of the major benefits of offering electronic forms of payment such as the Connect Card to our riders is the fare flexibility that these systems can incorporate. The idea of Daily Best Fare Type is one of these capabilities. The Daily Best Fare Type will drastically simplify the purchasing process

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	03/13/17	Open	Action	03/06/17

Subject: Regional Connect Card Transit Card Governance and "Daily Best" Fare

and provide riders the assurance that they will be charged the appropriate fare amount every day that they choose to ride.

With Daily Best Fare Type implemented, riders will truly be able to just “tap and go”. Given our current fare structure and pricing model, riders will be charged the full fare amount (\$2.75 or \$1.35) for their first and second boarding of the day. If the riders choose to board RT a third time during the same service day, the Connect Card system will automatically adjust the fare amount charged to ensure the total daily fare paid by a card holder does not exceed the price of RT’s daily pass. In this case, the third boarding would be charged \$1.50 for full fare riders and \$0.80 for discount fare riders. All subsequent boardings beyond the third boarding would be free given that the customer has reached the daily charge limit. Implementing this program would simplify the purchasing process by eliminating the need for riders to choose between a daily pass or single ride each day when boarding RT.

In addition to the benefits described above, the new Daily Best Fare could also improve ridership as this may encourage unplanned short trips due to the third trip being heavily discounted. For example, many riders choose to purchase single ride tickets to commute back and forth to work. These riders may be discouraged to take an additional short trip during lunch or to other downtown meetings at an additional \$2.75 (full fare) per boarding. With the Daily Best Fare Type (available on Connect Card only), the additional trip would only cost \$1.50, since the total daily fee is capped at \$7.00.

The implementation of Best Fare on Connect Card will also help to meet RT’s goal of providing convenient service to our riders by improving boarding times. In FY17, staff projected that 52.6% of our daily pass and single ride revenue would come from the sale of daily passes. While daily pass sales on Connect Card are faster than those using cash or paper media, they do require operator intervention and take significantly more time than tap and go transaction such as single ride purchases do. Implementing the Daily Best Fare Type would essentially eliminate the need to sell daily passes for Connect Card users on the bus or at the light rail platform. Connect Card users would be able to simply tap on prior to boarding any bus or train without any operator interaction. Eliminating the need for operator interaction reduces boarding times and provides a better service for our riders and provides a more-positive customer experience that rewards customer loyalty.

Staff’s initial analysis seems to indicate that the decision to implement the Daily Best Fare Type on Connect Card does come at a cost however. At times, RT receives fare revenue above the price of a daily pass from riders who do not correctly predict their daily ridership pattern. For example, a rider may purchase single rides, but end up needing to buy four in one day (\$11). Or a rider may purchase a daily pass and only board twice. In either of these use cases, RT would see a reduction in revenue if a Daily Best Fare Type were implemented. Staff performed an analysis of the scenarios above and the initial results are shown in Table 1 and Table 2 displayed on the following page.

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	03/13/17	Open	Action	03/06/17

Subject: Regional Connect Card Transit Card Governance and "Daily Best" Fare

Table 1

Best Fare 6 Month Pilot Program

Media Type	Fare	Budgeted Revenues		Best Fare Impact	
		Est. Revenue	Count of Sales	Adj Revenue	Net Impact
Basic Single Fare - Bus	\$ 2.75	\$ 1,285,569	467,479	\$ 1,284,400	\$ (1,169)
Basic Single Fare - Rail*	\$ 2.75	\$ 1,335,570	485,662	\$ 1,335,570	\$ -
Discount Single Fare - Bus	\$ 1.35	\$ 382,538	283,361	\$ 382,226	\$ (312)
Discount Single Fare - Rail*	\$ 1.35	\$ 207,227	153,501	\$ 207,227	\$ -
Daily Pass	\$ 7.00	\$ 2,386,800	340,972	\$ 2,384,925	\$ (1,875)
Disc Daily Pass	\$ 3.50	\$ 1,188,908	339,688	\$ 1,187,991	\$ (917)
Grand Totals		\$ 6,786,612	\$ 2,070,664	\$ 6,782,339	\$ (4,273)

Single Fare Bus Impact Rate 2.0%
Daily Pass Impact Rate 1.0%
Connect Card Adoption Rate 10%

Table 2

Best Fare Full Year Impact

Media Type	Fare	Budgeted Revenues		Best Fare Impact	
		Est. Revenue	Count of Sales	Adj Revenue	Net Impact
Basic Single Fare - Bus	\$ 2.75	\$ 2,571,137	934,959	\$ 2,554,775	\$ (16,362)
Basic Single Fare - Rail*	\$ 2.75	\$ 2,671,140	971,324	\$ 2,671,140	\$ -
Discount Single Fare - Bus	\$ 1.35	\$ 765,076	566,723	\$ 760,712	\$ (4,364)
Discount Single Fare - Rail*	\$ 1.35	\$ 414,454	307,003	\$ 414,454	\$ -
Daily Pass	\$ 7.00	\$ 4,773,601	681,943	\$ 4,747,346	\$ (26,255)
Disc Daily Pass	\$ 3.50	\$ 2,377,815	679,376	\$ 2,364,975	\$ (12,840)
Grand Totals		\$ 13,573,223	\$ 4,141,327	\$ 13,513,403	\$ (59,821)

Single Fare Bus Impact Rate 2.0%
Daily Pass Impact Rate 1.0%
Connect Card Adoption Rate 70%

Assumptions Made

- 1) Rail Sales are not impacted by Best Fare. Round tripping presents a better value than Best Fare.
- 2) Best Fare only applies to Daily Ridership.
- 3) Impact Rates are low due to the fact that our fare policies have been in place for a long period of time. The riders who use our system know which fares to buy.
- 4) This does not account for any impact of the mobile app. The mobile app would lower the Best Fare impact on bus.

As the table illustrates, staff projected that 2% of RT's bus riders using single rides and 1% of RT's daily pass users are overcharging themselves by purchasing the wrong fare. Best Fare would help these riders by ensuring that they are charged the appropriate amount each day that

REGIONAL TRANSIT ISSUE PAPER

Page 7 of 7

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
22	03/13/17	Open	Action	03/06/17

Subject: Regional Connect Card Transit Card Governance and "Daily Best" Fare

they ride at a minimal revenue reduction to RT. The increase in passenger satisfaction of paying the right amount would outweigh any reduction RT might see in revenues.

A separate analysis using Connect Card data collected from soft launch participants using the system was completed and found that there have been 43 occasions, by 22 different card holders to date where an individual using the Connect Card purchased an equivalent value of single rides higher than the price of the daily pass in a given service day or purchased a daily pass and failed to ride enough times to justify the daily pass purchase. Even considering this small number, many of these instances can be attributed to incidental misuse of the Connect Card system by either the rider or an RT bus operator. The additional revenue received from these transactions was 1.6% above the expected revenue had the rider purchased an appropriate fare. Keeping in mind the small sample size and potential misuse of the Connect Card system, extrapolating this data across the anticipated areas impacted by the Daily Best Fare Type found the anticipated annual fare revenue loss to be less than the \$60,000 initially projected by staff in the analysis shown above.

CONCLUSION

RT is on the cusp of implementing the Connect Card which will make the rider experience more convenient, ensure a more accurate accounting of fares among the various systems in the region, and significantly improve efficiencies in our regional fare systems. The two actions the Board will take today will ensure that RT is compensated by the other transit agencies that are part of the Connect Card system for its role as the Connect Card administrator and that our riders will maximize the value of the fares they pay to ride our system. Thus, staff recommends that the Board approve the MOU regarding the governance of the Regional Connect Card System On-Going Operations and authorize the General Manager/CEO to execute the MOU. Given the potential benefit that a Daily Best Fare Type may provide and the limited negative financial impact it appears to place on the District, staff also recommends that the Board Temporarily Authorize a Daily Best Fare Type for Connect Card users and Staff will revisit this impact within 6 months. Six months will give RT the opportunity to study the impact that a Daily Best Fare Type will have on RT's ridership and fare recovery.

RESOLUTION NO. 17-03-_____

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

March 13, 2017

**APPROVING AND AUTHORIZING THE GENERAL MANAGER/CEO TO EXECUTE A
MEMORANDUM OF UNDERSTANDING REGARDING GOVERNANCE OF THE
REGIONAL CONNECT TRANSIT CARD SYSTEM ON-GOING OPERATIONS**

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

THAT, the Memorandum of Understanding between Sacramento Regional Transit
District and the following entities regarding Governance of the Regional Connect Transit
Card System On-Going Operations:

- City of Elk Grove
- City of Folsom
- City of Roseville
- County of Placer
- County of Sacramento
- El Dorado County Transit Authority
- Yolo County Transportation District
- Yuba-Sutter Transit Authority

is hereby approved.

THAT, the Board hereby directs the General Manager/CEO to execute the
Memorandum of Understanding.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary

RESOLUTION NO. 17-03-_____

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

March 13, 2017

TEMPORARILY AUTHORIZING A DAILY BEST FARE TYPE FOR CONNECT CARD USERS

WHEREAS, by Resolution No. 09-10-0174, the Board of Directors amended and restated the Fare Structure for fixed-route service; and

WHEREAS, RT desires to implement, on a pilot basis, a Daily Best Fare Type for Connect Card users.

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

THAT, in addition to the other fare and pass types identified in Resolution No. 09-10-0174 and other resolutions modifying the Fare Structure, a new fare category entitled Daily Best Fare is hereby established on a temporary basis for a six-month period from first implementation.

THAT, the Daily Best Fare will only be applicable to Connect Card users.

THAT, the Daily Best Fare will limit the dollar amount of basic single ride purchases to an amount equal to that of the current basic daily pass price and limit the dollar amount of discount single ride purchases to an amount equal to that of the current discount daily pass price.

THAT, in the event of a conflict between this Resolution and Resolution No. 09-10-0174, this Resolution will govern as to the terms of use of the Daily Best Fare.

THAT, in all other respects, Resolution No. 09-10-0174, remains in full force and effect.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary

(this page left intentionally blank)

Attachment 4

90-Minute Connect Card Fare

Staff Report

(this page left intentionally blank)

REGIONAL TRANSIT ISSUE PAPER

Page 1 of 3

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
7	04/24/17	Open	Action	04/19/17

Subject: Unlimited Trips within 90 minutes on the Mobile App (Permanently) and Connect Card (Temporary)

ISSUE

Whether to offer Mobile App (permanently) and Connect Card users (temporarily) unlimited trips within 90 minutes of purchase on both bus and light rail and redefine "Fare Ticket" to reflect change made in March 2016.

RECOMMENDED ACTION

- A. Adopt Resolution No. 17-04___, Amending the Fare Structure (Resolution 09-10-0174) to add a new "Mobile Fare Ticket" Fare Type and Redefine "Fare Ticket"; and
- B. Adopt Resolution No. 17-04-___, Temporarily Authorizing a "Connect Card Fare Ticket"

FISCAL IMPACT

<u>Description</u>	<u>Fiscal Impact</u>
(1) Permanently offer a Mobile Fare Ticket valid for unlimited boardings within 90 minutes on both bus and light rail. *	\$ (28,262)
(2) Temporarily offer a Connect Card Fare Ticket valid for unlimited boardings within 90 minutes on both bus and light rail. *	\$ (141,309)
(3) Redefine "Fare Ticket". **	\$ -

*The fiscal impact of items (1) and (2) listed above is highly sensitive to the adoption rate of each offering. An adoption rate of 2.5%, based on current revenue share, was used for the mobile app analysis. An adoption rate of 25%, based on peer agency review performed by project consultants, was used for the Connect Card analysis. A full analysis of the on-going impact of the Connect Card Fare Ticket will be performed once the Title VI analysis is complete and more data is available.

**There is no fiscal impact to item (3) listed above given that these are strictly changes to the definition of terms and the proposed changes are governed by prior Board actions.

DISCUSSION

In recent months, staff has presented monthly financial performance results showing year-over-year increases in fare revenue, despite steadily declining ridership. The impact of this trend has had some positive results in that we are seeing a decline in fare evasion and a higher percentage of paying riders. However, with overall ridership continuing to trend downward, RT has been exploring new ways to improve ridership without significant changes to fare revenues. As you are aware, RT staff has made major efforts to clean up our system and provide an increased sense of security. Our hope is that these efforts will lay the groundwork for retaining new ridership gained from the implementation of the offerings discussed below.

Approved:

Presented:

Final 04/19/17

General Manager/CEO

VP, Finance/Chief Financial Officer

J:\FIN\Issue Papers ALL\2017 Issue Papers\04-24-17 90 Minute Ticket v2.doc

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
7	04/24/17	Open	Action	04/19/17

Subject: Unlimited Trips within 90 minutes on the Mobile App (Permanently) and Connect Card (Temporary)

Mobile Fare Application

With the introduction of RT's Mobile Fare App in January 2016, RT temporarily implemented a Mobile Single Ride ticket that was valid for 90 minutes on all modes. This included free transfers on bus (RT previously offered paid bus transfers, which were eliminated in 2009). The Mobile Single Ride ticket was valid until December 31, 2016. On March 14, 2017 (Resolution No. 16-03-0024), the Board approved a Title VI analysis for the Mobile Single Ride ticket and determined that it did not cause a disparate impact on minority populations or disproportionate burden on low-income populations.

At this time, staff would like to seek approval to permanently authorize a Mobile Fare Ticket type that is valid for unlimited rides for 90 minutes on both modes. The Mobile Single Ride ticket mentioned above was very popular amongst users. Over the past year we have seen purchasing grow from approximately \$50,000 monthly to \$65,000 in recent months. With future outreach plans, RT intends to reach new users and continue to grow the revenue stream from 2.5% of RT's revenues to 5% or more. The Mobile App has become a quick, safe and reliable way to purchase fares. While the public has provided consistent and positive feedback regarding the Mobile Single Ride, one of its drawbacks has been accessibility to the fare itself. A large percentage of our ridership either does not have access to a mobile phone or receives subsidized fares that are also not available on the mobile application. With the future launch of a permanent Mobile Fare Application, RT will have more options available to address the needs and concerns mentioned above.

Failure to permanently authorize the Mobile Fare Ticket would present a major challenge for our Mobile Fare application. In order to revert to a single ride on the bus as is currently allowed for cash and prepaid riders, RT would need a method to deactivate or consume active Mobile Fare Tickets. This is not available with our current mobile application provider. RT has discussed the possibility of deactivating or consuming Mobile Fare Tickets at the bus fare box, but early indications were that the cost of implementation would far exceed the annual impact of continuing the fare offering and would have a negative impact to our riders.

Connect Card

The Connect Card will be able to overcome the barriers to entry currently experienced by the mobile app. Connect Cards can be made available to all willing participants beginning as early as June 15, 2017, the current scheduled date for full public launch. All riders, including those without bank accounts or credit cards, will have access to purchase Connect Card fares at Customer Service sales centers and select retailers. In addition to this, public access to Connect Card fares will also be made available through the Connect Card website. Those who receive subsidized transit fares will be able to access Connect Card through their employer or other provider.

As we approach the full public launch date, staff will be looking for incentives to help drive ridership towards the Connect Card. Fare alternatives, such as the previously-Board-approved Daily Best Fare and the proposed Connect Card Fare Ticket valid for 90 minutes on all modes will

REGIONAL TRANSIT ISSUE PAPER

Page 3 of 3

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
7	04/24/17	Open	Action	04/19/17

Subject: Unlimited Trips within 90 minutes on the Mobile App (Permanently) and Connect Card (Temporary)

be attractive offerings to both new and existing riders. Offering a temporary Fare Ticket on the Connect Card that is valid for 90 minutes on both modes requires a simple configuration change to the system's software. This configuration can be handled in house and comes at no additional cost to RT. Should the temporary Connect Card Fare Ticket be approved, staff will target the full public launch date for implementation of the offering.

Definition of "Fare Ticket"

Finally, as staff was evaluating this proposal, it was determined that the Board's action in March 2016 to reduce the validity period of tickets on light rail from 120 minutes to 90 minutes by Exhibit B to Resolution 16-03-0024 was not appropriately reflected in the fare structure. As a consequence, staff is recommending that the definition of "Fare Ticket" in the fare structure be modified to reflect that action.

Recommendation

With the increased popularity of the Mobile App and the planned launch of the Connect Card as early as June 15th, 2017, staff will be looking to seamlessly transition riders from cash and pre-paid tickets to more convenient electronic forms of fare media. Therefore, staff recommends that the Board redefine the term "Fare Ticket", permanently add a new "Mobile Fare Ticket" fare type and temporary authorize a "Connect Card Fare Ticket" valid for unlimited boardings on all modes with the tickets 90 minute duration.

RESOLUTION NO. 17-04-_____

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

April 24, 2017

**AMENDING THE FARE STRUCTURE (RESOLUTION 09-10-0174) TO ADD A NEW
“MOBILE FARE TICKET” FARE TYPE AND REDEFINE “FARE TICKET”**

WHEREAS, by Resolution No. 09-10-0174, the Board of Directors amended and restated the Fare Structure for fixed-route service; and

WHEREAS, the Fare Structure has subsequently modified been by multiple resolutions, including temporary adoption of new fare types; and

WHEREAS, the Board desires to make permanent a mobile fare offering that is valid for 90 minutes on both bus and light rail; and

WHEREAS, the Board desires to modify the definition “Fare Ticket” to reflect the shortened validity period that was approved in Resolution 16-03-0024.

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

THAT, the following definition of “Mobile Fare Ticket” is hereby added to the Fare Structure to read in its entirety as follows:

Mobile Fare Ticket - May be purchased only through the mobile application implemented by RT for the Single Ride or Discount Single Ride fare set forth in Resolution No. 16-03-0024, validated through the mobile application prior to the ticket holder boarding a bus or light rail vehicle and, once validated, is valid for a duration of 1.5 hours and may be used for multiple Rides until expiration of the validity period.

allocation, subject to the terms and conditions set out by the General Manager/CEO.”

THAT, the section entitled “Fare Ticket” in Article III.C.4 in the Fare Structure is amended to read in its entirety as follows:

Fare Ticket - When used as Payment upon boarding a Bus, a Fare Ticket that has not been Validated is valid until 1:30 a.m. local time on the Expiration Date printed on the Fare Ticket and it must be deposited in the fare box upon boarding. RT fare vending machines will Validate all Fare Tickets for 90 minutes from the date and local time of validation, subject to the Expiration Date.

THAT, in the event of a conflict between this Resolution and Resolution No. 09-10-0174, as amended, this Resolution will govern as to terms defined herein.

THAT, in all other respects, Resolution No. 09-10-0174, as amended, remains in full force and effect.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary

RESOLUTION NO. 17-04-_____

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

April 24, 2017

TEMPORARILY AUTHORIZING A CONNECT CARD FARE TICKET

WHEREAS, by Resolution No. 09-10-0174, the Board of Directors amended and restated the Fare Structure for fixed-route service; and

WHEREAS, RT desires to implement on a temporary basis, a new fare type available only on the Connect Card electronic media.

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

THAT, in addition to the other Prepaid Fare types identified in Resolution No. 09-10-0174, a new Prepaid Fare entitled "Connect Card Single Ride" is hereby established on a temporary basis for a six-month period from the date of public launch of RT's Connect Card.

THAT, the Connect Card Single Ride ticket may be purchased only through the Connect Card electronic fare media.

THAT, the fare for a Connect Card Single Ride ticket will be the Single Ride Fare or Discount Single Ride Fare, as applicable, set forth in Resolution No. 16-03-0024.

THAT, once validated, the Connect Card Single Ride ticket will be valid for a duration of 1.5 hours and may be used for multiple rides until expiration of the validity period.

THAT, in the event of a conflict between this Resolution and Resolution No. 09-10-0174, as previously amended, this Resolution will govern as to the terms of use of the Connect Card Single Ride Fare.

THAT, in all other respects, Resolution No. 09-10-0174, as previously amended, remains in full force and effect.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary

Attachment 5

City of Sacramento Intern Badge

Staff Report

(this page left intentionally blank)

REGIONAL TRANSIT ISSUE PAPER

Page 1 of 2

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*	\$55	\$110
Total Fare Revenue Collected for 6 months	\$29,700	\$3,300
Anticipated Fare Revenue Reduction	<u>\$33,000</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

J:\Board Meeting Documents\2017\09 June 12, 2017\City of Sacramento Internship Program.doc

REGIONAL TRANSIT ISSUE PAPER

Page 2 of 2

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

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

(this page left intentionally blank)

RESOLUTION NO. 17-11-_____

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

November 13, 2017

APPROVING A TITLE VI FARE EQUITY ANALYSIS FOR THE DAILY BEST FARE ON THE CONNECT CARD, CONNECT CARD FARE TICKET (90-MINUTE TICKET), AND THE CITY OF SAC INTERN ID BADGE

WHEREAS, Federal Title VI civil rights regulations and SacRT policy require a fare equity analysis be prepared, reviewed, and approved by the SacRT Board prior to implementation of any fare changes; and

WHEREAS, on August 1, 2017, a draft Title VI fare change equity analysis was published on SacRT's website for a 30-day public comment period; and

WHEREAS, on October 5, 2017, a revised draft was published on SacRT's website for an extended comment period ended on November 6, 2017; and

WHEREAS, the Board of Directors has received and taken into consideration all public comments; and

WHEREAS, the draft Title VI civil rights analysis found that there would be no potential disparate impacts on minority populations and that there would be no potential disproportionate burdens on low-income populations from implementing the fare changes that were analyzed.

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

THAT, the Board has reviewed, is aware of, and approves the Title VI fare change equity analysis (Exhibit A) on the daily best fare for the Connect Card, the Connect Card Fare Ticket, and the City of Sac Intern ID Badge as fare equivalent; and

THAT, the Board finds that there would be no potential disparate impacts on minority populations from implementing the fare changes; and

THAT, the Board finds that there would be no potential disproportionate burdens on low-income populations from implementing the fare changes.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary



Title VI Fare Equity Analysis

November 13, 2017

(this page left intentionally blank)

CONTENTS

1. Purpose of Analysis.....	1
2. Project Description	1
3. Title VI Requirements.....	1-2
4. Data and Methodology	2-3
5. Baseline Data.....	3-5
6. Demographics of New Fares	6
7. Sales and Ridership Forecasts.....	7-8
8. Net Sales and Ridership Impacts	9
9. Impact on Average Fare.....	10
10. System wide Average Fare Impacts.....	10-11
11. Comparison of Impacts	12
12. Findings.....	13

FIGURES

1. Baseline Minority Ridership Statistics – FY 2018	3
2. Baseline Low-Income Ridership Statistics – FY 2018	4
3. Ridership and Fare Revenue by Fare Type – FY 2018 Forecasts	5
4. Minority and Low-Income Use of New Fare Types.....	6
5. Sales and Ridership Forecasts for New Fare Types	7
6. Expected Change in Sales From Old to New Fare Types	8
7. Expected Change in Boardings From Old to New Fare Types	9
8. Expected Change in Average Fare For Users of New Fare Types	10
9. Impact of New Fares on Systemwide Minority Average Fare	11
10. Impact of New Fares on Systemwide Low-Income Average Fare	11
11. Projected Change in Average Fare – Minority and Low-Income Splits.....	12
12. Determination of Potential Disparate Impacts and/or Disproportionate Burdens.....	13
A-1 Traditional Media Retail Outlets.....	A-4
A-2 Connect Card Retail Outlets	A-5

(this page left intentionally blank)



Draft Title VI Fare Equity Analysis
November 13, 2017

1. Purpose of Analysis

Pursuant to SacRT's fare change policy and in accordance with Federal Title VI civil rights requirements, the purpose of this analysis is to identify and document any potential disparate impacts on minority populations or disproportionate burdens on low-income populations resulting from changes to SacRT's fare structure.

A draft of this analysis was released on August 1, 2017 for a 30-day public review. On October 5, 2017, a revised draft was issued, which included (1) analysis of an additional fare change (Student Intern Passes), (2) discussion on availability of Connect Cards and reloading capabilities, and (3) updated figures to reflect SacRT's Fiscal Year 2018 budget.

2. Project Description

This analysis covers three fare changes:

1. Daily Best Connect Card Fare (Daily Best Fare) – On March 13, 2017, SacRT authorized, on a temporary six-month basis, a Daily Best Fare for Connect Card users, ensuring that riders who board three or more times using Connect Card pay no more than the daily fare amount (i.e., while preventing them from paying a higher-than-necessary cost to travel). The Daily Best Fare was made broadly available on June 15, 2017, the date the Connect Card system was publicly launched. The Daily Best Fare charges a full fare amount (\$2.75, or \$1.35 discount fare) for the first and second boarding of the day. If the rider chooses to board SacRT a third time during the same service day, the Connect Card system will automatically adjust the fare amount charged to ensure the total daily fare paid by the cardholder does not exceed the price of SacRT's daily pass (\$7.00 or \$3.50 discount fare).
2. 90-Minute Connect Card Fare (90-Minute Fare) – On April 24, 2017, SacRT authorized, on a temporary six-month basis, a 90-Minute Fare for Connect Card users. The 90-Minute Fare was made broadly available on June 15, 2017, the date the Connect Card system was publicly launched. The 90-minute fare is priced the same as SacRT's traditional single ride fare (i.e., \$2.75, or \$1.35 discount fare); however, it entitles the user to unlimited bus and light rail rides during the 90-minute activation period.¹
3. Student Intern Passes – On June 15, 2017, SacRT began issuing unlimited ride passes on the Connect Card for high school students participating in the 1,000-Strong internship program through the City of Sacramento. These passes were

¹ RT's traditional light rail single ride tickets actually allow unlimited boardings on light rail during a 90-minute period; however, no such privilege existed for bus riders prior to the mobile fare app.



Draft Title VI Fare Equity Analysis
November 13, 2017

given away for free to qualifying students, with a maximum of 1,000 students in the program. The pass program was initially established with a six-month duration, but SacRT expects that it will be extended for a second year.

3. Title VI Requirements

SacRT is required to conduct a Title VI fare equity analysis prior to implementing any fare change, with some exceptions, including promotional free-ride days and promotional fare reductions lasting up to six months.² All three of the proposed changes were implemented on June 15, 2017 for a six-month pilot, with final approval contingent on approval of a Title VI fare equity analysis. December 15, 2017, is therefore the deadline to approve the equity analysis.

Prior to any fare changes being approved permanently, the Board of Directors must approve the findings of a final Title VI fare equity analysis. Prior to approving a final Title VI fare equity analysis, SacRT policy requires that a draft analysis of the proposed changes be made available for a 30-day public review period, that members of the public be invited to comment, and that staff and the Board of Directors take public comments into consideration. In accordance with these requirements, a draft version of this report was published on SacRT's web site on August 1, 2017, which was revised on October 5, 2017, with comment accepted through November 6, 2017.

4. Data and Methodology

On-Board Survey – In April 2013, an on-board passenger survey was conducted on SacRT buses and light rail trains. Passengers on randomly selected trips on all SacRT routes completed a self-administered questionnaire. In accordance with FTA guidance, when possible, equity analyses are based on demographic estimates of actual riders. These on-board survey responses therefore form the basis of the analysis below.

Fare Survey – On an annual basis, SacRT conducts a passenger fare survey. This survey provides ridership figures for each fare type, including multi-ride passes, and is used to compute an average fare per boarding for each fare type.

Special Surveys – In the case of new fare types, SacRT may use special surveys or research to estimate minority and/or low-income utilization rates.

Analysis - Using the demographic data from the 2013 on-board survey, SacRT can estimate the percentage that minority and low-income populations utilize each fare type. This data is combined with the average fare per boarding for each fare type from the

² See FTA Circular 4702.1B, Chapter IV, Section 7 and RT Fare Change Policies (Resolution No. 15-11-0129).



Draft Title VI Fare Equity Analysis
November 13, 2017

annual fare survey. SacRT can then estimate overall average fare splits for minority versus non-minority and low-income versus non-low-income riders.

Findings - Potential disparate impacts to minority populations, and disproportionate burdens to low-income populations, from fare changes are determined by comparing the rate of change of the average fare for all minority riders to that for non-minority riders and the rate of change of the average fare for all low-income riders to that for non-low-income rides, respectively. SacRT's Title VI goal is for the percent increase in average fare for minority or low-income populations to be less than or equal to that for non-minority or non-low-income populations in the case of a net fare increase and equal or greater to that for non-minority or non-low-income populations in the case of a net fare decrease. A disparate impact or disproportionate burden may exist if there is a statistically significant deficiency from this goal. SacRT defines a deficiency as statistically significant if the rates of change differ by more than 20 percent.

Minority Definition - FTA defines a minority person as anyone who is American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander.

Low-Income Definition - FTA defines a low-income person as a person whose household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines. The HHS definition varies by year and household size. For the purpose of this analysis, SacRT used HHS poverty guidelines from 2013.³ Survey participants were asked their household size and their household income from a list of ranges. For the purposes of this survey, the participant's income is assumed to be the midpoint of the range selected.⁴

5. Baseline Data

Based on Fiscal Year 2018 budget forecasts, SacRT will average \$1.46 in fare revenue per passenger boarding. These figures include a \$1 million deduction for transfer agreement reimbursements to other agencies, 509,768 boardings made by children under age five, and 283,200 boardings made by riders in other minor categories for which SacRT has no demographic data. Excluding these categories, SacRT expects to collect \$31,571,633 in fares over 20,107,397 passenger boardings for an average fare of \$1.57 for riders with known demographic data. These figures are used as a baseline for the remainder of this analysis.

³ Although newer HHS statistics are available, the 2013 statistics were the newest statistics available at the time that the statistical analysis was performed on the 2013 on-board survey data. RT's baseline demographic statistical data is typically refreshed during the process of preparing the triennial Title VI update report, which was last updated in 2017.

⁴ For example, if a passenger selected a household income range of \$25,000 to \$35,000, that passenger's income was assumed to be \$30,000 for the purposes of this analysis.



Draft Title VI Fare Equity Analysis
November 13, 2017

Figure 1
Baseline Minority
Ridership Statistics – FY 2018

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Minority	\$20,527,245	65.0%	13,411,914	66.7%	\$1.53
Non-Minority	<u>\$11,044,388</u>	<u>35.0%</u>	<u>6,695,483</u>	<u>33.3%</u>	\$1.65
Subtotal	\$31,571,633	100.0%	20,107,397	100.0%	\$1.57
Non-Classified	<u>(\$1,000,000)</u>		<u>892,603</u>		
Total	\$30,571,633		21,000,000		\$1.46

Minority riders make up an estimated 66.7 percent of SacRT ridership and pay an estimated 65.0 percent of fares. They pay an average of \$1.53 per boarding, compared to \$1.65 for non-minority riders. Low-income riders make up an estimated 46.1 percent of SacRT fixed-route ridership and pay an estimated 42.7 percent of fares. They pay an average of \$1.45 per boarding compared to \$1.67 for non-low-income riders.

Figure 2
Baseline Low-Income
Ridership Statistics – FY 2018

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Low-Income	\$13,468,942	42.7%	9,271,211	46.1%	\$1.45
Non-Low-Income	<u>\$18,102,691</u>	<u>57.3%</u>	<u>10,836,186</u>	<u>53.9%</u>	\$1.67
Subtotal	\$31,571,633	100.0%	20,107,397	100.0%	\$1.57
Non-Classified	<u>(\$1,000,000)</u>		<u>892,603</u>		
Total	\$30,571,633		21,000,000		\$1.46

Baseline fare revenue, passenger boardings, and average fare forecasts for Fiscal Year 2018 are provided for each major fare type in Figure 3.



Draft Title VI Fare Equity Analysis
November 13, 2017

Figure 3
Ridership and Fare Revenue
By Fare Type – FY 2018 Forecasts

Fare Type	Face Value	Fare Revenue	Boardings	Average Fare
Single Cash - Bus	\$2.75	\$1,847,906	671,966	\$2.75
Single Ticket - Bus	\$2.75	\$498,374	181,227	\$2.75
Single Cash - Rail	\$2.75	\$1,191,770	619,239	\$1.92
Single Ticket - Rail	\$2.75	\$1,559,516	810,318	\$1.92
Disc Single Cash - Bus	\$1.35	\$620,635	459,730	\$1.35
Disc Single Tkt - Bus	\$1.35	\$109,675	81,241	\$1.35
Disc Single Cash - Rail	\$1.35	\$155,494	140,318	\$1.11
Disc Single Tkt - Rail	\$1.35	\$203,506	183,644	\$1.11
Daily Pass	\$7.00	\$4,837,000	3,102,596	\$1.56
Disc Daily Pass	\$3.50	\$1,882,045	1,665,238	\$1.13
Monthly Pass	\$110.00	\$9,327,817	3,478,742	\$2.68
Semi-Monthly Pass	\$60.00	\$312,454	140,158	\$2.23
Student Semi-Monthly	\$27.50	\$755,239	691,002	\$1.09
Senr/Disb Monthly/Semi	\$55.00	\$1,964,881	2,090,447	\$0.94
Los Rios		\$2,300,000	2,713,635	\$0.85
CSUS		\$822,387	735,249	\$1.12
DHA		\$1,936,200	858,033	\$2.26
Fare Evader		\$0	608,018	\$0.00
Lifetime		\$0	163,675	\$0.00
Mobile Single	\$2.75	\$482,183	250,540	\$1.92
Mobile Daily	\$7.00	\$123,116	79,088	\$1.56
Mobile Disc Single	\$1.35	\$50,792	45,835	\$1.11
Mobile Disc Daily	\$3.50	\$32,785	29,008	\$1.13
G1 Employee Pass		\$500,000	283,200	\$1.77
Round Trip (Special Event)	\$5.50	\$46,693	16,979	\$2.75
Round Trip (Discount Spec Event)	\$2.75	\$11,166	8,273	\$1.35
Subtotal		\$31,571,633	20,107,397	\$1.57
Child		\$0	509,768	\$0.00
Other Boardings		\$0	382,835	\$0.00
Transfer Agreements		(\$1,000,000)	n/a	n/a
Total		\$30,571,633	21,000,000	\$1.46



Draft Title VI Fare Equity Analysis
November 13, 2017

6. Demographics of New Fares

Due to the recent launch of the Connect Card, demographic data on cardholders would likely be skewed toward participants in the voluntary “soft launch” program, who likely do not represent the average Connect Card user once the card is more widely distributed. For this analysis, staff has therefore used demographics from existing users of traditional fares who are expected to convert to Connect Card, in lieu of data collected directly from Connect Card users.

Users of the new Daily Best Fare are expected to be drawn entirely from existing daily pass users, which are 75.5 percent minority and 59.6 percent low-income (with similar figures for the discount daily pass). Users of the 90-Minute Fare are expected to be drawn largely from existing daily pass users, but also from existing single ride and monthly pass users. Based on expected use of the 90-Minute Fare by each of these groups, users of the 90-Minute Fare are expected to be 72.5 percent minority and 53.8 percent low-income. The discount 90-Minute Fare is expected to have similar minority utilization but slightly higher low-income utilization at 58.5 percent. Demographics for the Student Intern Pass are assumed to match those for existing student semi-monthly pass users, which are 87.0 percent minority and 63.8 percent low-income, both well above systemwide averages.

Based on this analysis, all five new fare types are expected to have greater minority and low-income utilization than the overall SacRT system, which has 66.7 percent minority and 46.1 percent low-income utilization.

Figure 4
Minority and Low-Income
Use of New Fare Types

Fare Type	% Minority	% Low-Income	Minority/ Low-Income Fare Type
Daily Best Fare - Full	75.5%	59.6%	Yes
Daily Best Fare - Disc	75.2%	60.7%	Yes
90m Ticket Connect Card - Full	72.5%	53.8%	Yes
90m Ticket Connect Card - Disc	72.6%	58.5%	Yes
Student Intern Pass	87.0%	63.8%	Yes
SacRT System (Baseline)	66.7%	46.1%	



Draft Title VI Fare Equity Analysis
November 13, 2017

7. Sales and Ridership Forecasts

Based on projections of existing sales data for the new fare types collected during the six-month Connect Card pilot period and available at the time of preparation of this report, all of the new fare types combined are expected to total \$1,002,219 in sales and 743,158 boarding passengers per year. The most heavily-used type is expected to be the full-priced 90-Minute Fare, at \$703,165 in sales per year.

Figure 5
Sales and Ridership Forecasts
for New Fare Types

Fare Type	Minority/Low -Income Fare Type	Fare Revenue	Boardings	Average Fare
Daily Best Fare - Full	Yes	\$143,458	96,180	\$1.49
Daily Best Fare - Disc	Yes	\$26,957	24,312	\$1.11
90-Minute Fare - Full	Yes	\$703,165	479,082	\$1.47
90-Minute Fare - Disc	Yes	\$128,639	120,899	\$1.06
Student Intern Pass	Yes	\$0	22,684	\$0.00
Subtotal - New fares	Yes	\$1,002,219	743,158	\$1.35
Baseline - SacRT System	n/a	\$31,571,633	20,107,397	\$1.57

Collectively, the average fare for the new fare types is expected to be \$1.35 per boarding, approximately 14 percent less than SacRT's existing systemwide average of \$1.57.

Daily Best Fare ridership is expected to come primarily from existing users of SacRT's prepaid daily passes. Approximately 15 percent of existing daily pass boardings are made using a prepaid pass (with the remainder being purchased at the time of boarding from the bus farebox or a light rail fare vending machine). SacRT expects that all existing prepaid daily pass users will become Connect Card users, due to retirement of the existing prepaid daily passes, but that only approximately 20 percent will continue to use a daily pass, in the form of the Daily Best Fare, with the remaining 80 percent taking advantage of the new 90-Minute Fare to make multiple-seat rides at a lower out-of-pocket price.⁵

⁵ For example, a rider making a round trip using two buses each direction would formerly pay \$7.00 for a daily pass and would, under the proposed change, be allowed to pay \$2.75 in each direction for two 90-Minute Tickets, paying a total of \$5.50 for his/her round trip, saving \$1.50.



Draft Title VI Fare Equity Analysis
November 13, 2017

Figure 6
Expected Change in Sales

Fare Type	Before	After	Change
Existing Fares			
Single Cash - Bus	\$1,847,906	\$1,838,043	(\$9,863)
Single Ticket - Bus	\$498,374	\$495,714	(\$2,660)
Single Cash - Rail	\$1,191,770	\$1,182,681	(\$9,089)
Single Ticket - Rail	\$1,559,516	\$1,547,623	(\$11,893)
Disc Single Cash - Bus	\$620,635	\$617,323	(\$3,312)
Disc Single Tkt - Bus	\$109,675	\$109,089	(\$585)
Disc Single Cash - Rail	\$155,494	\$154,483	(\$1,011)
Disc Single Tkt - Rail	\$203,506	\$202,183	(\$1,323)
Daily Pass	\$4,837,000	\$3,910,397	(\$926,603)
Disc Daily Pass	\$1,882,045	\$1,711,576	(\$170,469)
Monthly Pass	\$9,327,817	\$9,191,661	(\$136,156)
Semi-Monthly Pass	\$312,454	\$303,477	(\$8,977)
Student Semi-Monthly	\$755,239	\$726,389	(\$28,850)
Senr/Disb Monthly/Semi	\$1,964,881	\$1,952,608	(\$12,273)
New Fares			
Daily Best Fare - Full	\$0	\$143,458	\$143,458
Daily Best Fare - Disc	\$0	\$26,957	\$26,957
90-Minute Fare - Full	\$0	\$703,165	\$703,165
90-Minute Fare - Disc	\$0	\$128,639	\$128,639
Student Intern Pass	\$0	\$0	\$0
Total	\$25,266,312	\$24,945,467	(\$320,845)

Ridership on the 90-Minute Fare is expected to come from multiple sources. The largest single source is expected to be existing prepaid daily pass users who find the 90-Minute Fare more advantageous than a Daily Pass; however, a small fraction of Monthly Pass users are also expected to transition to 90-Minute Fares in cases where they provide a better value.

Customers regularly making a two-seat ride and riding between fifteen and twenty days per month are likely to convert from a Monthly Pass to the 90-Minute Fare. Customers regularly making a two-seat ride but riding fewer than fifteen days per month are also likely to convert to the 90-Minute Fare, but from a Daily Pass rather than a Monthly Pass.

A small number of riders are also assumed to occasionally be making a two-seat ride *without* a return trip on transit, and therefore paying \$5.50 for their one-way journey (i.e.,



Draft Title VI Fare Equity Analysis
November 13, 2017

paying the \$2.75 single fare twice). The 90-Minute Fare would allow these riders to avoid paying their second single fare of \$2.75, allowing them to achieve a 50 percent savings on their out-of-pocket cost to take transit.

Ridership on the Student Intern Pass is based on three months of actual use statistics. As of September 2017, approximately 500 passes have been distributed and approximately 215 have been used at least once.

8. Net Sales and Ridership Impacts

The new 90-Minute Fare and Daily Best Fare types primarily impact Daily Pass users, with a small impact on Monthly Pass users. For this analysis, net sales and ridership impacts are estimated by assuming a Connect Card adoption rate, as well as assumed conversion rates from existing pass users to the new fare types. The tables below provide details on the changes that are expected to occur to each existing and new fare categories.

Figure 7
Expected Change in Boardings

Fare Type	Before	After	Change
Existing Fare Types			
Single Cash - Bus	671,966	668,606	(3,360)
Single Ticket - Bus	181,227	180,321	(906)
Single Cash - Rail	619,239	616,143	(3,096)
Single Ticket - Rail	810,318	806,267	(4,052)
Disc Single Cash - Bus	459,730	457,431	(2,299)
Disc Single Tkt - Bus	81,241	80,834	(406)
Disc Single Cash - Rail	140,318	139,617	(702)
Disc Single Tkt - Rail	183,644	182,726	(918)
Daily Pass	3,102,596	2,621,693	(480,902)
Disc Daily Pass	1,665,238	1,543,675	(121,562)
Monthly Pass	3,478,742	3,409,167	(69,575)
Semi-Monthly Pass	140,158	135,953	(4,205)
Student Semi-Monthly	691,002	664,863	(26,139)
Senr/Disb Monthly/Semi	2,090,447	2,079,995	(10,452)
New Fare Types			
Daily Best Fare - Full	0	96,180	96,180
Daily Best Fare - Disc	0	24,312	24,312
90-Minute Fare - Full	0	479,082	479,082
90-Minute Fare - Disc	0	120,899	120,899
Student Intern Ticket	0	22,684	22,684
Total	14,315,864	14,330,448	14,584



Draft Title VI Fare Equity Analysis
November 13, 2017

9. Impact on Average Fare

Users of the Daily Best Fare, who are expected to consist entirely of current Daily Pass users, will not see any change in their average fare per boarding. Users of the 90-Minute Fare are expected to come from a variety of existing fare types with an overall average fare of \$2.05 per boarding. These riders are expected to experience a \$0.67 reduction (33 percent) in their average fare per boarding to \$1.38. Discount 90-Minute Fare users are expected to see a similar 31 percent reduction in average fare. Users of the Student Intern Pass will see a 100 percent reduction in average fare, since they will be riding for free.

Figure 8
Changes in Average Fare
For Users of New Fare Types

New Fare Type	Old Average Fare	New Average Fare	Change	% Change	Minority/ Low-Income Type?
Daily Best Fare - Full	\$1.49	\$1.49	\$0.00	0%	Yes
Daily Best Fare - Disc	\$1.11	\$1.11	\$0.00	0%	Yes
90-Minute Fare - Full	\$2.05	\$1.38	-\$0.67	-33%	Yes
90-Minute Fare - Disc	\$1.44	\$1.00	-\$0.44	-31%	Yes
Student Intern Pass	\$1.09	\$0.00	-\$1.09	-100%	Yes

All five proposed fare types are expected to have greater than average minority and low-income utilization and users of all five types are expected to benefit from or be unaffected by the proposed fare changes.

10. Systemwide Average Fare Impacts

If the proposed changes are approved, SacRT is expected to average \$1.44 in fare revenue per passenger boarding for Fiscal Year 2018, a reduction of \$0.02 from the baseline estimate of \$1.46. For categories with known demographic data, where the existing average fare is \$1.57, the proposed average fare would decrease to \$1.55 per boarding.



Draft Title VI Fare Equity Analysis
November 13, 2017

Figure 9
Impact of New Fares
On Systemwide Minority Average Fare

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Minority	\$20,290,847	64.9%	13,422,496	66.7%	\$1.51
Non-Minority	<u>\$10,959,941</u>	<u>35.1%</u>	<u>6,699,485</u>	<u>33.3%</u>	\$1.64
Subtotal	\$31,250,789	100.0%	20,121,981	100.0%	\$1.55
Non-Classified	<u>-\$1,000,000</u>		<u>892,603</u>		
Total	\$30,250,789		21,014,584		\$1.44

Under the proposed changes, minority riders would continue to pay less per boarding (\$1.51) than non-minority riders (\$1.64).

Figure 10
Impact of New Fares
On Systemwide Low-Income Average Fare

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Low-Income	\$13,292,852	42.6%	9,279,309	46.1%	\$1.43
Non-Low-Income	<u>\$17,957,936</u>	<u>57.5%</u>	<u>10,842,672</u>	<u>53.9%</u>	\$1.66
Subtotal	\$31,250,789	100.0%	20,121,981	100.0%	\$1.55
Non-Classified	<u>-\$1,000,000</u>		<u>892,603</u>		
Total	\$30,250,789		21,014,584		\$1.44

Low-income riders would also continue to pay less (\$1.43) than non-low-income riders (\$1.66).



Draft Title VI Fare Equity Analysis
November 13, 2017

11. Comparison of Impacts

Compared to baseline expectations, minority, non-minority, low-income, and non-low-income riders would all see a reduction in average fare; however, the reduction would be greater for minority populations than for non-minority populations and the reduction would be greater for low-income populations than from non-low-income populations.

Figure 11
Projected Change in Average Fare
Minority and Low-Income Splits

Rider Type	Existing	Proposed	Change	% Change
All	\$1.570	\$1.553	-\$0.017	-1.088%
Minority	\$1.531	\$1.512	-\$0.019	-1.230%
Non-Minority	\$1.650	\$1.636	-\$0.014	-0.824%
Low-Income	\$1.453	\$1.433	-\$0.020	-1.394%
Non-Low-Income	\$1.671	\$1.656	-\$0.014	-0.859%





Draft Title VI Fare Equity Analysis
November 13, 2017

12. Findings

Potential disparate impacts to minority populations are determined by comparing the *rate of change* of the average fare for all minority riders to that for non-minority riders. An adverse difference exceeding 20 percent is considered significant. The same analysis is conducted for low-income populations to determine potential disproportionate burdens.

Figure 12
Determination of Potential Disparate Impacts
and/or Disproportionate Burdens

a. Percent decrease in non-minority avg fare	-0.82%
b. Threshold of statistical significance (80% * a)	-0.66%
c. Percent decrease in minority avg fare	-1.23%
d. Do fares decrease more for non-minority populations? (a < c)	No
e. Is there evidence of a potential disparate impact (c > b)	No
f. Percent decrease in non-low-income avg fare	-0.86%
g. Threshold of statistical significance (80% * f)	-0.69%
h. Percent decrease in low-income avg fare	-1.39%
i. Do fares decrease more for non-low-income populations? (f < h)	No
j. Is there evidence of a potential disproportionate burden? (h > g)	No

Per SacRT policy and FTA guidance, the impact of multiple fare changes are considered in aggregate to determine their combined effect.

All the new fares combined are expected to benefit minority populations more than non-minority populations; therefore, this analysis finds *that there are no potential disparate impacts on minority populations as a result of the proposed fare changes.*

All the new fares combined are also expected to benefit low-income populations more than non-low-income populations; therefore, this analysis finds *that there are no potential disproportionate burdens on low-income populations as a result of the proposed fare changes.*

(this page left intentionally blank)



Draft Title VI Fare Equity Analysis
November 13, 2017
Appendix A – Connect Card Availability

Introduction

This appendix discusses availability of the Connect Card and compares Connect Card availability to that of traditional paper media fare types. Connect Card offers benefits to users compared to traditional paper media, in particular, a 90-minute unlimited ride fare. Because this fare type is not available on traditional paper media, it is important that Connect Card be available to minority and low-income populations. This appendix examines the availability of Connect Card and traditional paper media through SacRT's sales outlets, as well as by mail, telephone, internet orders, and other means. This appendix also reviews efforts by SacRT to reduce language barriers to Connect Card use.

Sales Outlets

Approximately two thirds of SacRT's fare revenue comes from pre-paid sales at nearly 180 outlets, with the remaining third coming from same-day sales on the bus and light rail system. In addition to these sales outlets, SacRT also receives a small amount of fare revenue through individual mail/telephone orders.

Of SacRT's 180 outlets, 145 are major employers, high schools, or similar entities that sell SacRT fare media to private groups of customers (Corporate Accounts). The remaining 35 outlets are open to the general public, e.g., through retailers such as Raley's and Bel Air stores (Retail Outlet or Outlets), although four are located outside of Sacramento County, and primarily cater to customers of other transit agencies that honor SacRT tickets and passes. Retail Outlets are the primary concern of this analysis.

Traditional Paper Media Retail Outlets

Traditional paper fare media is currently sold at thirteen Retail Outlet locations in Sacramento County, as shown in the table below and on the map in Figure A-1. These Retail Outlets consist primarily of small retailers, grocery stores, and government offices that sell tickets and passes to the public.

Historically, Raley's and Bel Air supermarkets had been outlets for SacRT fare media; however, prior to the launch of the Connect Card system in June of 2017, SacRT was notified by Raley's/Bel-Air that they intended to discontinue sales of paper fare products at their locations, due to increasing concern with inventory risk and the monthly reconciliation process of paper fare media. Loss of the Raley's and Bel Air locations reduced the number of traditional paper media sales outlets by fourteen.



Draft Title VI Fare Equity Analysis
November 13, 2017
Appendix A – Connect Card Availability

**Traditional Paper Media
Retail Sales Outlets**

Name	Address
City of Citrus Heights	6360 Fountain Square Drive
City of Davis Recreation Dept	23 Russell Boulevard (Davis)
City of Elk Grove	8401 Laguna Palms Way
City of Rancho Cordova	2729 Prospect Park Drive
E&S Check Cashing	1810 Del Paso Boulevard
Fast & Easy	2101 El Camino Avenue
Just Send It Postal	7889 Lichen Drive
Just Send It Postal	7909 Walerga Road #112
Punjab International	2238 Florin Road
Rancho Check Cashing	10248 Mills Station Road
RT Customer Service Center	1225 R Street
Sacramento Natural Foods Co-op	2820 R Street
Save Mart	9160 Elk Grove Florin Road
SMUD	6301 S Street
Woodland City Hall Utilities Dept	300 1st Street (Woodland)
Yolo County Transportation District	350 Industrial Way (Woodland)

* Outlet location outside of Sacramento County

Connect Card Retail Outlets

Connect Cards are currently sold and/or reloaded at eighteen Retail Outlet locations within Sacramento County, as shown in the table below and on the map in Figure A-2. Each of these locations accepts cash, a credit/debit card, or a check as a method of payment. Fourteen of the locations consist of Raley's or Bel Air supermarkets. Although Raley's/Bel Air opted to discontinue sales of traditional paper SacRT media, SacRT staff was successful in negotiating for Raley's/Bel Air to sell and reload Connect Cards, which alleviates the inventory risk and monthly paper work that prompted Raley's/Bel Air to discontinue paper media sales.

Compared to traditional paper media outlets, Connect Card outlets include fewer small retailers, because SacRT has thus far focused on enlisting larger chains (such as Raley's/Bel Air) as Connect Card outlets, to maximize Connect Card availability throughout the region. Raley's/Bel Air is the first major chain to be established as a Connect Card outlet. Staff is now pursuing other partnerships to enlarge the network of Connect Card outlets.



Draft Title VI Fare Equity Analysis
November 13, 2017
Appendix A – Connect Card Availability

**Connect Card
Retail Sales Outlets**

Name	Address
Bel Air	1540 West El Camino Avenue
Bel Air	6231 Fruitridge Road
Bel Air	7465 Rush River Drive #200
Bel Air	4320 Arden Way
Bel Air	4005 Manzanita Avenue
Bel Air	2155 Golden Centre Lane
Bel Air	5100 Laguna Boulevard
Bel Air	8425 Elk Grove Florin Road
Bel Air *	1039 Sunrise Boulevard (Roseville)
Bel Air	7901 Walerga Road
Bel Air	2760 East Bidwell Street
Bel Air	1301 Florin Road
City of Elk Grove	8401 Laguna Palms Way
City of Folsom	50 Natoma St
El Dorado Transit *	6565 Commerce Way (Diamond Springs)
North Natomas TMA	1918 Del Paso Road #100
Placer County Transit *	11432 F Ave., Building 420A (Auburn)
Raley's	8391 Folsom Boulevard
Raley's	4900 Elk Grove Boulevard
Raley's	25025 Blue Ravine Road
Roseville Transit *	316 Vernon St, Suite 150 (Roseville)
RT Customer Service Center	1225 R Street
South County Transit *	140 Enterprise Ct., Suite B (Galt)
Yolo County Transportation District *	350 Industrial Way (Woodland)
Yuba-Sutter Transit *	2100 B Street (Marysville)

* Outlet location outside of Sacramento County

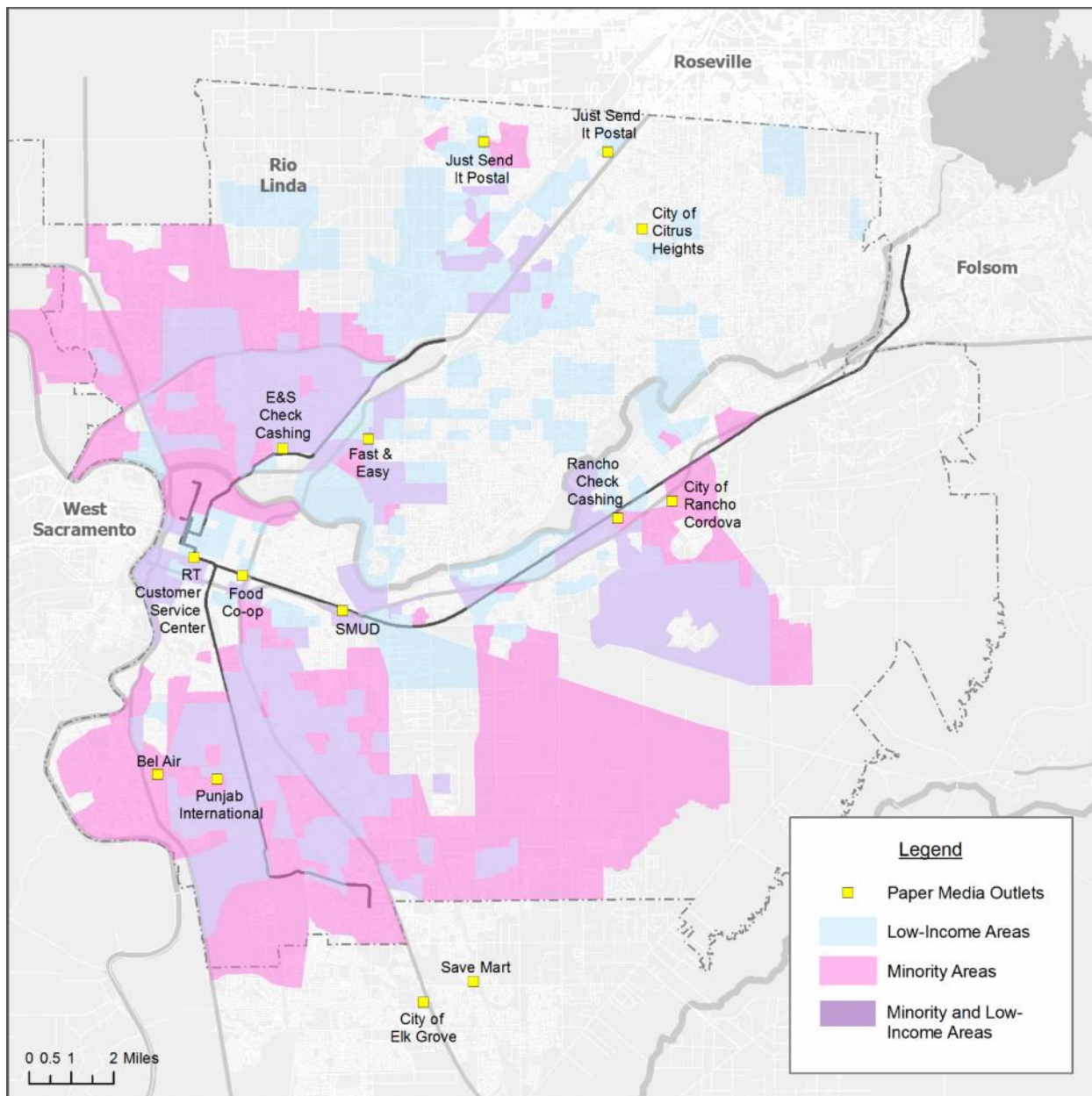
Geographic Distribution of Retail Outlets

Figures A-1 and A-2 show the locations of traditional paper media outlets and Connect Card outlets on a map of Sacramento's service area and nearby areas. Each map includes an overlay indicating minority and low-income areas. Retail Outlets are spread out geographically throughout the SacRT service area, including minority and non-minority neighborhoods as well as low-income and non-low-income neighborhoods. One additional benefit that Connect Card Retail Outlet locations provide is that 100 percent of all SacRT fare types are available for sale at these locations as well as the transit fare media of other participating Connect Card agencies. In contrast, many of paper media outlets sell only a subset of SacRT's traditional paper media products.



Draft Title VI Fare Equity Analysis
 November 13, 2017
 Appendix A – Connect Card Availability

**Figure A-1
 Traditional Paper Media
 Retail Outlets**

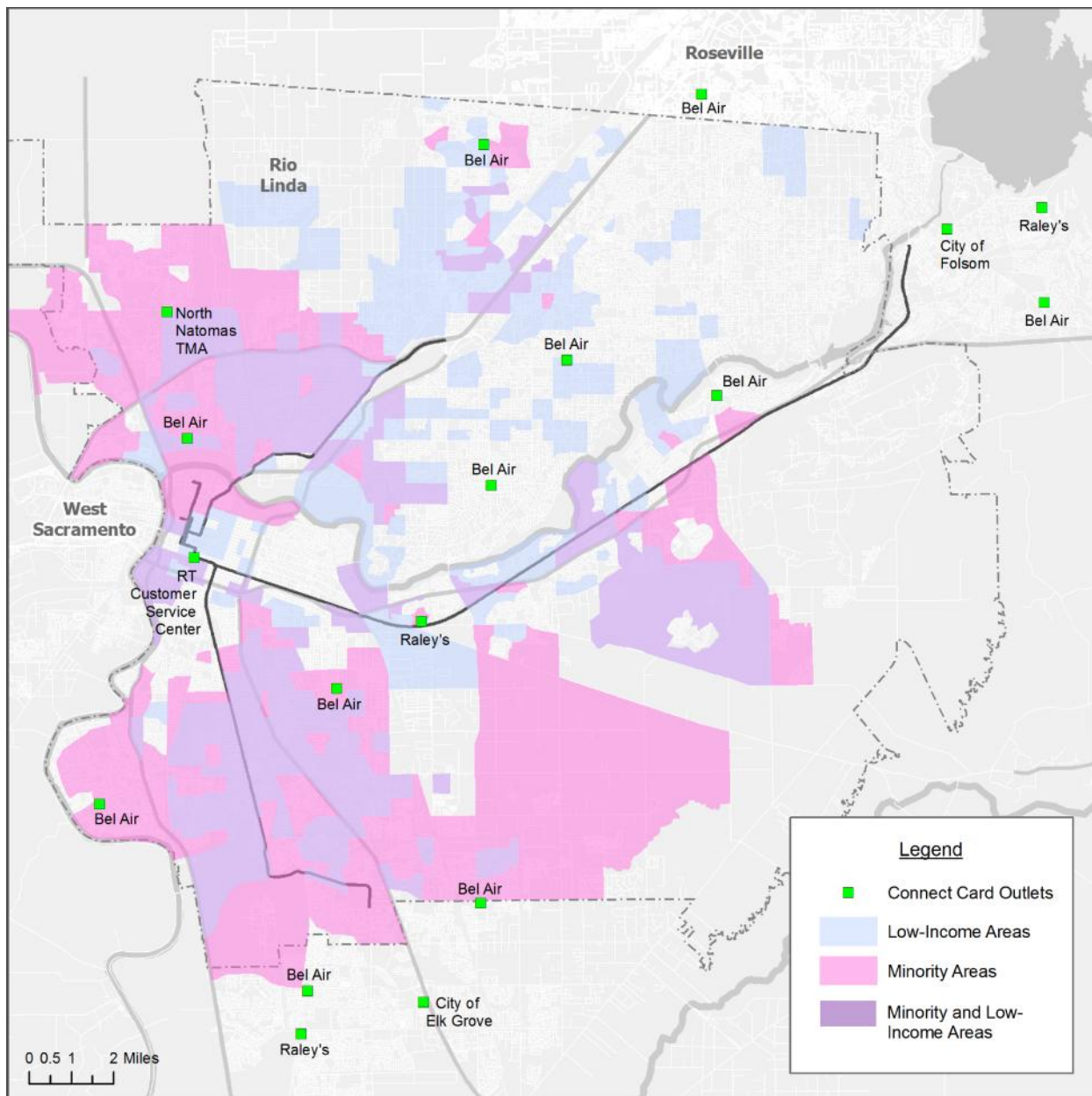


SacRT currently has thirteen Retail Outlets that sell traditional paper media within Sacramento County. An additional three paper media Retail Outlets exist outside Sacramento County. Demographic overlays are for the SacRT service area only.



Draft Title VI Fare Equity Analysis
 November 13, 2017
 Appendix A – Connect Card Availability

**Figure A-2
 Connect Card
 Retail Outlets**



SacRT currently has eighteen Retail Outlets that sell or reload Connect Cards within Sacramento County. An additional seven Connect Card outlets are located outside Sacramento County, including one in Roseville, which appears on the map. Demographic overlays are for the SacRT service area only.



Draft Title VI Fare Equity Analysis
November 13, 2017
Appendix A – Connect Card Availability

Corporate Account Network

One of the long-term goals of the Connect Card project is to transition 100 percent of Corporate Account sales from paper fare media to Connect Card. This process has been under way throughout 2017 and will continue gradually, as organizations are ready to transition. SacRT staff has reached out to virtually all of our Corporate Accounts and has offered training to them as they prepare to transition. Additionally, SacRT hosted two open houses in May where approximately 50 organizations went through a training and question-and-answer session. At this point, staff has transitioned approximately 10-15 percent of Corporate Accounts from paper fares to Connect Card.

Mail/Telephone/Online Orders

In Fiscal Year 2017, SacRT sold over \$250,000 in fare revenue through mail, telephone, and online sales channels. Although this is the preferred sales channel for some SacRT customers, this amount represents less than 1 percent of total fare revenue.

SacRT has begun transitioning online sales from paper fare media to Connect Card through a voluntary process by notifying customers of the new system through the mail. Beginning in August of 2017, SacRT began redirecting basic monthly pass purchasers to the Connect Card website. SacRT intends to transition online discount sticker sales to Connect Card as well, but additional work is needed because discount fare types on the Connect Card require a photo of the customer. Staff will be modifying the Connect Card website to allow for discount applications to be filed online in an effort to simplify the application process for our customers.

In addition to online sales, SacRT has also begun transitioning mail and telephone orders from paper fare media to Connect Card. Customers have been notified by mail of the new system and transition timeline. After a to-be-determined cut-over point, customers ordering fare media by mail or telephone will be mailed a Connect Card instead of paper fare media. For these customers, no change to the ordering process will be visible. The only change these customers will experience is that instead of receiving a paper pass or sticker in the mail, they will receive a pre-loaded Connect Card (along with instructions for use, reload, etc.). This will have the effect of gradually increasing availability of Connect Card as well.



Draft Title VI Fare Equity Analysis
November 13, 2017
Appendix A – Connect Card Availability

Online Store Screenshot



Connect Card Transition Plan

SacRT has a five-step plan for expanding Connect Card availability to the general public:

1. Raley's/Bel-Air
2. Remaining Retail Outlets
3. New Retail Outlets
4. New light rail fare vending machines
5. Further expansion through Connect Card upgrades

The first step was to target Raley's/Bel-Air for Connect Card sales, for two significant reasons. First, SacRT would have entirely lost Raley's/Bel-Air as an account had they not transitioned from paper media to Connect Card, as explained above. Second, the fourteen Raley's/Bel-Air locations provided SacRT with the quickest way to achieve a large network of outlets, as no other retail partner currently has more than two sales locations.



Draft Title VI Fare Equity Analysis
November 13, 2017
Appendix A – Connect Card Availability

Steps 2 and 3 of the transition plan will occur concurrently. Step 2 is to work with remaining Retail Outlet locations to bring Connect Card sales online one at a time. Step 3 is to enlist new Retail Outlets that can offer multiple locations. Staff has been in contact with multiple retail chains that could improve geographic coverage within the SacRT service area.

SacRT has also begun working on Step 4. A potential funding source has been identified that would allow SacRT to replace approximately 60 of its 110 light rail Fare Vending Machines. These new machines would allow for the distribution and reloading of Connect Cards directly on the light rail platform, dramatically improving the availability of the Connect Card. It would also facilitate the loading of small amounts of cash onto a card, for customers who lack the ability or inclination to load large dollar amounts in advance.

During Step 5, SacRT will investigate changes to the business model for Connect Card that could make it possible for Connect Cards to be distributed and reloaded virtually anywhere (e.g., like a restaurant gift card).

Connect Card Spanish Language Car Card

¡OBTENGA SU CONNECT CARD HOY MISMO!

- Recargue la Connect Card en línea o en los puntos de venta minorista
- Registre la tarjeta para protegerla de forma gratuita en caso de pérdida o robo
- Transferencia gratuita en 90 minutos con un único boleto
- No pague más que la tarifa "diaria"
- Use la tarjeta para viajar en los proveedores participantes de transporte público

Inscríbese en ConnectTransitCard.com

Language Assistance

In order to maximize accessibility to the Connect Card and promote its use by Limited English Proficiency (LEP) populations, SacRT is undertaking several additional efforts.

First, interior car cards have been translated into Spanish and will be installed in buses and trains. Second, brochures on the Connect Card have also been translated into Spanish, and will be circulated in the fleet and at special events. Finally, the Connect Card vendor has been engaged to embed Google Translate service into the Connect Card web site, which will provide translation into over 80 languages.

Regional Transit
 Draft Title VI Fare Equity Analysis
 November 13, 2017
 Appendix A – Connect Card Availability

**Connect Card
 Spanish Language Brochure**

NUEVOS EQUIPOS

LECTORES DE TARJETAS CONNECT CARD PARA AUTOBUSES
 Los lectores Connect Card se instalan en todos los autobuses para aceptar el pago del transporte público en el momento en que se toma.

LECTORES DE TARJETAS CONNECT CARD PARA FERROCARRILES LIGEROS
 Los lectores Connect Card se instalan en todas las estaciones regionales de ferrocarriles ligeros para aceptar el pago del boleto del transporte público antes de usarlo.

DISPOSITIVO DE INSPECCIÓN DEL PAGO PARA FERROCARRILES LIGEROS
 Los oficiales del transporte público de ferrocarriles ligeros usarán un escáner de tarjetas para validar que se haya usado la Connect Card para pagar el boleto antes de usar el servicio.

MÁQUINAS DE VENTA MINORISTA
 Se instalarán máquinas de venta minorista en determinados puntos de venta minorista y en agencias participantes de transporte público de la región, donde podrá cargar valor en efectivo y pasas con efectivo.

CONNECT TRANSIT CARD

Para obtener más información o leer las preguntas frecuentes, visite ConnectTransitCard.com.

Atención al cliente de Connect Card
 TELÉFONO 916.321.2877 | TTD 916.481.4327
 De lunes a viernes, de 8:00 a.m. a 5:00 p.m.

Centro de ventas y atención de Connect Card
 1225 F Street, Sacramento
 De lunes a viernes, de 9:00 a.m. a 5:50 p.m.

Actualizado en julio de 2017

COMENCEMOS

¡Bienvenido! Esta guía lo ayudará a sacar el máximo provecho de su Connect Card. Para obtener más información, visite ConnectTransitCard.com.

El sistema Connect Card incluye todas las tarifas existentes del transporte público, incluso los pasos y las transferencias a los que está acostumbrado. Puede cargar el o los pasos regulares y valor en efectivo (en lugar de comprar boletos o tener consigo cambio de más) en la Connect Card.

CARGUE LA CONNECT CARD

- En línea en ConnectTransitCard.com. El dinero que se cargue en línea tarda hasta 48 horas en aparecer en la Connect Card.
- En los lugares minoristas participantes que usen las formas de pago aceptadas.
- En agencias participantes de transporte público que usen efectivo, boletos de transporte público y tarjetas de crédito o débito.

LA LISTA MÁS ACTUALIZADA DE CENTROS DE ATENCIÓN AL CLIENTE Y LUGARES MINORISTAS ESTÁ DISPONIBLE EN LÍNEA EN CONNECTTRANSITCARD.COM.

UNA FORMA FÁCIL DE PAGAR
ConnectTransitCard.com

REGISTRE SU CONNECT CARD EN CONNECTTRANSITCARD.COM PARA PROTEGER EL SALDO, REALIZAR CARGAS AUTOMÁTICAS Y GESTIONAR LA CUENTA EN LÍNEA

APOYE Y VIAJE

Comenzará su viaje en solo 3 pasos

1. Apoye la Connect Card de forma plana contra el punto amarillo ubicado en el lector de Connect Card del autobús (cuando suba al autobús) o del lector de Connect Card del ferrocarril ligero (antes de subir al tren).
2. Espere para asegurarse de ver que la pantalla se ponga verde o amarilla y se escuche un pitido que indicará que se aceptó su pago.
3. ¡Póngase en marcha!

*Debe apoyar la tarjeta cada vez que viaje, aunque tenga un pase mensual. Si no apoya la tarjeta, podrá recibir una multa.

CÓMO ENTENDER LOS LECTORES DE TARJETAS

Lista para viajar: cuando apoya y mantiene la tarjeta contra el punto amarillo, verá que la pantalla se torna verde o amarilla (según el tipo de tarjeta) y escuchará un pitido de confirmación cuando se acepte el pago.

Si ve que la pantalla se pone roja y escucha un tono de alta frecuencia, no tiene una tarifa válida de transporte público, ya apoyó la tarjeta o la Connect Card se bloqueó o dañó. Si no sabe por qué no funciona su Connect Card, llame al Centro de atención al cliente de Connect Card al 916.321.2877 o diríjase al Centro de atención al cliente de alguna agencia participante de transporte público.

CONSULTE SU SALDO DE VALOR EN EFECTIVO

- En línea en ConnectTransitCard.com.
- Ullame al Centro de atención al cliente de Connect Card al 916.321.2877.
- Pídale al operador que revise la información de la tarjeta en el autobús o presione el botón Información de la tarjeta en las estaciones de ferrocarriles ligeros y mantenga la tarjeta en el lector de Connect Card.

REGISTRE SU TARJETA

Al registrar la Connect Card, puede realizar en línea las siguientes acciones en su tarjeta:

- Cargar dinero (pasos y valor en efectivo)
- Configurar una carga automática
- Ver su historial de transacciones
- Consultar el saldo de valor en efectivo
- Informar la pérdida/robo de su tarjeta y solicitar un reemplazo

Estos beneficios están disponibles únicamente para los titulares de tarjetas registradas. Para registrarse en línea, ingrese en ConnectTransitCard.com. Si califica para una tarjeta con descuento, debe dirigirse al Centro de atención al cliente de alguna agencia participante de transporte público y presentar evidencias de su elegibilidad.

CÓMO USAR SU TARJETA

Connect Card usa una tecnología de tarjeta inteligente para almacenar los pasos y el valor en efectivo. Las Connect Cards pueden recargarse y reutilizarse, por lo que no debe tirarlas. No doble la tarjeta ni la pefiore, ya que esto puede dañarla.

CARGA AUTOMÁTICA

Para que el pago de la tarifa del transporte público sea conveniente, inscribese en el programa de carga automática de Connect Card. Cuando el saldo del valor en efectivo sea inferior al nivel que elija o el pase del transporte público esté por vencer, la Connect Card se cargará automáticamente mediante la tarjeta de crédito o débito que haya ingresado.

VALOR EN EFECTIVO

Puede cargar valor en efectivo en la Connect Card. El valor en efectivo funciona igual que el efectivo - cada vez que viaje, se deducirá el monto de la tarifa de ida de su saldo. También puede usar el valor en efectivo para pagar un pase diario o pagar la tarifa de otro pasajero en agencias participantes. Todas las agencias participantes aceptan el valor en efectivo.

No puede dividir un pago y pagar una parte con el valor en efectivo de la Connect Card y otra parte con efectivo que tenga a mano.

PASE DIARIO

Puede pedirle al operador del autobús, al subirse o presionar el botón Pase diario del lector de Connect Card del ferrocarril ligero antes de apoyar la tarjeta, que le cargue un pase diario en la Connect Card, válido en las agencias participantes de transporte público.

Puede comprar un pase diario con el saldo en valor en efectivo de la Connect Card.

PROTECCIÓN DEL SALDO

La Connect Card ofrece seguridad y protección del saldo en caso de pérdida o robo. Puede informar la pérdida o el robo de la Connect Card registrada por teléfono o en persona en el Centro de atención al cliente de alguna agencia participante de transporte público. Se desactivará la tarjeta y los pasos o el valor en efectivo restantes se transferirán a una Connect Card de reemplazo para usted.

Se aplicará un cargo por la tarjeta de reemplazo.

CUENTAS CORPORATIVAS

El programa de cuentas corporativas de Connect Card permite que los empleadores:

- Ofrezcan subsidios y pasos para el transporte público como beneficio para los empleados.
- Usen una gestión simple de cuentas en línea.
- Configuren una carga automática para los pasos mensuales y el valor en efectivo.
- Reciban una única factura mensual combinada de todas las agencias regionales de transporte público.
- Se beneficien de las deducciones de nómina antes de impuestos.

Para obtener más información sobre el programa de cuentas corporativas de Connect Card, envíe un correo electrónico a corpadmin@connecttransitcard.com o llame al 916.321.2877.



Draft Title VI Fare Equity Analysis
November 13, 2017
Appendix A – Connect Card Availability

Example Google-Translated
Spanish Language
Connect Card Web Site



SacRT is working with the Connect Card vendor to embed Google Translate into the Connect Card web site, allowing free instant translation.

RESOLUTION NO. 17-11-_____

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

November 13, 2017

AMENDING THE FARE STRUCTURE (RESOLUTION 09-10-0174) TO ADD A NEW “DAILY BEST FARE” FOR CONNECT CARD USERS AND A “CONNECT CARD FARE TICKET” AND AUTHORIZING A “CITY OF SAC INTERN” ID BADGE BY SACRT IN THE FORM OF A SPECIAL ACTIVE CONNECT CARD TO BE RECOGNIZED AS FARE EQUIVALENT

WHEREAS, by Resolution No. 09-10-0174, the Board of Directors amended and restated the Fare Structure for fixed-route service; and

WHEREAS, SacRT desires to implement a “Daily Best Fare Type” for Connect Card users; and

WHEREAS, SacRT desires to implement a “Connect Card Fare Ticket” valid for 90 minutes on all modes of transportation; and

WHEREAS, SacRT desires to authorize a “City of Sac Intern” ID Badge issued by SacRT in the form of a special active Connect Card to be used as fare equivalent.

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

THAT, in addition to the other fare and pass types identified in Resolution No. 09-10-0174 and other resolutions modifying the Fare Structure, new fare and pass categories entitled Daily Best Fare and Connect Card Fare Ticket, are hereby established; and

THAT, the Daily Best Fare, Connect Card Fare Ticket, and City of Sac Intern ID Badge will only be applicable to Connect Card users; and

THAT, the Daily Best Fare will limit the dollar amount of single ride purchases per cardholder per day for boardings made by that cardholder to an amount equal to that of the current Basic Daily Pass price and limit the dollar amount of discount single ride fare purchases per cardholder per day for boardings made by that cardholder to an amount equal to that of the current Discount Daily Pass price; and

THAT, the following definition of “Connect Card Fare Ticket” is hereby added to the Fare Structure to read in its entirety as follows:

“Connect Card Fare Ticket - May be purchased on Connect Card electronic fare media issued by SacRT for the Single Ride or Discount Single Ride fare set forth in Resolution No. 16-03-0024, validated prior to or at the time the ticket holder boards a bus or light rail vehicle and, once validated, is valid for a duration of 1.5 hours and may be used for multiple Rides until expiration of the validity period.”

THAT, pursuant to Subsection (3) of the definition of "Fare Equivalent" set out in Resolution 16-09-0104, the Board of Directors hereby recognizes the "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" 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 when used by the individual shown in the photo on the ID Badge for so long as the individual participates in the City of Sacramento's "Thousand Strong" employment initiative program.

THAT, in the event of a conflict between this Resolution and Resolution No. 09-10-0174, this Resolution will govern as to the terms of use of the Daily Best Fare and Connect Card Fare Ticket and City of Sac Intern ID Badge; and

THAT, in all other respects, Resolution No. 09-10-0174, remains in full force and effect.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary