

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
4	08/12/19	Open	Action	08/02/19

Subject: Authorizing up to Seven Free Ride Days to Encourage Ridership of SacRT's New Bus Network

ISSUE

Whether or not to give the General Manager/CEO authority to approve up to seven "Free Ride" days to encourage ridership of SacRT's new bus network.

RECOMMENDED ACTION

Adopt Resolution No. 19-08-____, Delegating Authority to the General Manager/CEO to Approve Up to Seven Free Ride Days to Encourage Ridership of SacRT's New Bus Network.

FISCAL IMPACT

Staff analysis of the fiscal impact for seven Free Ride days is estimated to cost approximately \$181,166. The breakdown is shown in the chart below:

Day of the Week	Daily Fare Revenue Impact*	Maximum Number of Days	Total
<i>SacRT Fixed-Route Bus/ SmaRT Ride Service:</i>			
Weekday (Mon - Fri)	\$25,000	5	\$125,000
Saturday	\$15,000	1	\$ 15,000
Sunday	\$15,000	1	<u>\$ 15,000</u>
<i>Complementary ADA Paratransit Service:</i>			
Weekday (Mon - Fri)	\$ 4,444	5	\$ 22,220
Saturday	\$ 1,973	1	\$ 1,973
Sunday	\$ 1,973	1	<u>\$ 1,973</u>
TOTAL:		7	\$181,166

*The Daily Fare Revenue Impact is based on the average daily boardings.

Note: This was not included in the initial FY20 budget; however, it will be accounted for during the mid-year revised budget. Staff anticipates being able to absorb this loss of fare revenues as a result of anticipated sales tax growth and potential new ridership.

DISCUSSION

In an effort to generate interest in trying SacRT's new bus network, launching on Sunday, September 8, 2019, Staff is seeking Board approval to grant authority to the General

Approved:

Presented:

Final 08/02/19

General Manager/CEO

Chief Communications Officer

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Manager/CEO to institute up to seven Free Ride days that will include a mix of weekdays and weekend days. The Free Ride days will be chosen in advance, allowing time for promotional efforts to take place.

With the adjustment and/or realignment of almost all SacRT bus routes, offering a Free Ride day with the start of new service will enhance the customer experience, especially if customers are uneasy about the new bus system changes. In addition, offering Free Ride days is a great way to thank current riders for their patronage and encourage future ridership by providing an easy and cost effective way to educate people about sustainable transportation choices. The Free Ride days will be valid on all SacRT fixed-route buses, complementary paratransit service and SmaRT Ride microtransit service. The free rides are not valid for light rail service.

RESOLUTION NO. 19-08-_____

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

August 12, 2019

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO APPROVE UP
TO SEVEN FREE RIDE DAYS TO ENCOURAGE RIDERSHIP OF SACRT'S NEW
BUS NETWORK**

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

THAT, to encourage ridership, the General Manager/CEO is hereby delegated
authority to approve up to seven free ride days only on SacRT's new bus system,
complementary paratransit service and SmarT Ride service.

PATRICK KENNEDY, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary