



# STAFF REPORT

---

**DATE:** December 9, 2019  
**TO:** Sacramento Regional Transit Board of Directors  
**FROM:** Devra Selenis, Chief Communications Officer  
**SUBJ:** SUSPENDING FARES FOR THE MONTH OF JANUARY ON THE NEW AIRPORT BUS ROUTE 142 TO ENCOURAGE RIDERSHIP

## RECOMMENDATION

Adopt the Attached Resolution.

## RESULT OF RECOMMENDED ACTION

Approving free rides for the month of January 2020 to promote SacRT's new airport express service, Route 142, will build awareness and encourage ridership for the service.

## FISCAL IMPACT

The fiscal impact for free rides on Route 142 for the month of January is estimated at approximately \$4,219. The estimate is based on an anticipated 125 boardings per day on the service and SacRT's systemwide average fare of \$1.25 for the 27 days in January that the service will operate.

## DISCUSSION

In an effort to generate interest in SacRT's new airport express bus service, Route 142, launching on Sunday, January 5, 2020, Staff is seeking Board approval to institute free rides for the first month of service. Free rides provide a great opportunity to build awareness and encourage ridership of new service. The free rides will be valid only on SacRT airport bus Route 142 for customers traveling to and from downtown Sacramento to the Sacramento International Airport from Sunday, January 5, 2020 through Friday, January 31, 2020.

RESOLUTION NO. 19-12-0135

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

December 9, 2019

**SUSPENDING FARES FOR THE MONTH OF JANUARY ON THE NEW AIRPORT  
BUS ROUTE 142 TO ENCOURAGE RIDERSHIP**

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

THAT, to promote ridership on the Sacramento Regional Transit District's (SacRT) new Airport Bus Route 142, from January 5, 2020 to January 31, 2020 no person will be charged the otherwise Applicable Fare to ride on Route 142.

\_\_\_\_\_  
PATRICK KENNEDY, Chair

A T T E S T:

HENRY LI, Secretary

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