

**General Manager's Report
June 10, 2019**

SacRT Marketing Campaign

See attached Power Point (Devra Selenis)

Transit Ambassador/Fare Inspection Reorganization

Power Point to Follow **See attached Power Point** (Vincent Beatty)

SacRT MEETING CALENDAR

Regional Transit Board Meeting

July 22, 2019*
California State Library (914 Capitol Mall #500)
12:00 P.M

Quarterly Retirement Board Meeting

June 12, 2019
SacRT Auditorium
9:00 A.M

Mobility Advisory Council Meeting

July 11, 2019
SacRT Auditorium
2:30 P.M.

*Pending Board Approval



SacRT Comprehensive Marketing Update

Monday, June 10, 2019

Bus Stop Sign Open House



Bus Stop Sign Requirements

REQUIREMENTS FOR BUS STOP SIGN DESIGN

- 3 Inch Route Numbers
- 5/8 Inch Destination Names
- Available in 18 and 24 Inches
- Color Contrast
- Reflective



Bus Stop Sign Improvements

NEW BUS STOP SIGN **DESIGN FEATURES**

- ➔ 3 Inch Route Numbers
- ➔ Destination Names
- ➔ Bus Stop Number
- ➔ Contact Information
- ➔ Double Sided



New Bus Stop Sign Design



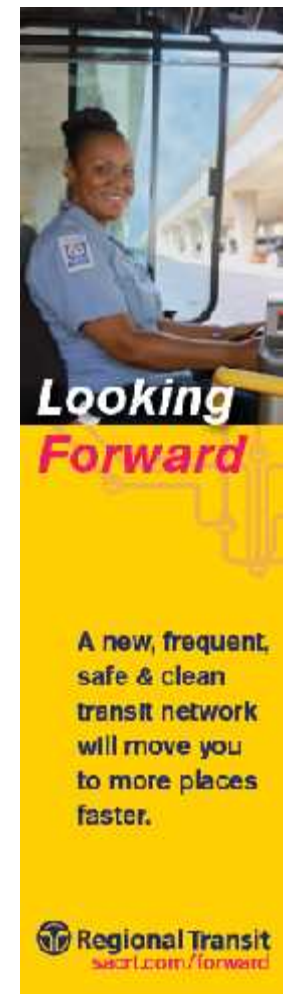
Comprehensive Marketing Campaign



Comprehensive Marketing Campaign



Comprehensive Marketing Campaign



Comprehensive Marketing Campaign



Comprehensive Marketing Campaign



Like Follow Share ...

Regional Transit Published by HideSacRT (7) · May 8 at 3:28 PM · 🌐

The Gold Standard Award is the top recognition TSA can give to a transit agency for achieving top scores during an annual review of 17 categories of security and emergency preparedness elements.

TSA has oversight of 6,800 public transit agencies in the country and only seven achieved scores high enough to receive the most recent Gold Standard Award, with SacRT scoring a 98%.

“WE KEEP SACRT RIDERS SAFE AND SECURE 365 DAYS A YEAR”

The Sacramento Regional Transit District received the national TSA Gold Standard Award for Security, the highest standard of excellence.

SacRT is keeping you safe on the go.



1,902
People Reached

357
Engagements

Post Unavailable

👍❤️ Bianca Mejia, Diane Hollingshead and 38 others · 15 Comments · 5 Shares

Comprehensive Marketing Campaign

- Billboards
- TV
- Radio
- Movie Theater
- Newspaper
- Social Media (paid and owned)
- Videos
- Nextdoor
- Campaign Toolkit
- Sidewalk Advertising
- App Push Notifications
- Service Change Booklets
- Multi-Language Flyers
- A-Frame Signage
- SacRT in Your Neighborhood Forum
- OTT (“over the top” streaming services)

SacRT's Street Team





RTPS Fare Inspection Program Reorganization

Monday, June 10, 2019

Reorganization Purpose

SacRT management and RTPS staff have been carefully reviewing and assessing the transit agent pilot data over the last couple of months to move forward with implementing a new permanent classification that also fulfills SacRT's Customers' First initiative.

Based on that data and feedback from our customers, we will be implementing a new set of transit personnel that will provide a mix of fare inspection and customer service related functions to further enhance the program's benefits to our customers and communities.

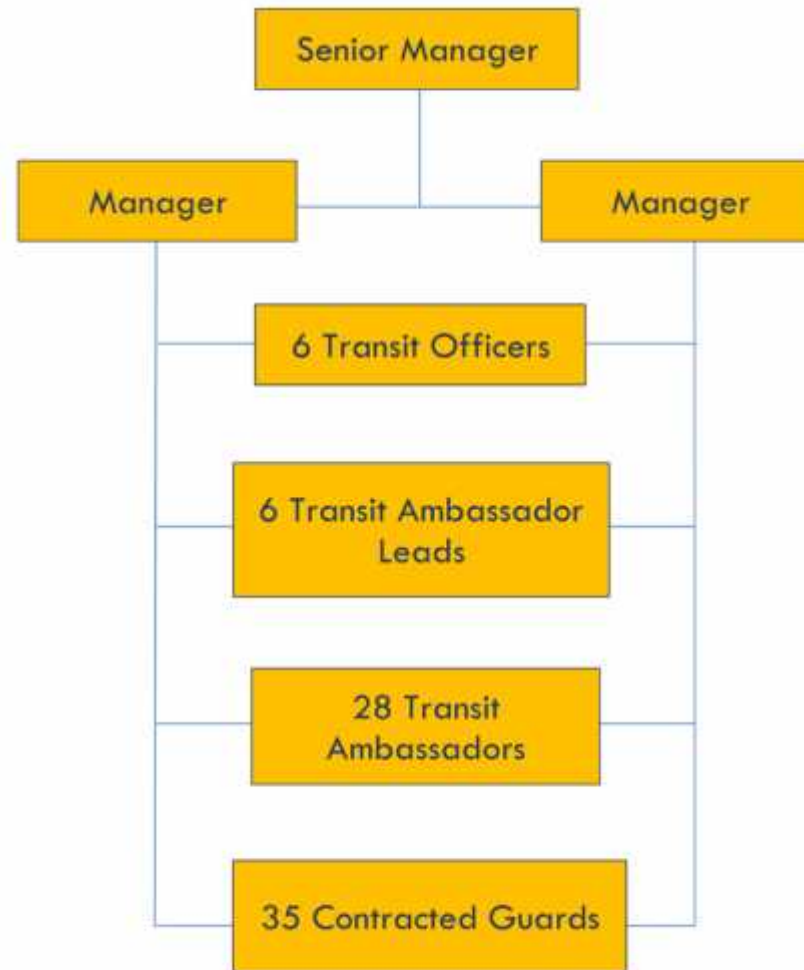


Deployment Plan

- 1 Senior Manager
- 2 Managers
- 28 Transit Ambassadors (TA)
- 6 Transit Ambassador Leads
- 6 Transit Officers (TO)
- 35 Contracted Guards
- AM/PM Peak Trains Covered
- 30 Stations Covered by Guards



New Structure

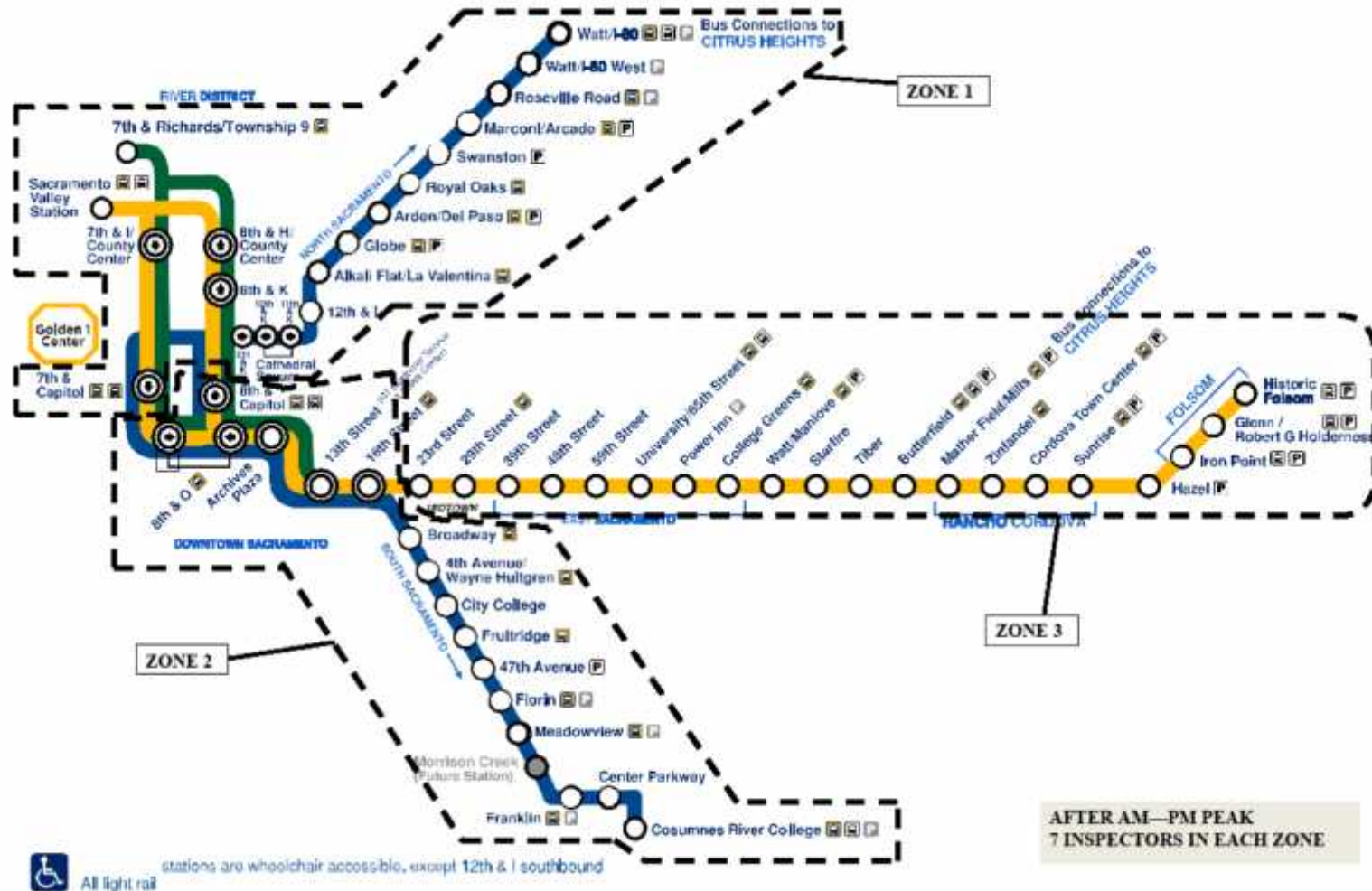


Light Rail Train Coverage

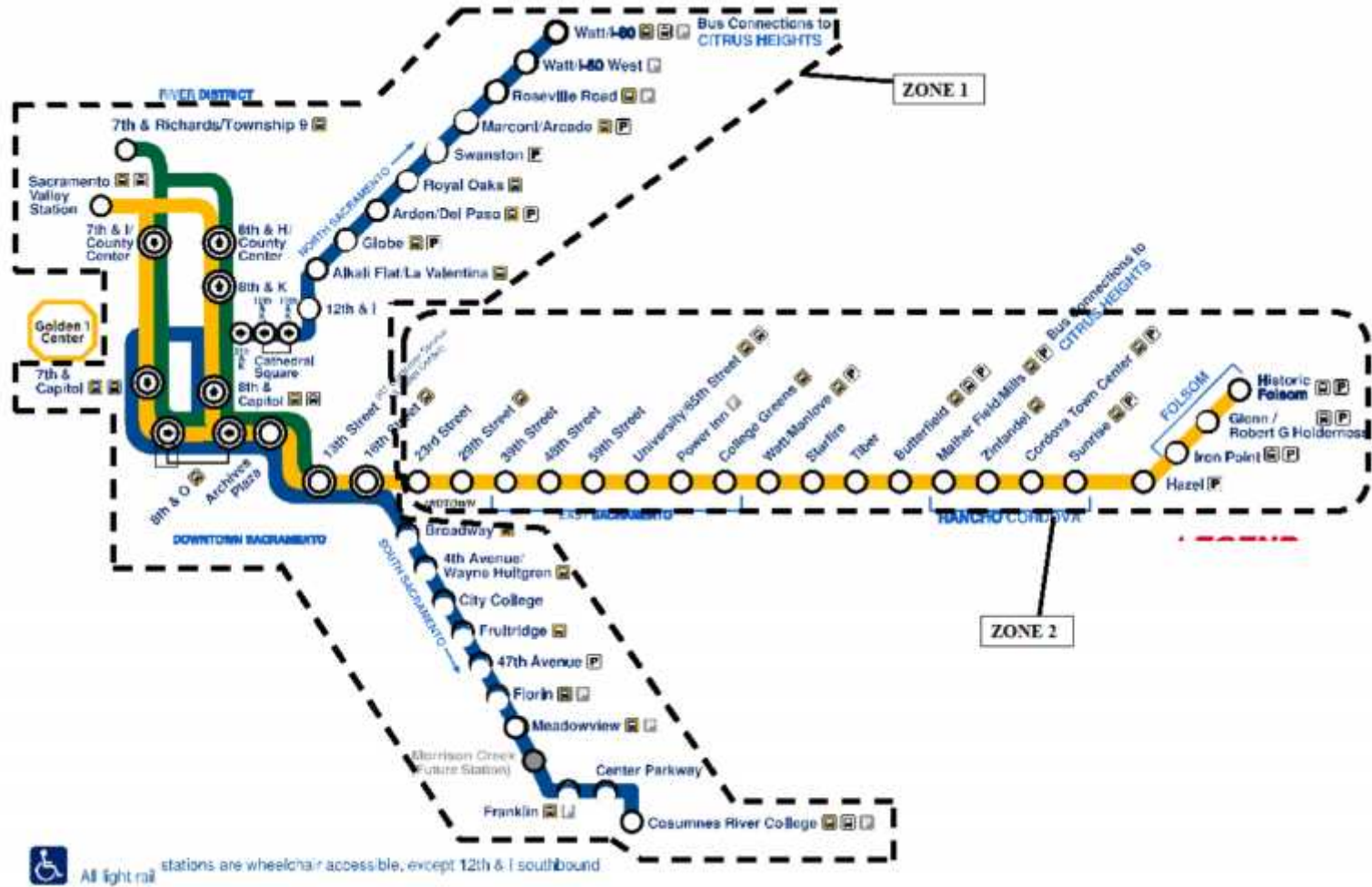
- TAs/TOs on scheduled trains during peak commute periods
- Leads will work in zones
- TAs/TOs will break into zones after peak commute periods
- Move to different train cars every two stations



Weekday Zone Coverage



Weekend Zone Coverage



TA/TO System Benefits

- Excellent customer service
- Visibility
- Train cleanliness
- Fare inspection
- Friendliness
- Helpfulness



Lead TA System Benefits

- Customer service
- Supplement train coverage
- Transit ambassador guidance
- Transit ambassador support
- Notify management of discrepancies
- Accountability



Contracted Guard System Benefits



- Station coverage
- Customer service
- Assist passengers with FVMs
- Station cleanliness
- Supplemental train coverage
- Paid fare zone checks

TA/TO Service Hours

TA/TO Work Schedule (Trains/Zones)

- Shifts Will be 7 Days a Week
- AM Peak 6:00 to 9:00
- PM Peak 3:00 to 6:00
- Weekend Shift 10:00 am to 6:30 pm

Lead TA Work Schedule

- 2 Shifts Monday through Friday
- AM 5:30 to 2:00 (2) Leads
- PM 2:00 to 10:30 (2) Leads
- 1 Shift Saturday/Sunday (2) Leads
- Weekend Shift 10:00 am to 6:30 pm



Contracted Guard Service Hours

Contracted Guard Work Schedule

- 5:30 am to 1:00 am – Depending on station
- Shifts will Be 4/10s or 5/8s
- High traffic stations covered 7 days a week
- 12 guards will supplement light rail train service in zones
- Supplemental guards will work 1 shift
 - Shift hours will be 10:00 am to 6:30 p.m.
- Days off will be Friday/Saturday and Sunday/Monday
 - This will allow for extra coverage on weekends and holidays

System Coverage

Having TAs/TOs work 5/8s allows for maximum coverage during the week while cutting costs for court over time and holiday pay

- Guards will supplement holidays
- Approved time off will be limited (floaters, vacations, etc.). This will also maximize coverage

Meetings and Training



- **RTPS will host monthly team meetings**
- **Weekly to bi-weekly lead meetings**
- **Refresher training annually**
- **Other departments will be invited to meetings and trainings**

Conclusion

- We are looking for energetic, committed and friendly employees
- Focus will be on a more robust customer service approach
- Building a world-class ambassador program to demonstrate that SacRT is safe, clean, and more convenient



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