

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	03/11/19	Open	Information	03/04/19

Subject: SacRT Forward Network, and the Communications and Marketing Plan

ISSUE

To provide a report to the Board on the SacRT Forward Network and the upcoming Communications and Marketing Plan.

RECOMMENDED ACTION

None as a result of this report.

DISCUSSION

Staff will present an update on the SacRT Forward project.

Approved:

Final 03/06/19

General Manager/CEO

Presented:

VP, Planning and Accountability and VP, Communications and Partnerships

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SacRT Forward Update

March 11, 2019 — Agenda Item #5

SacRT Forward

Major Goals Included:

- New Regional Mobility Options
- Develop New Bus Network
- Engage the Public
- Understand Travel Demand Patterns

Public Feedback

Major Common Themes

- More weekend service
- More frequent service
- More late night service
- More places
- 7 day-a-week routes

SacRT Forward Update



SacRT Forward Update

SacRT Forward Highlights

1. Comprehensive Outreach and Marketing Campaign
2. Delay June launch date to September 2019
3. Added four new peak hour service trips for San Juan School District
4. Overall, added 3.5% additional service with \$3 million of SB1 funding

SacRT Forward Update

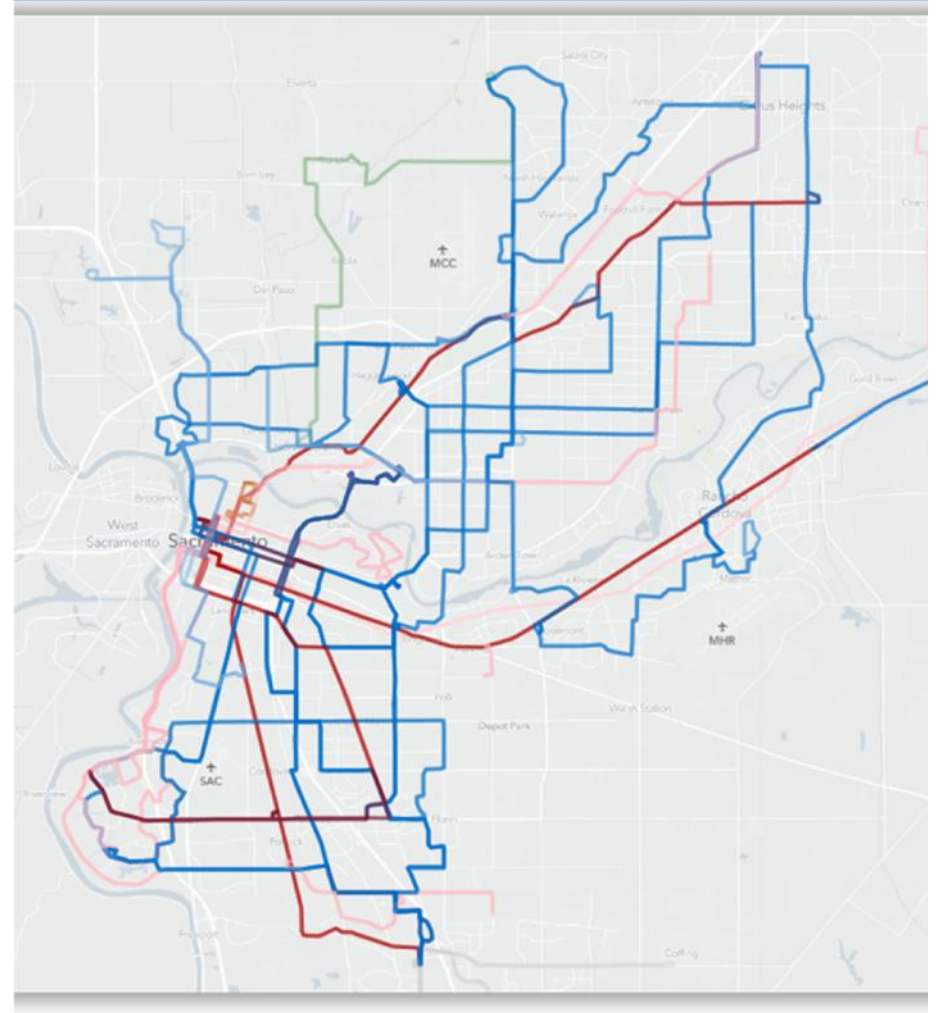
SacRT Forward Highlights (continued)

5. Added additional service to suburban areas
6. Reassess new network and report monthly
7. Evaluate bus stop spacing and consolidate and/or install new stops by September 2019
8. ADA paratransit service grandparenting – no change to existing service

SacRT Forward Update

Future Growth

- Additional frequency and coverage
- Permanent funding for future SmaRT Ride Service



SacRT Forward Update

SacRT = 1/6 Cent Local Funding



San Diego = More Than 1/2 Cent Local Funding



200 Buses

400 Buses

600 Buses

800 Buses

(400% more buses with only 35% more population than SacRT)

Network Design Updates

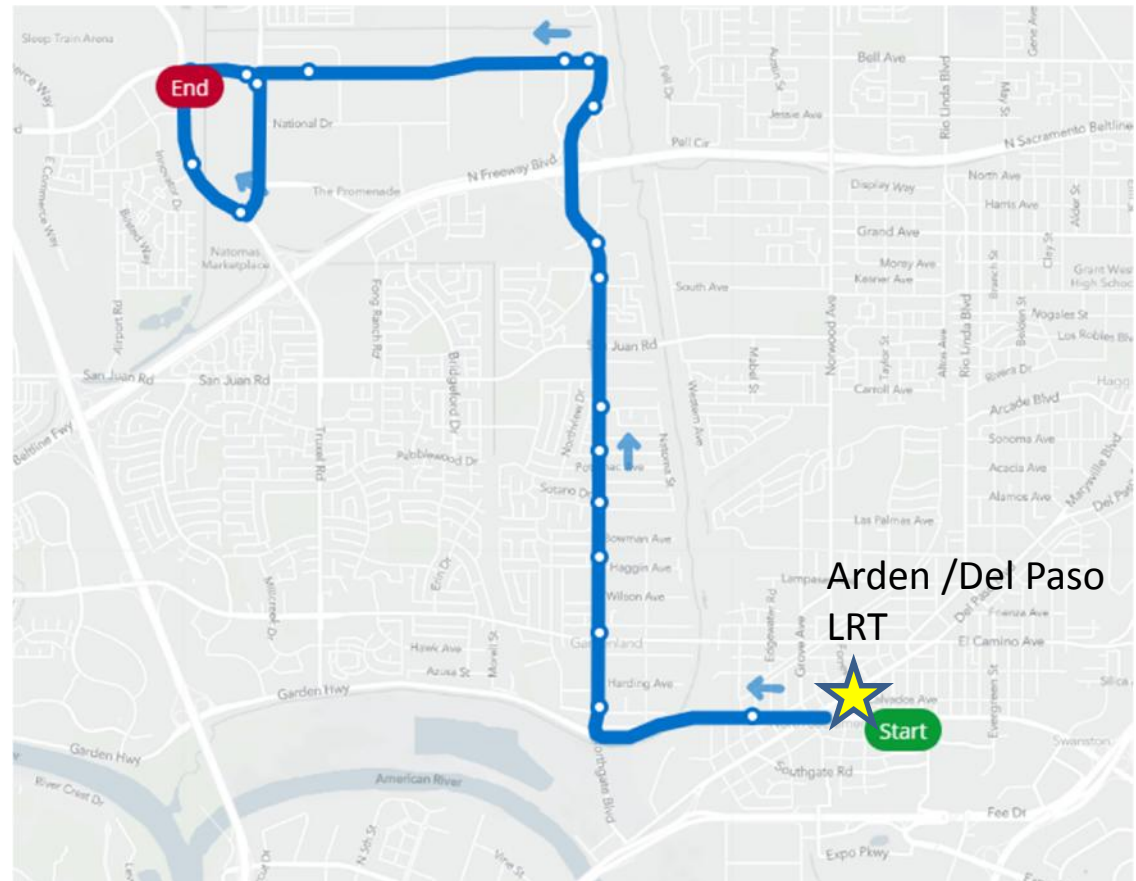
Route Updates

- **Route 2** – added a 6:07pm trip from Downtown
- **Route 6** – added a 6:25pm trip from Downtown
- **Route 13** – In addition to the improved Route 13, Keep 2 AM and 2 PM trips for commuters, rename to route 113 (peak only). Basically, same alignment as Route 13 runs today (stays on North Market)
- **Route 68** – keep existing alignment on 44th St (Fruitridge Community Collaborative)
- **Route 84** – keep on La Riviera 7 days a week
- **Launch planning effort on Sunrise Boulevard Corridor**

Network Design Updates

Route 113

- Peak only trips
 - 6:23am and 7:23am
 - 4:45pm and 5:23pm
- Route will operate on North Market Drive
- Preserves new and improved Route 13
- Cost \$60,000
- Daily Avg = 100 boardings



Network Design Updates

- Four new routes for San Juan Unified School District (SJUSD)
- Staff is working with the District, Parent/Teacher Association, and Safe Routes to School coordinators to identify best routes – Meeting held March 6, 2019
- Accessible transit information and pass sales a key issue for SJUSD

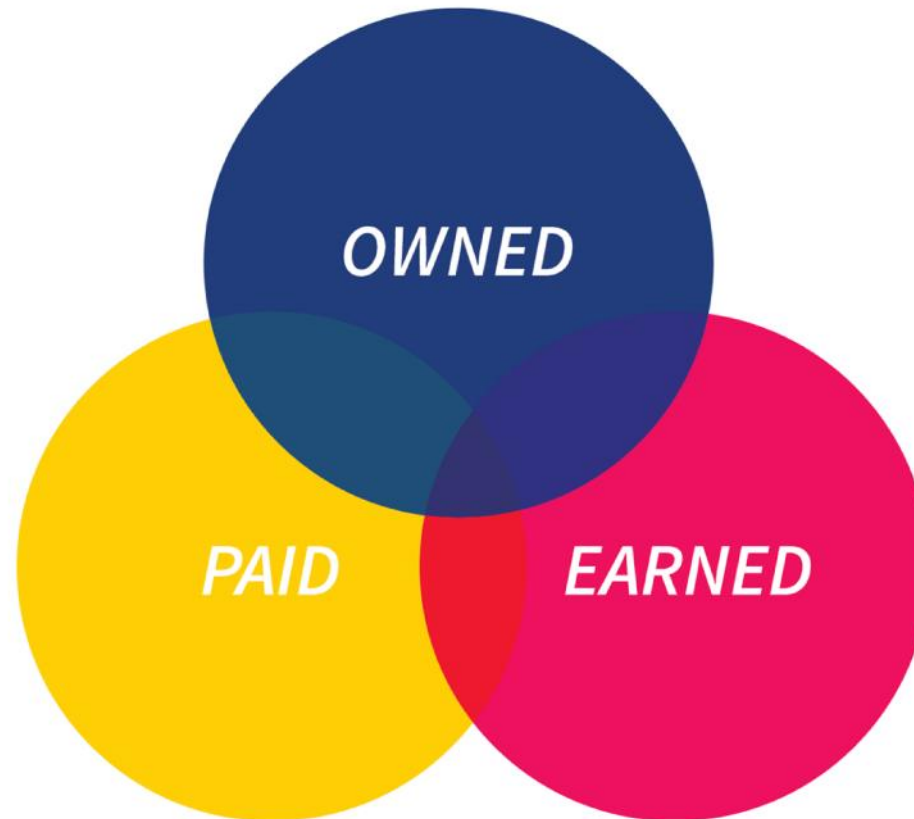
Outreach and Marketing Campaign



Focus on Six Sectors



Campaign Elements



Messaging

Look Forward To ...

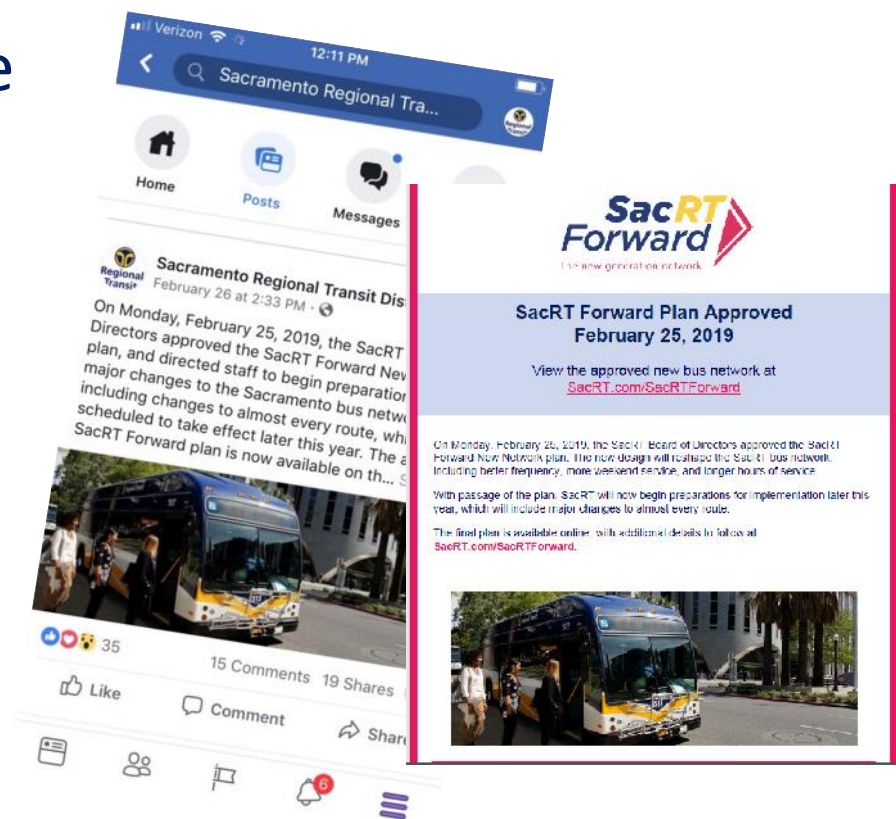
- More Frequent Service
- More Weekend Service
- Longer Service Hours
- More Destinations



Outreach and Marketing Campaign

Phase 1: (February 26 – March 31)

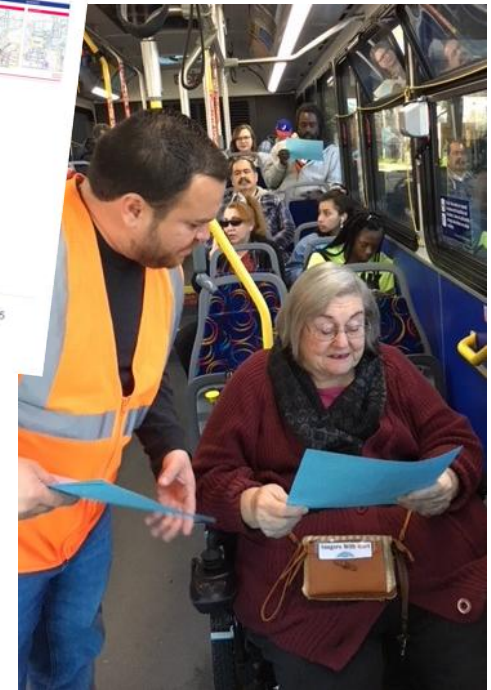
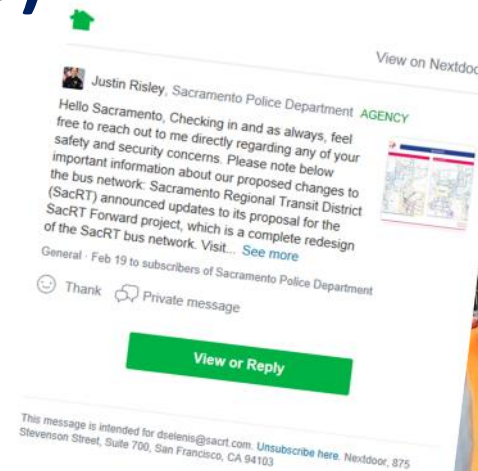
- Bus and Light Rail Signage
- News Release
- Updated Website
- Email Blast
- Social Media
- Flyer Distribution
- GM Chat



Outreach and Marketing Campaign

Phase 2: (April 1 – June 30)

- Everything in Phase 1
- Bus Boardings
- Push Notifications
- Nextdoor Post
- Service Change Booklets
- Distribute Multi-Language Flyers
- A-Frame Signage
- Sidewalk Advertising
- Electronic Station Signage



Outreach and Marketing Campaign

Phase 3: (July 1 – September)

- Everything in Phases 1 & 2
- Travel Training for Persons with Disabilities
- How-to-Ride & Rider Testimonial Videos
- New Pocket Schedules
- New System Map
- Media Engagement
- Paid Advertising
- PA Announcements



Outreach and Marketing Campaign

Phase 4: (Launch of New Service & Beyond)

- Everything in Phases 1, 2 & 3
- “SacRT in Your Neighborhood” Online Forum
- Press Conference
- Direct Mail
- Free Ride Days
- Rider Feedback



**Take a
ride
on us!**

The Sacramento Regional Transit District (RTD) and the North Yuba County Transit Authority encourage you to leave your car at home and try RTD.

Getting downtown has never been easier. Route 11 travels close by your neighborhood and operates every 30 to 60 minutes on weekdays, and now on Saturdays thanks to recently implemented RT service improvements. Once downtown, connect on any easy, who-on-light rail, or another bus route to travel to school, work, shopping or medical appointments.

To get started, simply detach the complimentary pass from this flyer and hand it to the bus operator upon boarding. A Route 11 schedule and map are located on the other side. For trip planning assistance, visit www.sacrt.com and click on the "Online Trip Planner" link, or call one of RTD's knowledgeable Customer Service Representatives at 916-321-BUSS (2877).



New Outreach Concepts

Online Forum “SacRT in Your Neighborhood”



Sidewalk Advertising



SacRT Forward Outreach Bus



Media Engagement

Reporter Ride-A-Longs



News Releases



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FOR IMMEDIATE RELEASE
DATE: February 25, 2019

SacRT Board Approves New Bus Network

SACRAMENTO, CA – The Sacramento Regional Transit District (SacRT) Board of Directors approved a new bus network proposal, which comprehensively redesigns SacRT's bus system.

"We are excited to begin the process of rolling out our new bus network in a few months," said SacRT General Manager (GM) Henry J. "To ensure the success of the new network, SacRT will conduct frequent monitoring of the new bus service to optimize and adjust service where it's needed most."

A draft plan was released for public review on December 10, 2018. Since then, major outreach efforts took place to let riders and stakeholders know about the proposed plan, called SacRT Forward.

Based on the comments received and reviewing ridership and demographic data, staff spent the past few and half months making adjustments to the plan. A revised bus network proposal was released for public review on February 18, 2019, and approved by the SacRT Board of Directors on February 25, 2019. The new service is expected to start in summer 2019.

"We have been actively listening to our riders and the community for the past year and a half to make changes that will best fit their lifestyle and help improve mobility options for the Sacramento region," said SacRT Board Chair and Sacramento County Supervisor Patrick Kimbrey. "Travel will be more convenient, regional mobility options have been expanded and

Press Conference



Questions and Suggestions

