

General Manager's Report September 23, 2019

Board Member Bus Stop Sign Distribution

Presentation

SacRT Forward Update

Oral Presentation by James Boyle

SacRT Employee Appreciation Event Update

Oral Presentation by Devra Selenis

RydeFree SacRT Student Initiative

Oral Presentation by Brent Bernegger

SacRT MEETING CALENDAR

Regional Transit Board Meeting

October 7, 2019*
*(pending Board approval)
SacRT Auditorium
5:30 P.M

Quarterly Retirement Board Meeting

December 11, 2019
SacRT Auditorium
9:00 A.M.

Mobility Advisory Council Meeting

October 15, 2019
SacRT Auditorium
2:30 P.M



SacRT Board of Directors

September 23, 2019

Agenda Item 8

SacRT Forward Launch

Launch Day Preparation:

- Weekly Implementation Meetings
- Command Center Operations
- Street Teams
- Team Leads
- SacRT Staff Volunteers
- Roving Staff
- Staff/Volunteer Training
- Media Events
- Safety, Security, Cleanliness
- “What If” Scenario Planning
- Plan, Prepare, Execute!



SacRT Forward Launch Day

Launch Day Stats:

- 54 Street Team volunteers on the street
- 36 SacRT employees on duty at Command Center/Admin
- 12 extra supervisors on the roads
- Operations personnel
- 5 additional SacRT police on duty
- Extra facilities staff



SacRT Forward Launch Day



Monday, September 9, 4:36 AM
First Pull Out



Monday, September 9, 5:30 AM
Press Conference

SacRT Forward Launch Day



SacRT Forward Launch Day



SacRT Forward Launch Day



SacRT Forward Campaign Highlights

- Street Team interacted with nearly **16,500 riders** before launch day!
- The SacRT Forward website was **visited 76,500 times!**
- Last week, we **reached over 62,000 people** on social media!
- The billboard mobile ads **reached nearly 1.5 million people!**
- The paid digital and social campaign **reached over 1 million people** and had **nearly 10,000 ad clicks!**
- TV media coverage: **Over 100 features** reaching 1 million households





Where we stand...

By 9/27 Staff will have distributed Ryde Free RT stickers and cards to **9 public school districts** and over **25 private and charter school associations** representing more than **300 schools** and over **200,000 students**.

Additionally, SacRT reached an agreement with the Sacramento County Public Library Authority allowing **all 22 public libraries** within our service area to **distribute stickers** to students as well.

Students may also visit **SacRT's Customer Service Sales Center** to pick up a Ryde Free RT Sticker and Ryde Free RT Card if needed.

Support from the Community

- Sacramento City Unified School District
- Twin Rivers Unified School District
- Elk Grove Unified School District
- Natomas Unified School District
- Center Unified School District
- Robla Unified School District
- Sacramento County Office of Education
- Sacramento Public Library Authority
- Aldar Academy
- Brookfield Charter School
- Christo Rey High School
- Language Academy of Sacramento
- Mustard Seed School
- Natomas Charter Schools
- Northern California Prep School
- Pacific Charter Schools
- Sacramento Country Day School
- St. Hope Charter Schools
- St John Vianney School
- Trinity Christian Schools
- Valley Christian Schools
- And many more daily...

**Fare-free
for
youth**

RYDE

All day,    **FREE RT** 

RYDEFreeRT.com



Next Steps

- Continue distribution of Ryde Free RT fare media
- Marketing/Outreach campaign
 - Press conference 10/1 at McClatchy High School
 - Staff volunteers at key school sites during the week of 9/30
- Measure results