



# STAFF REPORT

**DATE:** March 9, 2020  
**TO:** Sacramento Regional Transit Board of Directors  
**FROM:** Devra Selenis, Chief Communications Officer  
**SUBJ:** DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO AUTHORIZE UP TO 10 FREE RIDE DAYS ON BUS AND LIGHT RAIL TO ENCOURAGE RIDERSHIP

RECOMMENDATION

Adopt the Attached Resolution.

RESULT OF RECOMMENDED ACTION

Giving the General Manager/CEO authority to approve up to 10 system-wide “Free Ride” days during calendar year 2020 will build awareness and encourage ridership of SacRT’s fixed-route and microtransit mobility services in the Sacramento region.

FISCAL IMPACT

Staff analysis of the fiscal impact for 10 Free Ride days is estimated to cost approximately \$404,556. The breakdown is shown below:

<b>Days of the Week</b>	<b>Daily Fare Revenue Impact</b>	<b>Maximum Number of Days</b>	<b>Total</b>
<u>SacRT Fixed-Route Bus/ Light Rail/SmaRT Ride</u>			
Weekday (Mon-Fri)	\$45,000	6	\$270,000
Saturday	\$25,000	2	\$ 50,000
Sunday	\$25,000	2	\$ 50,000
<u>Complementary ADA Paratransit Service</u>			
Weekday (Mon-Fri)	\$ 4,444	6	\$ 26,664
Saturday	\$ 1,973	2	\$ 3,946
Sunday	\$ 1,983	2	\$ 3,946
<b>TOTAL:</b>		<b>10</b>	<b>\$404,556</b>

The estimated reduction in fare revenue was not included in the FY 2019-2020 budget. OMB staff is in the process of creating the draft FY 2020-2021 budget and will incorporate this fare reduction into revenue estimates for that fiscal year if approved. The actual impact on each fiscal year will be dependent upon how the free ride days are distributed.

## DISCUSSION

In an effort to generate public awareness and ridership for SacRT, staff is seeking Board approval to grant authority to the General Manager/CEO to institute up to 10 Free Ride days in calendar year 2020 that will include a mix of weekdays and weekend days. The Free Ride days will be selected in advance and tied with a major occurrence, such as Veterans Day, Rider Appreciation, Clean Air Day and Election Day, allowing time for promotional opportunity and leveraging partnerships to generate the most impact. The Free Ride days will be valid system-wide on all SacRT fixed-route buses, complementary paratransit service, SmaRT Ride microtransit and light rail services.

RESOLUTION NO. 20-03-0011

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

March 9, 2020

**DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO AUTHORIZE  
UP TO 10 FREE RIDE DAYS ON BUS AND LIGHT RAIL TO ENCOURAGE  
RIDERSHIP**

NOW, THEREFORE, 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 ten free ride days on SacRT's bus system, complementary paratransit service, Smart Ride service and light rail service.

\_\_\_\_\_  
STEVE HANSEN, Chair

A T T E S T:

HENRY LI, Secretary

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