



STAFF REPORT

DATE: May 24, 2021
TO: Sacramento Regional Transit Board of Directors
FROM: Henry Li, General Manager/CEO
SUBJ: GENERAL MANAGER'S REPORT

RECOMMENDATION

No Recommendation — For Information Only.

Major Project Updates

- Return to Ridership (Presentation by Devra Selenis)

SacRT Meeting Calendar

Regional Transit Board Meeting

June 14, 2021
SacRT Auditorium / Webconference
5:30 P.M

Quarterly Retirement Board Meeting

June 9, 2021
SacRT Auditorium / Webconference
9:00 A.M.

Mobility Advisory Council Meeting

June 6, 2021
SacRT Auditorium / Webconference
2:30 P.M.



Return to Ridership



MONDAY
May 24, 2021

2020 Ridership Campaigns



Causeway Connection

Connecting the cities of Sacramento and Davis

SacRT GO

ADA and Non-ADA Paratransit Services

Wi-Fi Bus

Free Super Hotspots
Distance Learning,
Telework & Telehealth

RydeFreeRT

Fare-Free for Youth
Year 2
Grades TK – 12th

SmaRT Ride Campaign Results

**THREE SMART RIDE ZONES
HAVE EXPANDED!**

**ARDEN-CARMICHAEL, FOLSOM AND
NATOMAS-NORTH SACRAMENTO**



Download
the SacRT
SmaRT Ride
App today!



13 News
Media Stories
↓
257,000
Impressions

Social Media
↓
32,000
Impressions

Paid Ads
↓
1 million
Impressions

Push
Notifications
↓
2,000 views, 65%
click throughs

Website
↓
8,400 Unique
Page Views

Coming Soon – 2021 Campaigns



Elk Grove Service

July 1, annex transit services into SacRT:
New Smart Ride Zone
RydeFreeRT Eligible

College Pass Programs

Los Rios Community College and Sacramento State

Airport Express

Bus Route 142
Downtown to Sacramento International Airport

Commuter Route

Bus Route 124
Service Between Orangevale and Rancho Cordova

Fare-Free Campaigns



Vaccine Centers

To and from vaccine locations through July 31

Now Hiring

Connect job seekers with job opportunities Wednesdays through July 16

Al Fresco Dining

Travel to favorite dining establishments May 30

FixSac99

Congestion relief during Highway 99 closure June 12 through June 15

SackT is Ready GET ON BOARD



Try Transit



CLEAN

+



SAFE

+



CONVENIENT