



STAFF REPORT

DATE: August 23, 2021
TO: Sacramento Regional Transit Board of Directors
FROM: Devra Selenis, VP, Communications and Partnerships
SUBJ: SUSPENDING FARES FOR ONE WEEK ON THE AIRPORT EXPRESS BUS ROUTE 142 TO ENCOURAGE RIDERSHIP

RECOMMENDATION

Adopt the Attached Resolution.

RESULT OF RECOMMENDED ACTION

Approving free rides for one week, from Sunday, August 29 through Saturday, September 4, 2021, on the Airport Express Route 142, will help raise awareness of the route and encourage ridership on the relaunched service.

FISCAL IMPACT

The fiscal impact for free rides on Route 142 for one week (7 days) is estimated at approximately \$1,036. The estimate is conservatively based on 100 rides per day on the Airport Express and SacRT's systemwide average fare of \$1.48 per ride for the seven-day period of the promotion (700 rides x \$1.48). This potential reduction represents less than 0.01% of the total \$11,847,000 of fare revenue budgeted for FY 2021-2022.

DISCUSSION

In January 2020, the Airport Express bus service was launched. Unfortunately, two months later, the COVID-19 pandemic caused a dramatic impact on travel and ridership. As a result, SacRT temporarily suspended the Airport Express Route 142 in April 2020.

With transit ridership starting to increase and travel nearing pre-pandemic levels, SacRT will be relaunching the Airport Express bus service on Sunday, August 29, 2021. To regenerate interest in the Airport Express service, Staff is seeking Board approval to institute free rides for the first week of the re-launched service. The free rides will only be valid on SacRT's Airport Express Route 142 for customers traveling between downtown Sacramento and the Sacramento International Airport from Sunday, August 29 through Saturday, September 4, 2021.

RESOLUTION NO. 21-08-0096

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

August 23, 2021

**SUSPENDING FARES FOR ONE WEEK ON THE AIRPORT EXPRESS BUS ROUTE
142 TO ENCOURAGE RIDERSHIP**

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, to promote ridership on the Sacramento Regional Transit District's (SacRT) relaunched Airport Express bus service, from Sunday, August 29 through Saturday, September 4, 2021, no person will be charged the otherwise Applicable Fare to ride on Route 142.

STEVE MILLER, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Tabetha Smith, Assistant Secretary