



STAFF REPORT

DATE: June 14, 2021

TO: Sacramento Regional Transit Board of Directors

FROM: Devra Selenis, VP, Communications and Partnerships

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

Approving this action will grant the General Manager/CEO authority to approve up to 10 system-wide “Free Ride” days during calendar year 2021, which will build awareness and encourage ridership of SacRT’s fixed-route, paratransit 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 \$161,834. The breakdown is shown below:

Days of the Week	Daily Fare Revenue Impact	Maximum Number of Days	Total
<u>SacRT Fixed-Route Bus/ Light Rail/SmaRT Ride</u>			
Weekday (Mon-Fri)	\$18,000	6	\$108,000
Saturday	\$10,000	2	\$ 20,000
Sunday	\$10,000	2	\$ 20,000
<u>SacRT GO Paratransit Service</u>			
Weekday (Mon-Fri)	\$ 1,778	6	\$ 10,668
Saturday	\$ 790	2	\$ 1,580
Sunday	\$ 793	2	\$ 1,586
TOTAL:		10	\$161,834

The estimated reduction in fare revenue is not included in the FY 2020-2021 budget or in the FY 2021-2022 Budget presented for approval tonight. Office of Management and Budget staff will submit budget amendments to the Board for approval at a later date if modifications to the budget are necessary to fund the free ride days. The actual impact on each fiscal year will depend upon how the free ride days are distributed.

DISCUSSION

In an effort to generate public awareness and ridership for SacRT, staff is requesting that the Board authorize the General Manager/CEO to declare up to 10 Free Ride days in calendar year 2021 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 a holiday, rider appreciation, action that benefits the Sacramento region (e.g., Clean Air Day or 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. 21-06-0065

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

June 14, 2021

**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 authorized to approve up to 10 free ride days in calendar year 2021 on SacRT's bus system, SacRT GO paratransit service, SmaRT Ride service and light rail service.

STEVE MILLER, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Tabetha Smith, Assistant Secretary