



STAFF REPORT

DATE: September 27, 2021
TO: Sacramento Regional Transit Board of Directors
FROM: Brent Bernegger, VP, Finance/CFO
SUBJ: CONDITIONALLY SUSPENDING FARES IN THE NATOMAS-NORTH SACRAMENTO SMART RIDE ZONE FOR OCTOBER 2021 AND APPROVING FARE SUBSIDY AGREEMENT WITH NORTH NATOMAS JIBE

RECOMMENDATION

Adopt the Attached Resolutions.

RESULT OF RECOMMENDED ACTION

Adoption of the recommended action will result in the suspension of fares on SacRT SmaRT Ride service within the Natomas-North Sacramento zone during the month of October 2021 contingent upon execution of a fare subsidy agreement with North Natomas Jibe (Jibe).

FISCAL IMPACT

There is no anticipated SacRT fiscal impact from the proposed action because Jibe will pay fares for all riders, up to \$5,000, for the month of October 2021 within the SmaRT Ride Natomas-North Sacramento zone. Staff does not anticipate that the lost fare revenue for free rides will exceed this amount.

DISCUSSION

SacRT and Jibe staff recently entered into discussions regarding promotional opportunities for SacRT services operated within the Natomas-North Sacramento SmaRT Ride area during the upcoming Clean Air Month (October 2021). Jibe receives community funds to promote mobility within its service area and expressed a desire to use those funds to subsidize fares for riders on SacRT's SmaRT Ride service (Natomas-North Sacramento zone only).

Jibe is willing to sponsor fares up to \$5,000 during the month of October at a rate of \$2.50 per passenger trip. This not-to-exceed amount is significantly higher than the revenue collected by SacRT within this zone in a typical month. Staff is confident that the fare reimbursement offered by Jibe will cover fare revenue that would have been collected, even with a likely increase in ridership due to the offering. Therefore, Staff is

recommending that the Board approve a temporary suspension of fares on SmaRT Ride in the Natomas-North Sacramento zone during the month of October 2021, contingent upon executing a fare subsidy agreement with Jibe.

RESOLUTION NO. 21-09-0111

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

September 27, 2021

CONDITIONALLY SUSPENDING FARES IN THE NATOMAS-NORTH SACRAMENTO SMART RIDE ZONE FOR OCTOBER 2021

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

THAT, to promote ridership on SmaRT Ride service within the Natomas-North Sacramento zone during Clean Air Month, from Friday October 1, 2021 through Friday October 29, 2021, no person will be charged the otherwise Applicable Fare to ride SacRT's demand-response SmaRT Ride service within the Natomas-North Sacramento Zone, contingent upon executing a fare subsidy agreement with North Natomas Jibe to compensate SacRT for lost fare revenue.

STEVE MILLER, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Tabetha Smith, Assistant Secretary

RESOLUTION NO. 21-09-0112

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

September 27, 2021

APPROVING THE FARE SUBSIDY AGREEMENT FOR NATOMAS-NORTH SACRAMENTO SMART RIDE SERVICE WITH NORTH NATOMAS JIBE

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

THAT, the Fare Subsidy Agreement for Natomas-North Sacramento Smart Ride Service between the Sacramento Regional Transit District, therein "SacRT," and North Natomas Jibe Walk Bike Bus, therein "Jibe," whereby SacRT agrees to temporarily suspend fares on Smart Ride service within the Natomas-North Sacramento zone in October 2021 and Jibe agrees to pay SacRT the amount of \$2.50 per ride, up to a maximum of \$5,000, is hereby approved.

STEVE MILLER, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Tabetha Smith, Assistant Secretary