

## **STAFF REPORT**

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**DATE:** November 14, 2022  
**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**

Oral Report

### **SacRT Meeting Calendar**

#### **Regional Transit Board Meeting**

December 12, 2022  
SacRT Auditorium / Webconference  
5:30 P.M

#### **Quarterly Retirement Board**

Meeting December 14, 2022  
SacRT Auditorium / Webconference  
9:00 A.M

#### **Mobility Advisory Council**

Meeting December 1, 2022  
SacRT Auditorium / Webconference  
2:30 P.M

### **SacRT Holiday Bus**

SacRT will continue its annual holiday tradition by offering free rides on the SacRT Holiday bus beginning Thursday, December 1, 2022, through Monday, January 2, 2023. The decorated 40-foot bus will travel on various routes throughout the region.

Passengers will have the opportunity to deposit a donation in the farebox (cash or check accepted) or scan the on-board QR code to donate. This year's donations benefit the Front Street Animal Shelter in Sacramento.

Learn more at [sacrt.com/holidaybus](https://sacrt.com/holidaybus).

## **SacRT is Hiring**

The Sacramento Regional Transit District (SacRT) is holding two in-person hiring events on Tuesday, December 6, 2022, and Tuesday, December 13, 2022, for all open SacRT positions.

For driver positions, we offer paid training and will help you get your Commercial Driver License. Plus, SacRT is offering \$2,000 sign-on bonuses and excellent benefits.

### **WHEN:**

Tuesday, December 6, 2022  
2 p.m. – 7 p.m.

Tuesday, December 13, 2022  
10 a.m. – 3 p.m.

### **WHERE:**

SacRT Administrative Building, Auditorium  
1400 29th Street Sacramento, CA

Apply today online at [sacrt.com/careers](https://sacrt.com/careers).

## **SacRT Seeking Input on New Brand Identity and Logo**

SacRT is developing a new brand identity and logo as part of our long-term marketing strategy. The goal of the project is to modernize SacRT's brand and increase our visibility by helping our riders and community members better identify our vehicles and all the services we provide through consistent imagery. This is especially important as we prepare to receive delivery of our modern new low-floor light rail trains later this year. To ensure any costs associated with the project stay low, we will take a phased "as needed" approach to implementation.

During the course of the project, which is expected to take place through mid-2023, the SacRT communications team will continue to be actively engaged with riders and community members. We encourage you to check this project web page frequently to track development and receive general project updates.

In September, SacRT received rider and community feedback on the brand perception and knowledge of SacRT through the first public survey. SacRT is back out this November with a second survey to get feedback on updated brand concepts. Check our website for updates!

## **Board Follow-up**

Following the October 24<sup>th</sup> Board meeting, SacRT staff has followed-up on the questions raised during the meeting:

Customer services staff has reached out to Mr. Nick Bryant regarding his concerns with the Connect Card and the conditions at Watt I/80 and the Louis Orlando Transfer Center.

SacRT Deputy General Manager Shelly Valenton called Mr. Glenn Mandelkern regarding his questions about SacRT's organizational structure that will further improve SacRT's operational efficiencies and also explained that to ensure Brown Act compliance, staff is unable to provide detailed answers to questions during the public comment part of board meetings

Customer Service staff has reached out to Mr. Jeffrey Tardaguila regarding his comments and report outs of Closed Session items.

Staff also attended a community meeting on November 2<sup>nd</sup> focused on the Broadway corridor.

# SacRT GM Update





# 65<sup>th</sup> Street Transit Oriented Development



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LOCAL

### 'Hub of a city.' Large apartment building opens in Sacramento neighborhood in transition

BY RYAN LILLIS  
UPDATED NOVEMBER 03, 2022 2:42 PM

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NOWCAST Noon News

MENU **KCRA 3**

### Wexler apartment complex offering Sacramento student housing has ribbon-cutting

Share [f](#) [t](#) [s](#)

KCRA 3 Updated: 1:06 PM PDT Nov 2, 2022





# Congressman Bera Ride-A-Long





# Golden Harvest Festival and Parade



**DRIVE**

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Election Day, November 8, 2022

Let SacRT Drive You to Vote!

**SYSTEM-WIDE  
FREE RIDES**

Sacramento



Regional  
Transit

SACRAMENTO  
COUNTY



# Safe Parking Update

MAYOR'S OFFICE of  
**CIVIC ENGAGEMENT**  
CITY OF SACRAMENTO



OCT  
24

**Sacramento poised to make \$35 million investment  
in affordable housing**

BREAKING NEWS, GETTING PEOPLE OFF THE STREET, HELPING ALL PEOPLE THRIVE, KEEPING PEOPLE HOUSED

SACRAMENTO  
BUSINESS JOURNAL

**City Council signals shift in homelessness strategy with  
approval of \$35 million for affordable housing**

# SacRT Holiday Bus

## Ride FREE on the SacRT Holiday Bus



Ride free between December 1, 2022 and January 2, 2023.

