



STAFF REPORT

DATE: April 8, 2024
TO: Sacramento Regional Transit Board of Directors
FROM: Shelly Valenton, Deputy General Manager/CEO
SUBJ: PRESENTATION ON ONGOING PROJECTS AND INITIATIVES

RECOMMENDATION

No Recommendation - For Information Only.

DISCUSSION

Presentation to provide updates on Sacramento Regional Transit District's ongoing projects and initiatives.

- a. Brief update on projects that were presented at recent Board meetings
 - i. Re-Imagine Watt I-80 Transit Center Master Plan Update (L. Ham)
 - ii. Fleet Optimization and Efficiency (L. Ham)
 - iii. Fare Free Analysis and Super Senior Pass (J. Johnson)
 - iv. Leveraging Technology to Enhance the Customer Experience (D. Selenis)
 - v. Low-Floor Train Public Outreach (D. Selenis)
 - vi. Community Advocate Recognition Program (D. Selenis)
 - vii. School Partnerships to Promote RydeFreeRT (D. Selenis)
 - viii. Safety and Security Incidents Monitoring and Prevention (L. Hinz)
 - ix. Social Equity Program (L. Hinz)
 - x. Mystery Rider Program (L. Hinz)
- b. Employee Satisfaction Survey Results (S. Valenton)

Update on Ongoing Projects and Initiatives

April 8, 2024

Shelly Valenton, Deputy General Manager/CEO

Laura Ham, VP of Planning, Grants and Procurement

Jason Johnson, VP of Finance/CFO

Devra Selenis, VP of Communications and Partnerships

Lisa Hinz, VP of Security, Safety, and Customer Satisfaction

New initiatives to be implemented:

- Community advocate recognition program
- Bring back the secret shopper program
- Partnerships with schools and potential school advocates to further increase student ridership

Improved communication on ongoing initiatives/concerns:

- Reimagine Watt/I-80 project status
- Low Floor light rail train concerns and public outreach
- Expand messaging/communication when there are trip cancelations during peak hours

Report on suggestions that are already being implemented:

- Leveraging technology (consolidated app, etc.)
- Homelessness and social equity program

Response to questions / analysis of potential initiatives suggested:

- Fare free program analysis
- Analysis on bus efficiency and use of smaller buses for low ridership routes
- Analysis re challenges with a “horizontal region” (TOD/Green Means Go presentation)
- Next route optimization study
- Response to customer feedback

Discussion Topics (Review)

July Meeting:

- Community advocate recognition program
- Reimagine Watt/I-80 project status
- Low Floor Light Rail Train concerns and public outreach
- Social Equity Program

August Meeting:

- FY 2023 Strategic Plan Annual KPI Results
- Mystery rider program

September Meeting:

- Fare free program analysis
- Leveraging technology to enhance the customer experience
- Safety incidents monitoring and prevention

October Meeting:

- Bus efficiency and use of smaller cutaways

November Meeting:

- Community advocate recognition

Future Meeting:

- School partnerships to promote RydeFree RT

Discussion Topics (Review)

Re-Imagine Watt-I80 Transit Center Master Plan Update

Fleet Optimization and Efficiency Use of Smaller Buses on Fixed Route



RE-IMAGINE
WATT/I-80

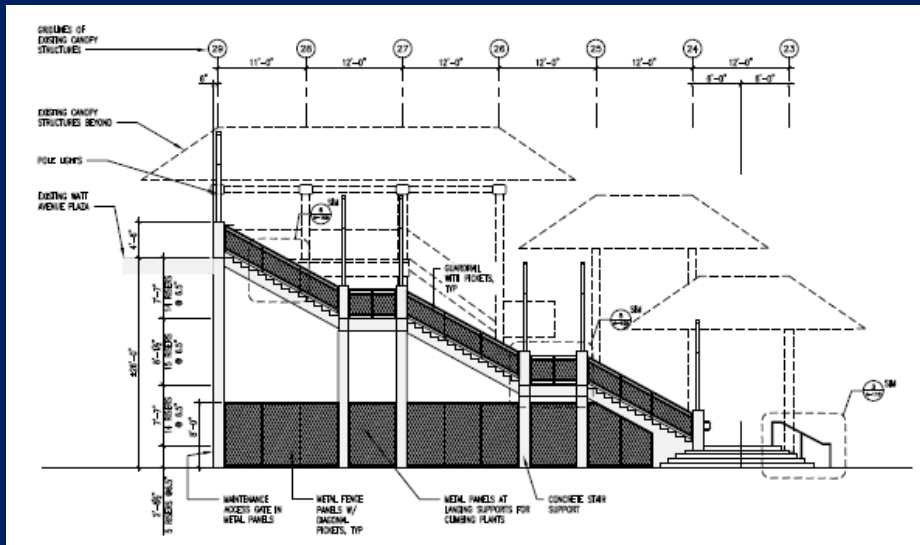
Laura Ham, VP of Planning, Grants and Procurement



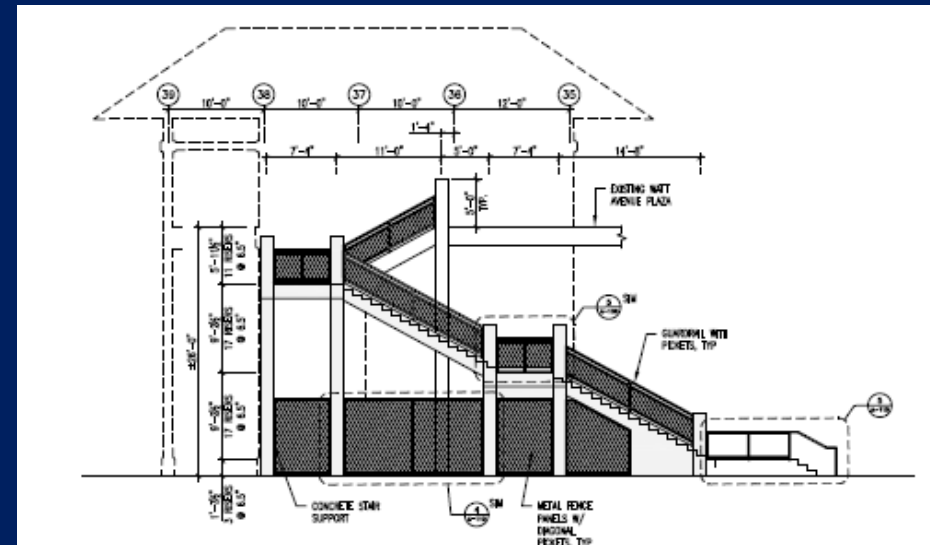
Project Highlights New Station

driven by community input

- New redesigned stairwells to be more open and accessible
- Increased lighting
- Removing and restricting access to hiding places
- Enhance pedestrian, bicycle and drop-off vehicle access, as well as user-friendliness and comfort
- \$19.3M in construction



West Stairwell



East Stairwell

Fleet Optimization and Efficiency – Comprehensive Operational Analysis – Next Steps



Conduct
Comprehensive
Operational Analysis
(COA) in 2024



Update service
performance
standards



Address zero
emission transition



Evaluate market
availability for zero-
emission vehicles in
various sizes



Explore use of modern low-floor
small buses on certain
routes/services





Fare Free Analysis

Jason Johnson, VP of Finance/CFO

Summary of Analysis

Safety/Security

- Peer agencies have reported a need for significant additions to safety/security staffing during fare free pilot programs

Service Reliability

- Increased demand on ADA paratransit services could present legal issues for SacRT if we are unable to provide enough service to meet demand
- Increased demand on fixed route services may lead to service reliability issues as vehicles will have less downtime for preventative maintenance work

Cleanliness

- Increased demand on services will put extra strain on staff to maintain cleanliness standards

Funding Shortfall

- No permanent funding source to cover lost revenues and operating expenditure increases
- Increased capital expenditures will compete with other projects for funding

Next Step: Super Senior Pass Program



Leveraging Technology to Enhance the Customer Experience

Low-Floor Train Public Outreach

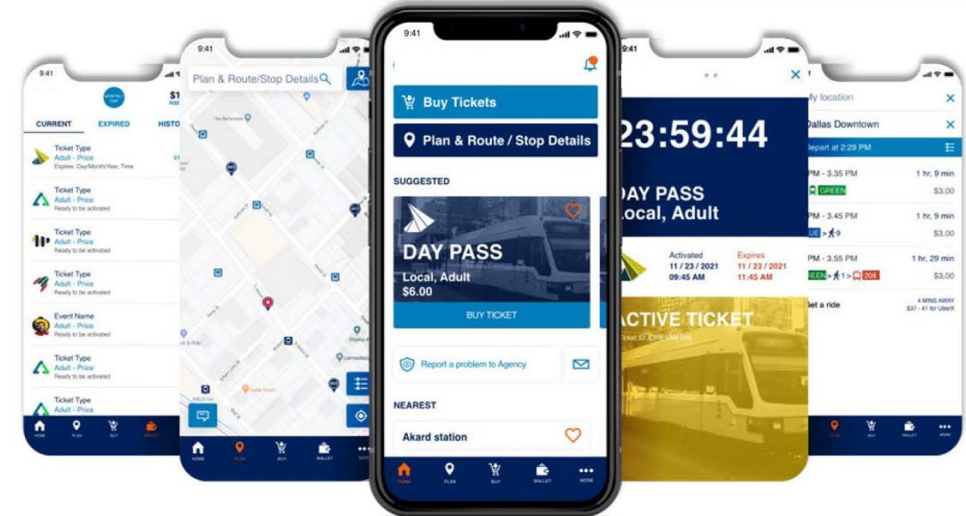
Community Transit Champion Recognition

School Partnerships to Promote RydeFreeRT

Devra Selenis, VP of Communications & Partnerships

Technology Projects:

- Website
- Light Rail Announcement System
 - Audio/Speakers
 - Digital Displays
- Mobile App Consolidation
 - Mobile Ticketing
 - Safety & Security Reporting
 - Multi-Modal Trip Planning



Leveraging Technology

Communication Channels:

- Dedicated Web Page
- Video Series
- Online Virtual Tour of Low-Floor Train
- Banners on Mini-High Ramps
- Station Signage
- Digital Messages & Audio Announcements
- Print & Digital Materials
- Digital Toolkit for Partners
- Community Events

ATTENTION



Mini-High Ramp Users

New boarding procedure effective summer 2024 for new low-floor trains.

ATTENTION

Gold Line & Green Line

ALL riders will board at the platform level (summer 2024).

Blue Line

Riders with disabilities will continue to use the access ramp.



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LEARN MORE
sacrt.com/newtrains
or call 916-321-BUSS (2877)



Low-Floor Light Rail Train Public Outreach



LIGHT RAIL MODERNIZATION



Left to right: Rick Hodgkins and David Von Aspern

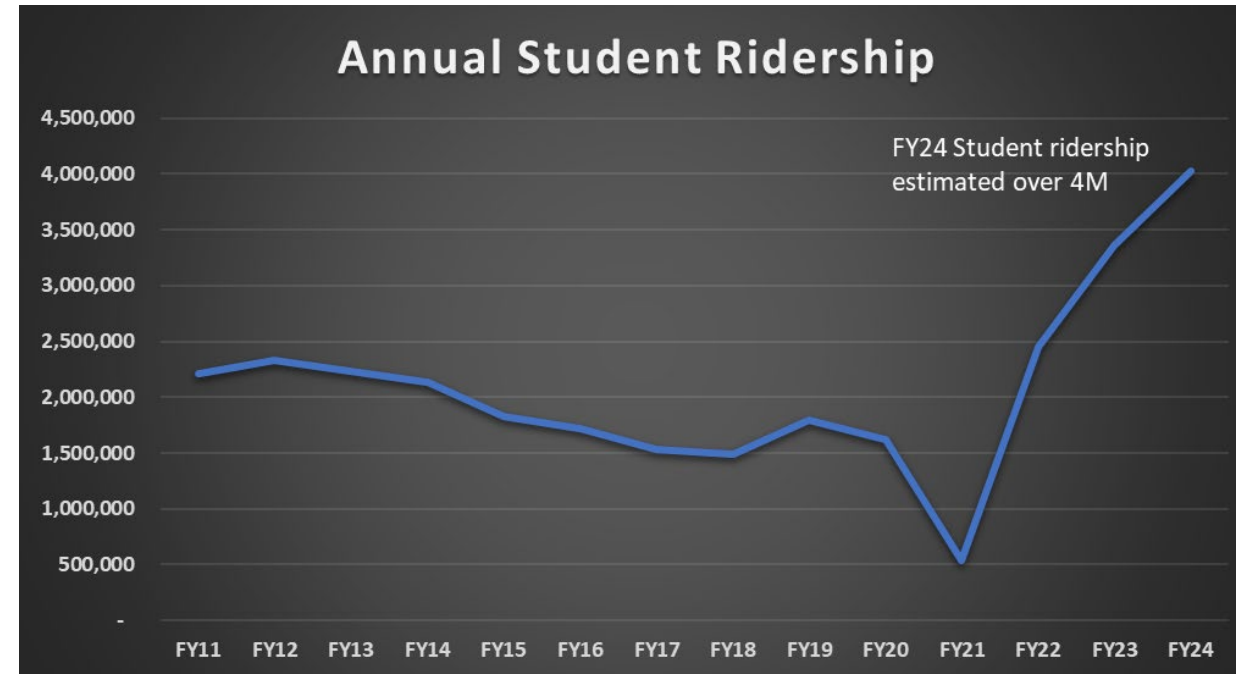


Left: Keith Smothers (not pictured: Miguel Barraza)

2023 Community Transit Champions

- **Applied for Thriving Communities Program Grant: \$500K-\$750K request**
- **RydeFreeRT Video Contest (Nov 2023)**
- **Media Interviews (Cap Public Radio and KFBK)**
- **Outreach to school district boards and charter/private schools**
- **Distribution of additional RydeFreeRT cards in 23-24 school year (3,500+)**
- **RydeFreeRT Blog Article**

Results: 4.2 M



RydeFreeRT Partnerships & Promotion



Watt and I/80
Safety and Security Incidents
Monitoring and Prevention
Social Equity Program
Mystery Rider Program

Lisa Hinz, VP of Security, Safety and Customer Satisfaction





Watt/I-80 Station Safety and Security

Light Duty Employee Program:

- Reduced Elevator Repairs
- Increased Customer Service
- Reduced Complaints

SOC Video Wall (Before)



SOC Video Wall – Example (After)



SOC Mobile Monitoring Capability



Roseville Road Station Illegal Dumping



City of
SACRAMENTO

SACRAMENTO
COUNTY

Severe Weather Warning

Ride SacRT Free to Warming Centers
December 7, 8, 9, 10, 11, and 12, 2023

SacRT has partnered with the City of Sacramento and Sacramento County to provide free rides on fixed-route bus and light rail to and from warming centers located throughout Sacramento with this flyer. The free ride dates, times and locations are as follows:

City of Sacramento Warming Center

- **Outreach & Engagement Center: 3615 Auburn Boulevard**

Only valid only starting at 6 p.m. on Thursday, Dec. 7, all day on Friday, Dec. 8, Saturday, Dec. 9, Sunday, Dec. 10, Monday, Dec. 11, and ending at 10 a.m. on Tuesday, Dec. 12

County of Sacramento Warming Center

- **North A Emergency Shelter: 1400 North A Street**

Only valid starting at 3 p.m. on Thursday, Dec. 7, all day on Friday, Dec. 8, Saturday, Dec. 9, Sunday, Dec. 10, Monday Dec. 11, and ending at 10:30 a.m. on Tuesday, Dec. 12

To ride free, screenshot or print this free ride flyer and present it to the bus operator upon boarding, or show light rail fare inspection staff upon request. **Flyer ONLY valid to and from activated warming centers.**

For SacRT route and schedule information, visit sacrt.com/schedules or call 916-321-BUSS (2877). Visit 211sacramento.org for more information on respite centers.

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Snapshot of initiatives:

- Free fares through local non-profit organizations and public agencies
- Free rides to cooling/warming shelters
- Free monthly passes to asylum seekers; complimentary passes for seniors in senior housing
- Transit Ambassador Program
- Social Service Practitioner
- RydeFree Students Program

Students can Ride into the New School
Year for **FREE** with RydeFreeRT!



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1973-2023

SacRT's Social Equity Program

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1973-2023

SACRAMENTO REGIONAL TRANSIT DISTRICT MYSTERY RIDER MONTHLY SUMMARY



“SacRT just started with us, they are doing extremely well compared to industry peers”





Questions from the Board