

Item 4.1

From: [Glenn Mandelkern](#)
To: [Board Comments](#)
Subject: Agenda Item 4.1 for the Special SacRT Board Meeting 10/14/24
Date: Monday, October 14, 2024 12:28:56 PM

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Major focus is SmaRT Ride evolution and addressing the general public.

This grew after our 10/10/24 SmaRT Ride virtual workshop. Inspirations arise from

- 1 - Anthony Adams and availability of options,
- 2 - Henry Li and transitioning the general public
- 3 - Two dates featuring Patrick Kennedy:
 - 9/23/24 explaining SmaRT Ride's original purpose to fill system gaps
 - 8/9/24 wine tasting with Transit Unplugged's Paul Comfort, including Chardonnay

The thrust here is continuously building community support for transit, with SacRT as the solutions provider for all.

Suggested is elimination of the word "Elimination."

Since Thursday I've thought of other industries where changes in product or service offerings were inevitable, and we still wanted to retain and even acquire more customers.

From SB125 then comes WB375, Wine Budgeting with smaller bottles.

Picture a wine bar struggling alongside today's ailing California wineries. Like shifting from \$8.4M to \$800K, WB375 compliance necessitates curtailing \$84 Chardonnay.

Let's pretend our wine enthusiast visits again and asks for his favorite.

We could say, "Your Chardonnay was eliminated."

Or we could say, "We know you enjoy white wine, so please sample our *reliable* Riesling and Sauvignon Blanc."

The drive, the emphasis is generating solutions. Instead of feeling inconvenienced, our customer appreciates our accommodation. We will be transparent when asked about circumstances, yet he may be more absorbed in these viable selections.

In addition to the 3-4 segments the next phase is targeting, we have a very substantial customer base, the general public. SmaRT Ride occasionally helped them. SacRT can prosper in any economic situation by repeatedly presenting up front its *existing blend* of the Sacramento Region's mobility and transit solutions.

Therefore, "Accentuate the Positive!"

Cheers!

Glenn Mandelkern

Item 6

From: [Rick Hodgkins](#)
To: [Board Comments](#)
Subject: public comments, items not on agenda:
Date: Monday, October 14, 2024 12:56:57 PM

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I want to thank Henry Lee for talking to us just last week, about what the plan is. I wanted to talk about an incident that which took place just this past weekend. I came downtown to see a play on Saturday and Para Transit did not know that the streets surrounding the Safe-Credit Union Performing Arts Center were blocked from 11:am to 5:30PM, and I had to have someone assist walk from where I was dropped off over to the theater, which luckily is only less than a quarter of a mile. For reasons I won't go into I was forced to take Paratransit and not bus and light rail my preferred method. I would ask that RT find out for the sake of SacRT GO if streets are going to be blocked off, where to drop off passengers. Thank you!

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Item 6

From: [Ronnie Miranda](#)
To: [Board Comments](#)
Subject: Public comment
Date: Saturday, October 12, 2024 4:53:42 PM

[EXTERNAL EMAIL] CAUTION: This email has originated from outside of SacRT. Please do not click on links, open attachments or respond to this email unless you are expecting the content.

My name is Ronnie Miranda and I am disabled ada passenger and having issues with route 86 on Saturdays and Sundays on weekends going toward downtown leaving macaroni arcade always late and miss bus and light rail connections also some rt drivers operator and security also disrespectful. Im tired of my complaints not being address according to the cameras. Please address my concerns to all board members and county board of supervisors.