

STAFF REPORT

DATE: September 23, 2024
TO: Sacramento Regional Transit Board of Directors
FROM: Devra Selenis, VP, Communications and Partnerships
SUBJ: AMENDING THE FARE STRUCTURE (RESOLUTION NO. 09-10-0174) TO MODIFY THE DEFINITION OF FARE EQUIVALENT

RECOMMENDATION

Adopt the Attached Resolution.

RESULT OF RECOMMENDED ACTION

If approved, the attached Resolution will simplify fare payment for riders and increase bus and light rail ridership by providing an opportunity for third parties to purchase fare media for easy distribution to individuals taking SacRT fixed-route services to attend large special events in the Sacramento region using an approved “Event Ticket,” as defined, as fare equivalent.

FISCAL IMPACT

There is no direct fiscal impact as a result of amending the fare structure (Resolution No. 09-10-0174); however, the adoption of this amendment would provide the opportunity for SacRT to receive fare compensation based on the terms outlined in an agreement for the Purchase of Fare Media with a third-party.

DISCUSSION

SacRT has historically used major events within its service area as an opportunity to increase ridership by offering complimentary tickets under the General Manager/CEO’s monthly Complimentary Ticket authority (Resolution No. 19-07-0084), which authorizes the General Manager/CEO to distribute up to 50,000 complimentary passes per month. With the economy rebounding post-pandemic, and the increase in major large revenue generating events coming to the Sacramento region, there is now an opportunity for SacRT to sell fare media directly to third-party event coordinators for distribution to individuals riding fixed-route bus and light rail using approved alternative forms of valid event tickets for ease of distribution such as wristbands and ID badges when a paper Single-Ride Ticket is impractical to distribute to large groups of people.

As a result of this amendment, SacRT will have the flexibility to receive fare revenue paid by a third-party event coordinator for large events using mobile fare app, smart card, valid wristband, ID badge, paper or electronic ticket, QR code, or other fare media already approved as a valid “Event Ticket” by the General Manager/CEO to serve as “Fare

Equivalent.” Currently, alternative forms of Event Tickets are only authorized as Fare Equivalent under the General Manager/CEO’S monthly complimentary ticket allocation as adopted in Resolution No. 09-10-0174. Approving this amendment, will allow an Event Ticket approved by the General Manager/CEO to serve as “fare equivalent” that is paid by a third-party as part of a fare purchase agreement, wherein the third-party purchases fare at its full value and not at a discounted rate, subject to the terms and conditions set out by the General Manager/CEO.

RESOLUTION NO. 2024-09-093

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

September 23, 2024

AMENDING THE FARE STRUCTURE (RESOLUTION NO. 09-10-0174) TO MODIFY THE DEFINITION OF FARE EQUIVALENT

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

THAT, the definition of "Fare Equivalent" in the SacRT Fare Structure is hereby amended to read in its entirety as follows:

"Fare Equivalent" means a SacRT-approved substitute for U.S. currency that may be applied toward the Applicable Fare or purchase of a Single Ride Ticket or Daily Pass. Any one of the following constitutes a Fare Equivalent:

- (1) A Token deposited in the farebox upon Board a bus; or
- (2) Value stored on a Connect Card or Mobile Fare application that is validated in the manner required for Connect Card (tapping) or the current Mobile Fare application; or
- (3) An Event Ticket, as defined hereinbelow, approved by the Board to serve as valid Fare, subject to the terms and conditions noted in the Board approval; or
- (4) An Event Ticket approved by the General Manager/CEO to serve as "fare equivalent" that is counted toward the General Manager/CEO's complimentary ticket allocation, subject to the terms and conditions set out by the General Manager/CEO; or
- (5) An Event Ticket approved by the General Manager/CEO to serve as "fare equivalent" that is paid for by a third-party as part of a fare purchase agreement wherein the third party pays full fare value and not a discounted rate, subject to the terms and conditions set out by the General Manager/CEO; or
- (6) An Event Flier with a QR Code issued by SacRT approved by the General Manager/CEO to serve as "fare equivalent" that is counted toward the General Manger/CEO's complimentary ticket allocation, subject to the terms and conditions set out by the General Manger/CEO.

For purposes of paragraphs 3, 4 and 5 hereinabove, Event Ticket could take the form of mobile fare app, smart card, valid wristband, ID badge, paper or electronic ticket, QR code, or other fare media already approved as a valid "Event Ticket."

PATRICK KENNEDY, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Tabetha Smith, Assistant Secretary