

**NORTH AMERICA'S  
2021 OUTSTANDING  
TRANSIT SYSTEM  
OF THE YEAR!**

Sacramento



Regional  
Transit

# The Role of Transit Systems in Ballot Measures

July 19, 2022

**Patrick Kennedy**

*Vice Chair, SacRT Board of Directors*

*Sacramento County Supervisor*

# Snapshot of SacRT

- 440-square mile service area
- Operates bus, light rail, paratransit and microtransit services
- 3 light rail lines
- 43 miles of light rail
- 53 light rail stations
- 22 park-and-ride lots
- 82 bus routes
- 9 microtransit zones
- 3,100+ bus shelters/stops
- Carry over 90% of riders within six county Capital Region





# Mission, Vision, Values

## Mission

Moving you where you want to go, when you want to go.

## Vision

A leader in providing mobility options for our community.

## Values

Six Core Principles guide individuals, teams, and the entire SacRT organization:

### Collaboration

I work with a collaborative spirit to help my colleagues and our customers succeed.

### Respect

I communicate clearly, respectfully, and honorably – in a way that would make my family proud – to my colleagues and our customers.

### Trust

I trust my teammates and empower them to make decisions that improve the quality of life for their colleagues, our customers, and the community that supports us.

### Diversity

I recognize and honor diversity and social justice, and seek out and listen for voices different than mine.

### Innovation

I challenge the easy and inspire myself and others to look for innovative solutions.

### Excellence

I work to deliver excellence to our customers through clean, safe, reliable, and convenient service.



# Four Guiding Strategic Priorities



**Customer  
Satisfaction**

**Operational  
Excellence**

**Employee  
Engagement**

**Community  
Value**

# Highly Diverse, Inclusive and Equitable Culture

- SacRT is a champion for a safe, equitable and inclusive workplace.
- 69% of SacRT's workforce are minority/non-white, which is higher compared to 58% for Sacramento's overall population.
- Average pay for female employees is slightly higher than males.
- The female representation at SacRT is still much higher than the overall composition of females in the U.S. transit industry.



# Customers & Service Equity



- Communities of color make up 60% of transit riders, and 15% of all passengers speak a primary language other than English.
- Customer support in over 300 languages through contracted telephonic translation service for limited English proficient customers.
- Dedicated microtransit zones serve disadvantaged neighborhoods using zero emission vehicles.
- Expanded bus service on every route to operate 7 days a week with added frequency.
- Entirely new fleet of modern low-floor accessible light rail vehicles.
- Deployed WiFi buses during pandemic to assist with distance learning in disadvantaged neighborhoods.



# Customers & Social Justice



- Approximately half of all SacRT riders do not own a personal vehicle.
- 2019, lowered fares for first time in agency history.
- Over 40% of SacRT customers ride for free through various equity programs to help remove barriers to success:
  - 20% youth/students through *RydeFreeRT* program
  - 20% low-income residents through *Department of Human Assistance free pass program*
- Partnered with Air Quality District to offer income-qualified residents living in disadvantaged communities the opportunity to obtain 7 years of SacRT passes through car exchange program.

# Industry Leading Innovation – SmaRT Ride

Launched in 2018, SacRT's on-demand microtransit service, called SmaRT Ride, is among the most successful and largest microtransit services in the U.S. It provides service to 9 zones operating with 45 shuttles, nine of which are zero emission electric-battery powered.









# Historic Collaboration & Successful Annexations

- 30 years in the making
- Regionalized transit within six-county Capital Region – reduced number of providers from 11 to 7
  - 2018 City of Folsom
  - 2019 City of Citrus Heights
  - 2020 ADA/Non-ADA Service Transition
  - 2021 City of Elk Grove
  - 2022 Streetcar Ownership Transition (between two counties)



# Unprecedented Partnership Building Garnered Trust, Respect and Confidence of Region

## SacRT Before 2018

**newsreview.com** SACRAMENTO NEWS & REVIEW: YOUR SOURCE FOR LOCAL STORIES | OPINIONS | CALENDAR | ARTS&CULTURE | MUSIC | DINING | FILM

**local stories > news**

Tweet

**Sacramento's light-rail system struggles to overcome its image problem, deal with fare-evaders**  
Union doesn't want private security guards issuing citations to ticket-dodgers

**KCRA3 Investigates: How dirty are Sacramento RT trains, stations?**  
Tests reveal foul E. coli, strep on trains, at stations

Kevin Oliver 22  
KCRA3



**THE SACRAMENTO BEE**  
HOMEPAGE

**Regional Transit must improve, but needs money**

By Roger Dickinson

OPEN TO THE BEE



## SacRT After Historic Transformation

**KCRA3**

**SacRT will offer free rides to vote centers in Sacramento**

136  
Leticia Ordaz  
Infotix Social Enabled



**N&R SPOTLIGHT**

**Keeping Passengers Safe and Healthy: SacRT outlines precautions to combat COVID-19**

July 2, 2020



**FOX 40**

**Sac RT Launching Fare-Free Transit for Youth Today**



**FOX 40**

**SacRT Prices to Be Lowered for the First Time in 47 Years**

By FOX 40 News Desk  
Posted: Sep 28, 2019 / 01:58 PM PDT / Updated: Sep 28, 2019 / 01:57 PM PDT

**METRO**  
For Transit & Multimodal Solutions

**Mobility**

**Sacramento RT awarded \$12M to expand microtransit service**

Posted on May 31, 2018



# SacRT Awards and Accolades

## 2022

- **2022 APTA First Place AdWheel Award** for Comprehensive Campaign for RydeFreeRT promotion
- **2022 APTA First Place AdWheel Award** for Comprehensive Campaign for Contactless Fare Payment

## 2021

- **2021 APTA Outstanding Public Transportation System of the Year Award**
- **2021 APTA Rail Safety Gold Award**
- 2021 APTA First Place AdWheel Award for Comprehensive Campaign for Drive the Vote
- 2021 Women's Transportation Seminar (WTS) Innovative Transportation Solutions Award - Sacramento Regional Transit Social Worker Program
- 2021 American Planning Association's Award of Merit in Public Outreach - SacRT Forward campaign

## 2020

- **APTA Outstanding Public Transportation Manager (Henry Li)**
- **2020 APTA Rail Safety Gold Award**
- 2020 APTA First Place AdWheel Award for Comprehensive Outreach Campaign for SacRT Forward
- 2020 California Association of Public Information Officials (CAPIO) EPIC Award for SacRT Forward Public Awareness Campaign
- 2020 CAPIO Award of Distinction for RydeFreeRT Community Relations/Participation Campaign
- 2020 Caltrans Excellence in Transportation Award- Public Awareness Campaigns (SacRT Forward)
- 2020 Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award

## 2019

- **2019 Federal Transportation Security Administration's Gold Standard Award** for System Security
- **2019 Sacramento Taxpayer Association's Good Governance Award**
- 2019 Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award



# Largest Capital Improvement Initiative

## Capital Projects (+\$6 billion):

### 1. Capital Expansion

- Development of Capital Improvement Program and Five-Year High Priority Project List.
- Light rail extensions: Green Line to the Airport.
- High capacity/Bus Rapid Transit (BRT) service.
- Serving New Developments with Transit: UC Davis Aggie Square, Dos Rios, and the Railyards.

### 2. Zero Emission Bus Rollout Plan

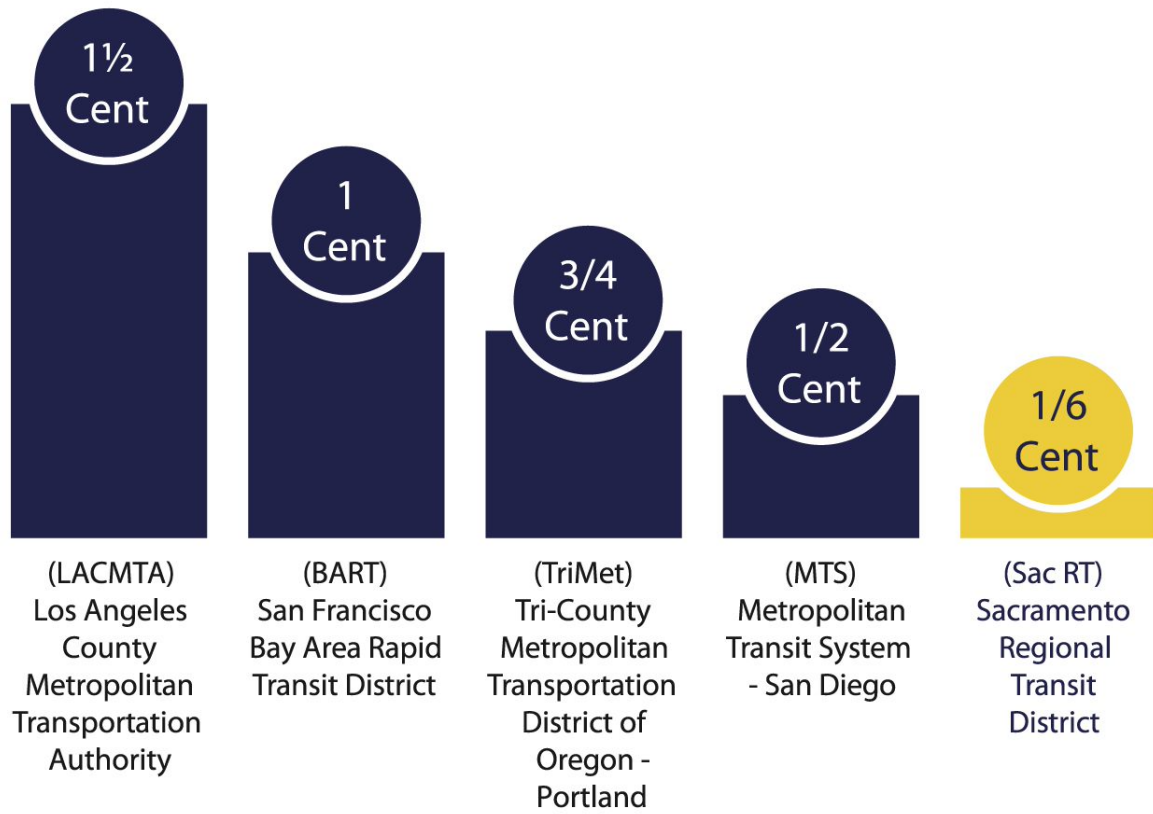
- Conversion of more than 600 big bus, small bus and non-revenue fleet to zero emission by 2040.

### 3. State of Good Repair/Modernization

- Light Rail Modernization: approximately 50 station conversions, up to 76 low-floor light rail vehicles and supporting infrastructure.

### 4. Facility Modernization and Expansion

- Service and facilities enhancements along existing corridors.
- Fleet and equipment programs.





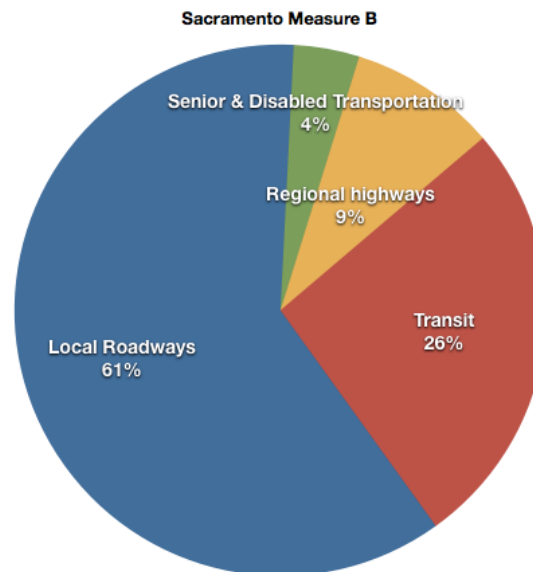
# 2016 Transportation Measure Failed with 66% Support

A **sales tax to fund transportation projects** was on the ballot for [Sacramento County](#) voters in [Sacramento County, California](#), on [November 8, 2016](#). It was **defeated**.

A **yes** vote was a vote in favor of increasing the county sales tax by an additional 0.5 percent to fund transportation projects.

A **no** vote was a vote against increasing the county sales tax by an additional 0.5 percent to fund transportation projects.

A [two-thirds \(66.67 percent\) supermajority vote](#) was required for the approval of this measure.



# Taxpayers View SacRT as Most Trustworthy

*In 2016, SacRT ranked as the least trustworthy funding recipient agency. With our historic turnaround, SacRT ranked as the most trustworthy in both 2019 & 2021 as shown below.*

	Satisfaction Rating
1. Sacramento Regional Transit District:	★ 65%
2. Six City Council Representatives jurisdictions:	51%
3. Sacramento County Board of Supervisors:	44%

**With SacRT's improved image and historic turnaround, the 2022 expenditure plan has more funding dedicated toward public transit.**

# Citizens' Initiative Process

- California requires a 2/3 majority of the electorate to approve a sales tax initiative.
- A recent legislative exception is that if a ballot measure originates from the voters (Citizens' Initiative), it only requires 50% plus 1 vote to pass.
- This exception requires enough valid signatures from voters.



# The Role of Transit Systems in Ballot Measures

*Long before a transit ballot measure itself takes shape; how do you do the hard work to ensure your agency is a trusted messenger that the community will feel comfortable entrusting with money to deliver new projects?*

- Bottom-up approach starting within the agency – communicate early and often
- Robust, unprecedented community engagements, and partnerships
- Build trust through transparency, collaboration, and accountability
- Demonstrated success of operational excellence on all levels: fiscal discipline and stability; clean; safe; convenient; and affordable, equitable and customer-focused service
- Share transformative successes and vision for the region

# The Role of Transit Systems in Ballot Measures

***How should the agency work with other community partners and government agencies to engage in the ballot measure policy development process to ensure the policy is best for transit and its riders?***

- Early, extensive and seamless collaboration
- Transparent, timely, proactive, and inclusive communication
- Effectively work with policy-makers and funding recipients to build consensus expenditure plans
- City and County Climate Action Plans
- Implement new and innovative services, and best industry practices
- Enhanced creditability to advocate for higher funding percentage for transit from 30% in 2016 to over 40% in 2022

# The Role of Transit Systems in Ballot Measures

*How can the agency engage in an educational campaign that extolls the benefits of transit and helps lead to a successful ballot initiative?*

- Grassroots effort to educate, inform and build support
- Listen to the community, know the top priorities
- Tailor messaging to the audience
  - Improve mobility solutions with better connections and more integrated network
  - Social justice and equity
  - Climate change, air quality and environmental sustainability
  - Congestion relief and improved quality of life
  - Economic catalyst and job growth
  - Spurs smart growth and infill development