



March 10, 2018

Regional Transit Board of Directors  
Henry Li, General Manager/CEO  
1400 29th Street  
Sacramento, CA 95816

**Re: Board Item 5 – Marketing & Communication Plan**

Dear Board of Directors and Mr. Li:

The Sacramento Transit Riders Union (SacTRU) looks forward to staff's presentation of its comprehensive marketing and communication plan for riders. As we continue to receive comments from bus riders who are unaware that changes are coming to the bus routes they ride every day, our membership urges staff to be expansive in their outreach and provides the following suggestions to improve the impact of outreach to active riders:

- Clear information on the date when changes will begin on each route. The SacRT Forward website currently states that changes will take effect in summer of 2019, which is vague and hard to plan around. The sooner this information is posted publicly, the sooner riders can begin to plan their lives.
- Better signage on affected buses, bus stops and at light rail station transfer points. Information should be clear, bright and eye catching, in large font, multiple languages, and not require visiting a website to understand what is changing.
- Information on buses needs to be posted in locations visible from accessible seating sections. Our members who use chairs noted that they cannot easily see posted information from the accessible seating.
- Our members with visual impairments noted that they need more outreach than signs and urge staff to begin making audible announcements about the changes and where to get more information. They asked that in addition to telling people not to smoke, announcements at light rail stations could be made about the coming changes. They also urge that audible announcements be made by drivers or overhead system if possible.
- Our members note that traffic updates are provided daily on local radio and television stations and wonder if any effort has been made to add public transit updates to be included in those announcements.
- Our members also suggested that highlighting the changes on a local television segment or on local public radio would be a great way to get out the information. Hearing Beth Ruyak talk about regional transit or seeing Henry Li on Good Day Sacramento is exciting!

Our membership knows staff has been working hard on this proposal and look forward to seeing the innovative ways they have come up with to engage the community and make sure that all riders, especially those most dependent on transit, are ready to successfully navigate the coming changes to our system. We believe the better the outreach the less impact there will be to ridership. **We urge staff to continue their commitment to providing riders with comprehensive outreach to improve outcomes for the modernization of our system.**

Sincerely,  
SacTRU