



September 10, 2017

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

Re: Comments on Board Items 5 - 10

Dear Board of Directors and Mr. Li:

The Sacramento Transit Riders Union (SacTRU) is writing to comment on the following board items for the RT Board Meeting on Monday, September 11, 2017:

Item 5: Declaring SacRT's Low Carbon Fuel Standards Carbon Credits and Renewable Identification Number Credit Surplus Property and Authorizing the General Manager/CEO to Dispose of Said Property

SacTRU members request that item 5 be removed from the consent calendar for further explanation and discussion. Our members have identified this as a complex financial process and would like additional clarification from staff on how funds from the sale of credits and property will be used. We urge staff to use these funds to replace and enhance the existing system infrastructure.

Item 6: Second Amendment to the Contract for Downtown Riverfront Streetcar Design Services with HDR, Inc.

SacTRU members expressed concerns over the continuing rising costs associated with the riverfront streetcar project. While this \$2 million dollar amendment appears to be covered under the Interagency Cost Reimbursement Agreement, we are concerned that future unforeseen costs associated with the project will require commitments of funding that are not reimbursable and will impact funding for existing service. We would like to see additional guarantees that Regional Transit will not become responsible for funding the project when unforeseen costs arise.

Item 7: Manager's Report – Route Optimization Study

SacTRU would like to thank RT staff for volunteering to provide a presentation to our membership in the future on the upcoming Route Optimization Study. We would ask that as this study goes forward, members of the public, especially the Mobility Advisory Council, be involved throughout the process in an active advisory role, not simply as recipients of monthly updates. We would like to see detailed reporting and input from all of the communities within the district and how their suggestions are being incorporated as the process moves forward.

Item 8: 5th Amendment to Douglas Carter Contract

SacTRU would like to thank staff for providing additional detail on Douglas Carter's contract and role in regional transit. We still believe that many of the described projects are duplicative of the role of the General Manager/CEO. We are also alarmed by the emphasis on Mr. Carter's work with public-private

transportation networks and his emphasis on contracted services. We believe that investing in contingent employment undermines the value of RT's role as a government agency and public service employer. We believe that riders will be best served by well-trained employees that receive fair wages and benefits under a reasonably negotiated contract. For these reasons, we oppose extending the contract with Douglas Carter.

In light of the Title VI compliance update process we have seen over the past year, SacTRU would recommend that this funding instead be invested in hiring a Title VI compliance expert.

Item 9: Revising Peer Agency Group for Best Practices Comparison Purposes

SacTRU would like to thank staff for providing this data and look forward to seeing a revised version in October 2017 when additional data is available on the National Transportation Database.

Item 10: New SacRT Marketing/Awareness Campaign "PaRT of Life"

SacTRU is excited to see RT pursue such a positive marketing strategy and looks forward to learning more about the new ridership campaign. We believe positive and educational public outreach will greatly improve RT ridership levels. We are also pleased to learn that staff intends to run the campaign in multiple languages.

We are concerned about the estimated low level of funding that was given to us for this entire year-long campaign, only \$25,000 (\$100,000 less than Mr. Carter's 10 month contract). This low amount seems insufficient to have any meaningful impact on improving ridership. With ridership declining, we believe it is necessary and timely to invest in a campaign that can improve regional transit's image in the district, have a positive impact on ridership, and provide a high-quality, comprehensive, multi-lingual marketing campaign. We urge the Board to direct staff to invest more funding in this project to make it successful.

We also have some concerns about the implementation and data analysis of this campaign. When we requested more details on the campaign from staff, which is supposed to be rolled out at the end of September 2017, there seemed to be few confirmed details. While the target audience was identified as "non-riders to show the many benefits of public transportation," the metrics that were identified as being used to measure the success of this campaign are "about awareness and not specifically tied or measured on new riders." We believe that it will be difficult to measure the success of the campaign in engaging non-riders without having clear targets, such as increases in ticket sales and ridership. We urge the Board to direct staff to develop clearly defined targets and metrics so that they can measure their success and improve on future marketing campaigns.

Thank you for taking our comments and suggestions into consideration. Please include this letter in the public record.

Sincerely,

SacTRU