

RydeFreeRT Initiative

Innovations in Equitable Service



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Sacramento  Regional Transit



2017 Strategic Ridership Building Initiative

Mission:

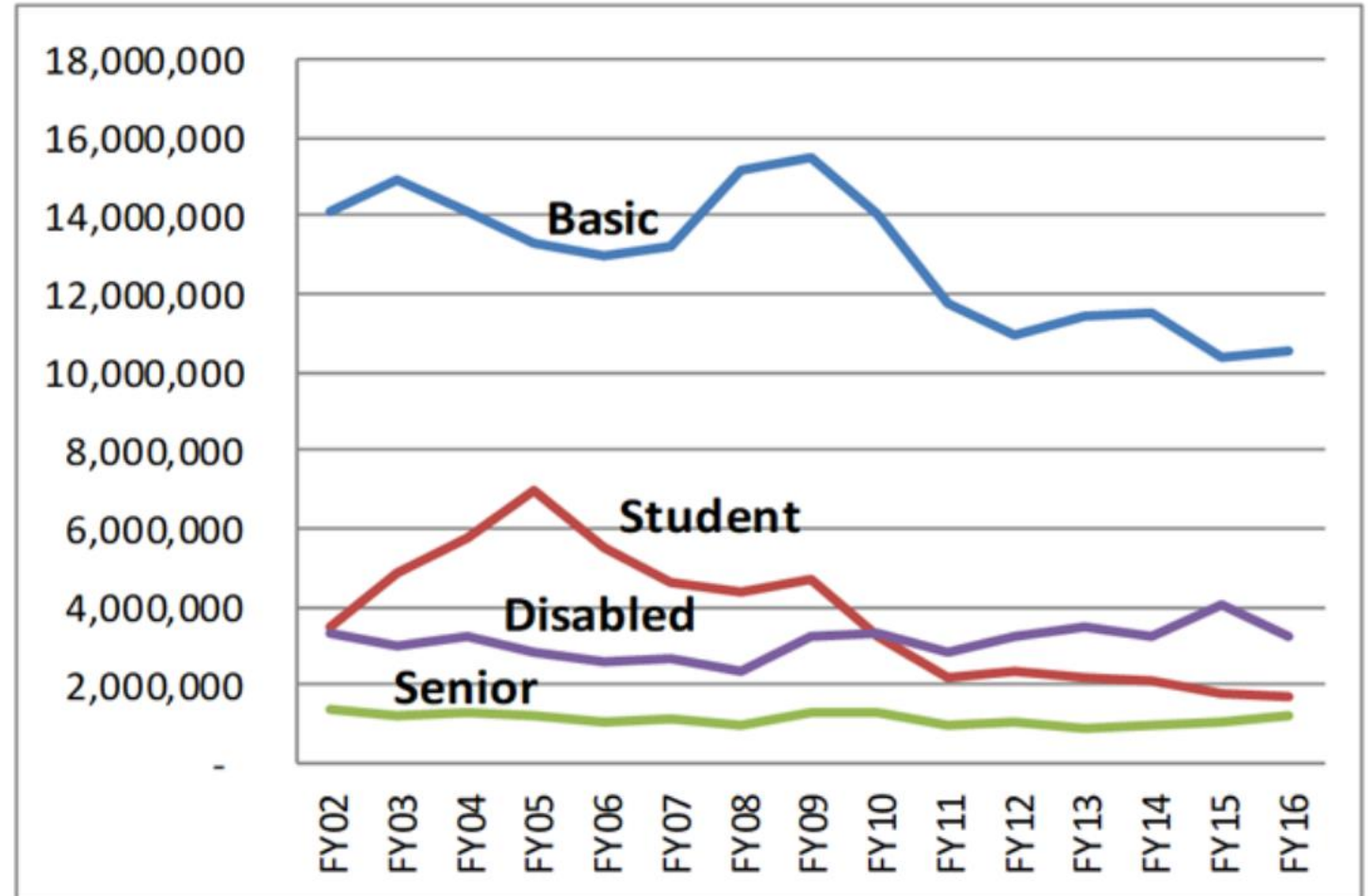
Build ridership through fare incentives and/or service enhancements while:

- Minimizing financial risk
- Building local partnerships
- Serving new markets
- Focusing on fare subsidies and/or employer programs
- Expanding electronic fare options



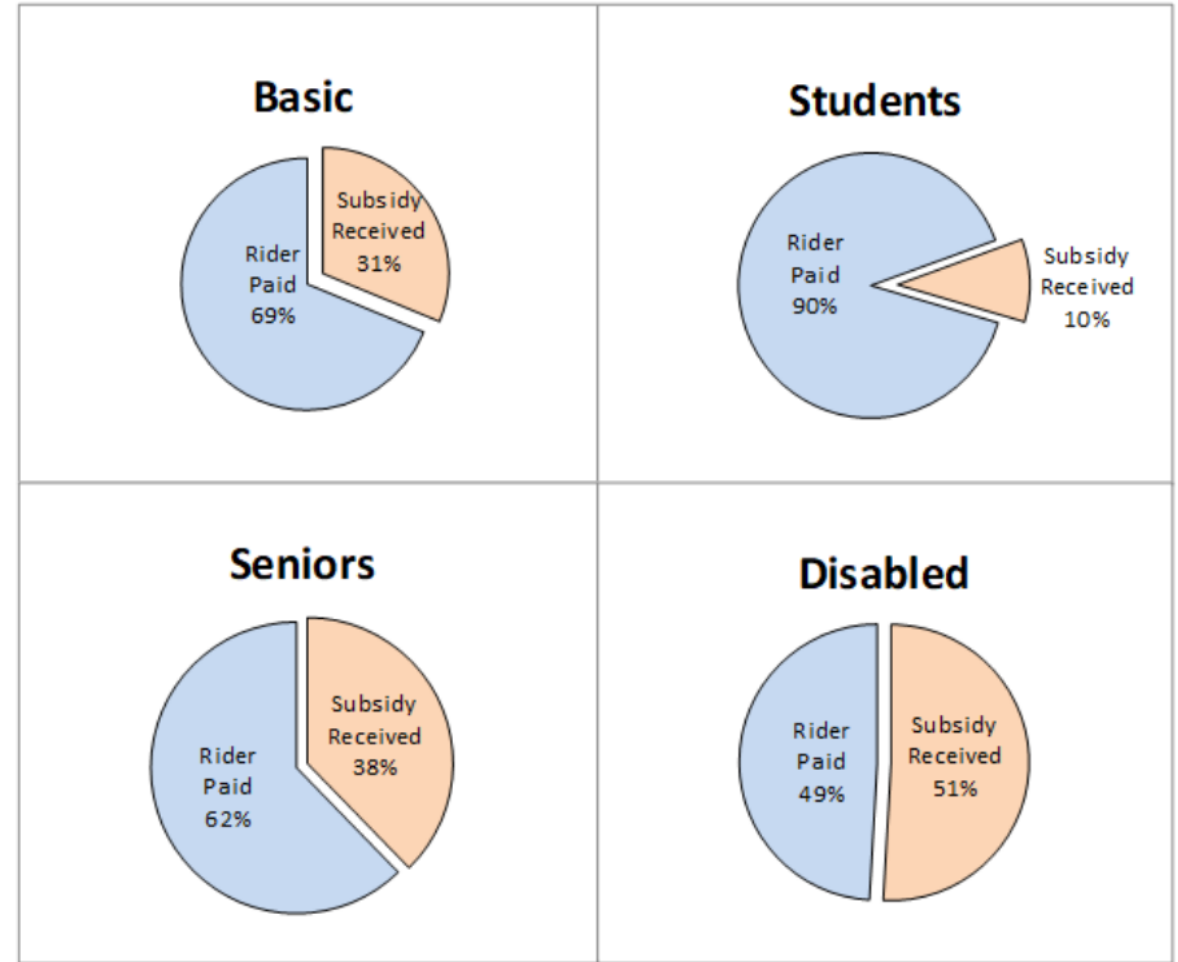
Historical Ridership by Fare Category

- SacRT ridership can be divided into four major fare categories.
- Ridership had declined most among basic and student fare categories.
- Changes to the basic fare category would present a major financial risk to SacRT.

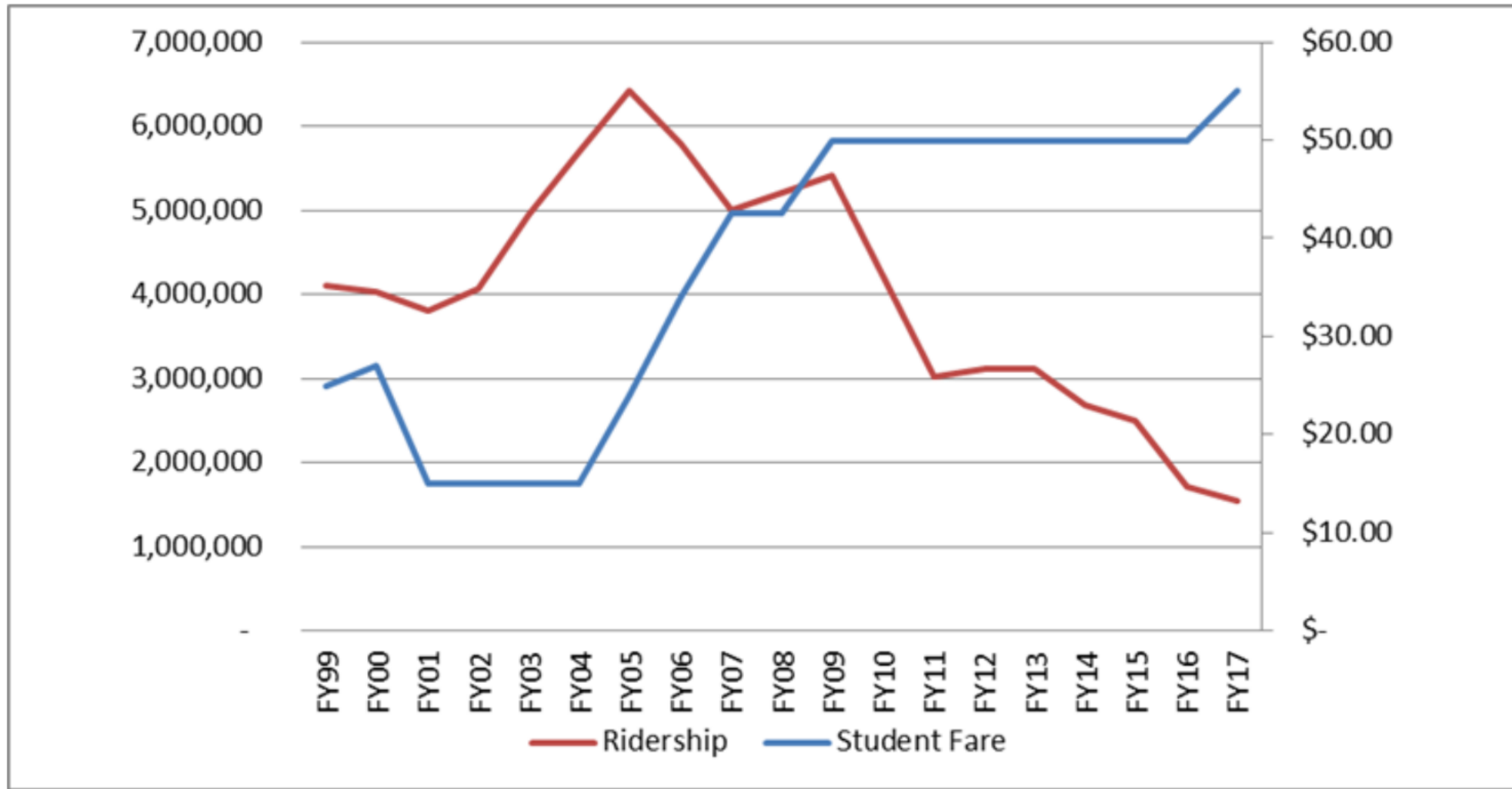


Fare Subsidies Available by Fare Category

- SacRT relies heavily on fare subsidies from employers and other agencies to help promote ridership.
- Students received far less financial support in the way of fare subsidies.
- Title VI studies suggest that student riders are the lowest income fare category at SacRT.
- Conclusion – Student fares may need to be lowered given the lack of available subsidies.



Student Ridership vs Monthly Pass Price



First Steps Towards RydeFreeRT

- SacRT reduces the student monthly pass price from \$55 to \$20 in January 2018.
- Student ridership began increasing in 2018 and was up over 30% by the end of the year.
- Increasing ridership prompts further discussion about additional student programs
- SacRT seeks to partner with local jurisdictions to provide funding support.

Funding the RydeFreeRT Program

- SacRT was seeking approximately \$1.5M in annual funding to support a free ride program.
- Cities and school districts in our region signed on to support the program.
- Sacramento was the first to join and is the largest funding partner (66% of total funding).
- Approximately 80% of the total funding request was collected.
- SacRT Board voted to approve the program despite the funding gap launching the RydeFreeRT program.

Introducing the RydeFreeRT Program



RydeFreeRT Ridership Campaign

RydeFreeRT Outreach Bus



RydeFreeRT Ridership Campaign

Flyers

Fare-free for youth RYDE
Grades TK-12 All day, everyday FREE RT.

Thank you for participating in the RydeFreeRT program to provide youth access to free public transportation options. Most schools have RydeFreeRT stickers and/or passes, but some schools are not distributing stickers or passes at this time.

If a student comes into the library to get a RydeFreeRT sticker and/or RydeFreeRT pass - please ask them:

Are you a student in grades TK-12?

- If TK-6th please provide the student with a Ryde Free RT Card and Sticker. Please affix the sticker to the card prior to handing to the student.
- If 7th-12th please provide the student with a Sticker only and instruct the student that it should be placed on their school issued ID card.

Note: Youth without a school ID and is in grades 7-12 can visit the SacRT Customer Service and Sales Center (1225 R Street) to obtain a SacRT Student ID if one will not be provided by their school. Additionally homeless and/or foster youth age 18 and under are eligible regardless of whether or not they have an ID card.

When you provide the RydeFreeRT sticker for a student ID or a RydeFreeRT card and sticker, please hand them the RydeFreeRT business card from SacRT, which directs them to the website, RydeFreeRT.com for more information on the program.

RydeFreeRT Pass (Grades TK-12)



RydeFreeRT Sticker to be placed on RydeFreeRT Pass, Student ID card or SacRT Student ID card

Sacramento
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Fare-free for youth. All day, every day.



RYDE FREE RT.

What is it and who is it for?
 The RydeFreeRT program will offer fare-free transit for youth and students on the entire SacRT network. This initiative will provide youth universal access to ride SacRT buses, light rail, and Smart Ride microtransit service. The program is available all day, any day of the week, and all year during regular SacRT service hours.

When does it start?
 At present, the program is set to run for one year from October 1, 2019 through September 30, 2020. It is important to note that students intending to ride SacRT during August and September 2019 will have to buy student passes for those months.

How does the RydeFreeRT program work?
 Most students will automatically receive a sticker with their valid student ID this year. Students who are experiencing homelessness or taking part in foster programs will also be allowed to participate in the free student pass program, regardless of current residence address or school address. For students and youth not attending a participating school, check with your local library or visit sacrt.com. Stickers are good for one year of fare-free travel on SacRT, beginning October 1, 2019.

Where can I learn more?
 To learn more about SacRT's upcoming fare-free youth program, visit www.RYDEFreeRT.com or visit the SacRT website at sacrt.com.

Visit sacrt.com/forward to learn about our commitment to keeping SacRT clean and safe, as well as our new and improved bus routes launching September 8, 2019.

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HOLIDAY BREAKS

Fare-free for youth RYDE
Grades TK-12 All day, everyday FREE RT.

Your valid Student ID with RydeFreeRT sticker or RydeFreeRT card aren't just to get you to and from school!

Use RydeFreeRT during your Holiday breaks to get around town for just about anything!

- ✓ Head Downtown
- ✓ Go to the Movies
- ✓ Go to the Downtown Ice Rink
- ✓ Visit the Mall
- ✓ Visit a friend or family
- ✓ Volunteer
- ✓ Interview for a seasonal job
- ✓ Head to Old Sac
- ✓ Enjoy a Kings Game
- ✓ Check out a concert
- ✓ Grab a bite to eat
- ✓ Explore a museum

Regional Transit RYDEFreeRT.com | 916.321.BUSS(2877)

RydeFreeRT Ridership Campaign

Rack Cards Language Translations



RYDE FREE RT

Fare-free for youth

All day, everyday

Grades TK to 12

RYDEFreeRT.com

Visit www.RYDEFreeRT.com or visit the SACRT website at sacrt.com.

Visit sacrt.com/forward to learn about our commitment to keeping SACRT clean and safe, as well as our new and improved bus routes.

English



RYDE FREE RT

什麼計劃？誰受惠？
RydeFreeRT 是一項面向青少年和學生的 SACRT 全交通網絡免費乘車計劃。該計劃將為青少年提供全線 SACRT 公交、輕軌及智慧乘車 (Smart Ride) 線公交服務。該計劃在正常 SACRT 服務時間全年適用，一周七天，每天全天候均可乘車。

何時開始實行？
RydeFreeRT 計劃規定實施一年，實施時間為 2019 年 10 月 1 日至 2020 年 9 月 30 日。

計劃如何實施？
大部分學生今年會自動接收到一張帶有有效學生 ID 的公交照片卡。家長可與或參與家庭寄信計劃的學生，無論當前住址或學校地址如何，都可參與學生免費乘車計劃。請與於完成學校的學生和青少年可前往當地圖書館或登入 sacrt.com 查詢。憑車票照片卡可自 2019 年 10 月 1 日起一年內免費搭乘 SACRT 車輛出行。

了解更多資訊
更多有關 SACRT 青少年免費乘車計劃的內容可登入 www.RYDEFreeRT.com 或 SACRT 網站 sacrt.com 了解詳情。

登入 sacrt.com/forward 了解 SACRT 的清潔和安全交通建設及改善後的公共交通網絡。

Chinese



RYDE FREE RT

¿De qué se trata y a quiénes se dirige?
El programa RydeFreeRT ofrecerá transporte sin costo de tarifa para jóvenes y estudiantes en toda la red de SACRT. Esta iniciativa ofrecerá acceso universal a los autobuses de SACRT, el tren liviano y el servicio de microtránsito Smart Ride. El programa está disponible todo el día, cualquier día de la semana y todo el año durante las horas de servicio habituales de SACRT.

¿Cuándo comienza?
En este momento, el programa está establecido para que funcione durante un año, que comienza a partir del 1º de octubre de 2019 y finaliza el 30 de septiembre de 2020.

¿Cómo funciona el programa RydeFreeRT?
La mayoría de los estudiantes recibirá automáticamente una etiqueta adhesiva con su ID de estudiante válida en este año. Los estudiantes que están pasando por una situación de calle o forman parte de programas de familias sustitutas también podrán participar en el programa de buses gratuitos para estudiantes, independientemente de la dirección actual de su residencia o escuela. Para los estudiantes y jóvenes que no asistan a una escuela participante, consulten en la biblioteca de su localidad o visiten sacrt.com. Las etiquetas adhesivas son válidas durante un año de transporte sin costo de tarifa en SACRT, a partir del 1º de octubre de 2019.

¿En dónde puedo obtener más información?
Para tener más información sobre el próximo programa para jóvenes sin costo de tarifa de SACRT, visite www.RYDEFreeRT.com o visite el sitio web de SACRT en sacrt.com.

Visite sacrt.com/forward para tener información sobre nuestro compromiso para mantener a SACRT limpia y segura, como así también a nuestros trenes y respondidos recorridos de autobuses.

Spanish



RYDE FREE RT

Что представляет собой эта программа и для кого она предназначена?
В рамках программы RydeFreeRT учащиеся смогут пользоваться бесплатным проездом на транспортные средства сети SACRT. Младше смогут по возможности пользоваться автобусами и легковыми транспортом SACRT, а также услугами по вывозу транспорта Smart Ride в любой день недели в течение всего года в часы работы службы SACRT.

Когда будет запущена программа?
На данный момент планируется запуск программы на один год с 1 октября 2019 года по 30 сентября 2020 года.

Как работает программа RydeFreeRT?
В этом году большинство учащихся получит стикер вместе с уведомлением о зачислении. Учащиеся без постоянного места проживания или участвующие в программах патронатного воспитания, тоже смогут воспользоваться этой программой бесплатного проезда, независимо от их места проживания или адреса школы. Если ваш ребенок не проживает участив в программе, обратитесь в местную библиотеку или перейдите на сайт sacrt.com. Стикеры действительны в течение одного года бесплатного проезда на транспортные средства сети SACRT, начиная с 1 октября 2019 года.

Где можно узнать подробную информацию?
Подробнее о будущей программе бесплатного проезда для учащихся от SACRT можно узнать на сайте www.RYDEFreeRT.com или на сайте SACRT sacrt.com.

Подробнее об обеспечении чистоты и безопасности в транспорте SACRT, а также о наших нововведениях и улучшениях автобусных маршрутов можно узнать на сайте sacrt.com/forward.

Russian

RydeFreeRT Online Outreach



Find your school and your bus route

If your school district or school isn't listed, there is no SacRT service to your school. But you can still use your RydeFreeRT card with sticker to go to the movies, visit the mall, check out a museum or head to the park.

Visit our destination guide to see where you can go!

ELK GROVE SCHOOL DISTRICT

FOLSOM CORDOVA SCHOOL DISTRICT

NATOMAS UNIFIED SCHOOL DISTRICT

SAC CITY UNIFIED SCHOOL DISTRICT

SAN JUAN UNIFIED SCHOOL DISTRICT

TWIN RIVERS UNIFIED SCHOOL DISTRICT




RydeFreeRT Online Outreach



Sacramento Regional Transit District
Published by Jessica Gonzalez (1) · September 27

We are excited to begin this exciting program on Tuesday, October 1! Fare-free for students who live or go to school within SacRT's service boundaries. Learn more at www.RydeFreeRT.com.



Sacramento Regional Transit District
Published by Katie Nichols (1) · September 13

Ryde Free RT is a program that will provide fare-free public transit for youth ages TK-12 within the entire SacRT network, starting October 1, 2019. Students will be able to ride on any SacRT buses, light rail, and SmartRide microtransit service. Learn more at: <http://info4students.com/ry>

Jay Schander is with Henry Li and 6 others of Sacramento City Unified School District
September 26 · Sacramento

So pleased to present the Ryde Free RT program to the Sacramento City Unified School District Board tonight. Beginning next Tuesday, all TK-12 grade students will...
See More

1,301 People Reached 220 Engagements Boost Unavailable

Monique May, Glenn Eblman and 25 others · 8 Comments 11 Shares

Like Comment Share

Comment as Sacramento Regional Transit District

Most Relevant

Laurie Rowley Love this!
Like Reply Message

Frank Mark that's legit. no more kid/families worrying about transportation costs. I hope to see the boost in youth getting out and about participating in fun activities and local events. This will for sure make academic, sports, and other social events more accessible for the young.

Sacramento Regional Transit District
Published by Jessica Gonzalez (1) · September 27

We are excited to begin offering fare-free transit for youth and students on the entire SacRT network, which will be available all day, any day of the year during regular service hours. The RydeFreeRT program begins October 1. Learn more at www.RYDEFREERT.com.



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Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 9,200 people.


102 People Reached 485 Engagements Boost Post

Tyler Platt, Macie Hamvon and 60 others · 10 Comments 31 Shares

Like Comment Share

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Published by Jessica Gonzalez (1) · September 27

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Like Comment Share

Sacramento Regional Transit District
Published by Ruffin (1) · October 4

The RydeFreeRT program offers fare-free transit for youth and students in grades TK - 12. All day, every day. Learn how to get a pass or sticker at info4students.com.



Sacramento Regional Transit District
Published by Jessica Gonzalez (1) · September 27

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Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 9,200 people.

60 People Reached 334 Engagements Boost Post

Adam Green, Gerine Williams and 55 others · 6 Comments 25 Shares

Like Comment Share

Comment as Sacramento Regional Transit District

Most Relevant

Cindy Pecoraro One of your best decisions to date!
Like Reply Message

RydeFreeRT Online Outreach



A screenshot of a Nextdoor post. The post is from Justin Risley, Sacramento Police Department, an agency. The title is "SacRT Begins Free Rides for Youth on October 1". The text of the post explains that SacRT is offering free fare for all youth in its service area starting on October 1, 2019. It details the program's goals, such as decreasing truancy and providing a safe environment for youth. The post also mentions that the fare-free transit option is signified by a special sticker on a student ID and that funding for the program is provided by participating cities and school districts. The post includes a link to RydeFreeRT.com for more information and a colorful graphic at the bottom.

RydeFreeRT Media Coverage



KQVR CBS



Fox 40



KCRA



Sacramento Bee



Sacramento Bee



Univision



ABC



City of Sacramento Blog



RydeFreeRT Community Outreach



RydeFreeRT Community Outreach



RydeFreeRT Community Outreach



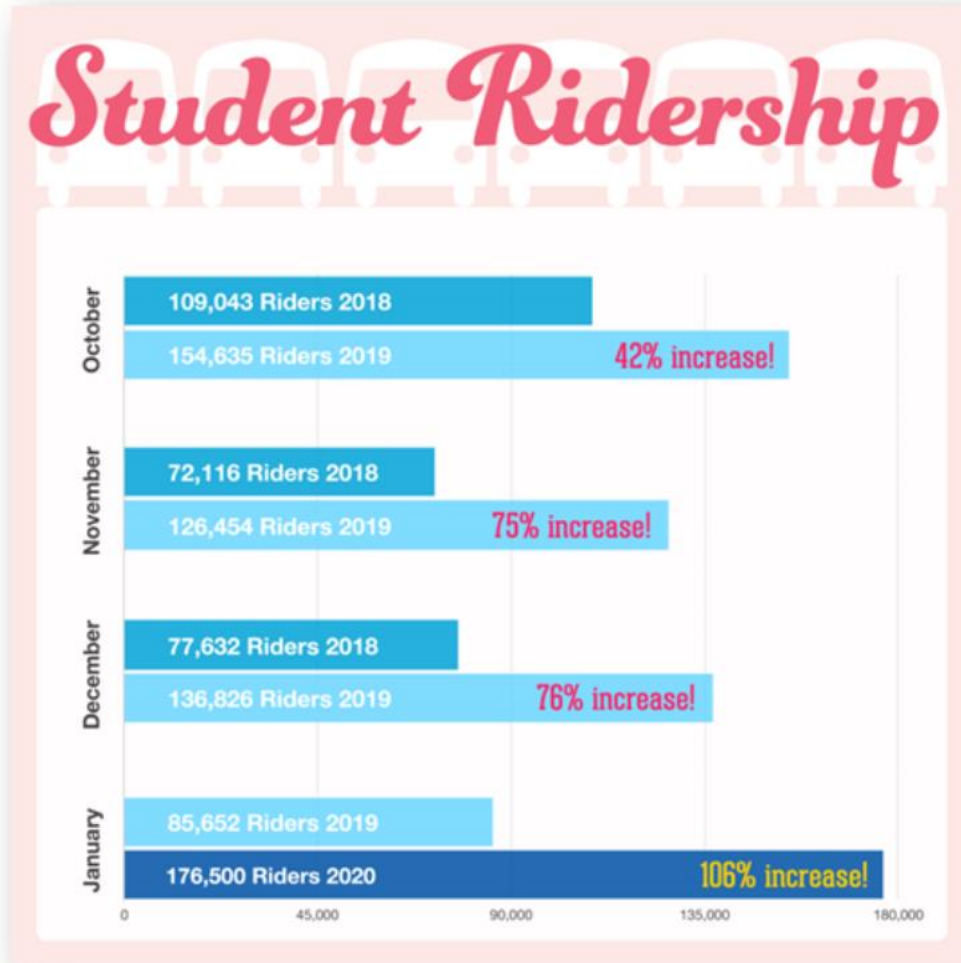
RydeFreeRT Community Outreach



First Day of the RydeFreeRT Program



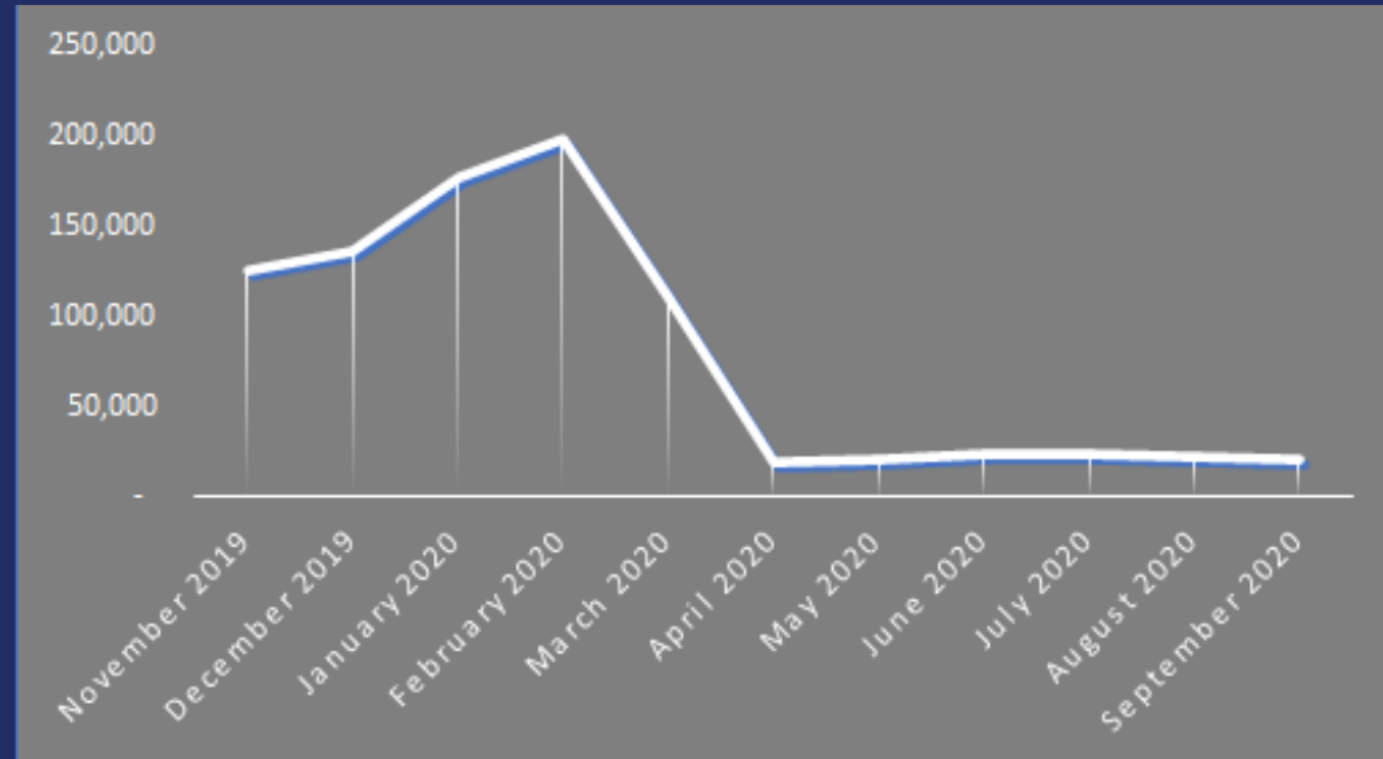
RydeFreeRT Ridership by the Numbers



COVID-19 Impact on RydeFreeRT

- Year 1 of RydeFreeRT was set to end on September 30, 2020.
- Student ridership declined nearly 90% due to school closures, shelter in place orders, etc.
- Both the SacRT Board and our year 1 partners desired to continue the program despite low ridership.
- Changes were needed to the funding model to gather support.

MONTHLY STUDENT BUS RIDERSHIP

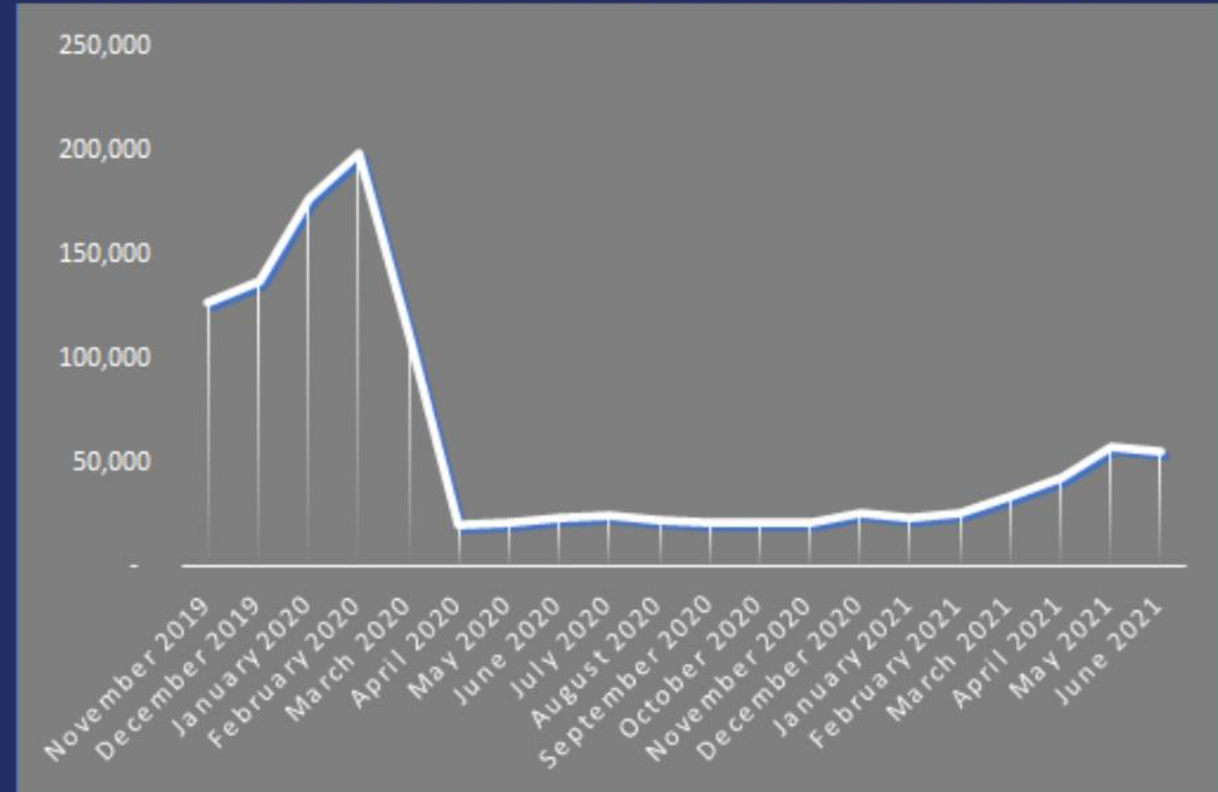


Program Changes in Response to COVID-19

**RydeFreeRT Year 2
(October 2020 – September 2021)
was approved with the following changes:**

- Transition from annual one-time contribution to a per ride fee model.
- Eliminate the requirement for students to obtain fare media due to school closures.
- Schools began to reopen with modified schedules in April 2021.

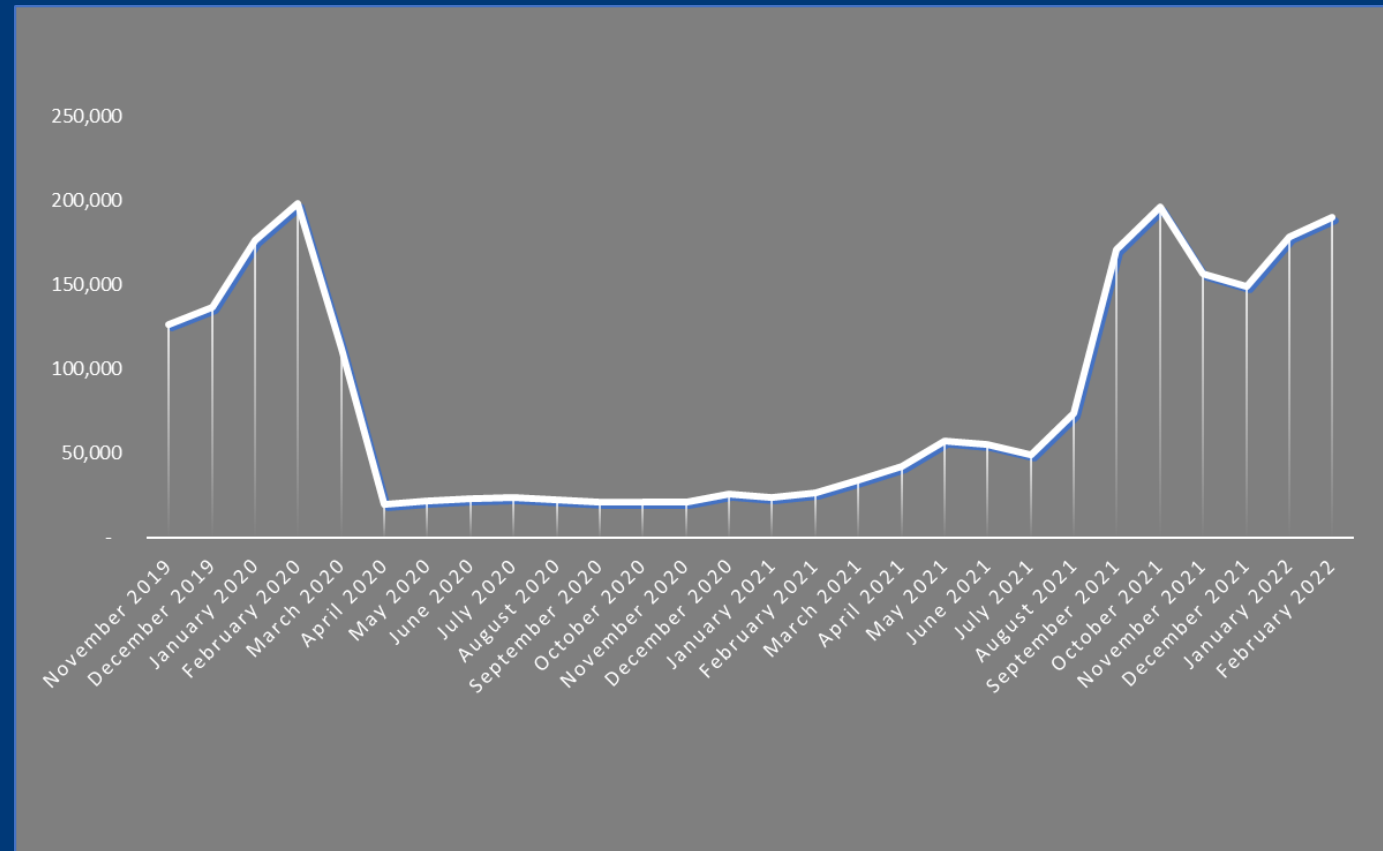
MONTHLY STUDENT BUS RIDERSHIP



RydeFreeRT Today

- RydeFreeRT year 3 was approved by the SacRT Board with similar conditions to year 2.
- September 2021 – Students returned to full time in-person education in the Sacramento Region.
- Program has been expanded to include the City of Elk Grove.
- Approximately 260,000 students are eligible.
- Ridership among students has returned to near pre-pandemic levels.

MONTHLY STUDENT BUS RIDERSHIP



RydeFreeRT Program Benefits

- Program is expected to grow school attendance, which supports school funding.
- Provides mobility options for extracurricular activities:
 - Internships
 - Jobs
- Reduce traffic congestion/bottle necks school drop-off and pick-up.
- Build future transit riders for life.



RYDE
Fare-free for youth **FREE RT**

RIDE FREE!
Fare-free transit for youth in grades TK-12th.

 Regional Transit

The advertisement features a young woman with long dark hair, wearing a light blue surgical face mask and a plaid shirt over a white top. She is holding a brown folder. The background is white. The text is in various colors: pink and yellow for 'RYDE', black for 'Fare-free for youth' and 'FREE RT', and blue for 'RIDE FREE!' and 'Fare-free transit for youth in grades TK-12th.' The Regional Transit logo is in the bottom left corner.

Lessons Learned

- Trust the data.
- Narrow the scope of your offering to key demographics.
- Engage stakeholders throughout the process.
- Partnerships, Partnerships, Partnerships!





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