



Title VI Fare Equity Analysis

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## 1. Purpose of Analysis

Pursuant to SacRT's fare change policy and in accordance with Federal Title VI civil rights requirements, the purpose of this analysis is to identify and document any potential disparate impacts on minority populations or disproportionate burdens on low-income populations resulting from changes to SacRT's fare structure.

A draft of this analysis was released on August 1, 2017 for a 30-day public review. This report revises the August 1 report and also includes an additional fare change (Student Intern Passes) as well as a discussion on availability of Connect Cards and reloading capabilities.

## 2. Project Description

This analysis covers three fare changes:

1. Daily Best Connect Card Fare (Daily Best Fare) – On March 13, 2017, SacRT authorized, on a temporary six-month basis, a Daily Best Fare for Connect Card users, ensuring that riders who board three or more times using Connect Card pay no more than the daily fare amount (i.e., while preventing them from paying a higher-than-necessary cost to travel). The Daily Best Fare was made broadly available on June 15, 2017, the date the Connect Card system was publicly launched. The Daily Best Fare charges a full fare amount (\$2.75, or \$1.35 discount fare) for the first and second boarding of the day. If the rider chooses to board SacRT a third time during the same service day, the Connect Card system will automatically adjust the fare amount charged to ensure the total daily fare paid by the cardholder does not exceed the price of SacRT's daily pass (\$7.00 or \$3.50 discount fare).
2. 90-Minute Connect Card Fare (90-Minute Fare) – On April 24, 2017, SacRT authorized, on a temporary six-month basis, a 90-Minute Fare for Connect Card users. The 90-Minute Fare was made broadly available on June 15, 2017, the date the Connect Card system was publicly launched. The 90-minute fare is priced the same as SacRT's traditional single ride fare (i.e., \$2.75, or \$1.35 discount fare); however, it entitles the user to unlimited bus and light rail rides during the 90-minute activation period.<sup>1</sup>
3. Student Intern Passes – On June 15, 2017, SacRT began issuing unlimited ride passes on the Connect Card for high school students participating in the 1,000-Strong internship program through the City of Sacramento. These passes were given away for free to qualifying students, with a maximum of 1,000 students in

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<sup>1</sup> RT's traditional light rail single ride tickets actually allow unlimited boardings on light rail during a 90-minute period; however, no such privilege existed for bus riders prior to the mobile fare app.

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the program. The program was initially established with a 1-year duration, but SacRT expects that it will be extended for a second year.

### **3. Title VI Requirements**

SacRT is required to conduct a Title VI fare equity analysis prior to implementing any fare change, with some exceptions, including promotional free-ride days and promotional fare reductions lasting up to six months.<sup>2</sup> All three of the proposed changes were implemented on June 15, 2017 for a six-month pilot, with final approval contingent on approval of a Title VI fare equity analysis. December 15, 2017, is therefore the deadline to approve the equity analysis.

Prior to any fare changes being approved permanently, the Board of Directors must approve the findings of a final Title VI fare equity analysis. Prior to approving a final Title VI fare equity analysis, SacRT policy requires that a draft analysis of the proposed changes be made available for a 30-day public review period, that members of the public be invited to comment, and that staff and the Board of Directors take public comments into consideration. In accordance with these requirements, a draft version of this report was published on SacRT's web site on August 1, 2017 and SacRT provided notice to customers of the opportunity to provide comments. To allow time for the public to review the revisions made with this October 5 draft, SacRT will continue the comment period through October 2017, with a final version and all public comments being presented to the RT Board prior to December 15, 2017.

### **4. Data and Methodology**

On-Board Survey – In April 2013, an on-board passenger survey was conducted on SacRT buses and light rail trains. Passengers on randomly selected trips on all SacRT routes completed a self-administered questionnaire. In accordance with FTA guidance, when possible, equity analyses are based on demographic estimates of actual riders. These on-board survey responses therefore form the basis of the analysis below.

Fare Survey – On an annual basis, SacRT conducts a passenger fare survey. This survey provides ridership figures for each fare type, including multi-ride passes, and is used to compute an average fare per boarding for each fare type.

Special Surveys – In the case of new fare types, SacRT may use special surveys or research to estimate minority and/or low-income utilization rates.

Analysis - Using the demographic data from the 2013 on-board survey, SacRT can estimate the percentage that minority and low-income populations utilize each fare type.

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<sup>2</sup> See FTA Circular 4702.1B, Chapter IV, Section 7 and RT Fare Change Policies (Resolution No. 15-11-0129).

This data is combined with the average fare per boarding for each fare type from the annual fare survey. SacRT can then estimate overall average fare splits for minority versus non-minority and low-income versus non-low-income riders.

Findings - Potential disparate impacts to minority populations, and disproportionate burdens to low-income populations, from fare changes are determined by comparing the rate of change of the average fare for all minority riders to that for non-minority riders and the rate of change of the average fare for all low-income riders to that for non-low-income rides, respectively. SacRT's Title VI goal is for the percent increase in average fare for minority or low-income populations to be less than or equal to that for non-minority or non-low-income populations in the case of a net fare increase and equal or greater to that for non-minority or non-low-income populations in the case of a net fare decrease. A disparate impact or disproportionate burden may exist if there is a statistically significant deficiency from this goal. SacRT defines a deficiency as statistically significant if the rates of change differ by more than 20 percent.

Minority Definition - FTA defines a minority person as anyone who is American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander.

Low-Income Definition - FTA defines a low-income person as a person whose household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines. The HHS definition varies by year and household size. For the purpose of this analysis, SacRT used HHS poverty guidelines from 2013.<sup>3</sup> Survey participants were asked their household size and their household income from a list of ranges. For the purposes of this survey, the participant's income is assumed to be the midpoint of the range selected.<sup>4</sup>

## **5. Baseline Data**

Based on Fiscal Year 2018 budget forecasts, SacRT will average \$1.46 in fare revenue per passenger boarding. These figures include a \$1 million deduction for transfer agreement reimbursements to other agencies, 509,768 boardings made by children under age five, and 283,200 boardings made by riders in other minor categories for which SacRT has no demographic data. Excluding these categories, SacRT expects to collect \$31,571,633 in fares over 20,107,397 passenger boardings for an average fare of \$1.57 for riders with known demographic data. These figures are used as a baseline for the remainder of this analysis.

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<sup>3</sup> Although newer HHS statistics are available, the 2013 statistics were the newest statistics available at the time that the statistical analysis was performed on the 2013 on-board survey data. RT's baseline demographic statistical data is typically refreshed during the process of preparing the triennial Title VI update report, which was last updated in 2017.

<sup>4</sup> For example, if a passenger selected a household income range of \$25,000 to \$35,000, that passenger's income was assumed to be \$30,000 for the purposes of this analysis.

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**Figure 1  
Baseline Minority  
Ridership Statistics – FY 2018**

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Minority	\$20,527,245	65.0%	13,411,914	66.7%	\$1.53
Non-Minority	<u>\$11,044,388</u>	<u>35.0%</u>	<u>6,695,483</u>	<u>33.3%</u>	\$1.65
Subtotal	\$31,571,633	100.0%	20,107,397	100.0%	\$1.57
Non-Classified	<u>(\$1,000,000)</u>		<u>892,603</u>		
Total	\$30,571,633		21,000,000		\$1.46

Minority riders make up an estimated 66.7 percent of SacRT ridership and pay an estimated 65.0 percent of fares. They pay an average of \$1.53 per boarding, compared to \$1.65 for non-minority riders. Low-income riders make up an estimated 46.1 percent of SacRT fixed-route ridership and pay an estimated 42.7 percent of fares. They pay an average of \$1.45 per boarding compared to \$1.67 for non-low-income riders.

**Figure 2  
Baseline Low-Income  
Ridership Statistics – FY 2018**

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Low-Income	\$13,468,942	42.7%	9,271,211	46.1%	\$1.45
Non-Low-Income	<u>\$18,102,691</u>	<u>57.3%</u>	<u>10,836,186</u>	<u>53.9%</u>	\$1.67
Subtotal	\$31,571,633	100.0%	20,107,397	100.0%	\$1.57
Non-Classified	<u>(\$1,000,000)</u>		<u>892,603</u>		
Total	\$30,571,633		21,000,000		\$1.46

Baseline fare revenue, passenger boardings, and average fare forecasts for Fiscal Year 2018 are provided for each major fare type in Figure 3.



**Figure 3  
Ridership and Fare Revenue  
By Fare Type – FY 2018 Forecasts**

Fare Type	Face Value	Fare Revenue	Boardings	Average Fare
Single Cash - Bus	\$2.75	\$1,847,906	671,966	\$2.75
Single Ticket - Bus	\$2.75	\$498,374	181,227	\$2.75
Single Cash - Rail	\$2.75	\$1,191,770	619,239	\$1.92
Single Ticket - Rail	\$2.75	\$1,559,516	810,318	\$1.92
Disc Single Cash - Bus	\$1.35	\$620,635	459,730	\$1.35
Disc Single Tkt - Bus	\$1.35	\$109,675	81,241	\$1.35
Disc Single Cash - Rail	\$1.35	\$155,494	140,318	\$1.11
Disc Single Tkt - Rail	\$1.35	\$203,506	183,644	\$1.11
Daily Pass	\$7.00	\$4,837,000	3,102,596	\$1.56
Disc Daily Pass	\$3.50	\$1,882,045	1,665,238	\$1.13
Monthly Pass	\$110.00	\$9,327,817	3,478,742	\$2.68
Semi-Monthly Pass	\$60.00	\$312,454	140,158	\$2.23
Student Semi-Monthly	\$27.50	\$755,239	691,002	\$1.09
Senr/Disb Monthly/Semi	\$55.00	\$1,964,881	2,090,447	\$0.94
Los Rios		\$2,300,000	2,713,635	\$0.85
CSUS		\$822,387	735,249	\$1.12
DHA		\$1,936,200	858,033	\$2.26
Fare Evader		\$0	608,018	\$0.00
Lifetime		\$0	163,675	\$0.00
Mobile Single	\$2.75	\$482,183	250,540	\$1.92
Mobile Daily	\$7.00	\$123,116	79,088	\$1.56
Mobile Disc Single	\$1.35	\$50,792	45,835	\$1.11
Mobile Disc Daily	\$3.50	\$32,785	29,008	\$1.13
G1 Employee Pass		\$500,000	283,200	\$1.77
Round Trip (Special Event)	\$5.50	\$46,693	16,979	\$2.75
Round Trip (Discount Spec Event)	\$2.75	\$11,166	8,273	\$1.35
<b>Subtotal</b>		<b>\$31,571,633</b>	<b>20,107,397</b>	<b>\$1.57</b>
Child		\$0	509,768	\$0.00
Other Boardings		\$0	382,835	\$0.00
Transfer Agreements		(\$1,000,000)	n/a	n/a
<b>Total</b>		<b>\$30,571,633</b>	<b>21,000,000</b>	<b>\$1.46</b>

## 6. Demographics of New Fares

Due to the recent launch of the Connect Card, demographic data on cardholders would likely be skewed toward participants in the voluntary “soft launch” program, who likely do not represent the average Connect Card user once the card is more widely distributed. For this analysis, staff has therefore used demographics from existing users of traditional fares who are expected to convert to Connect Card, in lieu of data collected directly from Connect Card users.

Users of the new Daily Best Fare are expected to be drawn entirely from existing daily pass users, which are 75.5 percent minority and 59.6 percent low-income (with similar figures for the discount daily pass). Users of the 90-Minute Fare are expected to be drawn largely from existing daily pass users, but also from existing single ride and monthly pass users. Based on expected use of the 90-Minute Fare by each of these groups, users of the 90-Minute Fare are expected to be 72.5 percent minority and 53.8 percent low-income. The discount 90-Minute Fare is expected to have similar minority utilization but slightly higher low-income utilization at 58.5 percent. Demographics for the Student Intern Pass are assumed to match those for existing student semi-monthly pass users, which are 87.0 percent minority and 63.8 percent low-income, both well above systemwide averages.

Based on this analysis, all five new fare types are expected to have greater minority and low-income utilization than the overall SacRT system, which has 66.7 percent minority and 46.1 percent low-income utilization.

**Figure 4  
 Minority and Low-Income  
 Use of New Fare Types**

Fare Type	% Minority	% Low-Income	Minority/ Low-Income Fare Type
Daily Best Fare - Full	75.5%	59.6%	Yes
Daily Best Fare - Disc	75.2%	60.7%	Yes
90m Ticket Connect Card - Full	72.5%	53.8%	Yes
90m Ticket Connect Card - Disc	72.6%	58.5%	Yes
Student Intern Pass	87.0%	63.8%	Yes
SacRT System (Baseline)	66.7%	46.1%	

## 7. Sales and Ridership Forecasts

Based on projections of existing sales data for the new fare types collected during the six-month Connect Card pilot period and available at the time of preparation of this report, all of the new fare types combined are expected to total \$1,002,219 in sales and 743,158 boarding passengers per year. The most heavily-used type is expected to be the full-priced 90-Minute Fare, at \$703,165 in sales per year.

**Figure 5  
Sales and Ridership Forecasts  
for New Fare Types**

Fare Type	Minority/Low -Income Fare Type	Fare Revenue	Boardings	Average Fare
Daily Best Fare - Full	Yes	\$143,458	96,180	\$1.49
Daily Best Fare - Disc	Yes	\$26,957	24,312	\$1.11
90-Minute Fare - Full	Yes	\$703,165	479,082	\$1.47
90-Minute Fare - Disc	Yes	\$128,639	120,899	\$1.06
Student Intern Pass	Yes	\$0	22,684	\$0.00
Subtotal - New fares	Yes	\$1,002,219	743,158	\$1.35
Baseline - SacRT System	n/a	\$31,571,633	20,107,397	\$1.57

Collectively, the average fare for the new fare types is expected to be \$1.35 per boarding, approximately 14 percent less than SacRT's existing systemwide average of \$1.57.

Daily Best Fare ridership is expected to come primarily from existing users of SacRT's prepaid daily passes. Approximately 15 percent of existing daily pass boardings are made using a prepaid pass (with the remainder being purchased at the time of boarding from the bus farebox or a light rail fare vending machine). SacRT expects that all existing prepaid daily pass users will become Connect Card users, due to retirement of the existing prepaid daily passes, but that only approximately 20 percent will continue to use a daily pass, in the form of the Daily Best Fare, with the remaining 80 percent taking advantage of the new 90-Minute Fare to make multiple-seat rides at a lower out-of-pocket price.<sup>5</sup>

<sup>5</sup> For example, a rider making a round trip using two buses each direction would formerly pay \$7.00 for a daily pass and would, under the proposed change, be allowed to pay \$2.75 in each direction for two 90-Minute Tickets, paying a total of \$5.50 for his/her round trip, saving \$1.50.

**Figure 6  
Expected Change in Sales**

Fare Type	Before	After	Change
<b>Existing Fares</b>			
Single Cash - Bus	\$1,847,906	\$1,838,043	(\$9,863)
Single Ticket - Bus	\$498,374	\$495,714	(\$2,660)
Single Cash - Rail	\$1,191,770	\$1,182,681	(\$9,089)
Single Ticket - Rail	\$1,559,516	\$1,547,623	(\$11,893)
Disc Single Cash - Bus	\$620,635	\$617,323	(\$3,312)
Disc Single Tkt - Bus	\$109,675	\$109,089	(\$585)
Disc Single Cash - Rail	\$155,494	\$154,483	(\$1,011)
Disc Single Tkt - Rail	\$203,506	\$202,183	(\$1,323)
Daily Pass	\$4,837,000	\$3,910,397	(\$926,603)
Disc Daily Pass	\$1,882,045	\$1,711,576	(\$170,469)
Monthly Pass	\$9,327,817	\$9,191,661	(\$136,156)
Semi-Monthly Pass	\$312,454	\$303,477	(\$8,977)
Student Semi-Monthly	\$755,239	\$726,389	(\$28,850)
Senr/Disb Monthly/Semi	\$1,964,881	\$1,952,608	(\$12,273)
<b>New Fares</b>			
Daily Best Fare - Full	\$0	\$143,458	\$143,458
Daily Best Fare - Disc	\$0	\$26,957	\$26,957
90-Minute Fare - Full	\$0	\$703,165	\$703,165
90-Minute Fare - Disc	\$0	\$128,639	\$128,639
Student Intern Pass	\$0	\$0	\$0
<b>Total</b>	<b>\$25,266,312</b>	<b>\$24,945,467</b>	<b>(\$320,845)</b>

Ridership on the 90-Minute Fare is expected to come from multiple sources. The largest single source is expected to be existing prepaid daily pass users who find the 90-Minute Fare more advantageous than a Daily Pass; however, a small fraction of Monthly Pass users are also expected to transition to 90-Minute Fares in cases where they provide a better value.

Customers regularly making a two-seat ride and riding between fifteen and twenty days per month are likely to convert from a Monthly Pass to the 90-Minute Fare. Customers regularly making a two-seat ride but riding fewer than fifteen days per month are also likely to convert to the 90-Minute Fare, but from a Daily Pass rather than a Monthly Pass.

A small number of riders are also assumed to occasionally be making a two-seat ride *without* a return trip on transit, and therefore paying \$5.50 for their one-way journey (i.e.,

paying the \$2.75 single fare twice). The 90-Minute Fare would allow these riders to avoid paying their second single fare of \$2.75, allowing them to achieve a 50 percent savings on their out-of-pocket cost to take transit.

Ridership on the Student Intern Pass is based on three months of actual use statistics. As of September 2017, approximately 500 passes have been distributed and approximately 215 have been used at least once.

## 8. Net Sales and Ridership Impacts

The new fare types primarily impact Daily Pass users, with a small impact on Monthly Pass users. For this analysis, net sales and ridership impacts are estimated by assuming a Connect Card adoption rate, as well as assumed conversion rates from existing pass users to the new fare types. The tables below provide details on the changes that are expected to occur to each existing and new fare categories.

**Figure 7  
Expected Change in Boardings**

Fare Type	Before	After	Change
<b>Existing Fare Types</b>			
Single Cash - Bus	671,966	668,606	(3,360)
Single Ticket - Bus	181,227	180,321	(906)
Single Cash - Rail	619,239	616,143	(3,096)
Single Ticket - Rail	810,318	806,267	(4,052)
Disc Single Cash - Bus	459,730	457,431	(2,299)
Disc Single Tkt - Bus	81,241	80,834	(406)
Disc Single Cash - Rail	140,318	139,617	(702)
Disc Single Tkt - Rail	183,644	182,726	(918)
Daily Pass	3,102,596	2,621,693	(480,902)
Disc Daily Pass	1,665,238	1,543,675	(121,562)
Monthly Pass	3,478,742	3,409,167	(69,575)
Semi-Monthly Pass	140,158	135,953	(4,205)
Student Semi-Monthly	691,002	664,863	(26,139)
Senr/Disb Monthly/Semi	2,090,447	2,079,995	(10,452)
<b>New Fare Types</b>			
Daily Best Fare - Full	0	96,180	96,180
Daily Best Fare - Disc	0	24,312	24,312
90-Minute Fare - Full	0	479,082	479,082
90-Minute Fare - Disc	0	120,899	120,899
Student Intern Ticket	0	22,684	22,684
<b>Total</b>	<b>14,315,864</b>	<b>14,330,448</b>	<b>14,584</b>

## 9. Impact on Average Fare

Users of the Daily Best Fare, who are expected to consist entirely of current Daily Pass users, will not see any change in their average fare per boarding. Users of the 90-Minute Fare are expected to come from a variety of existing fare types with an overall average fare of \$2.05 per boarding. These riders are expected to experience a \$0.67 reduction (33 percent) in their average fare per boarding to \$1.38. Discount 90-Minute Fare users are expected to see a similar 31 percent reduction in average fare. Users of the Student Intern Pass will see a 100 percent reduction in average fare, since they will be riding for free.

**Figure 8**  
**Changes in Average Fare**  
**For Users of New Fare Types**

New Fare Type	Old Average Fare	New Average Fare	Change	% Change	Minority/ Low-Income Type?
Daily Best Fare - Full	\$1.49	\$1.49	\$0.00	0%	Yes
Daily Best Fare - Disc	\$1.11	\$1.11	\$0.00	0%	Yes
90-Minute Fare - Full	\$2.05	\$1.38	-\$0.67	-33%	Yes
90-Minute Fare - Disc	\$1.44	\$1.00	-\$0.44	-31%	Yes
Student Intern Pass	\$1.09	\$0.00	-\$1.09	-100%	Yes

All five proposed fare types are expected to have greater than average minority and low-income utilization and users of all five types are expected to benefit from or be unaffected by the proposed fare changes.

## 10. Systemwide Average Fare Impacts

If the proposed changes are approved, SacRT is expected to average \$1.44 in fare revenue per passenger boarding for Fiscal Year 2018, a reduction of \$0.02 from the baseline estimate of \$1.46. For categories with known demographic data, where the existing average fare is \$1.57, the proposed average fare would decrease to \$1.55 per boarding.

**Figure 9  
Impact of New Fares  
On Systemwide Minority Average Fare**

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Minority	\$20,290,847	64.9%	13,422,496	66.7%	\$1.51
Non-Minority	<u>\$10,959,941</u>	<u>35.1%</u>	<u>6,699,485</u>	<u>33.3%</u>	\$1.64
Subtotal	\$31,250,789	100.0%	20,121,981	100.0%	\$1.55
Non-Classified	<u>-\$1,000,000</u>		<u>892,603</u>		
Total	\$30,250,789		21,014,584		\$1.44

Under the proposed changes, minority riders would continue to pay less per boarding (\$1.51) than non-minority riders (\$1.64).

**Figure 10  
Impact of New Fares  
On Systemwide Low-Income Average Fare**

	Fare Revenue		Boardings		Average Fare
	Amount	%	Amount	%	
Low-Income	\$13,292,852	42.6%	9,279,309	46.1%	\$1.43
Non-Low-Income	<u>\$17,957,936</u>	<u>57.5%</u>	<u>10,842,672</u>	<u>53.9%</u>	\$1.66
Subtotal	\$31,250,789	100.0%	20,121,981	100.0%	\$1.55
Non-Classified	<u>-\$1,000,000</u>		<u>892,603</u>		
Total	\$30,250,789		21,014,584		\$1.44

Low-income riders would also continue to pay less (\$1.43) than non-low-income riders (\$1.66).

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## 11. Comparison of Impacts

Compared to baseline expectations, minority, non-minority, low-income, and non-low-income riders would all see a reduction in average fare; however, the reduction would be greater for minority populations than for non-minority populations and the reduction would be greater for low-income populations than from non-low-income populations.

**Figure 11**  
**Projected Change in Average Fare**  
**Minority and Low-Income Splits**

Rider Type	Existing	Proposed	Change	% Change
All	\$1.570	\$1.553	-\$0.017	-1.088%
Minority	\$1.531	\$1.512	-\$0.019	-1.230%
Non-Minority	\$1.650	\$1.636	-\$0.014	-0.824%
Low-Income	\$1.453	\$1.433	-\$0.020	-1.394%
Non-Low-Income	\$1.671	\$1.656	-\$0.014	-0.859%





## 12. Findings

Potential disparate impacts to minority populations are determined by comparing the *rate of change* of the average fare for all minority riders to that for non-minority riders. An adverse difference exceeding 20 percent is considered significant. The same analysis is conducted for low-income populations to determine potential disproportionate burdens.

**Figure 12**  
**Determination of Potential Disparate Impacts**  
**and/or Disproportionate Burdens**

a. Percent decrease in non-minority avg fare	-0.82%
b. Threshold of statistical significance ( 80% * a )	-0.66%
c. Percent decrease in minority avg fare	-1.23%
d. Do fares decrease more for non-minority populations? ( a < c )	No
e. Is there evidence of a potential disparate impact ( c > b )	No
f. Percent decrease in non-low-income avg fare	-0.86%
g. Threshold of statistical significance ( 80% * f )	-0.69%
h. Percent decrease in low-income avg fare	-1.39%
i. Do fares decrease more for non-low-income populations? ( f < h )	No
j. Is there evidence of a potential disproportionate burden? ( h > g )	No

Per SacRT policy and FTA guidance, the impact of multiple fare changes are considered in aggregate to determine their combined effect.

All the new fares combined are expected to benefit minority populations more than non-minority populations; therefore, this analysis finds *that there are no potential disparate impacts on minority populations as a result of the proposed fare changes.*

All the new fares combined are also expected to benefit low-income populations more than non-low-income populations; therefore, this analysis finds *that there are no potential disproportionate burdens on low-income populations as a result of the proposed fare changes.*

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## **Introduction**

This appendix discusses availability of the Connect Card and compares Connect Card availability to that of traditional paper media fare types. Connect Card offers benefits to users compared to traditional paper media, in particular, a 90-minute unlimited ride fare. Because this fare type is not available on traditional paper media, it is important that Connect Card be available to minority and low-income populations. This appendix examines the availability of Connect Card and traditional paper media through SacRT's sales outlets, as well as by mail, telephone, internet orders, and other means. This appendix also reviews efforts by SacRT to reduce language barriers to Connect Card use.

## **Sales Outlets**

Approximately two thirds of SacRT's fare revenue comes from pre-paid sales at nearly 180 outlets, with the remaining third coming from same-day sales on the bus and light rail system. In addition to these sales outlets, SacRT also receives a small amount of fare revenue through individual mail/telephone orders.

Of SacRT's 180 outlets, 145 are major employers, high schools, or similar entities that sell SacRT fare media to private groups of customers (Corporate Accounts). The remaining 35 outlets are open to the general public, e.g., through retailers such as Raley's and Bel Air stores (Retail Outlet or Outlets), although four are located outside of Sacramento County, and primarily cater to customers of other transit agencies that honor SacRT tickets and passes. Retail Outlets are the primary concern of this analysis.

## **Traditional Paper Media Retail Outlets**

Traditional paper fare media is currently sold at thirteen Retail Outlet locations in Sacramento County, as shown in the table below and on the map in Figure A-1. These Retail Outlets consist primarily of small retailers, grocery stores, and government offices that sell tickets and passes to the public.

Historically, Raley's and Bel Air supermarkets had been outlets for SacRT fare media; however, prior to the launch of the Connect Card system in June of 2017, SacRT was notified by Raley's/Bel-Air that they intended to discontinue sales of paper fare products at their locations, due to increasing concern with inventory risk and the monthly reconciliation process of paper fare media. Loss of the Raley's and Bel Air locations reduced the number of traditional paper media sales outlets by fourteen.

**Traditional Paper Media  
 Retail Sales Outlets**

Name	Address
City of Citrus Heights	6360 Fountain Square Drive
City of Davis Recreation Dept	23 Russell Boulevard (Davis)
City of Elk Grove	8401 Laguna Palms Way
City of Rancho Cordova	2729 Prospect Park Drive
E&S Check Cashing	1810 Del Paso Boulevard
Fast & Easy	2101 El Camino Avenue
Just Send It Postal	7889 Lichen Drive
Just Send It Postal	7909 Walerga Road #112
Punjab International	2238 Florin Road
Rancho Check Cashing	10248 Mills Station Road
RT Customer Service Center	1225 R Street
Sacramento Natural Foods Co-op	2820 R Street
Save Mart	9160 Elk Grove Florin Road
SMUD	6301 S Street
Woodland City Hall Utilities Dept	300 1st Street (Woodland)
Yolo County Transportation District	350 Industrial Way (Woodland)

\* Outlet location outside of Sacramento County

**Connect Card Retail Outlets**

Connect Cards are currently sold and/or reloaded at eighteen Retail Outlet locations within Sacramento County, as shown in the table below and on the map in Figure A-2. Each of these locations accepts cash, a credit/debit card, or a check as a method of payment. Fourteen of the locations consist of Raley’s or Bel Air supermarkets. Although Raley’s/Bel Air opted to discontinue sales of traditional paper SacRT media, SacRT staff was successful in negotiating for Raley’s/Bel Air to sell and reload Connect Cards, which alleviates the inventory risk and monthly paper work that prompted Raley’s/Bel Air to discontinue paper media sales.

Compared to traditional paper media outlets, Connect Card outlets include fewer small retailers, because SacRT has thus far focused on enlisting larger chains (such as Raley’s/Bel Air) as Connect Card outlets, to maximize Connect Card availability throughout the region. Raley’s/Bel Air is the first major chain to be established as a Connect Card outlet. Staff is now pursuing other partnerships to enlarge the network of Connect Card outlets.

**Connect Card  
 Retail Sales Outlets**

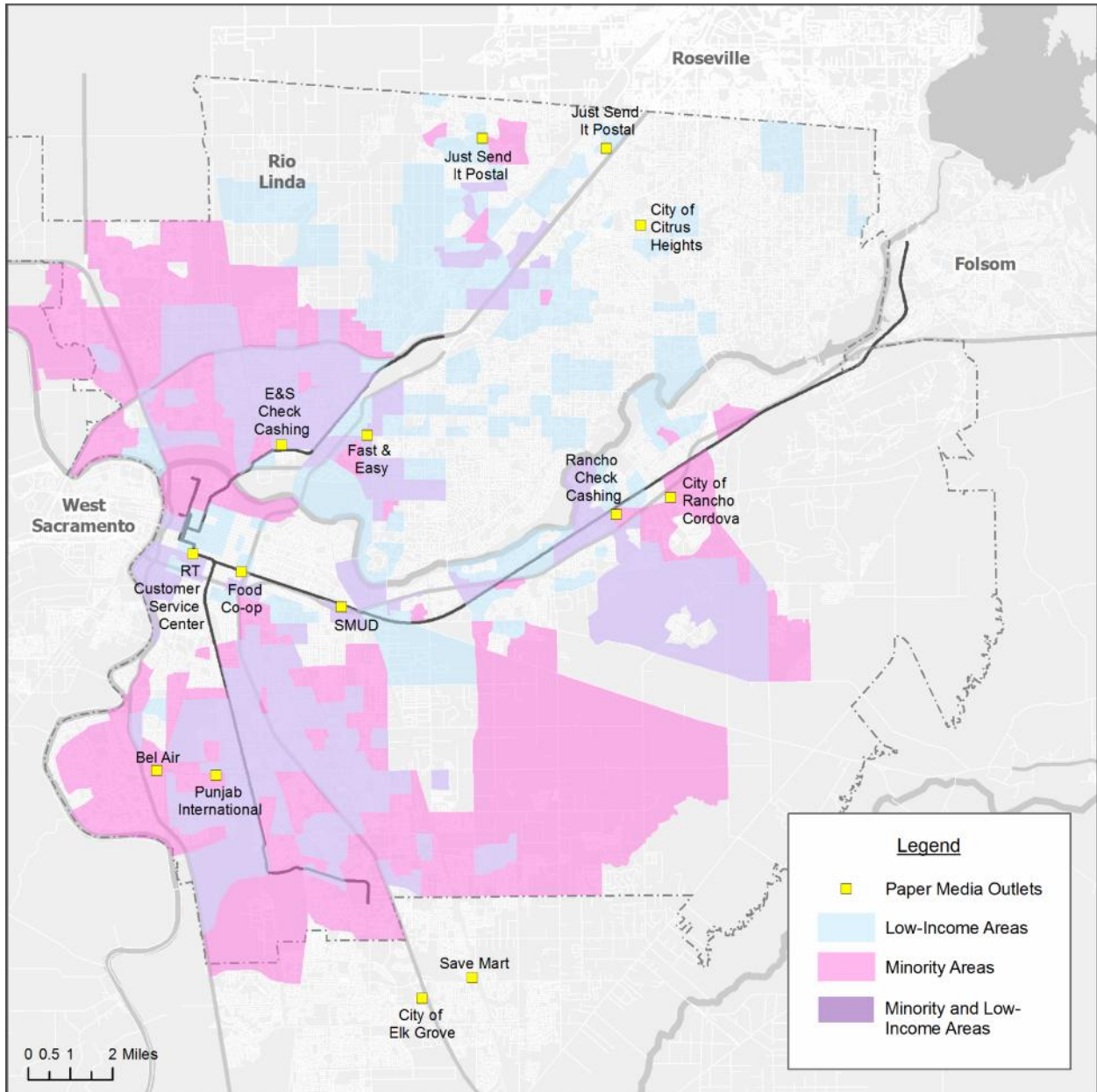
Name	Address
Bel Air	1540 West El Camino Avenue
Bel Air	6231 Fruitridge Road
Bel Air	7465 Rush River Drive #200
Bel Air	4320 Arden Way
Bel Air	4005 Manzanita Avenue
Bel Air	2155 Golden Centre Lane
Bel Air	5100 Laguna Boulevard
Bel Air	8425 Elk Grove Florin Road
Bel Air *	1039 Sunrise Boulevard (Roseville)
Bel Air	7901 Walerga Road
Bel Air	2760 East Bidwell Street
Bel Air	1301 Florin Road
City of Elk Grove	8401 Laguna Palms Way
City of Folsom	50 Natoma St
El Dorado Transit *	6565 Commerce Way (Diamond Springs)
North Natomas TMA	1918 Del Paso Road #100
Placer County Transit *	11432 F Ave., Building 420A (Auburn)
Raley's	8391 Folsom Boulevard
Raley's	4900 Elk Grove Boulevard
Raley's	25025 Blue Ravine Road
Roseville Transit *	316 Vernon St, Suite 150 (Roseville)
RT Customer Service Center	1225 R Street
South County Transit *	140 Enterprise Ct., Suite B (Galt)
Yolo County Transportation District *	350 Industrial Way (Woodland)
Yuba-Sutter Transit *	2100 B Street (Marysville)

\* Outlet location outside of Sacramento County

**Geographic Distribution of Retail Outlets**

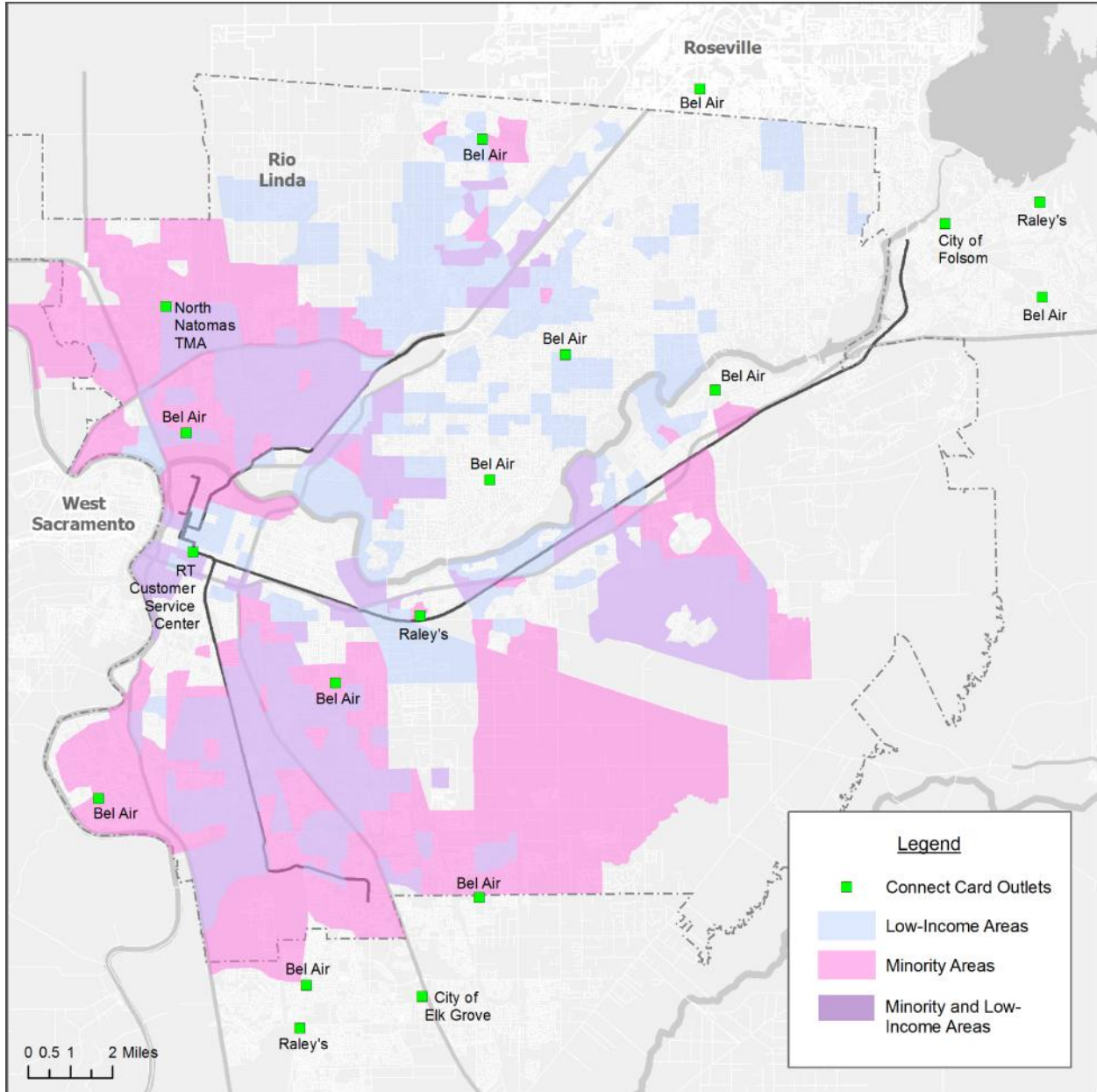
Figures A-1 and A-2 show the locations of traditional paper media outlets and Connect Card outlets on a map of Sacramento's service area and nearby areas. Each map includes an overlay indicating minority and low-income areas. Retail Outlets are spread out geographically throughout the SacRT service area, including minority and non-minority neighborhoods as well as low-income and non-low-income neighborhoods. One additional benefit that Connect Card Retail Outlet locations provide is that 100 percent of all SacRT fare types are available for sale at these locations as well as the transit fare media of other participating Connect Card agencies. In contrast, many of paper media outlets sell only a subset of SacRT's traditional paper media products.

**Figure A-1**  
**Traditional Paper Media**  
**Retail Outlets**



SacRT currently has thirteen Retail Outlets that sell traditional paper media within Sacramento County. An additional three paper media Retail Outlets exist outside Sacramento County. Demographic overlays are for the SacRT service area only.

**Figure A-2  
Connect Card  
Retail Outlets**



SacRT currently has eighteen Retail Outlets that sell or reload Connect Cards within Sacramento County. An additional seven Connect Card outlets are located outside Sacramento County, including one in Roseville, which appears on the map. Demographic overlays are for the SacRT service area only.

### **Corporate Account Network**

One of the long-term goals of the Connect Card project is to transition 100 percent of Corporate Account sales from paper fare media to Connect Card. This process has been under way throughout 2017 and will continue gradually, as organizations are ready to transition. SacRT staff has reached out to virtually all of our Corporate Accounts and has offered training to them as they prepare to transition. Additionally, SacRT hosted two open houses in May where approximately 50 organizations went through a training and question-and-answer session. At this point, staff has transitioned approximately 10-15 percent of Corporate Accounts from paper fares to Connect Card.

### **Mail/Telephone/Online Orders**

In Fiscal Year 2017, SacRT sold over \$250,000 in fare revenue through mail, telephone, and online sales channels. Although this is the preferred sales channel for some SacRT customers, this amount represents less than 1 percent of total fare revenue.

SacRT has begun transitioning online sales from paper fare media to Connect Card through a voluntary process by notifying customers of the new system through the mail. Beginning in August of 2017, SacRT began redirecting basic monthly pass purchasers to the Connect Card website. SacRT intends to transition online discount sticker sales to Connect Card as well, but additional work is needed because discount fare types on the Connect Card require a photo of the customer. Staff will be modifying the Connect Card website to allow for discount applications to be filed online in an effort to simplify the application process for our customers.

In addition to online sales, SacRT has also begun transitioning mail and telephone orders from paper fare media to Connect Card. Customers have been notified by mail of the new system and transition timeline. After a to-be-determined cut-over point, customers ordering fare media by mail or telephone will be mailed a Connect Card instead of paper fare media. For these customers, no change to the ordering process will be visible. The only change these customers will experience is that instead of receiving a paper pass or sticker in the mail, they will receive a pre-loaded Connect Card (along with instructions for use, reload, etc.). This will have the effect of gradually increasing availability of Connect Card as well.



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## Online Store Screenshot



### Connect Card Transition Plan

SacRT has a five-step plan for expanding Connect Card availability to the general public:

1. Raley's/Bel-Air
2. Remaining Retail Outlets
3. New Retail Outlets
4. New light rail fare vending machines
5. Further expansion through Connect Card upgrades

The first step was to target Raley's/Bel-Air for Connect Card sales, for two significant reasons. First, SacRT would have entirely lost Raley's/Bel-Air as an account had they not transitioned from paper media to Connect Card, as explained above. Second, the fourteen Raley's/Bel-Air locations provided SacRT with the quickest way to achieve a large network of outlets, as no other retail partner currently has more than two sales locations.

Steps 2 and 3 of the transition plan will occur concurrently. Step 2 is to work with remaining Retail Outlet locations to bring Connect Card sales online one at a time. Step 3 is to enlist new Retail Outlets that can offer multiple locations. Staff has been in contact with multiple retail chains that could improve geographic coverage within the SacRT service area.

SacRT has also begun working on Step 4. A potential funding source has been identified that would allow SacRT to replace approximately 60 of its 110 light rail Fare Vending Machines. These new machines would allow for the distribution and reloading of Connect Cards directly on the light rail platform, dramatically improving the availability of the Connect Card. It would also facilitate the loading of small amounts of cash onto a card, for customers who lack the ability or inclination to load large dollar amounts in advance.

During Step 5, SacRT will investigate changes to the business model for Connect Card that could make it possible for Connect Cards to be distributed and reloaded virtually anywhere (e.g., like a restaurant gift card).

### **Connect Card Spanish Language Car Card**



**¡OBTENGA SU CONNECT CARD HOY MISMO!**

**CONNECT**  
TRANSIT CARD  
ConnectTransitCard.com

- Recargue la Connect Card en línea o en los puntos de venta minorista
- Registre la tarjeta para protegerla de forma gratuita en caso de pérdida o robo
- Transferencia gratuita en 90 minutos con un único boleto
- No pague más que la tarifa "diaria"
- Use la tarjeta para viajar en los proveedores participantes de transporte público

**Inscríbese en [ConnectTransitCard.com](http://ConnectTransitCard.com)**

### **Language Assistance**

In order to maximize accessibility to the Connect Card and promote its use by Limited English Proficiency (LEP) populations, SacRT is undertaking several additional efforts.

First, interior car cards have been translated into Spanish and will be installed in buses and trains. Second, brochures on the Connect Card have also been translated into Spanish, and will be circulated in the fleet and at special events. Finally, the Connect Card vendor has been engaged to embed Google Translate service into the Connect Card web site, which will provide translation into over 80 languages.

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**Connect Card  
 Spanish Language Brochure**

**NUEVOS EQUIPOS**

**LECTORES DE TARJETAS CONNECT CARD PARA AUTOBUSES**  
 Los lectores Connect Card se instalan en todos los autobuses para aceptar el pago del transporte público en el momento en que se toma.

**LECTORES DE TARJETAS CONNECT CARD PARA FERROCARRILES LIGEROS**  
 Los lectores Connect Card se instalan en todas las estaciones regionales de ferrocarriles ligeros para aceptar el pago del boleto del transporte público antes de usarlo.

**DISPOSITIVO DE INSPECCIÓN DEL PAGO PARA FERROCARRILES LIGEROS**  
 Los oficiales del transporte público de ferrocarriles ligeros usarán un escáner de tarjetas para validar que se haya usado la Connect Card para pagar el boleto antes de usar el servicio.

**MÁQUINAS DE VENTA MINORISTA**  
 Se instalarán máquinas de venta minorista en determinados puntos de venta minorista y en agencias participantes de transporte público de la región, donde podrá cargar valor en efectivo y pasas con efectivo.



**CONNECT  
 TRANSIT CARD**

Para obtener más información o leer las preguntas frecuentes, visite [ConnectTransitCard.com](http://ConnectTransitCard.com).

Atención al cliente de Connect Card  
 TELÉFONO 916.321.2877 | TTD 916.481.4327  
 De lunes a viernes, de 8:00 a.m. a 5:00 p.m.

Centro de ventas y atención de Connect Card  
 1225 F Street, Sacramento  
 De lunes a viernes, de 9:00 a.m. a 5:50 p.m.

*Actualizado en julio de 2017*

**COMENCEMOS**

¡Bienvenido! Esta guía le ayudará a sacar el máximo provecho de su Connect Card. Para obtener más información, visite [ConnectTransitCard.com](http://ConnectTransitCard.com).

El sistema Connect Card incluye todas las tarifas existentes del transporte público, incluso los pasos y las transferencias a los que está acostumbrado. Puede cargar el o los pasos regulares y valor en efectivo (en lugar de comprar boletos o tener consigo cambio de más) en la Connect Card.

**CARGUE LA CONNECT CARD**

- En línea en [ConnectTransitCard.com](http://ConnectTransitCard.com). El dinero que se cargue en línea tarda hasta 48 horas en aparecer en la Connect Card.
- En los lugares minoristas participantes que usen las formas de pago aceptadas.
- En agencias participantes de transporte público que usen efectivo, boletos de transporte público y tarjetas de crédito o débito.

LA LISTA MÁS ACTUALIZADA DE CENTROS DE ATENCIÓN AL CLIENTE Y LUGARES MINORISTAS ESTÁ DISPONIBLE EN LÍNEA EN [CONNECTTRANSITCARD.COM](http://CONNECTTRANSITCARD.COM).

**CONNECT CARD ESTÁ AQUÍ!**



UNA FORMA FÁCIL DE PAGAR  
[ConnectTransitCard.com](http://ConnectTransitCard.com) 

REGISTRE SU CONNECT CARD EN [CONNECTTRANSITCARD.COM](http://CONNECTTRANSITCARD.COM) PARA PROTEGER EL SALDO, REALIZAR CARGAS AUTOMÁTICAS Y GESTIONAR LA CUENTA EN LÍNEA

**APOYE Y VIAJE**

Comenzará su viaje en solo 3 pasos

1. Apoye la Connect Card de forma plana contra el punto amarillo ubicado en el lector de Connect Card del autobús (cuando suba al autobús) o del lector de Connect Card del ferrocarril ligero (antes de subir al tren).
2. Espere para asegurarse de ver que la pantalla se ponga verde o amarilla y se escuche un pitido que indicará que se aceptó su pago.
3. ¡Póngase en marcha!

\*Debe apoyar la tarjeta cada vez que viaje, aunque tenga un pase mensual. Si no apoya la tarjeta, podrá recibir una multa.

**CÓMO ENTENDER LOS LECTORES DE TARJETAS**

**Lista para viajar:** cuando apoye y mantenga la tarjeta contra el punto amarillo, verá que la pantalla se toma verde o amarilla (según el tipo de tarjeta) y escuchará un pitido de confirmación cuando se acepte el pago.

Si ve que la pantalla se pone roja y escucha un tono de alta frecuencia, no tiene una tarifa válida de transporte público, ya apoyó la tarjeta o la Connect Card se bloqueó o dañó. Si no sabe por qué no funciona su Connect Card, llame al Centro de atención al cliente de Connect Card al 916.321.2877 o diríjase al Centro de atención al cliente de alguna agencia participante de transporte público.

**CONSULTE SU SALDO DE VALOR EN EFECTIVO**

- En línea en [ConnectTransitCard.com](http://ConnectTransitCard.com).
- Ullame al Centro de atención al cliente de Connect Card al 916.321.2877.
- Pídale al operador que revise la información de la tarjeta en el autobús o presione el botón Información de la tarjeta en las estaciones de ferrocarriles ligeros y mantenga la tarjeta en el lector de Connect Card.

**REGISTRE SU TARJETA**

Al registrar la Connect Card, puede realizar en línea las siguientes acciones en su tarjeta:

- Cargar dinero (pasos y valor en efectivo)
- Configurar una carga automática
- Ver su historial de transacciones
- Consultar el saldo de valor en efectivo
- Informar la pérdida/robo de su tarjeta y solicitar un reemplazo

Estos beneficios están disponibles únicamente para los titulares de tarjetas registradas. Para registrarse en línea, ingrese en [ConnectTransitCard.com](http://ConnectTransitCard.com). Si califica para una tarjeta con descuento, debe dirigirse al Centro de atención al cliente de alguna agencia participante de transporte público y presentar evidencias de su elegibilidad.

**CÓMO USAR SU TARJETA**

Connect Card usa una tecnología de tarjeta inteligente para almacenar los pasos y el valor en efectivo. Las Connect Cards pueden recargarse y reutilizarse, por lo que no debe tirarlas. No doble la tarjeta ni la pefiore, ya que esto puede dañarla.

**CARGA AUTOMÁTICA**

Para que el pago de la tarifa del transporte público sea conveniente, inscribese en el programa de carga automática de Connect Card. Cuando el saldo del valor en efectivo sea inferior al nivel que elija o el pase del transporte público esté por vencer, la Connect Card se cargará automáticamente mediante la tarjeta de crédito o débito que haya ingresado.

**VALOR EN EFECTIVO**

Puede cargar valor en efectivo en la Connect Card. El valor en efectivo funciona igual que el efectivo - cada vez que viaje, se deducirá el monto de la tarifa de ida de su saldo. También puede usar el valor en efectivo para pagar un pase diario o pagar la tarifa de otro pasajero en agencias participantes. Todas las agencias participantes aceptan el valor en efectivo.

No puede dividir un pago y pagar una parte con el valor en efectivo de la Connect Card y otra parte con efectivo que tenga a mano.

**PASE DIARIO**

Puede pedirle al operador del autobús, al subirse o presionar el botón Pase diario del lector de Connect Card del ferrocarril ligero antes de apoyar la tarjeta, que le cargue un pase diario en la Connect Card, válido en las agencias participantes de transporte público.

Puede comprar un pase diario con el saldo en valor en efectivo de la Connect Card.

**PROTECCIÓN DEL SALDO**

La Connect Card ofrece seguridad y protección del saldo en caso de pérdida o robo. Puede informar la pérdida o el robo de la Connect Card registrada por teléfono o en persona en el Centro de atención al cliente de alguna agencia participante de transporte público. Se desactivará la tarjeta y los pasos o el valor en efectivo restantes se transferirán a una Connect Card de reemplazo para usted.

Se aplicará un cargo por la tarjeta de reemplazo.

**CUENTAS CORPORATIVAS**

El programa de cuentas corporativas de Connect Card permite que los empleadores:

- Ofrezcan subsidios y pasos para el transporte público como beneficio para los empleados.
- Usen una gestión simple de cuentas en línea.
- Configuren una carga automática para los pasos mensuales y el valor en efectivo.
- Reciban una única factura mensual combinada de todas las agencias regionales de transporte público.
- Se beneficien de las deducciones de nómina antes de impuestos.

Para obtener más información sobre el programa de cuentas corporativas de Connect Card, envíe un correo electrónico a [corpadmin@connecttransitcard.com](mailto:corpadmin@connecttransitcard.com) o llame al 916.321.2877.

**Example Google-Translated  
Spanish Language  
Connect Card Web Site**



SacRT is working with the Connect Card vendor to embed Google Translate into the Connect Card web site, allowing free instant translation.