

NEXT STOP NEWS



INSIDE:

Season of Civil Rights

Electronic Message Signs

Ride Free on the RT Holiday Bus



DECEMBER 2010

Electronic Message Signs Coming Soon to a Station Near You

New electronic message signs will soon be installed at key light rail stations throughout the RT system that will provide passengers the information they need to stay informed about their light rail commute.

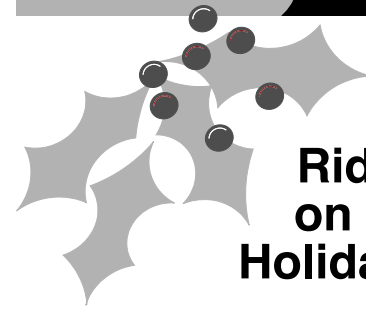
Initially, scheduled train arrival times will be displayed on the signs, as well as service disruption information and other RT news. Real-time train arrival times will be displayed starting in spring 2011 using GPS to track the movements of RT vehicles.

RT is constantly working to upgrade its passenger experience, and will use this new communication tool to further disseminate arrival information and keep passengers up-to-date when major service disruptions occur.

Installation of the electronic message signs began in November 2010, with the first sign installed at the 13th Street light rail station, and will continue through 2011.

Next Stop News is produced monthly by the Sacramento Regional Transit District to keep passengers informed about current RT news and community events.

E-mail questions or comments about Next Stop News to nextstopnews@sacrt.com



Ride Free on the RT Holiday Bus

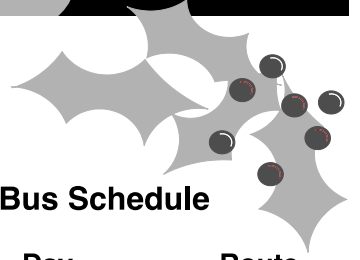
As a thank you to riders and wishes for a happy holiday season, RT invites you to take a free ride on the RT Holiday Bus. Hand-painted by employees and their families, the colorful 40-foot Holiday Bus will be easy to spot as it travels on different routes throughout the Sacramento region spreading cheer from Wednesday, December 1, 2010 through Sunday, January 2, 2011.

In keeping with the “season of giving,” RT passengers will have the opportunity to deposit a cash donation in the farebox (cash or check accepted), and/or place non-perishable food items (such as canned and boxed goods, peanut butter, etc.) in RT’s special donation box as you board.

All donations will directly benefit the River City Food Bank, a non-profit organization in great need of assistance since their facility suffered major damage during a recent fire. The food drive will go a long way to help restore the over 8,000 pounds of food that was lost in the disaster.

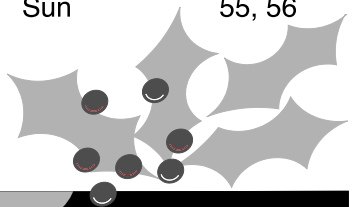
The River City Food Bank provides emergency food and housing assistance to over 40,000 clients in Sacramento County annually. For more information about River City Food Bank, please call 916-446-2627 or visit www.rivercityfoodbank.org.

View the schedule to find out when the Holiday Bus will be traveling to a neighborhood near you!



2010 Holiday Bus Schedule

Date	Day	Route
Dec. 1	Wed	1
Dec. 2	Thu	2
Dec. 3	Fri	5
Dec. 4	Sat	93
Dec. 5	Sun	88
Dec. 6	Mon	6, 56
Dec. 7	Tue	11, 62
Dec. 8	Wed	13, 14, 88
Dec. 9	Thu	15
Dec. 10	Fri	19
Dec. 11	Sat	51
Dec. 12	Sun	82
Dec. 13	Mon	21
Dec. 14	Tue	22, 23
Dec. 15	Wed	24, 25
Dec. 16	Thu	26
Dec. 17	Fri	28, 74
Dec. 18	Sat	80, 84
Dec. 19	Sun	67, 68
Dec. 20	Mon	30, 31
Dec. 21	Tue	34
Dec. 22	Wed	38
Dec. 23	Thu	51
Dec. 24	Fri	54, 65
Dec. 25	Sat	72, 75
Dec. 26	Sun	81
Dec. 27	Mon	61
Dec. 28	Tue	62
Dec. 29	Wed	67, 68
Dec. 30	Thu	72, 75
Dec. 31	Fri	80, 84
Jan. 1	Sat	38, 86, 87
Jan. 2	Sun	55, 56



Rider Alert

January Service Changes

Effective Sunday, January 2, 2011, RT will implement service changes. The schedule changes include the modification of the following routes:

Route 23: El Camino (Weekday Schedule Changes)

The 1:59 p.m. trip departing the Sunrise Mall Transit Center will be adjusted to depart 15 minutes later at 2:14 p.m. The 9:13 a.m. and 11:13 a.m. trips from the Arden/Del Paso light rail station will depart 15 minutes earlier at 8:58 a.m. and 10:58 a.m. All times will shift accordingly.

Route 54: Center Parkway (Weekday Service Changes)

Due to low ridership, the 3:23 p.m. trip from the Cosumnes River College Transit Center will be discontinued.

Route 214: Broadway – Stockton Blvd. (Weekday Service Changes)

Due to low ridership, one of the two 7:38 a.m. trips from 34th and T streets will be discontinued.

Route 246: Meadowview – Greenhaven (Weekday Schedule Changes)

The 3:24 p.m. trip departing Gloria Drive and Florin Road will be adjusted to leave 10 minutes earlier at 3:14 p.m. All times will shift accordingly.

Route 247: 21st St. – Florin Rd. (Weekday Schedule Changes)

The 3:24 p.m. trip departing Gloria Drive and Florin Road will be adjusted to leave 10 minutes earlier at 3:14 p.m. All times will shift accordingly.

Route 248: Meadowview – Rush River (Weekday Schedule Changes)

The 3:24 p.m. trip departing Gloria Drive and Florin Road will be adjusted to leave 10 minutes earlier at 3:14 p.m. All times will shift accordingly.

Route 252: Freeport – Fruitridge – ML King (Weekday Schedule Changes)

The 3:31 p.m. trip departing Freeport Boulevard and Weller Way will be adjusted to leave 15 minutes earlier at 3:16 p.m. All times will shift accordingly.

Route 255: La Riviera – College Greens (Weekday Service Changes)

Due to low ridership, the 3:01 p.m. trip from Kiefer Boulevard and Mayhew Road to La Riviera Drive and College Town Drive will be discontinued. The 3:01 p.m. trip from Kiefer Boulevard and Mayhew Road to Carlson Drive and Sandburg Drive will continue to operate.

RT Celebrates a “Season of Civil Rights ... It All Started on a Bus”

Since 2008, RT has been celebrating the “Season of Civil Rights ... It All Started on a Bus” with a series of events during the months of December, January and February to build awareness of the significant role that transit has played in the American Civil Rights Movement.

The 3rd annual Season of Civil Rights campaign began on December 1, 2010, and promotes a number of regional activities and events to raise awareness about civil rights.

“I Am the Dream and the Dream is Now” Poetry Contest: November 2010

In preparation for the Season of Civil Rights, RT invited students in grades 3 through 12, who attend a school within RT’s service area, to participate in the “I Am the Dream and the Dream is Now” poetry contest. Submitted poems addressed the theme of transit and civil rights.

Reserved Seats in Honor of Rosa Parks: Wednesday, December 1, 2010

RT reserves a seat on every RT bus in honor of Rosa Parks every year on December 1 – the same day in 1955 in Montgomery, Alabama, when Rosa Parks refused to obey a bus driver’s order that she give up her seat to a white passenger. Her simple act of defiance played a critical role in the American Civil Rights Movement, as it ignited the Montgomery Bus Boycott.

Season of Civil Rights Commemorative Bus: December 2010 through February 2011

Two RT buses with exterior images of Rosa Parks and Martin Luther King Jr. will travel on different routes throughout the Sacramento region during the Season of Civil Rights campaign.

WTS Rosa Parks Diversity Leadership Award Presentation: Tuesday, December 14, 2010

The Women’s Transportation Seminar – Sacramento Chapter will present the Rosa Parks Diversity Leadership Award to RT at the WTS Annual Awards and Scholarship Dinner. RT will be honored for the Season of Civil Rights Campaign and for contributions that significantly promote diversity and cultural awareness within the RT organization and the transportation industry.

12th Annual Martin Luther King Jr. Celebration Dinner: Saturday, January 15, 2011

RT is proud to be a sponsor of the annual MLK Celebration Dinner, which serves to preserve the memory of Dr. Martin Luther King Jr. and his commitment to equal justice. The event will take place at the Sacramento Convention Center. For more information, visit www.mlkcelebration.org.

Martin Luther King Jr. March and Celebration: Monday, January 17, 2011

Rain or shine, RT employees will make the six-mile trek to the Sacramento Convention Center to participate in the annual Martin Luther King Jr. March and Celebration where winning poems from RT’s “I Am the Dream and the Dream is Now” poetry contest and RT’s 1957 “Old Blue” historic bus will be on display. For more information, visit www.MLK365.org.

“Don’t Neglect Your Health” Fair and Forum 2011: Saturday, February 19, 2011

RT will join The Observer Media Group to co-sponsor the “Don’t Neglect Your Health” Fair and Forum at the George Sim Community Center from 10 a.m. to 4 p.m.

For more information about the campaign, visit www.sacrt.com and click on the Season of Civil Rights link.