

NEXT STOP NEWS



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NOV
2012

“I Am the Dream and the Dream Is Now” Poetry Contest

RT is celebrating its 5th annual Season of Civil Rights with a series of events during the months of December, January and February to build awareness about the significant role that transit played in the American Civil Rights Movement.

In preparation, RT invites 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 must be 10 lines or less and be original work. All entries are required to relate to the theme of transit and civil rights. Nine entries will be selected, three from each grade category: 3rd through 6th, 7th through 9th, and 10th through 12th.

Winners will receive a \$25 bookstore gift card and “The Rosa Parks Story” DVD.

RT will display the winning poems on RT interior transit cards in buses in January and February to commemorate RT’s Season of Civil Rights. Winning poems will also be on display at special events during the campaign.

Submissions must be received by Friday, December 7, 2012. To enter, visit www.sacrt.com and click on the Season of Civil Rights link or mail it to:

Sacramento Regional Transit District
Attn: Season of Civil Rights Poetry Contest
P.O. Box 2110
Sacramento, CA 95812-2110

All entries must include student’s name, grade, school, teacher and contact information.

For more information, contact Jo Noble, RT Senior Community and Government Affairs Officer, at 916-556-0118 or jnoble@sacrt.com.

RT to Take Part in the Annual Santa Parade

RT’s Holiday Bus will take part in the annual Santa Parade that will roll through the heart of downtown Sacramento on Saturday, December 1 at 10 a.m. It will join a cast of participants that will range from tuneful marching bands and high-stepping horses to dazzling floats.

The parade starts at the corner of 9th and I streets, travels east on I Street (past City Hall), south on 13th Street alongside the Sacramento Convention Center, west on L Street, and north on 7th Street, disbanding near the Sacramento Downtown Plaza Ice Rink at 7th and K streets.

RT buses serving the downtown area during the parade may experience minor detours and delays. Please plan accordingly.

For more information about the parade, visit www.sacholidays.com. For route and schedule information, call 916-321-BUSS (2877) or visit www.sacrt.com.

Ride Transit October Thank You

RT would like to thank customers for taking part in the 2nd annual “Ride Transit October” campaign.

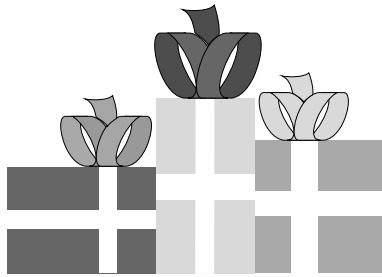
RT staff reported positive feedback from riders who participated in the customer appreciation and celebration of the 25th anniversary of light rail events held at select light rail stations and transit centers, and “Fun Fridays” at the Customer Service and Sales Center.

RT received a large number of questions, comments and recommendations during the events, with Mike Wiley, General Manager/CEO, tracking many himself during his “Ride with the GM” portion of the campaign. Wiley met hundreds of people as he toured the system using a published itinerary, conversing with passengers and listening to their comments.

“I’m very encouraged by the number of customers that complimented RT operators and expressed appreciation for RT service,” Wiley said. “I’m also receptive when customers offer solutions to improve service and amenities.”

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

Email 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 Sunday, December 2, 2012 through Sunday, January 6, 2013.

In keeping with the “season of giving,” passengers will once again 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 goods, peanut butter, etc.) in RT’s special donation box. All donations will directly benefit River City Food Bank, a non-profit organization that provides emergency food and housing assistance to approximately 40,000 clients in Sacramento County annually.

For more information about River City Food Bank, 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!

2012 Holiday Bus Schedule

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

Introducing CITRUS HEIGHTS City Ride



On October 29, 2012, RT, in partnership with the City of Citrus Heights, began operation of a new shuttle service for travel in Citrus Heights called “City Ride.” City Ride offers curb-to-curb, “dial-a-ride” service to and from any destination within the city of Citrus Heights and to Mercy San Juan Medical Center on Coyle Avenue in Carmichael. In the near future, RT plans to offer service to Kaiser Medical Offices on Riverside Avenue in Roseville.

City Ride can connect passengers to destinations throughout the city of Citrus Heights, including shopping centers, restaurants, movie theaters, community centers, parks, schools and medical facilities from 7 a.m. to 7 p.m., Monday through Friday. The service is open to the general public, and regular RT Basic and Discount fares apply.

Reservations are required by calling 916-556-0258 during service hours no earlier than one business day in advance. Reservations are taken on a first-come, first-served basis.

All City Ride shuttle vehicles seat 12 to 14 passengers with space for two wheelchairs, and are equipped with wheelchair lifts and securements, and bike racks.

For more information about the new service, visit www.sacrt.com/citrusheightscityride or call 916-321-BUSS (2877). To make a reservation, call 916-556-0258.