

mba

midtown business association
1716 L Street
sacramento, ca 95814
442.1500

Office of the Mayor and City Council
City Hall
915 I Street
Sacramento, CA 95814

May 13, 2008

Re: Pilot Program- Second Saturday RT Trolley

Dear Mayor and City Council,

I am writing on behalf of the Board and membership of the Midtown Business Association (MBA) to request that Regional Transit implement a temporary, pilot Second Saturday trolley shuttle service for June, July and August, 2008. We have discussed this concept with Mayor Heather Fargo, Councilmember Steve Cohn, Police Chief Rick Braziel, the City Manager's Office and the Downtown Partnership as well as multiple business owners and community activists in Midtown—all are supportive and enthusiastic about the idea.

Second Saturday events in Midtown are flourishing as never before, drawing thousands of visitors, residents and employees into the Central City every month. These are signature events for Sacramento, drawing visitors from all over California, and feeding our tourism industry—and they boost Sacramento's reputation as a 24-hour city. Second Saturdays create positive image and business opportunities for the Central City, and generate much-needed sales tax, parking, and transit revenues.

We are seeing heavy accumulations of vehicle, pedestrian and bicycle traffic, particularly between the hours of 4:30 and 10:30 p.m., on J, K, L and Capitol Streets, between 16th and 29th. In order to promote public safety, ease circulation, support clean air, and encourage pedestrian and transit travel on Second Saturdays, the MBA is suggesting a combination of measures:

- Regular Second Saturday trolleys, with short headways, running up J and down L, through Midtown and Downtown. This free service would be heavily promoted and would have stops close to the major parking garages. The trolleys should be attractive, open-air vehicles, with easy-to-spot signage identifying them as the Second Saturday shuttle; ridership could be boosted by retail giveaways and other promotions.

- Free or inexpensive parking at the City garages to include the newly built Sutter Garage.
- Street closures on some numbered streets (such as 20th between J and L) which experience heavy pedestrian activities.
- Constrain on-street parking on the most heavily-impacted blocks to add extra capacity to the streets and inhibit aggressive parking tactics.

The MBA would be willing to work with the City and Regional Transit to raise funding and share expenses for the pilot program and to brand and market the shuttle to the public. In addition, we would be glad to participate in any evaluation and planning activities that could lead to establishment of a permanent Second Saturday Shuttle as of September, 2008.

Thank you, in advance, for your consideration of this exciting and innovative pilot program; we are confident that it will be met with great public enthusiasm.

Yours truly,

Aaron Zeff
President
Midtown Business Association

cc: Mayor Heather Fargo
Councilmember Steve Cohn
Ray Kerridge
Michael Ault
MBA Board of Directors