

RESOLUTION NO. 1993-120

**AUTHORIZING THE GENERAL MANAGER TO IMPLEMENT
TEMPORARY PROMOTIONAL DISCOUNT FARES**

WHEREAS, it is the goal of the Greater Cleveland Regional Transit Authority to increase ridership and revenue; and

WHEREAS, temporary promotional discount fares have the potential to generate long-term benefits in terms of increased ridership and revenue;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority:

Section 1. That the General Manager of the Greater Cleveland Regional Transit Authority is hereby authorized to implement temporary promotional discount fares with duration of up to 60 days.

Section 2. That this authorization extends to ticket and pass prices as well as cash fares.

Section 3. That the promotional discount fares authorized by this resolution shall not be less than 50 percent of the Rate of Fares established pursuant to Resolution 1993-1, or as may be subsequently established by this Board.

Section 4. That the General Manager shall report the results of each promotion to the Board of Trustees.


Section 5. That this resolution shall become effective immediately upon its adoption.

Adopted: July 20, 1993



President

Attest:



Secretary-Treasurer