

RESOLUTION NO. 1994-134

**AUTHORIZING A FREE-FARE PROMOTION
ON TWO NEW BUS ROUTES: #63F AND #93**

WHEREAS, increasing ridership is one of RTA's primary goals; and

WHEREAS, Route #63F (Lorain Road-Great Northern Park-N-Ride Via I-480) and Route #93 (Broadway Shuttle) are new bus routes, having been initiated in 1994 and 1993, respectively; and

WHEREAS, a free-fare promotion would help introduce Route #63F to the potential residential and Park-N-Ride customers it was designed to serve; and

WHEREAS, a free-fare promotion would help raise awareness of, and increase ridership on, Route #93, whose ridership has not grown as expected; and

WHEREAS, a sustained promotion would help develop the riding habit in those who initially try the service.

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

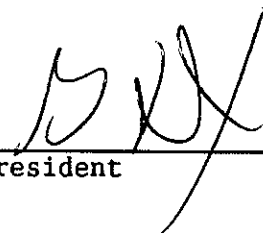
Section 1. That the Greater Cleveland Regional Transit Authority will offer a free-fare promotion on Routes #63F and #93 from Monday, September 12, through Friday, September 23, 1994, during which time no fare will be charged.

Section 2. That, during the period specified in Section 1, customers riding Routes #63F and #93 will receive transfers on request as though they had paid the applicable fare.

Section 3. That purchasers of pre-paid passes and tickets shall not be entitled to any refund in consideration of this promotion, which is aimed at new customers.

Section 4. That this resolution shall become effective immediately upon its adoption.

Adopted: August 23, 1994



President

Attest:



General Manager
Secretary-Treasurer