

RESOLUTION NO. 1997-174

**AUTHORIZING FREE-FARE PROMOTIONS
ON COMMUNITY CIRCULATOR ROUTES**

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

WHEREAS, the Euclid Community Circulator is a new service, having begun operation on August 25, 1997; and

WHEREAS, the Slavic Village Community Circulator is scheduled to begin operating on December 14, 1997; and

WHEREAS, the Lakewood Community Circulator is tentatively scheduled to begin operating on December 15, 1997, pending the outcome of further community meetings and a public hearing; and

WHEREAS, free-fare promotions, as part of a comprehensive marketing strategy, can help increase ridership on new community circulator services by increasing awareness of the services and encouraging potential customers to try using them;

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 free-fare promotions on new community circulator routes as follows:

- Euclid Community Circulator: September 22 through October 3, 1997.
- Slavic Village Community Circulator: December 14 through December 27, 1997.
- Lakewood Community Circulator: December 15 through December 27, 1997.

Section 2. That, during the free-fare promotion, passengers who do not pay fares will not receive transfers; passengers transferring to other routes will pay the applicable fare on the other routes.

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: September 16, 1997



President

Attest:



General Manager
Secretary-Treasurer