

RESOLUTION NO. 1998 - 37

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

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

WHEREAS, the Tremont Community Circulator is scheduled to begin operating on April 5, 1998; and

WHEREAS, the Southeast Community Circulator is tentatively scheduled to begin operating on June 15, 1998, pending the outcome of further community meetings and a public hearing; and

WHEREAS, other community circulator routes will be introduced in the future; 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:

- Tremont Community Circulator: April 5 through April 18, 1998.
- Southeast Community Circulator: June 15 through June 27, 1998.
- Additional new community circulators: first two (2) weeks of service.

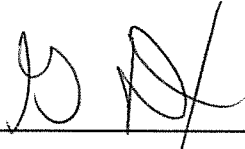
Section 2. That, during the free-fare promotions, passengers who do not pay fares will not receive transfers; passengers transferring to other routes will pay the applicable fare on the other routes.

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

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

Adopted: March 17, 1998

Attest: 
Gen. Manager/Sec. -Treasurer



President

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RTA Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION: AUTHORIZING FREE-FARE PROMOTIONS ON COMMUNITY CIRCULATOR ROUTES	RESOLUTION NO.:
	1998 -37
	DATE:
	March 12, 1998
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	INITIATOR:
	RoseMary Covington

1.0 PURPOSE/SCOPE:

This action authorizes free-fare promotions on Community Circulator routes, as follows:

- Tremont Community Circulator: April 5 through April 18, 1998.
- Southeast Community Circulator: June 15 through June 27, 1998.
- Additional new Community Circulators: first two (2) weeks of service.

2.0 DESCRIPTION/JUSTIFICATION:

Increasing ridership is one of RTA's primary goals. This promotion will increase ridership by enhancing awareness of new Community Circulator bus routes and encouraging their use through a price incentive.

The Tremont Community Circulator, a seven-day-per-week service, will begin operating Sunday, April 5, 1998, in conjunction with route restructuring in the near West side area. These service changes have been discussed with the community, and a public hearing has been held. A coordinated marketing program is being planned, including two weeks of free service if this resolution is approved.

The Southeast Community Circulator, a Monday-through-Saturday service, is part of the June bus service changes in the southeast suburbs. Subject to the outcome of further discussions with the community and a public hearing, the circulator will be implemented June 15, 1998. The proposed two-week free-fare promotion is part of the plan for marketing the reorganized service.

3.0 PROCUREMENT BACKGROUND:

Does Not Apply.

4.0 POLICY IMPACT:

This action directly supports the board's Priority Policy Goal II, which calls for expanding and reorganizing service. It is also consistent with the policies of increasing ridership and "aggressively pursuing new markets for transportation services," as set forth in "RTA: A Goal For The Future."

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5.0 ECONOMIC IMPACT:

The expected revenue loss for each promotion is less than \$2,000. The overall economic impact over a one-year period will be at a net positive if a ridership gain of a least 4 percent is achieved due to the promotions.

6.0 ALTERNATIVES:

Do not authorize the promotions. This alternative would not achieve the objective of stimulating ridership on these new bus routes.

Authorize shorter promotions. This alternative would raise awareness and encourage test use of the new routes, but would be less effective in developing the riding habit in those who try the new service. It also would not allow sufficient time for customers who have positive experiences with the promotions to communicate those experiences to other potential customers.

7.0 RECOMMENDATION:

It is recommended that RTA offer free-fare promotions as specified in the resolution.

**Recommended and certified as appropriate
to the availability of funds, legal form
and conformance with the Procurement
Requirements.**


General Manager/Secretary-Treasurer