

RESOLUTION NO. 2002-150

AUTHORIZING THE GENERAL MANAGER TO IMPLEMENT SHORT-TERM PROMOTIONAL FREE FARE PROGRAMS TO COMMUNITY-SPONSORED PUBLIC EVENTS

WHEREAS, the Board of Trustees of the Greater Cleveland Regional Transit Authority has been granted the authority to establish fares for the use of Authority facilities; and

WHEREAS, the Board of Trustees has, pursuant to resolutions adopted by the Board, established rates of fares to be charged for the use of its facilities; and

WHEREAS, the Board has determined that promotional free fare service to special public events for a limited time will enhance the image of the Authority and promote ridership.

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

Section 1. That the General Manager be and he is hereby authorized to implement promotional free fare service on specific regularly scheduled public transit routes to public events.

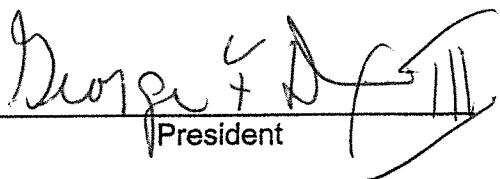
Section 2. Public event shall mean any community-sponsored activity open to all members of the general public that may occur on or near established routes of regularly scheduled public transit service.

Section 3. That the duration of the promotional free fare programs authorized by this resolution shall not exceed a period of seventy-two (72) hours for each event.

Section 4. That the General Manager shall consider the economic impact to the Authority when considering the promotional free fare programs authorized by this resolution.

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

Adopted: September 10 2002

  
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President

Attest:   
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CEO, General Manager/Secretary-Treasurer

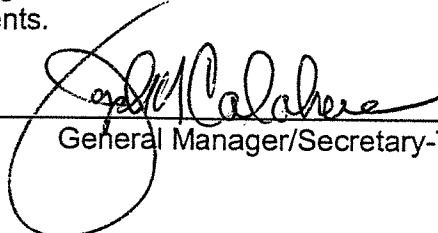


Greater Cleveland Regional Transit Authority  
**STAFF SUMMARY AND COMMENTS**

TITLE/DESCRIPTION: Authorizing the General Manager to Implement Short Term Promotional Free Fare Program to Community-Sponsored Public Events	Resolution No.: 2002 -150
	Date:
	Initiator:
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 PURPOSE/SCOPE: In the past the Board has adopted resolutions authorizing free fare service to specified public events. One example is the free fare authorized on New Year's Eve. From time to time the General Manager may identify other community-sponsored events where free fare service may promote goodwill, enhance the Authority's image and promote service.
- 2.0 DESCRIPTION/JUSTIFICATION: This resolution would authorize the General Manager to implement promotional free fare programs to community-sponsored public events on regularly scheduled route service. These free fare programs would not extend to privately sponsored activities where there may be an admission charge. The promotional free fare programs authorized by this resolution could not last more than seventy-two (72) hours and may be for any time interval less than that.
- 3.0 PROCUREMENT BACKGROUND: Does not apply.
- 4.0 DBE/AFFIRMATIVE ACTION BACKGROUND: Does not apply.
- 5.0 POLICY IMPACT: This resolution will establish a new policy authorizing the General Manager to implement short-term promotional free fare programs for community-sponsored public events without requiring specific Board approval for such actions.
- 6.0 ECONOMIC IMPACT: Although the Authority may experience some short-term loss in revenue, the long-term impact will be to increase promotional opportunities and increase ridership. The resolution also requires the General Manager to consider the economic benefits of any short-term fare reduction authorized by this resolution.
- 7.0 ALTERNATIVES: Have the Board authorize reduced fare programs on an individual basis.
- 8.0 RECOMMENDATION: Adopt the proposed resolution.
- 9.0 ATTACHMENTS: None.

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

  
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General Manager/Secretary-Treasurer