

RESOLUTION NO. 2003 - 174

A RESOLUTION AUTHORIZING THE GENERAL MANAGER TO IMPLEMENT PILOT PROGRAMS FOR FARES TO BE CHARGED FOR THE USE OF GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY SERVICES

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

WHEREAS, the Board of Trustees has determined that it is in the best interest of the Greater Cleveland Regional Transit Authority to implement pilot programs for fares charged for the use of Greater Cleveland Regional Transit Authority services for a limited time to 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, Cuyahoga County, Ohio:

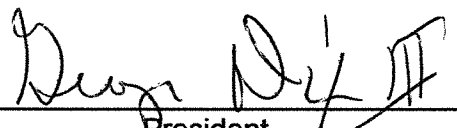
Section 1. That the General Manager/Secretary-Treasurer be and he is hereby authorized to implement pilot programs for fares to be charged for the use of Greater Cleveland Regional Transit Authority services.

Section 2. That the duration of the pilot fare programs authorized by this resolution shall not exceed a period of ninety (90) days.

Section 2. That the General Manager shall consider the economic impact of the Authority when considering the pilot fare programs authorized by this resolution.

Section 3. That this resolution shall become effective immediately upon its adoption.

Adopted: November 24, 2003



President

Attest: 

CEO, General Manager/Secretary-Treasurer



Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

Q-2

TITLE/DESCRIPTION: A RESOLUTION AUTHORIZING THE GENERAL MANAGER TO IMPLEMENT PILOT PROGRAMS FOR FARES TO BE CHARGED FOR THE USE OF GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY SERVICES	Resolution No.: 2003-174
	Date: November 19, 2003
	Initiator: Finance & Administration
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: This resolution will authorize the General Manager to implement pilot fare programs for a period not to exceed ninety (90) days. In the past the Board has adopted resolutions authorizing the General Manager to implement short-term promotional free fare programs to community-sponsored public events and has also authorized the General Manager to suspend the collection of fares during times of emergency. The promotional free fare programs currently authorized cannot last more than seventy-two (72) hours.
- 2.0 DESCRIPTION/JUSTIFICATION: From time-to-time it may be in the best interest of the Authority to implement pilot programs for fares charged for the use of Greater Cleveland Regional Transit Authority services. Implementation of pilot programs will enable the Authority to access the feasibility of fare proposals and to implement short-term fare changes for promotional/public relations' purposes. An example of pilot programs may be the implementation of a reduced fare during the holiday season.
- 3.0 PROCUREMENT BACKGROUND: Not Applicable.
- 4.0 DBE/AFFIRMATIVE ACTION BACKGROUND: Does not apply.
- 5.0 POLICY IMPACT: This action gives the General Manager the authority to implement ninety-day pilot programs for fares. Any long-term fare charges will require the Authority to comply with established policies for amending rates of fares to be charged for the user of Greater Cleveland Regional Transit Authority services.
- 6.0 ECONOMIC IMPACT: Although the Authority may experience some short-term loss in revenue, the long-term impact will be to enhance the image of the Authority as being responsive to the needs of its customers and an increase in ridership. The resolution also requires the General Manager to consider the economic impact of any pilot programs for fares authorized by this resolution.
- 7.0 ALTERNATIVES: Reject the resolution or have the Board authorize pilot fare programs on a case-by-case basis.

8.0 RECOMMENDATION: It is recommended that this Resolution be approved authorizing the General Manager to implement pilot programs for fares.

9.0 ATTACHMENTS: None.

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



CEO, General Manager/Secretary-Treasurer