

RESOLUTION NO. 2012-10

AUTHORIZING THE GENERAL MANAGER TO IMPLEMENT A MULTIPLE DAY
FARE PASS PROGRAM

WHEREAS, the Board of Trustees has statutory authority, pursuant to Ohio Revised Code, Section 306.35, to establish the fares charged by the Greater Cleveland Regional Transit Authority; 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 a multiple day fare pass program is in the best interest of the Authority and will 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 be and he is hereby authorized to implement a multiple day fare pass program for 1-day, 2-day and 4-day passes, priced consistent with the price of a daily pass.

Section 2. That the General Manager be and he is hereby authorized to offer other multiple day passes, provided that these passes are also priced consistent with the price of a daily pass.

Section 3. That the General Manager be and he is hereby authorized to offer tiered pricing options as a function of group size for large group purchases of the multiple day passes.

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

Adopted: February 21, 2012



President

Attest: 

CEO, General Manager/Secretary-Treasurer



Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION: AUTHORIZING THE GENERAL MANAGER TO IMPLEMENT A MULTIPLE DAY FARE PASS PROGRAM	Resolution No.: 2012- 10
	Date: February 16, 2012
	Initiator: Marketing and 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 action gives the General Manager authority to establish and implement a multiple day fare pass program.
- 2.0 DESCRIPTION/JUSTIFICATION: The multiple day fare pass program will offer 1-day, 2-day and 4-day passes that are priced consistent with the price of a daily pass. This action also gives the General Manager authority to offer other multiple day passes and offer discounts for large group purchases. Discounts will be offered based on the number of passes purchased.
- 3.0 PROCUREMENT BACKGROUND: Does not apply.
- 4.0 DBE/AFFIRMATIVE ACTION BACKGROUND: Does not apply.
- 5.0 POLICY IMPACT: This action will give the General Manager authorization to implement a multiple day fare pass program, priced consistent with the price of a daily pass, as well as implement a group discount for multiple day passes. It does not increase the base fare paid by any passenger.
- 6.0 ECONOMIC IMPACT: This action is in the best interest of the Authority and will promote ridership.
- 7.0 ALTERNATIVES: Not approve the multiple day fare pass program. The Authority will not be able to sell multiple day passes to encourage ridership.
- 8.0 RECOMMENDATION: It is recommended that the multiple day fare pass program be accepted and the resolution passed.
- 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