

RESOLUTION NO. 2017-42

ESTABLISHING A "KIDS RIDE FREE ALL SUMMER" FARE UNDER SECTION 840.12 OF THE CODIFIED RULES AND REGULATIONS OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY AND RATIFYING THE JUNE 10, 2017 START DATE FOR THE FARE PROGRAM

WHEREAS, the Board of Trustees has statutory authority to establish the fares charged on the Greater Cleveland Regional Transit Authority ("Authority"); and

WHEREAS, in Resolution 1993-120, the Board of Trustees established a program for temporary promotional fares, which was codified at Section 840.12 of the Authority's Codified Rules and Regulations; and

WHEREAS, Section 840.12 allows for a promotional fare "as may be subsequently established by the Board of Trustees"; and

WHEREAS, the Authority would like to encourage Northeast Ohio families to travel throughout the summer and visit the many destinations in our region; and

WHEREAS, the Authority wishes to offer a promotional fare for up to three (3) children 12 years old and under to ride free with a fare-paying adult 18 years or older; and

WHEREAS, the promotional fare would be in effect from June 10, 2017 through August 6, 2017.

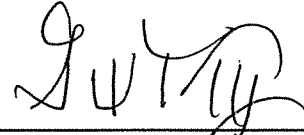
NOW THEREFORE BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the CEO, General Manager/Secretary-Treasurer is hereby authorized to offer a 2017 Kids Ride Free Fare Program permitting up to three children 12 years old and under to ride free when accompanied by a fare paying adult, age 18 years of age or older, from June 10, 2017 through August 6, 2017.

Section 2. That the General Manager's action in setting the fare to begin on June 10, 2017 is hereby ratified.

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

Adopted: June 20, 2017



President

Attest:



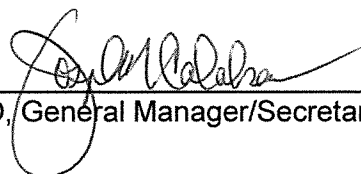
CEO/General Manager/Secretary-Treasurer



TITLE/DESCRIPTION: ESTABLISHING A "KIDS RIDE FREE ALL SUMMER" FARE UNDER SECTION 840.12 OF THE CODIFIED RULES AND REGULATIONS OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY	Resolution No.: 2017- 42
	Date: June 15, 2017
	Initiator: Finance and 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 establish a "Kids Ride Free All Summer" fare under Section 840.12 of the Codified Rules and Regulations ("Code") of the Greater Cleveland Regional Transit Authority.
- 2.0 DESCRIPTION/JUSTIFICATION: GCRTA wishes to offer a "Kids Ride Free All Summer" fare to encourage Northeast Ohio families to travel throughout the summer and visit the many destinations in our region. The Authority would also like to evaluate whether a promotional fare would encourage new riders on the Authority's system. The fare allows up to three children 12 years old and under to ride free, when accompanied by a fare paying adult, age 18 years of age or older. The promotion will last from June 10, 2017 through August 6, 2017.
- 3.0 PROCUREMENT BACKGROUND: Does not apply.
- 4.0 AFFIRMATIVE ACTION/DBE BACKGROUND: Does not apply.
- 5.0 POLICY IMPACT: Adoption of the resolution will result in the Authority offering a promotional fare to encourage Northeast Ohio families to use RTA for summer travel.
- 6.0 ECONOMIC IMPACT: Does not apply.
- 7.0 ALTERNATIVES: Not adopt this resolution. Not adopting this resolution would prevent the Authority from offering the "Kids Ride Free All Summer" fare.
- 8.0 RECOMMENDATION: It is recommended that this resolution be adopted.

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



CEO, General Manager/Secretary-Treasurer