

RESOLUTION NO. 2019-43

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

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, 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 under the age of 12 to ride free with a fare-paying adult 18 years of age or older; and

WHEREAS, The Authority has offered a similar promotion for the past two summers and has seen a significant increase in ridership due to the promotion; and

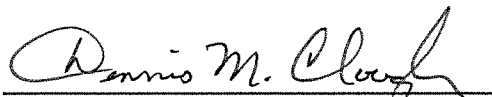
WHEREAS, the promotional fare would be in effect from June 2, 2019 through Aug 10, 2019.

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

Section 1. That the Interim CEO, General Manager/Secretary-Treasurer is hereby authorized to offer a 2019 Kids Ride Free All Summer Fare Program, permitting up to three children under the age of 12 to ride free when accompanied by a fare paying adult, age 18 years of age or older, from June 2, 2019 through August 10, 2019.

Section 2. That this resolution shall become effective immediately upon its adoption.

Adopted: April 16, 2019



President

Attest: 

Interim CEO, General Manager/Secretary-Treasurer



Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

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.: 2019- 43
	Date: April 11, 2019
	Initiator: Marketing and Communications
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 fare allows up to three children under the age of 12 to ride free, when accompanied by a fare paying adult, age 18 years of age or older, from June 2, 2019 through August 10, 2019.
- 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: Offering a reduced fare for children under twelve, greatly enhances the attractiveness of taking public transit for Greater Cleveland families. The Authority has determined this promotional fare is effective in encouraging families to ride as over 87,000 trips were taken last summer, a 50% increase over 2017.
- 7.0 ALTERNATIVES: Not adopting this resolution. Not adopting this resolution would prevent the Authority from offering the "Kids Ride Free All Summer" fare.
- 8.0 RECOMMENDATION: This resolution was discussed by the Board of Trustees Organizational, Services & Performance Monitoring Committee at the April 16, 2019 meeting. 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.

Sheryl King Benford acting

Interim CEO, General Manager/Secretary-Treasurer