

RESOLUTION NO. 2019-67

AMENDING SECTION 840.12, "TEMPORARY PROMOTIONAL DISCOUNT FARES" AND REPEALING SECTIONS 840.20 "PROMOTIONAL FREE FARE PROGRAMS TO COMMUNITY-SPONSORED EVENTS" AND 1066.01 "AUTHORIZATION OF PROGRAMS" OF THE CODIFIED RULES AND REGULATIONS OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

WHEREAS, pursuant to Resolution No. 1989-176, the Board of Trustees of the Authority codified the resolutions establishing its policies and procedures; and

WHEREAS, over the years, many of the resolutions have been amended; and

WHEREAS, at the present time, the Authority deems it necessary to review, revise and update the codified rules and regulations; and

WHEREAS, the Authority has conducted a review and determined that Section 840.12 "Temporary Promotional Discount Fares" should be amended and that Sections 840.20 "Promotional Free Fare Programs to Community-Sponsored Events" and 1066.01 "Authorization of Programs" should be repealed.

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

Section 1. That Section 840.12 is hereby amended to read as follows:

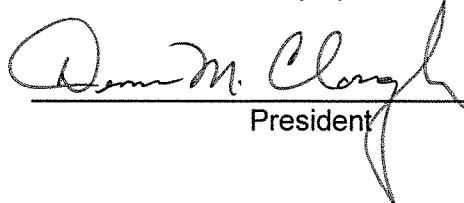
840.12 TEMPORARY PROMOTIONAL PROGRAMS.

- (a) The CEO, General Manager is hereby authorized to conduct temporary programs for the promotion of ridership. The programs may offer fare incentives or complimentary rides for specific routes, for the entire system and for community sponsored events with a duration of up to sixty days.
- (b) The CEO, General Manager shall consider the economic impact to the Authority when offering fare incentives or complimentary rides.
- (c) The CEO, General Manager shall report the results of promotional activities to the Board of Trustees on at least an annual basis.

Section 2. That Sections 840.20 and 1066.01 are hereby repealed.

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

Adopted: June 18, 2019



President

Attest: 

Interim CEO, General Manager/Secretary-Treasurer



Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION: AMENDING SECTION 840.12, "TEMPORARY PROMOTIONAL DISCOUNT FARES" AND REPEALING SECTIONS 840.20 "PROMOTIONAL FREE FARE PROGRAMS TO COMMUNITY-SPONSORED EVENTS" AND 1066.01 "AUTHORIZATION OF PROGRAMS" OF THE CODIFIED RULES AND REGULATIONS OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY	Resolution No.: 2019-67
	Date: June 13, 2019
	Initiator: Marketing
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 amend Section 840.12 and repeal Sections 840.20 and 1066.01 of the Codified Rules and Regulations ("Code") of the Greater Cleveland Regional Transit Authority.

2.0 **DESCRIPTION/JUSTIFICATION:** The Policies and Procedures of the Board of Trustees were codified in 1989, pursuant to Resolution No. 1989-176. The Code book has been updated periodically. It is now time for a comprehensive review and update so that the updated Code will conform to the current structure and operations of the Authority.

Section 840.12 is being amended and Sections 840.20 and 1066.01 are being repealed to provide flexibility and align the language of the Code with the actual current practices of the Authority. The current provisions provide the General Manager with the authority to offer complimentary fares for a 24-hour period and discounted fares not to exceed 50% for a period of up to 60 days. The revised provision would authorize the General Manager to offer complimentary fares for a period of up to 60 days. This revision would remove the 50% restriction and provide the General Manager the flexibility to offer free or discounted fares. It also requires the General Manager to report to the Board of Trustees at least annually regarding fare promotions.

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 a clear, accurate and current policy that reflects the current operations of the Authority.

6.0 **ECONOMIC IMPACT:** Does not apply.

7.0 **ALTERNATIVES:** Not adopting this resolution. Not adopting this resolution would result in the provisions relating to promotional fares remaining out of date.

8.0 **RECOMMENDATION:** This resolution was discussed by the Board of Trustees Governance Committee at the April 16, 2019 and June 4, 2019 meetings. It is recommended that this resolution be adopted.

9.0 **ATTACHMENTS:** A. Redline copy of revisions to Sections 840.12, 840.20
B. Redline copy of revisions to Section 1066.01.

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



 Interim CEO, General Manager/Secretary-Treasurer

Attachment A to Staff Summary

~~840.12 TEMPORARY PROMOTIONAL DISCOUNT FARES PROGRAMS.~~

~~(a) The CEO, General Manager/Secretary-Treasurer is hereby authorized to implement—conduct temporary promotional discount fares programs for the promotion of ridership. The programs may offer fare incentives or complimentary rides for specific routes, for the entire system and for community sponsored events with a duration of up to sixty days.~~

~~(b) This authorization extends to ticket and pass prices as well as cash fares. (c) The promotional discount fares authorized by this section shall not be less than fifty percent of the rates of fare provided in this chapter, or as may be subsequently established by the Board of Trustees.~~

~~(d) The CEO, General Manager shall consider the economic impact to the Authority when offering fare incentives or complimentary rides.~~

~~(e) The CEO, General Manager/Secretary-Treasurer shall report the results of each promotional activities to the Board of Trustees on at least an annual basis.~~

~~(Res. 1993-120. Passed 7-20-93. Res. 2019-XXX. Passed XX-XX-19.)~~

~~840.20 PROMOTIONAL FREE FARE PROGRAMS TO COMMUNITY SPONSORED EVENTS.~~

~~(a) The General Manager is hereby authorized to implement promotional free fare service on specific regularly scheduled public transit routes to public events.~~

~~(b) "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.~~

~~(c) The duration of the promotional free fare programs authorized by this section shall not exceed a period of 72 hours for each event.~~

~~(d) The General Manager shall consider the economic impact to the Authority when considering the promotional free fare programs authorized by this section. (Res. 2002-150. Passed 9-10-02.)~~

Attachment B to Staff Summary

CHAPTER 1066 Promotional Activities

- 1066.01 Authorization of programs. 1066.02 Use of Authority facilities for special events.

CROSS REFERENCES

Research, development and demonstration projects - see 49 U.S.C.A. 1605
Regulation of operation of systems, rates, rentals, or other charges; compliance with undertakings - see 49 U.S.C.A. 1608(d)
Buy America requirements - see 49 C.F.R. Part 660
Buy America requirements - Surface Transportation Assistance Act of 1982 - see 49 C.F.R. Part 661
Commissions for the sale of tickets and passes - see VEH. & OP. 840.01
Student fare discount program - see VEH. & OP. 840.02
Downtown loop service fares - see VEH. & OP. 840.05
Children's fares - see VEH. & OP. 840.06
Sunday passes - see VEH. & OP. 840.08
Fares for rides outside of County - see VEH. & OP. 840.09, 840.16(c)
Temporary promotional discount fares - see VEH. & OP. 840.12
Day passes - see VEH. & OP. 840.16
Waterfront Line service - see VEH. & OP. 840.17
Public assembly on Authority property - see VEH. & OP. Ch. 850
Real estate policies - see FIN. Ch. 470
Temporary Promotional Fares – see FIN.Ch. 842

~~1066.01 AUTHORIZATION OF PROGRAMS.~~

~~The Authority is hereby authorized to conduct programs for the promotion of ridership~~

~~ip. Such programs may offer fare incentives or complimentary rides for specific routes for limited periods of time.~~

~~(Res. 1976 122. Passed 4-27-76; Res. 2010 54. Passed 8-17-10.)~~