

REGIONAL TRANSIT ISSUE PAPER

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Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
7	10/25/10	Open	Action	10/4/2010

Subject: Suspending Fares on the Holiday Bus

ISSUE

Whether or not to suspend fares on the RT Holiday Bus from December 1, 2010 through January 2, 2011.

RECOMMENDED ACTION

Adopt Resolution No. 10-10-_____, Suspending Fares on the RT Holiday Bus from December 1, 2010 through January 2, 2011.

FISCAL IMPACT

There is an estimated loss of cash fares totaling \$5,824 in District revenue for suspending fares on the Holiday Bus and complementary paratransit service. The estimate is based on the number of "lost" cash fares on an average route multiplied by 33 days.

DISCUSSION

Each year, RT operates its popular Holiday Bus during the holiday season. Similar to years past, the exterior of the bus is hand-painted in a colorful holiday design by RT employees, their families and friends. The Holiday Bus circulates on a different route each day throughout the holiday season.

The purpose of this promotion is to encourage the public to ride transit and to thank RT's regular riders for their patronage. Staff believes that the free rides on the Holiday Bus are viewed positively by the community, thus enhancing RT's public image. With the current economic conditions and recent service cuts, this gesture will be especially appreciated.

During the past five years, RT has suspended fares on the Holiday Bus and collected donations via the farebox for a designated social service agency. RT would like to once again offer the opportunity for passengers to either donate a cash contribution or a non-perishable food item to a charity, in lieu of paying a fare. All contributions would be donated to River City Food Bank (RCFB), a non-profit organization providing emergency food and housing assistance. RCFB is one of the few food closets open five days a week and serves over 36,000 clients in Sacramento County annually. Last year, over \$1,300 was raised and several hundred pounds of food was collected for this charity. With an unstable economy, RCFB expects that there will be a continued need for emergency food and housing assistance this year in the Sacramento region.

Approved:

Presented:

FINAL 10/20/10

General Manager/CEO

Marketing and Communications Specialist

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RESOLUTION NO. 10-10-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

October 25, 2010

**SUSPENDING FARES ON THE RT HOLIDAY BUS FROM DECEMBER 1, 2010
THROUGH JANUARY 2, 2011**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, in order to promote ridership on Regional Transit's (RT) fixed route and complementary paratransit services, from December 1, 2010 through January 2, 2011, no person will be charged a fare to ride on either the bus designated as the RT Holiday Bus or complementary paratransit service that is operated on RT's behalf along the route served by RT's Holiday Bus.

STEVE MILLER, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary