

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
6	08/22/11	Open	Action	08/11/11

Subject: Approving Folsom Live Tickets as Fare Equivalent to Ride Light Rail on Friday, September 23 and Saturday, September 24, 2011

## ISSUE

Whether to approve accepting a Folsom Live admission ticket as fare equivalent to ride light rail on Friday, September 23 and Saturday, September 24, 2011.

## RECOMMENDED ACTION

Adopt Resolution No. 11-08- \_\_\_\_\_, Approving Folsom Live Admission Tickets as Fare Equivalent to Ride Light Rail on Friday, September 23 and Saturday, September 24, 2011.

## FISCAL IMPACT

There is an estimated loss of cash fares totaling \$2,500 in RT fare revenue for approving Folsom Live admission tickets as fare equivalent to ride light rail on both days. The estimate is based on a percentage of Folsom Live attendees expected to ride light rail to the event multiplied by "lost" cash fares (based on RT's average cash fare of \$1.25). RT staff estimates from past experience that there will be approximately 2,000 total boardings (average cash fare of \$1.25 multiplied by 2,000 boardings = \$2,500).

In consideration for accepting Folsom Live admission tickets as fare equivalent, RT will receive an advertising package valued at \$10,000 and RT will be identified as a major sponsor of the annual event that draws approximately 6,000 people to Historic Folsom each year.

## DISCUSSION

RT has partnered with the Folsom Chamber of Commerce to encourage attendees to ride transit to the Folsom Live event in Historic Folsom on Friday, September 23 and Saturday, September 24, 2011.

Due to the difficulty in distributing individual complimentary RT tickets as approved for special promotions in Resolution 08-01-0013 (as distributed for the Black Expo, Martin Luther King Jr. March and Celebration, Rancho Cordova 4th of July Celebration, Celebrate Sacramento and other regional events), RT Marketing staff is requesting that Folsom Live admission tickets be accepted as a form of fare equivalent to ride light rail on Friday, September 23 and Saturday, September 24, 2011.

Staff believes this sponsorship is an excellent value given the amount of advertising and positive media exposure RT will receive. This is a great opportunity for RT to help build future ridership by promoting and, in many cases, introducing transit to a key segment of people that may not

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Approved:

Presented:

Final 8/12/11

General Manager/CEO

Manager, Marketing and Communications

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regularly be exposed to public transportation. In addition, it shows great support for the economic vitality of a community that RT serves.

RESOLUTION NO. 11-08-\_\_\_\_\_

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

August 22, 2011

**APPROVING FOLSOM LIVE ADMISSION TICKETS AS  
FARE EQUIVALENT TO RIDE LIGHT RAIL ON FRIDAY, SEPTEMBER 23 AND  
SATURDAY, SEPTEMBER 24, 2011**

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

THAT, pursuant to the adopted Fare Structure, the Board hereby approves a valid 2011 Folsom Live Admission ticket as a Fare Equivalent evidencing prepayment of the applicable fare on the date printed on the admission ticket for a ride on all RT light rail trains on Friday, September 23 and Saturday, September 24, 2011.

THAT, a person presenting a valid 2011 Folsom Live Admission ticket on Friday, September 23 and Saturday, September 24, 2011, will be deemed to have paid the average cash fare to ride light rail established in Resolution No. 09-07-0121.

THAT, this resolution supersedes any prior resolution currently in effect that would otherwise require collection of fare from a person who displays a valid Folsom Live admission ticket when riding RT light rail trains on Friday, September 23 and Saturday, September 24, 2011.

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DON NOTTOLI, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: \_\_\_\_\_  
Cindy Brooks, Assistant Secretary