

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
7	08/11/14	Open	Action	07/18/14

Subject: Approving Folsom Live Admission Tickets as Fare Equivalent to Ride Light Rail on Saturday, September 20, 2014

ISSUE

Whether to approve accepting a Folsom Live admission ticket as fare equivalent to ride light rail on Saturday, September 20, 2014.

RECOMMENDED ACTION

Adopt Resolution No. 14-08- _____, Approving Folsom Live Admission Tickets as Fare Equivalent to Ride Light Rail on Saturday, September 20, 2014.

FISCAL IMPACT

There is an estimated loss of cash fares totaling \$2,000 in RT fare revenue for approving Folsom Live admission tickets as fare equivalent. 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 estimated average cash fare of \$1.25). RT staff estimates from past experience that there will be approximately 1,600 total boardings (estimated average cash fare of \$1.25 multiplied by 1,600 boardings = \$2,000).

In consideration for accepting Folsom Live admission tickets as fare equivalent, RT will receive an advertising package valued at \$15,000 and RT will be identified as a Title Sponsor of the annual event that draws approximately 8,000 people to Historic Folsom each year.

DISCUSSION

This is the sixth year that RT has partnered with the Folsom Chamber of Commerce to encourage attendees to ride transit to the Folsom Live event in Historic Folsom. This year, Folsom Live will take place on Saturday, September 20, 2014 from 5 p.m. to 10 p.m. RT’s sponsorship of this event in past years has been very positive, and staff recommends that RT continue its support of Folsom Live.

Due to the difficulty in distributing individual complimentary RT tickets as approved for special promotions in Resolution 08-01-0013 (as distributed for the Celebrate Sacramento, Earth Day, MLK Jr. March and Diversity Expo, Rancho Cordova 4th of July Celebration 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 Saturday, September 20, 2014.

Staff believes this sponsorship is an excellent value given the amount of advertising and positive media exposure RT will receive. RT’s sponsorship also presents a great opportunity for RT to help build future ridership by promoting and, in many cases, introducing transit to a key segment

Approved:

Presented:

Final 08/05/14

General Manager/CEO

Manager, Marketing and Communications

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of people that may not regularly be exposed to public transportation. In addition, it demonstrates support for the economic vitality of a community that RT serves.

RESOLUTION NO. 14-08-_____

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

August 11, 2014

**APPROVING FOLSOM LIVE ADMISSION TICKETS AS FARE EQUIVALENT TO
RIDE LIGHT RAIL ON SATURDAY, SEPTEMBER 20, 2014**

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 2014 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 Saturday, September 20, 2014.

THAT, a person presenting a valid 2014 Folsom Live Admission ticket on Saturday, September 20, 2014, 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 Saturday, September 20, 2014.

PHILLIP R. SERNA, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary