

REGIONAL TRANSIT ISSUE PAPER

| Agenda Item No. | Board Meeting Date | Open/Closed Session | Information/Action Item | Issue Date |
|-----------------|--------------------|---------------------|-------------------------|------------|
| 6 | 10/26/15 | Open | Action | 10/15/15 |

Subject: Suspending Fares on the Holiday Bus

ISSUE

Whether or not to suspend fares on the RT Holiday Bus from December 1, 2015 through January 3, 2016.

RECOMMENDED ACTION

Adopt Resolution No. 15-10-_____, Suspending Fares on the RT Holiday Bus from December 1, 2015 through January 3, 2016.

FISCAL IMPACT

There is an estimated loss of cash fares totaling \$6,018 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 34 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, and their families and friends. The Holiday Bus circulates on a different route each day throughout the holiday season, which will operate from December 1, 2015 through January 3, 2016.

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.

During the past nine years, RT has suspended fares on the Holiday Bus and collected donations via the farebox for a designated local 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. Once again this year staff has selected the River City Food Bank (RCFB) to receive all contributions collected by RT from its passengers. RCFB is a non-profit organization providing emergency food and housing assistance in the Sacramento region. It is one of the few food closets open five days a week and serves approximately 40,000 clients in Sacramento County annually. Last year, RT raised more than \$1,800 in cash donations and collected several hundred pounds of food for RCFB. 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 10/20/15

General Manager/CEO

Senior Marketing and Communications Specialist

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RESOLUTION NO. 15-10-_____

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

October 26, 2015

**SUSPENDING FARES ON THE HOLIDAY BUS FROM DECEMBER 1, 2015
THROUGH JANUARY 3, 2016**

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

THAT, to promote ridership on the Sacramento Regional Transit District's (RT) fixed route and complementary paratransit services, from December 1, 2015 through January 3, 2016, no person will be charged a fare to ride on either the designated RT Holiday Bus or the designated complementary paratransit service that is operated on RT's behalf along the route served by RT's Holiday Bus.

JAY SCHENIRER, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary