

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
10	10/24/16	Open	Action	10/11/16

Subject: Suspending Fares on the Holiday Bus

ISSUE

Whether or not to suspend fares on the RT Holiday Bus from December 1, 2016 through January 2, 2017.

RECOMMENDED ACTION

Adopt Resolution No. 15-10-_____, Suspending Fares on the RT Holiday Bus from December 1, 2016 through January 2, 2017.

FISCAL IMPACT

There is an estimated loss of cash fares totaling \$6,425 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. Keeping with tradition, the bus will be wrapped in a colorful, festive design. The Holiday Bus circulates on a different route each day throughout the holiday season, which will operate from December 1, 2016 through January 2, 2017.

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 ten 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 make a cash contribution to a charity, in lieu of paying a fare. The General Manager and staff will collaborate to select this year's organization. Last year, RT raised more than \$1,100 in cash donations and collected several hundred pounds of food for River City Food Bank.

Approved:

Presented:

Final 10/18/16

General Manager/CEO

Acting, VP Communications and Partnerships

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RESOLUTION NO. 16-10-_____

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

October 24, 2016

**SUSPENDING FARES ON THE HOLIDAY BUS FROM DECEMBER 1, 2016
THROUGH JANUARY 2, 2017**

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, 2016 through January 2, 2017, 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:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary