

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
4	10/23/17	Open	Action	09/25/17

Subject: Suspending Fares on the Holiday Bus

ISSUE

Whether or not to suspend fares on the RT Holiday Bus from December 1, 2017 through January 1, 2018.

RECOMMENDED ACTION

Adopt Resolution No. 17-10-_____, Suspending Fares on the RT Holiday Bus from December 1, 2017 through January 1, 2018.

FISCAL IMPACT

There is an estimated loss of cash fares totaling \$6,230 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 32 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, 2017 through January 1, 2018.

The purpose of this promotion is to encourage the public to ride transit and to thank SacRT's regular riders for their patronage. Staff believes that the free rides on the Holiday Bus are viewed positively by the community, thus enhancing SacRT's public image.

During the past eleven years, SacRT has suspended fares on the Holiday Bus and collected donations via the farebox for a designated local social service agency. SacRT 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/CEO and staff will collaborate to select this year's organization. Last year, SacRT raised more than \$2,000 in cash donations that benefited Shriner Hospitals for Children – Northern California.

Approved:

Presented:

Final 10/18/17

General Manager/CEO

VP, Communications and Partnerships

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RESOLUTION NO. 17-10-_____

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

October 23, 2017

**SUSPENDING FARES ON THE HOLIDAY BUS FROM DECEMBER 1, 2017
THROUGH JANUARY 1, 2018**

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 (SacRT) fixed route and complementary paratransit services, from December 1, 2017 through January 1, 2018, no person will be charged a fare to ride on either the designated SacRT Holiday Bus or the designated complementary paratransit service that is operated on SacRT's behalf along the route served by SacRT's Holiday Bus.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary