

Minutes

RTA Organizational, Services and Performance Monitoring Committee Meeting

10:45 a.m., April 16, 2019

Committee: Lucas (Chair), Serrano

Other Board members: Byrne, Clough, Joyce, McCall, Moss, Welo

Not present: Bibb

Also Present: Anderson, Astolfi, Auref, Becker, Benford, Bitto, Bobich, Brooks-Williams, Caver, Ciesla, Dangelo, Davis (C), Davis (J), Diaz, Dietrich, Faith, Feliciano, Ferraro, Fields, Folbes, Freilich, Garofoli, Gautam, Gibbons, Gillan-Shafron, Gray, Halvorsen, Harris, , Hershman, Jaszczak, Jones, Kerg, Keshtkaran, Kirkland, Lewis, Loh, Longs, Manning, Manus, Metcalf, Ortega, Penning, Pickett, Pinkney-Butts, Ponder, Pugh, Ross, Rowe, Schipper, Scott, Shaffer, Shariff, Shildwachter, Smith, Stocking, Stover, Sutula, Tarka, Thomas, Togher, Vukmanic, Walsh, Weil, Wiehe, Wilson, Winn, Young, Zeller.

Rev. Lucas called the meeting to order at 10:45 a.m. The secretary called the roll and reported that two (2) committee members were present. Mayor Clough asked for volunteers to join this committee.

Kids Ride Free Program

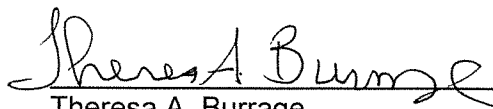
Steve Bitto, Executive Director of Marketing and Communications gave the presentation. Staff will ask the committee to move this to the full Board so the GM can offer it again this summer. This program has run the last two summers. Children ages 12 and under can ride free when accompanied by an adult who is at least 18 years of age or older. The limit is three children per adult. The effective dates is June 2 through August 10. Participation is tracked through the fare box. Last year, there was over 87,000 children riding free. Comparing 2017 to 2018, for the first eight weeks it was a 50% increase. It grows in popularity from year to year. They promote it through digital and electronic advertising, social media, newsletters, and the website and media relations.

Staff recommends that the Organizational, Services & Performance Monitoring Committee recommend to the Board of Trustees, authorizing the Interim General Manager to offer a 2019 Kids Ride Free All Summer Fare Program. Rev. Lucas added that this program has been well received by the community. He asked for a motion to move this to the full Board. It was moved by Mr. Serrano, seconded by Rev. Lucas and approved by unanimous vote.

Rev. Lucas adjourned the meeting at 10:48 a.m.



Floun'say R. Caver, Ph.D., Interim CEO
General Manager/Secretary/Treasurer



Theresa A. Burrage
Executive Secretary