

# Temporary Promotional Fare Programs

Governance Committee

June 4, 2019

Greater Cleveland Regional Transit Authority



# Current Temporary Promotional Fare Policy

Currently, the General Manager is authorized to offer:

- Complimentary fares (free) for a 24-hour period;
- Discounted fares not to exceed 50%, for a period up to 60 days.

## Proposed changes:

- Amend
  - Section 840.12 “Temporary Promotional Discount Fares”
- Repeal
  - Section 840.20 “Promotional Free Fare Programs to Community-Sponsored Events”
  - 1066.01 “Authorization of Programs”

# Proposed Temporary Promotional Fare Policy

General Manager would be authorized to offer:

- Complimentary fares (free) for up to a 60 day period.

# Proposed Temporary Promotional Fare Policy

- Concerns raised at April 16, 2019 Governance Committee meeting addressed in current version:
  - 60-day period retained
  - “Community-sponsored” events included

# Recommendation

Staff requests that the Governance Committee recommend this provision to the Board of Trustees for approval.