

Fare Code Amendments

Governance Committee

April 16, 2019

Greater Cleveland Regional Transit Authority



Temporary Promotional Fare Programs

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 Temporary Promotional Fare Policy

General Manager would be authorized to offer:

- Complimentary fares (free) for up to a 30 day period.

Temporary Promotional Fare Programs

Ridership Initiatives offering fare discounts outside current Board policy:

- Direct Mail Campaign – Free week pass to encourage use of targeted routes.
- Ready to Ride – Work trip commuters offered two, complimentary 5-day transit passes.
- Resolution to Ride – Prospective customers offered a 5-day pass to support their New Year's resolution.

2018 Direct Mail Campaign

2018 Direct Mail Campaign

Targeted Route	Mail Drop Date	Effective Date of Pass	Targeted Communities
#9 Mayfield	Tuesday, August 14	August 19-25	Cleveland Heights (44112, 44118, 44121) Mayfield (44040) South Euclid (44121)
	Tuesday, August 21	August 26-September 01	Mayfield Height (44124) Lyndhurst (44124)
	Tuesday, September 04	September 09-15	Mayfield Height (44124) Lyndhurst (44124)
#77 Brecksville	Tuesday, September 11	September 16-22	Brecksville (44141) Independence (44131,44141) Broadview Heights (44147)
#90F Broadway-Libby	Tuesday, September 25	September 30-October 06	Bedford Heights (44146) Valley View, Garfield Hts, Cuyahoga Hts (44125) Oakwood (44146)
	Tuesday, October 02	October 07-October 13	Macedonia (44056) Maple Hts (44137) Twinsburg (44087)
#76 Broadway-Turney	Tuesday, October 16	October 21-October 27	Valley View, Garfield Hts, Cuyahoga Hts (44125) Maple Hts (44137)
	Tuesday, October 23	October 28-November 03	Bedford Heights (44146) Oakwood (44146)

DON'T LET THE ORANGE BARRELS WIN.

RTA is your safest, timeliest, and most cost-effective way to get around Greater Cleveland. Try it (and love it) for one week...free of charge.

RTA GO PASS
ONE FREE WEEK
VALID MONTH SEP-DEC 2018
Good for unlimited free rides on RTA transit service. (Sorry, Reservations not included.)

ONE FREE WEEK
VALID MONTH SEP-DEC 2018
Good for unlimited free rides on RTA transit service. (Sorry, Reservations not included.)

SNOOZE THROUGH SHOREWAY TRAFFIC.
Take the Cleveland State Line, featuring dedicated bus lanes to avoid traffic slowdowns.

OR TAKE THE ROAD LESS BARRELLED.
Trade the road for rails aboard the Red Line Rapid, featuring stations with live parking.

IGORTA

15401 Vohar 9th Street
Cleveland, OH 44131-0102
info@rtarx.com/IGORTA

Follow us on
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Legend: ● Cleveland State Line ● Red Line Rapid



Direct Mail Campaign

Promoting specific routes/service by geo-targeting households

- Routes targeted have excess capacity, serving densely populated communities and high traffic destinations.
- Flash Pass good for free week of service.
- Track engagement through fare box.

Ready to Ride Business to Business Program



Greater Cleveland Regional Transit Authority

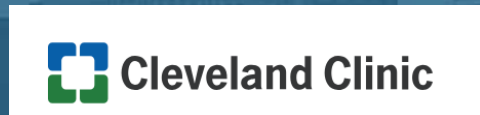


“Ready to Ride” Program



RTA partners with local employers to host “Ready to Ride” Events. Non riders are offered free passes to try transit for their daily commute. Up to a third of program participants converted to transit at the conclusion of the trial period.

Ready to Ride Past Partners



Resolution to Ride Campaign



 **Fox 8 News** ✓
January 12 · 🌐

You can get a 5 day free pass from the RTA right now! Jenny on the Block gives you all the info.



Jenny on the Block talks New Years Resolutions with the RTA

[Learn More](#)

171K Views



New Year's Resolution Promotion

Leveraging the start of a New Year, to encourage trial ridership on RTA

- Tailored program to Ready to Ride offer.
 - Register at micro site – contact info, home and work address, commute days/times.
 - Provide personalized trip plan.
 - Complimentary 5-day pass.

New Year's Resolution Promotion



Over 1,300 Greater Clevelanders responded to the risk-free offer, with nearly one third being infrequent or non-riders. Service use increased by approximately 20%.



Temporary Promotional Fare Policy

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”

Delay of Fare Increase

Greater Cleveland Regional Transit Authority



Fare Increase

- 2016 Fare increase in two stage to lessen impact on public:
 - effective 2016 – base fare \$2.50
 - effective 2018 – base fare \$2.75
- 2018 Board of Trustees delayed second stage until August 2019 to evaluate impact on ridership.

Pillar Studies

- Authority has engaged in five pillar studies.
- Studies anticipated to be completed by end of 2019:
 - Economic Impact – completed
 - Rail car study – completed
 - System redesign – currently underway
 - Fare equity study – currently underway
 - Operational efficiency – currently underway

Recommendation to Delay Fare Increase

- Recommend delaying the fare increase another year for full consideration of these studies.

Recommendation

Staff requests that the Governance Committee recommend these provisions to the Board of Trustees for approval.

Kids Ride Free Program

Organizational, Services &
Performance Monitoring Committee

April 16, 2019

Greater Cleveland Regional Transit Authority



Kids Ride Free Program

- Previously offered during the summers of 2017, 2018
- Children under the age 12, ride RTA FREE when accompanied by a fare paying adult.
 - Fare paying Adult – 18 years or older
 - Limit: Three children per adult
- Effective Dates: June 2, 2019 – August 10, 2019
- Operators track redemption by hitting Key # 5 on the farebox.

Kids Ride Free Promotion - Results



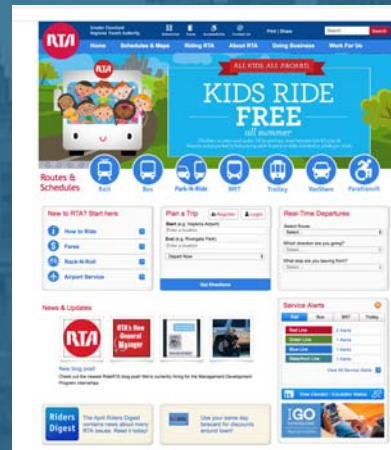
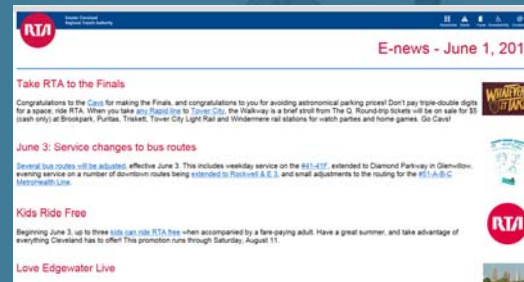
Kids Ride Free Program Marketing Elements

- ❑ Advertising
- ❑ Media Relations
- ❑ Signage System
 - ❑ Paladin
 - ❑ Internal Car Card
 - ❑ Outdoor Banners
 - ❑ Shelter/HealthLine Station Ads



Kids Ride Free Program Marketing Elements

- Social Media
 - Facebook
 - Twitter
- Newsletters
 - E-News
 - Riders Digest
- rideRTA.com



Kids Ride Free Program

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.