

# 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



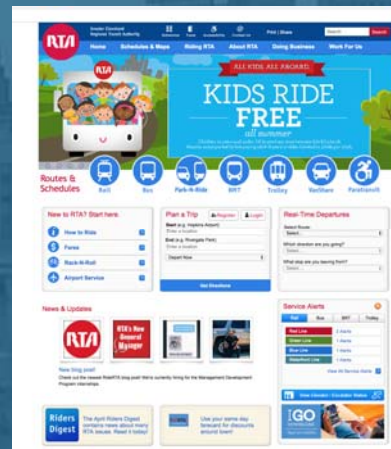
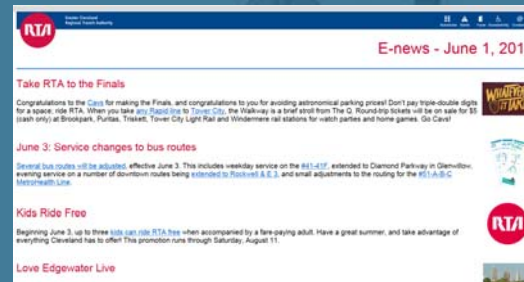
# Kids Ride Free Program Marketing Elements

- ❑ 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.