



Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119-6307

RESOLUTION NO. 22-065

STATE OF LOUISIANA
PARISH OF ORLEANS

Authorization for a Promotional Fare Discount to waive all fares for the first four days of starting September 25, 2022 as part of New Links implementation.

Introduced by Commissioner Coulon, seconded by Commissioner Ewell.

WHEREAS, RTA Board adopted the New Links plan on March 23, 2021 for a major redesign of the bus network; and

WHEREAS, the RTA staff completed its review of the New Links plan and finalized route changes in July 2022; and

WHEREAS, the majority of changes to bus routes and schedules will go into effect for the Fall pick on September 25, 2022 and will be a significant adjustment for many riders; and

WHEREAS, it is a recommended best practice, from transit agencies that have completed bus network redesigns, to waive fares during the first few days to ease riders transition to the new system; and

WHEREAS, the Chief Executive Officer of the RTA has identified the need to retain and support existing riders as critical to a successful implementation of the bus network redesign and that such purpose satisfies justification for use of a one-time Promotional Fare; and

WHEREAS, the benefits of supporting over 30,000 existing daily riders as they adjust to significant changes in routes and schedules far exceed the estimated loss of revenue ranging between \$89,500 and \$94,500.

NOW, THEREFORE, BE IT RESOLVED by the RTA Board of Commissioners that the Chief Executive Officer, or his designee, is authorized to execute a Promotional Fare Discount to waive all fares for the first four days of the Fall pick on September 25 – 28, 2022.

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THE FOREGOING WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:

YEAS:	<u>7</u>
NAYS	<u>0</u>
ABSTAIN:	<u>0</u>
ABSENT:	<u>1</u>

AND THE RESOLUTION WAS ADOPTED ON THE ____ DAY OF MONTH, 2022.



MARK RAYMOND
CHAIRMAN
RTA BOARD OF COMMISSIONERS