



Fare-free CityBus Service for IRONMAN Santa Rosa

City Council Meeting
July 18, 2017

Deputy Director-Transit, Transportation and Public Works

Beth Kranda

(1)

CURRENT

- Modifications to CityBus service required to accommodate IRONMAN Santa Rosa event on July 29, 2017 (detours, service reductions)
- Delays anticipated throughout CityBus system due to traffic impacts of hosting large-scale event

PROPOSED

- Fare-free CityBus operations on Saturday, July 29 proposed given anticipated service disruptions, and to promote use of transit
- Would result in an estimated one-time loss of \$1,700 in fare revenue

BENEFIT

- Benefit for riders who may be inconvenienced by reduced service levels, detours, or delays
- Promotes use of CityBus as an alternative to driving during the IRONMAN event

RECOMMENDATION

- Approve fare-free operations on Santa Rosa CityBus on Saturday, July 29, 2017 given anticipated service disruptions due to IRONMAN Santa Rosa, and to promote use of transit as a means to reduce traffic congestion
- Questions?