

RESOLUTION NO. RES-2022-056

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA AUTHORIZING THE CITY MANAGER TO APPROVE UP TO SIX FARE-FREE SERVICE DAYS PER YEAR ON SANTA ROSA CITYBUS

WHEREAS, fare-free service days on public transit are commonly used in the transit industry to promote use of transit and enhance access to significant community events; and

WHEREAS, fare-free service days have been used in Santa Rosa to promote transit use and access during events that were expected to cause significant traffic impacts; and

WHEREAS, coordinating fare-free service days among Sonoma County transit operators is consistent with recommendations related to fare policy and marketing in the 2019 *Sonoma County Transit Integration and Efficiency Study* (TIES) and has the potential to raise the profile of public transit and promote ridership growth county-wide; and

WHEREAS, fare-free service days offer an opportunity to promote ridership recovery following the COVID-19 pandemic at a low cost in terms of lost fare revenue; and

WHEREAS, on an annual basis, Transit Division staff expects to propose up to six fare-free service days based on identification of key community events, and coordination with partner transit operators, for approval by the City Manager.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa authorizes the City Manager or designee to approve up to six fare-free service days per year on Santa Rosa CityBus to support community events and promote transit ridership recovery in coordination with regional and county-wide transit operators.

IN COUNCIL DULY PASSED this 29th day of March, 2022.

AYES: (7) Mayor C. Rogers, Vice Mayor Alvarez, Council Members Fleming, MacDonald, N. Rogers, Sawyer, Schwedhelm

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
City Attorney