

To: Board of Directors

Date: July 9, 2013

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

Subject: Mid-Day Free Fares for Seniors and Disabled

Background: Prior to 2009 County Connection offered free rides to seniors (65 years) and disabled when they rode between 10am and 2pm. In response to decreased funding, fares were increased and mid-day free fares were eliminated.

Issues: The Marketing, Planning, and Legislative Committee (MP&L) would like to see mid-day free program for seniors and disabled re-considered in light of a brighter budget picture. They believe that mid-day free fares encourage seniors to use the fixed route bus as opposed to the more expensive ADA paratransit service and that there is a lot of public good will associated with the program. Staff estimates that seniors and disabled riding mid-day will pay approximately \$70,000 in fares out of a total for the year of \$3,629,000.

Recommendation:

The MP&L Committee recommends that the Board support reconsideration of the mid-day free program for seniors and disabled and send the item to the Administration and Finance Committee for evaluation and a recommendation.