

INTRODUCED: September 28, 2015

AN ORDINANCE No. 2015-217-211

To amend City Code § 110-136, concerning bus fares, for the purpose of authorizing an expansion of the fare pass program to provide an unlimited use pass for seniors, valid Medicare recipients, and minors between six and 18 years old and a “One Ride Plus” pass for patrons that require two different buses to arrive at their final destinations.

Patron – Mayor Jones

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: NOV 9 2015 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That section 110-136 of the Code of the City of Richmond (2004) be and is hereby **amended** and reordained as follows:

Sec. 110-136. Fares.

(a) *Generally.* The fare charged on the routes authorized pursuant to the provisions of section 110-119 of this chapter shall be as follows, except as otherwise provided in this section:

(1) Cash

a. Local routes.....\$1.50

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: NOV 9 2015 REJECTED: _____ STRICKEN: _____

b.	Commuter express routes.....	2.00
c.	Senior	0.75
d.	Disability (incapacitated).....	0.75
(2)	Special services (fare), one-way transportation to or from a civic, cultural or sporting event, or a like activity (tickets and passes not to be honored for such transportation)	2.50
(3)	19 Pemberton Road Bus.....	2.00
(4)	CARE.....	3.00
(5)	Extended Express.....	2.75

Any citizen eligible for Medicare and who has been issued a Medicare card, upon presentment of such Medicare card and a government-issued or transit operator issued photo identification card, or any other person 65 years of age, or older, upon proof of age satisfactory to the transit company, is eligible for the senior fare.

Any individual who by reason of illness, injury, age, congenital malfunction or other permanent or temporary incapacity or disability, including those who are non-ambulatory, wheelchair bound and those with semi-ambulatory capabilities, who are unable without special facilities or special planning or design to utilize mass transportation facilities and services as effectively as persons who are not so affected is eligible for the disability fare upon presentment of a government-issued or transit operator-issued photo identification card.

Qualification for such reduced fare will be subject to regulations established by the transit operator, including the issuance of temporary and permanent identification materials.

Each passenger paying a fare as provided for herein may carry in the buses operated under this article, free of charge, one child under five years of age, but where two or more

children under five years of age accompany one passenger, the fare to be paid for such children shall be at the rate of two children for one full fare, and such children shall be entitled to all the privileges of a passenger paying the regular fare.

All members of the fire and emergency services department and police department of the city, while in uniform or wearing their official badges, shall be permitted to ride upon buses operated under this article without charge or payment of fare therefor. Police officers and firefighters whose regular official duties are such that they are performed while such officials are not in uniform or wearing their official badges, upon application to owner of such buses operated under this article, signed by the heads of their departments, respectively, shall be furnished free of charge fare cards or passes for the use of such officials while on official business.

(b) *Fare passes.* A fare pass program may be established for routes authorized pursuant to the provisions of section 110-119 of this chapter whereby daily, weekly, and monthly fare passes may be issued for all local and express routes and unlimited use passes may be issued to apply during special events set forth in this subsection. Fares under any such fare pass program shall be as follows:

- (1) Local service, unlimited use:
 - a. One day\$3.50
 - b. Seven days\$17.50
 - c. 30 days\$60.00
- (2) Express service, unlimited use:
 - a. One day\$4.50
 - b. Seven days\$22.50
 - c. 30 days\$80.00

- (3) 19 Pemberton, unlimited use:
 - a. One day\$4.50
 - b. Seven days\$22.50
 - c. 30 days\$80.00
- (4) Special event pass, unlimited use:
 - a. Union Cycliste Internationale World Championships, 11 days\$35.00
- (5) Senior, Medicare, or minor (six to 18), unlimited use:
 - a. One day\$1.75
 - b. Seven days\$8.75
 - c. 30 days\$35.00
- (6) One ride plus:
 - a. When two different bus trips needed to reach destination\$1.75

(c) *Special promotions.* From time to time a transit company operating buses under this article may provide for special promotion passes at a rate of not less than 50 percent of the cash fare as set forth in subsection (a) hereinabove. The term “special promotion” shall mean an event which is designed to promote the civic, cultural, or economic growth of the city.

Notwithstanding other provisions contained in this article, a transit company operating buses under provisions of this article is hereby authorized to contract with any person to provide service over any regular routes, currently approved by the council, in order for such person to promote or advertise a legitimate business or profession, subject to the following conditions:

- (1) In addition to promotional painting or advertising that any bus or buses used in such promotional enterprise may display, the bus or buses shall carry the route

designation or designations as displayed on all regularly operated buses of such transit company;

(2) No such promotional bus or buses shall deviate from the regular routes prescribed by the council;

(3) Fares for riders shall conform to the fare schedules set forth in this article, provided, however, that a lowered fare may be charged, or no fare charged, on such promotional bus or buses, but any such change in fare must be clearly marked on each such promotional bus; and

(4) Any bus or buses transporting riders for a lowered fare, or for no fare, shall operate over a route or routes selected by lot by any transit company operating buses under the provisions of this article.

Nothing contained in this section shall prohibit a transit company operating buses under this article from establishing its own promotional routes at a lower fare or at no fare provided any promotional bus or buses be clearly marked to indicate such change from regular fare schedules.

(d) *Transit company promotions.* From time to time, in order to promote ridership on a new or modified route, a transit company operating buses under this article may make a one-time reduction in the cash fare or offer a one-time free fare for no more than one 48-hour period following the commencement of operations over such new or modified route.

(e) *Convention pass.* From time to time, a transit company operating buses under this article may provide for the sale of convention passes that may be used for unlimited rides during the term of the convention for which the pass is sold. The user must present the pass and delegate badge or similar identification in order to be permitted to ride the bus. A convention pass shall

only be available as a part of a convention registration package, and the cost of such convention pass shall vary and be computed on the period of time such convention shall be in session.

(f) *CARE paratransit service.* CARE paratransit service shall be provided to the extent required pursuant to the American with Disabilities Act of 1990, 42 U.S.C. §§ 12101—12213 (2000). CARE paratransit service not required pursuant to the American with Disabilities Act of 1990, 42 U.S.C. §§ 12101—12213 (2000), shall be provided only from 6:00 a.m. until 8:00 p.m., Monday through Sunday. Notwithstanding any other provision of this section to the contrary, a transit company operating buses pursuant to this article shall neither charge nor collect any fare from qualified CARE riders who reside in the city of Richmond for transportation within the mandatory American with Disabilities Act of 1990, 42 U.S.C. §§ 12101—12213 (2000), service area of the city of Richmond on fixed routes on which such transit company provides service.

§ 2. This ordinance shall be in force and effect on November 15, 2015.



CITY OF RICHMOND
INTRACITY CORRESPONDENCE

O & R REQUEST

SEP 3 2015

Chief Administration Office
City of Richmond

O&R REQUEST

DATE: August 17, 2015
TO: The Honorable Members of City Council
THROUGH: Dwight C. Jones, Mayor
THROUGH: Selena Cuffee-Glenn, Chief Administrative Officer
THROUGH: Lee Downey, Interim Deputy Chief Administrative Officer for Economic Development and Planning
THROUGH: Douglas Dunlap, Interim Director of Economic and Community Development
FROM: David Green, Chief Executive Officer, Greater Richmond Transit Company
RE: Amend City Code section 110-136 for the purpose of adding an additional "unlimited use pass" for Senior/Medicare/Minor and a One Ride Plus Pass to the Fares section

RECEIVED

SEP 15 2015

OFFICE OF CITY ATTORNEY

Handwritten signatures and initials

ORD. or RES. No.

PURPOSE: To amend section 110-136 of the Code of the City of Richmond, concerning bus Fares, for the purpose of adding an additional "unlimited use pass" for Seniors, Valid Medicare Card Recipients, and Minors (GRTC is defining Minor as anyone between 6 to 18 years of age) and grant GRTC the authority to create a One Ride Plus Pass for patrons that require two different buses to arrive at their final destination.

REASON: The new "unlimited use pass" for Seniors, Valid Medicare Card Recipients and Minors will provide an additional, convenient method of payment for current and future patrons. This additional "unlimited use pass" is designed to save the multiple daily bus user money and encourage higher bus use. This new Senior/Medicare/Minor Unlimited Use Pass will permit the following: (1) authorize and grant GRTC the authority to issue a daily, weekly, and monthly "Unlimited Use fare card" on all local routes and express routes and (2) provide a reduced fare option to assist this special population.

The proposed fare for the Senior/Medicare/Minor Unlimited Use Pass will be as follows:

Fare Pass

1. Senior/Medicare/Minor – Unlimited Use
 - a. One Day - \$1.75
 - b. Seven Day - \$8.75
 - c. Thirty Day - \$35.00

Additionally, GRTC is requesting authority to create a One Ride Plus Pass for patrons that require two different buses to arrive at their final destination.

The proposed fare for the One Ride Plus Pass will be as follows:

One Ride Plus Pass - \$1.75

GRTC requests that the new unlimited use pass and the two trip fare card be added to section 110-136 of the Code of the City of Richmond:

RECOMMENDATION: The Greater Richmond Transit Company recommends the acceptance and approval of the City Code changes regarding bus fares.

BACKGROUND: In June 2015, GRTC upgraded fare collection technology on all local and express route buses. The advanced technology will enable GRTC to offer additional payment options and streamline collect processes for GRTC. Due to the potential efficiencies associated with streamlining collects, GRTC will be in position to pass the savings on to multiple use patrons through an “unlimited use” pass program.

FISCAL IMPACT/COST: N/A

FISCAL IMPLICATIONS: N/A

BUDGET AMENDMENT NECESSARY: No.

REVENUE TO CITY: N/A

DESIRED EFFECTIVE DATE: November 15, 2015

REQUESTED INTRODUCTION DATE: September 28, 2015

CITY COUNCIL PUBLIC HEARING DATE: November 9, 2015

REQUESTED AGENDA: Consent Agenda

RECOMMENDED COUNCIL COMMITTEE: Land Use, Housing & Transportation,
October 20, 2015

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: None

AFFECTED AGENCIES: N/A

RELATIONSHIP TO EXISTING ORD. OR RES.: This paper amends Ordinance
Number 2015-105-115

REQUIRED CHANGES TO WORK PROGRAM(S): None.