Transit Authority of River City

MEMORANDUM

To: TARC Board of Directors

From: Ozzy Gibson, Executive Director

Date: October 23, 2024

Re: Resolution 2024-41 Fare-Free Service for November 2024 General Election

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Since at least 2019, TARC has provided fare-free service on both the primary and general election days. This has allowed TARC to provide a valuable service to the community on an important day for community participation. In the past there has been no formal resolution approving the fare free service – this Spring, the board verbally approved the idea and before that the TARC Executive Director typically approved. While there is no statutory requirement for the TARC board to approve one-day fare policy, with the current fiscal climate, it is important for the TARC board to have a chance to weigh in on decisions involving agency revenue.

The action does not come without cost – TARC staff estimates that going fare-free for the day would mean TARC would not collect approximately $16,000 in fares TARC otherwise would have collected.

But continuing to provide fare-free Election Day service allows TARC to support a fundamental building block of democracy – ensuring people are able to exercise their right to vote. Providing that service also demonstrates another example of the strong value that TARC provides to the greater Louisville community.

Fare-free Election Day service also provides measurable public relations value to TARC. For example, in May 2024 TARC's fare-free service was mentioned in at least 12 broadcast news stories on WLKY, WAVE, and Spectrum. TARC's media clips service, Media Library Kentucky, estimates that those 12 stories brought in approximately $8,000 worth of publicity value for TARC.

Based on the benefits to the agency and the overall benefits to the community, TARC staff recommends that TARC continue its recent tradition and provide fare-free service on November 5, 2024 to help more of the region's residents exercise their right to vote.

Please call me at 561-5100 if you have any questions. Thank you.

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Transit Authority of River City

RESOLUTION 2024-41
FARE-FREE SERVICE FOR NOVEMBER 2024 GENERAL ELECTION

A Resolution authorizing the Executive Director to approve fare-free service for General Election Day, November 5, 2024.

WHEREAS, voting on Election Day is a fundamental right of all US citizens and a fundamental building block of democracy; and

WHEREAS, transportation can be a significant barrier for some residents in exercising their right to vote; and

WHEREAS, TARC already provides a critical and affordable mobility service for many residents in the Louisville region, including residents who have few other transportation options; and

WHEREAS, fare-free TARC service on Election Day can ensure that a barrier to participate in democracy is further reduced; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Transit Authority of River City that:

The Executive Director is hereby authorized to approve fare-free service on TARC fixed-route and paratransit service during regularly scheduled service hours on Election Day November 5, 2024.

ADOPTED THIS 23rd DAY OF OCTOBER 2024

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Ted Smith, Chair of the TARC Board of Directors

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