



Date of Memo: January 08, 2024
Current Meeting: January 18, 2024
Board Meeting: January 25, 2024

BOARD MEMORANDUM

TO: Indianapolis Public Transportation Corporation (IPTC) Board of Directors
THROUGH: Interim President/CEO Jennifer Pryz
FROM: Chief Public Affairs Officer Lesley Gordon
SUBJECT: Consideration and approval of Resolution 2024-01 Free Fare days for 2024

ACTION ITEM A – 4

RECOMMENDATION:

For the IPTC Board of Directors to approve resolution 2024-01 authorizing IPTC to offer free rides for the below listed days during the 2024 calendar year consistent with previous year’s free fare days for fixed routes and open door services.

- Transit Equity Day (Sunday, Feb. 4)
- NBA All-Star Game (Feb. 15-18, 2024 only)
- Election Day (Tuesday, Nov. 5)
- Thanksgiving Day (Thursday, Nov. 28)
- Christmas Day (Wednesday, Dec. 25)
- New Year's Eve after 8 p.m. (Tuesday, Dec. 31)

BACKGROUND:

IPTC has supported free fares over the past four years for various holidays, election days, sponsored days and special events. The agency places top priority on removing the barrier of transportation cost, promoting safe travel and alternatives during these very important times in our city. Through this promotion we can help support and attract new riders to our service.

DISCUSSION:

N/A

ALTERNATIVES:

N/A

FISCAL IMPACT:

Average daily revenue is around \$10,000 - \$20,000 per day of service.

DBE/XBE DECLARATION:

N/A

STANDING COMMITTEE DISCUSSION/RECOMMENDATION:

This action will be reviewed by the Finance Committee and Service Committee on January 18, 2024 and is recommended to be placed on the Regular Agenda.