

## **Orange County Transportation Authority**

## Legislation Text

File #: 17-441, Version: 1

## Update on the Day Pass Promotion

The Board of Directors approved a six month promotional reduction in the price of the day pass in order support ongoing efforts to improve ridership. Staff has evaluated the impacts of the promotion on ridership and fare revenue and recommends the promotion be discontinued at the end of the promotional period on April 9, 2017.

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