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### **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 to support ongoing efforts to improve ridership on the fixed-route bus system. As the six months nears an end, staff has evaluated the initiative and determined it has not met its objective of attracting new riders and it also has resulted in significant impacts on fare revenue. It is recommended that the promotion be discontinued at the end of the promotional period on April 9, 2017.

Direct staff to end the promotional reduction in the price of the day pass on April 9, 2017, and return with options to utilize remaining Low Carbon Transit Operations Program funds.