



MEMORANDUM

DATE: 1/18/2024

TO: The TARTA Board of Trustees

FROM: Sam Melden, Chief Communications & External Affairs Officer

CC: Laura Koprowski, CEO

SUBJECT: Resolution No. 01-24 Fare Free for Ohio Loves Transit Day

Ohio Loves Transit Day is traditionally about advocacy and customer appreciation. While TARTA has an effective advocacy strategy through our OPTA lobbying day in Columbus on February 13th, there is an opportunity for a more sustainable and meaningful display of appreciation toward our customers. Making all three services fare free on Ohio Loves Transit Day (Feb. 13th) shows appreciation for our customers and incentivizes ridership in what is traditionally a low ridership month.

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