



Source: Public Works

John

Agenda Item No: REP 4-13

To: **City Council**

From: **City Manager and Staff**

MM

Council Meeting Date: Jan 7, 2013

Re: Authorizing Free FastCAT Service and Temporary Route Alterations to Promote and Market the FastCAT Route during the True/False Film Festival

EXECUTIVE SUMMARY:

Staff has prepared for Council consideration a report requesting authorization to allow Columbia Transit to offer free rides on FastCAT during the True/False Film Festival, as well as make temporary route alterations for the period February 28 through March 3, 2013.

DISCUSSION:

The True/False Film Festival is being held in Columbia February 28 through March 3, 2013. Staff proposes to offer free rides on FastCAT during this period to promote the new route and its features including fast, convenient service, and GPS tracking via web and mobile applications. Staff also proposes temporary route changes as indicated on the attached map.

FISCAL IMPACT:

Fiscal impact is unknown as it is too soon to establish a baseline for farebox revenue for the FastCAT route. Pass sales would not be negatively impacted by this event.

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

None

SUGGESTED COUNCIL ACTIONS:

If Council agrees with staff recommendation, direct staff to market the proposed free service period and temporary route adjustment.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?	Yes	Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	No
One Time	\$0.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	
Operating/ Ongoing	\$0.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	

Proposed temporary route changes to FastCAT for True/False Festival

One bus will continue on the regular FastCAT route, while the other will travel the True/False Express loop depicted in green during the festival.

True/False Loop

Route direction

