

R2022-07-06

**Resolution Approving the Distribution of
Free Transit Passes for the Opening of
the Vineyard FrontRunner Station**



RESOLUTION R2022-07-06

Resolution approving the distribution of free transit passes for the grand opening of Vineyard Station on FrontRunner

- Vineyard Station will open for service August 8, 2022
- The resolution authorizes distribution of premium passes to promote the station's opening:
 - Valid 1-day upon first tap
 - Distributed August 12, 13, and 15
 - Estimated distribution of 1,500 passes valued at \$3.75 each



Vineyard Station – grand opening activities

- Grand opening event August 12, 2022
- Station “now open” featured on digital billboards and radio
- News and social media
- Website and service alerts
- Pass distribution:
 - Vineyard City “Community Celebration” for residents August 12, 2022
 - On platform for riders August 13 and 15



Recommended Action

(by roll call)

Motion to approve R2022-07-06
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