



June 4, 2014

Item #13

TO: Gold Coast Transit Board of Directors

FROM: Cynthia Torres
Communications and Marketing Manager

SUBJECT: Consider Adoption of Resolution 2014-05 Establishing the Annual National
“Dump the Pump Day” on June 19, 2014

SUMMARY

The American Public Transportation Association is inviting transit members across the country to join together on June 19, 2014 to celebrate the 9th Annual National Dump the Pump Day to raise public awareness about public transportation and its environmental benefits. This proclamation declares that Gold Coast Transit will join this effort by hosting a “Dump the Pump Week” from June 16th – 20th. This week will include various activities, free giveaways and other special prizes throughout GCT’s service area.

It is recommended that the Board of Directors adopt this resolution establishing the 9th Annual National “Dump the Pump Day” on June 19, 2014 and GCT’s “Dump the Pump Week, from June 16th – June 20th.

General Manager’s Concurrence

Attachment

RESOLUTION #2014-05

A PROCLAMATION ESTABLISHING
9th ANNUAL NATIONAL DUMP THE PUMP DAY
IN THE GOLD COAST TRANSIT SERVICE AREA
ON JUNE 19, 2014



WHEREAS June 19, 2014 marks the 9th annual National Dump the Pump Day as a day that encourages people to ride public transportation to save money, revitalize communities, protect the environment, reduce our dependence on foreign oil, and improve the quality of life for all Americans;

WHEREAS people who ride public transportation can save, on average, more than \$10,174 per year, based on today's gas prices, the cost of owning a car and the average unreserved parking rate;

WHEREAS for every \$1 invested in public transportation generates approximately \$4 in economic returns, powering community growth and revitalization;

WHEREAS nearly 60 percent of the trips taken in the U.S. are for work commutes, public transportation provides job access to millions of Americans;

WHEREAS U.S. public transportation use reduces the country's carbon footprint by 37 million metric tons;

WHEREAS U.S. public transportation use saves 4.2 billion gallons of gasoline per year;

WHEREAS public transportation use in 498 urban areas in the United States saved 865 million hours annually in travel time and 450 million gallons of fuel; and without public transportation, annual congestion costs would have risen by nearly \$21 billion from \$121 to \$142 billion;

NOW, THEREFORE, THE GOLD COAST TRANSIT BOARD OF DIRECTORS
RESOLVES AS FOLLOWS:

SECTION 1. Declares that Gold Coast Transit will join the American Public Transportation Association (APTA) and public transportation systems across the country and participate in the 9th annual National Dump the Pump Day on June 19, 2014 by encouraging citizens to ride public transportation;

SECTION 2. That Gold Coast Transit declares that by using public transportation, people save money; help the environment; reduce dependence on foreign oil; and improve America's quality of life;

SECTION 3. That Gold Coast Transit declares that public transportation is an important part of our nation's transportation system and provides citizens with travel options other than driving a car;

SECTION 4. Further orders that Gold Coast Transit participate in the 9th annual National Dump the Pump Day by hosting a "Dump the Pump Week", from June 16th - June 20th during which it will distribute free prizes as well as public information promoting the benefits of using public transportation.

Carl Morehouse
Chair

ATTEST:

I HEREBY CERTIFY that the foregoing Resolution was duly adopted by the Board of Directors of Gold Coast Transit at a regular meeting thereof held on the 4th day of June, 2014.

Steven P. Brown
Secretary of the Board