

CITY OF ST. GEORGE, LOUISIANA

BY COUNCIL MEMBER MURRELL

RESOLUTION NO. 2026 - 029

ESTABLISH THE "ST. GEORGE ON THE GO" RIDESHARE PILOT PROGRAM TO IMPROVE LOCAL MOBILITY, PUBLIC SAFETY, ACCESS TO BUSINESSES AND SERVICES, AND TRANSPORTATION OPTIONS WITHIN THE CITY OF ST. GEORGE; PROVIDING FOR A CITY SUBSIDY OF FIFTY PERCENT (50%) OF THE COST OF ELIGIBLE RIDESHARE TRIPS, FOR UP TO TEN (10) RIDES PER MONTH PER ELIGIBLE PARTICIPANT; AUTHORIZING THE MAYOR OR HIS DESIGNEE(S) TO NEGOTIATE AND IMPLEMENT THE PROGRAM SUBJECT TO APPROPRIATION AND COUNCIL APPROVAL AS REQUIRED BY LAW; AND PROVIDING FOR OTHER MATTERS IN CONNECTION THEREWITH.

WHEREAS, the City of St. George recognizes that safe, reliable, affordable, and convenient transportation is important to the health, safety, welfare, and economic prosperity of the residents of the City; and

WHEREAS, residents of St. George travel throughout the City for employment, shopping, dining, medical appointments, educational activities, religious services, recreation, entertainment, and other essential and quality-of-life purposes; and

WHEREAS, access to reliable transportation can be particularly important for residents who are temporarily without a vehicle, senior citizens, young adults, persons with disabilities or mobility limitations, households with limited access to vehicles, and residents seeking an alternative to driving; and

WHEREAS, rideshare services provide an existing transportation network capable of supplementing traditional transportation options without requiring the City to acquire, maintain, staff, insure, or operate a municipal fleet of passenger vehicles; and

WHEREAS, increased access to rideshare transportation may further the public purposes of reducing impaired driving, improving roadway safety, reducing parking demand, increasing access to employment and essential services, and encouraging economic activity at businesses located within the City of St. George; and

WHEREAS, the Louisiana Legislature recognizes and regulates transportation network companies pursuant to La. R.S. 48:2191, et seq.; and

WHEREAS, Article VII, Section 14 of the Louisiana Constitution permits public expenditures undertaken pursuant to a valid public purpose when the expenditure is supported by an appropriate

legal obligation and the City reasonably expects to receive a public benefit commensurate with the expenditure; and

WHEREAS, the City Council finds that a limited rideshare pilot program serving trips conducted wholly within the incorporated boundaries of the City of St. George will provide measurable public benefits to the City and its residents; and

WHEREAS, a pilot program will allow the City to evaluate actual ridership, program cost, geographic utilization, transportation demand, economic impact, public-safety benefits, and resident participation before determining whether the program should be continued, expanded, modified, or discontinued.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of St. George, Louisiana, acting as the governing authority of the City, that:

SECTION 1. PROGRAM ESTABLISHED

The City Council hereby establishes a rideshare transportation pilot program to be known as the **“St. George On the Go Rideshare Pilot Program.”**

The purpose of the Program shall be to provide residents with an additional affordable transportation option for travel within the City while promoting public safety, mobility, accessibility, local commerce, and efficient use of City resources.

SECTION 2. RIDESHARE SUBSIDY

Subject to the appropriation and availability of funds, the City shall subsidize fifty percent (50%) of the eligible fare for qualifying rideshare trips taken through a participating transportation network company.

Each eligible participant may receive the subsidy for a maximum of ten (10) qualifying rides per calendar month.

Subsidies and qualification criteria may be adjusted and/or revised as determined by the Mayor or his designee(s).

Unless otherwise expressly authorized as part of the approved program agreement, the City subsidy shall not apply to gratuities, cancellation fees, cleaning or damage charges, penalties, optional upgrades, or other charges unrelated to the transportation fare.

SECTION 3. GEOGRAPHIC LIMITATION

To qualify for the City subsidy, a ride must occur entirely within the incorporated boundaries of the City of St. George.

At a minimum:

1. The point of origin or passenger pickup location must be located within the incorporated boundaries of the City of St. George;
2. The destination or passenger drop-off location must be located within the incorporated boundaries of the City of St. George; and

3. The ride must otherwise satisfy any geofencing, geographic, or technical requirements established by the City and participating transportation network company to ensure that City funds are used for transportation occurring within St. George.
4. Additional locations authorized include the following hospitals: Ochsner O'Neal Lane, Woman's Hospital, Our Lady of the Lake Essen Lane, Baton Rouge General Picardy.

No City subsidy shall be available for a trip originating outside the City or terminating outside the City unless authorized by the Mayor or his designee(s).

SECTION 4. ELIGIBILITY

The Program shall initially be available to eligible residents of the City of St. George who satisfy reasonable enrollment and verification requirements established by the Mayor or his designee(s).

The Mayor or his designee(s) may establish procedures reasonably necessary to verify residency, prevent duplicate accounts, prevent fraudulent use, administer monthly ride limits, and ensure compliance with the purposes of the Program.

The City shall endeavor to make enrollment simple and accessible and shall minimize the collection of personal information to that reasonably necessary to administer and evaluate the Program.

SECTION 5. TRANSPORTATION NETWORK COMPANY

The Mayor or his designee(s) is hereby directed and authorized to negotiate with one or more transportation network companies lawfully operating in Louisiana, including providers capable of implementing a geofenced municipal rideshare program.

Any agreement shall provide, to the extent reasonably obtainable, for:

- automatic application of the City subsidy at the time an eligible ride is booked;
- enforcement of geographic eligibility requirements;
- enforcement of the ten-ride monthly limitation;
- appropriate controls against fraud and duplicate usage;
- periodic invoicing supported by sufficient documentation;
- protection of riders' personal information;
- aggregated utilization data sufficient for the City to evaluate the Program;
- termination rights protecting the City;
- compliance with applicable federal, state, and local law; and
- a maximum financial obligation that shall not exceed funds lawfully appropriated for the Program.

Any contract requiring approval by ordinance or other action of the City Council shall be presented to the Council for such approval before execution.

SECTION 6. PROGRAM FUNDING AND COST CONTROLS

Nothing contained in this Resolution shall constitute an appropriation of funds.

Implementation of the Program shall be expressly conditioned upon funds being available within an existing lawful appropriation or appropriated through an ordinance or budget amendment adopted by the City Council.

The Mayor or his designee(s) shall administer the Program so that the City's total financial obligation does not exceed the amount appropriated by the City Council.

If necessary to remain within the approved budget, the Mayor or his designee(s) may establish a reasonable maximum City subsidy per individual ride, temporarily suspend new enrollment, or temporarily suspend subsidies once appropriated funds have been exhausted, provided that any material modification is promptly reported to the City Council.

SECTION 7. PILOT PROGRAM TERM

The initial St. George On the Go Rideshare Pilot Program shall operate for a period of twelve (12) months following commencement of rideshare services.

Continuation beyond the pilot period shall require further authorization of the City Council.

Nothing herein shall prevent the City Council from modifying, expanding, reducing, or terminating the Pilot Program before expiration of the twelve-month period.

SECTION 8. PERFORMANCE MEASURES

The Mayor or his designee(s) shall obtain and maintain, to the extent reasonably available without compromising personally identifiable rider information, data concerning:

1. Total number of subsidized rides;
2. Number of participating residents;
3. Average City subsidy per ride;
4. Total monthly and cumulative City expenditure;
5. General geographic areas in which rides originate and terminate;
6. Days and times of greatest program utilization;
7. Percentage of enrolled participants utilizing the Program;
8. Instances of attempted or detected fraudulent or ineligible use; and
9. Other information reasonably useful in evaluating transportation demand and the public benefit received by the City.

SECTION 9. REPORT TO CITY COUNCIL

The Mayor or his designee(s) shall provide the City Council with an interim report after approximately six (6) months of operation and a final report following completion of the twelve-month pilot period.

The final report shall include a recommendation as to whether the Program should be continued, modified, expanded, reduced, or discontinued.

SECTION 10. PUBLIC PURPOSE

The City Council expressly finds and declares that the expenditure of City funds for the Program serves substantial public purposes, including:

- increasing transportation mobility within St. George;
- improving access to employment and essential services;
- improving transportation options for residents without immediate access to a vehicle;
- encouraging the use of alternatives to impaired driving;
- promoting roadway and public safety;
- supporting businesses and economic activity located within the City;
- reducing the need for the City to acquire and operate its own transportation fleet; and
- providing a cost-efficient means of evaluating demand for local transportation services.

The Council further finds that limiting the Program to qualifying trips within the City, imposing monthly ride limits, requiring utilization reporting, and establishing expenditure controls are reasonably designed to ensure that the public benefits received by the City are commensurate with the expenditure of public funds.

SECTION 11. ADMINISTRATION

The Mayor or his designee(s) is authorized to develop reasonable procedures, enrollment requirements, technical standards, rules, and other administrative measures necessary to implement the Program, provided that such measures are consistent with this Resolution, any applicable ordinance, the approved budget, and applicable law.

SECTION 12. EFFECTIVE DATE

BE IT FURTHER RESOLVED that this Resolution shall become effective immediately upon adoption, but no but no spending shall occur until there is a lawful appropriation and a contract is approved and executed in accordance with Louisiana law.

This Resolution having been submitted to a vote, the vote thereon was as follows:

For: Cook, Edmonds, Himmel, Monachello, Murrell, Talbot

Against:

Absent: Dellucci

CERTIFICATION

The above and foregoing Resolution was duly adopted at the regular meeting of the St. George City Council, State of Louisiana held on August 25, 2026.


Lorraine Beaman, City Clerk

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