

Metro Sales Outlet Set Up Information

Thank you for your interest in becoming a Metro Sales Outlet.

The Metro Transit System provides vital transportation to more than 20,000 people each day in the Madison area.

Passengers of all ages depend on Metro to get to work, school, shopping centers, medical offices, recreation centers and much more. Metro operates fixed routes and paratransit service throughout its service area.

Your organization can become part of this extensive transportation network by becoming a Metro Sales Outlet.

By selling Metro passes and 10-Ride Cards, you'll increase your store traffic, provide a valuable service to the community, and help Madison maintain its outstanding mass transit system.

What is an outlet expected to do and why should my organization become one?

When you become a Metro sales outlet, you agree to sell our 31-Day Passes and 10-Ride Cards on a consignment basis. In return, we award you a 1% commission on all sales and feature you in our sales outlet advertising efforts.

The administrative involvement on your part will be relatively low and your transactions with Metro will be, for the most part, conducted through the mail.

When you consider the potential number of people who will be visiting your business and the good will you can generate, you can understand why many businesses are eager to become a sales outlet.

Do I have to pay for the passes and 10-Ride Cards before I sell them?

Metro passes and cards are sold on a consignment basis. Simply hold on to your supply until you sell them. They have no expiration date.

What are fare options I will be selling?

As a Metro Sales Outlet, you will be selling FareSavers, Metro's prepaid 31-Day pass and 10-Ride Card options. FareSavers offer significant savings over cash fares.

Metro riders are aware of this fact and FareSaver options enjoy large sales. To earn the 1% commission and be featured in our advertisements, we require you to carry all of the fare options listed:

- **Passes**

- 31-Day Pass - \$47.00

- (Valid for 31 days and doesn't constrain riders to a calendar month.)

- **10-Ride Cards**

- (Activation occurs the first time you use the card. Insert the card into the fare box card reader each time you board. The number of remaining rides will be printed on the card.)

- Adult \$12.00

- Youth \$8.50

- Senior/Disabled \$7.50

What is the procedure for selling 31-Day Passes and 10-Ride Cards?

For your first month as an outlet, you will be sent a start-up supply of the fare media listed above.

A consignment sheet will accompany these items. Make sure the amount of passes and cards we've indicated on the sheet is what you're received.

Then simply sign the sheet and drop the appropriate copy in the self-addressed envelope we've enclosed.

Every month, you will need to take an inventory of how many items you have on hand.

We will then send you an invoice for what you've sold, minus your one percent commission.

EXAMPLE:

1. Ted's Thumbtacks receives (15) 31-Day Passes on a consignment basis. He sells 13.
2. $13 \times \$47.00 = \611.00 in pass sales
3. Ted then sends his monthly inventory sheet to Metro.

4. Metro subtracts the 1% commission

$\$611.00 - \$6.11 = \$604.89$

5. Metro sends Ted's Thumbtacks an invoice for \$604.89.

Do I have to accept any coupons?

Yes. You will be notified of any coupons Metro features at least three weeks in advance.

Simply mail the coupons back to Metro with your monthly inventory and we will subtract the value of the coupons from your invoice.

What forms of payment can an outlet vendor accept?

Metro recommends selling on a cash only basis; however, the outlet may accept checks that are made out to Metro for the exact purchase amount. Metro's honors each outlet's check-cashing policy. Is ID necessary to purchase?

No. Anyone may purchase any type of Metro pass or 10-Ride Card. Our riders may be asked to show proper identification when boarding Metro buses, however.

Does an outlet have to replace lost or stolen items?

No. If you have a customer who has lost or had their pass or 10-Ride Card stolen, please direct them to Metro's Administrative Office at 1101 E. Washington Avenue.

What happens if the outlet loses or misplaces unsold items?

The outlet is 100% liable for any unsold items that are lost, stolen, misplaced or destroyed. The vendor is also required to pay for any passes not returned to Metro.

What type of advertising is an outlet featured in?

Metro will provide you with a "Metro Sales Outlet" window sticker to identify you to those frequenting or passing by your business.



Your organization's name will also be included on our Sales Outlet listing posted in the back of our Ride Guide and online at mymetrobus.com.

Our Customer Service representatives will also inform callers of your organization. You can also count on word-of-mouth advertising from our riders.

What if I want to sell on a trial basis?

We encourage it.

You have the right to stop selling at any time.

Want more information?

For further information on becoming a Metro Sales Outlet, please contact Julie Maryott-Walsh or Mick Rusch at 266-4904.

