
REPORT

TO: Members, ADA Transit Subcommittee to the Transit & Parking Commission
FROM: Crystal Martin, Paratransit Program Manager
SUBJECT: Paratransit Ticket Outlets at Metro Office or Metro By Mail Only.
DATE: 10/16/14

Proposal Reduce Paratransit ticket outlets to Metro office or Metro by Mail only.

Problem Metro has made paratransit tickets available at outlets to be sure tickets are available for individuals that prefer or can't dependably carry cash for fares. However, this has presented an opportunity for agencies to go to the outlets and purchase regular paratransit tickets at the \$3.25 per trip cost as opposed to the agency rate tickets. While this wasn't unanticipated, we thought we would see how it went. Metro continues to sell large quantities of regularly priced tickets but very few agency rate tickets. In addition, regular anecdotal reports indicate that agencies are purchasing tickets at our outlets at the regular rate.

Metro Paratransit Ticket Sales						
Outlet by Year	2009	2010	2011	2012	2013	2014*
Metro	5383	3494	4163	4659	3916	2595
Treasurer	101	95	12	95	78	45
Capitol Center Foods	472	415	509	839	662	404
Metcalfe's Hilldale	1910	1973	1622	1782	1562	1626
Metcalfe's West Towne				312	430	
Total	7866	5977	6306	7687	6648	4670
* YTD August 2014, Project 7025 in Tkt sales for 2014						

Implementation At the discretion of the Subcommittee, effective January 1, 2015, Metro will only sell Metro paratransit fare media from the Metro offices or Metro by Mail. Metro by Mail delivers tickets to the person's residence by courier at no charge to the customer. This proposal provides Metro the opportunity to review payment methods and determine that agencies aren't purchasing paratransit tickets with agency checks. This proposal does not allow Metro to inquire as to whether a person is using a personal check to make a purchase for an agency, or make such a determination. For example, Milwaukee County Transit (MCTS) determines who is making the purchase and for what purpose. If MCTS determines that the purchase is for an agency, regardless of the form of payment, they will only sell the agency rate fare media.

Conclusion It is Metro's intention to make regular paratransit tickets available to customers that prefer not to carry cash. It is also our intention to work with agencies to support the transportation network and find cost effective solutions by cost sharing. This proposal tries to balance both making tickets available and requiring agencies to be at least a little more transparent in their Metro ticket purchases.