

CITY OF MADISON TRANSPORTATION COMMISSION

ACTION ITEM DETAIL - JUNE 24, 2020

ACTION TITLE: Approval of UW Employee and Affiliate Unlimited Ride Pass Agreement

PRESENTED BY: Metro Transit, Justin Stuehrenberg

ACTION SUMMARY

Metro is seeking approval for an agreement with the University of Wisconsin for unlimited ride pass program covering their employees and members of affiliate groups.

BACKGROUND

Metro has partnered with UW for quite some time to provide unlimited ride passes to employees and affiliates as part of the UW's Travel Demand Management (TDM) program to minimize traffic and parking requirements. This partnership is critical in supporting the ridership of the Metro system. The current agreement expires in the summer of 2020.

University students are provided unlimited ride passes through a separate agreement with the student organization and are not covered by this agreement.

DISCUSSION

With the current agreement expiring, my predecessor, Natalie Erdman, began the process of negotiating a new contract with the UW. Both sides agreed to terms that include raising the per ride fee paid by UW to Metro from \$1.15 to \$1.35 to cover rising costs, minus an annual credit of \$40,000 being provided to the UW. This credit is in exchange for their continued dedication to the TDM program, which has benefits to the City of Madison beyond Metro, including to overall traffic congestion.

This agreement would be in effect for up to five years, including three years as a base contract plus two additional option years would be included at a \$1.40 per ride rate or the current fare tariff, whichever is less. Metro is seeking to have the TC approve the entire five year contract.