



Legislation Text

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Fiscal Note

The position of Transit Ridership Improvement Specialist (Marketing Specialist 1) has been created at Metro Transit in order to market and manage a program of pass agreements similar to those Metro has with large employers and organizations such as the University of Wisconsin, Madison Area Technical College, St. Mary's Hospital, Meriter Hospital and Edgewood College. However, this program would focus on attracting smaller employers and other organizations of fewer than 1,000 participants. The businesses and organizations will be billed on a per ride basis at the current unlimited ride pass rate in the fare tariff during the period of the agreement. An estimate of \$10,000 revenue for this program is included in the 2010 operating budget. The expectation is that over the next few years, the program will grow, increase ridership and pay for the position.

Title

Authorizing the Metro Transit General Manager to enter into agreements with businesses and organizations with fewer than 1,000 participants in the Metro Transit service area interested in providing a pass program to their employees, students or other affiliated individuals to take fixed route and ADA paratransit rides on Metro Transit.

Body

PREAMBLE

Metro Transit would like to continue to expand unlimited ride pass programs to smaller entities that have been successful with large organizations. Unlimited ride pass programs encourage ridership that results in increased revenue, strengthens the City's transportation infrastructure and has a positive impact on the environment by reducing automobile use, in keeping with City goals. This program will be for entities with fewer than 1,000 participants (employees, students, members, volunteers, and other affiliated individuals) and will focus on employers, private and non-profit and post-secondary institutions. The agreements will be for an initial term beginning when passes are distributed and ending at the end of the calendar year. The agreements may then automatically renew for each calendar year under the same terms, modified only as to the applicable unlimited ride pass rate, unless terminated by either party.

WHEREAS Metro Transit's pass programs with larger entities such as the University of Wisconsin and St. Mary's Hospital have been very successful; and

WHEREAS the position of Transit Ridership Improvement Specialist has been created at Metro in order to market and manage a program of similar pass agreements with smaller entities; and

WHEREAS this program is in keeping with recommendations from the Long Range Metro Transit Planning Ad Hoc Committee's final report about increasing ridership and revenue;

NOW THEREFORE BE IT RESOLVED that the Metro Transit General Manager is authorized to enter into agreements with businesses and organizations with fewer than 1,000 participants (employees, students, members, volunteers, other affiliated individuals) for per ride reimbursement for access by all or a designated portion of their participants to Metro Transit fixed route and ADA paratransit service at the unlimited ride pass rate in the fare tariff at the time of the agreement. Such agreements, which must be in a form approved by the City Attorney, shall be for an initial term of up to one year and may thereafter renew annually for each calendar year under the same terms, modified only as to the applicable unlimited ride pass rate, unless terminated by either party.