SUMMARY STATEMENT

ITEM NO. | SUBJECT: In Kind Support of Community Initiatives

COMMITTEE: New Business

COMMITTEE MEETING DATE: N/A

BOARD ACTION DATE: December 15, 2010

PROPOSAL: That the Board authorizes staff to provide in-kind services to support several community initiatives. These are ongoing programs, held annually.

Amount: Estimated value of in-kind services identified below for each program.

PURPOSE: To allow community organizations to continue to use DRPA/PATCO facilities to promote their programs.

BACKGROUND: For years PATCO has allowed several non-profit community organizations to promote their programs and, in some cases, raise funds at its facilities. These initiatives have involved very little expense on the part of DRPA/PATCO.

The Girl Scouts rely on the sale of cookies to support their programs. Over a four-week period in January/February, various troops have sold Girl Scout cookies in PATCO stations. The cost to PATCO/DRPA consisted only of staff time to produce and execute a Right of Entry Agreement, to ensure appropriate insurance coverage, and to alert staff that the Girl Scouts would be on our property. Estimated value: $100

PATCO has received requests from Boy Scouts / Cub Scouts for the opportunity to sell popcorn at PATCO stations. The cost to PATCO/DRPA would consist only of staff time to produce and execute a Right of Entry Agreement, to ensure appropriate insurance coverage, and to alert staff that the Boy Scouts would be on our property. Estimated Value: $100
During the week of Valentine’s Day every February for the past 19 years, PATCO has held a Valentine Food Drive. PATCO has posted notices in the stations to alert passengers and employees to the opportunity to contribute non-perishable foods in red barrels in all New Jersey stations during the morning rush. PATCO’s staff has collected all the donations at one station, from which a representative of the South Jersey Food Bank picked up hundreds of pounds of donated food. The cost to PATCO/DRPA consisted of staff time to produce and execute a Right of Entry Agreement, to ensure appropriate insurance coverage, and to consolidate donations in one location. *Estimated Value: $3,000*

The Vietnam Veterans have gathered at PATCO’s Woodcrest Station parking lot for a Christmas in July Toy (motorcycle) Ride to Children’s Hospital. The cost to PATCO/DRPA consists only of staff time to ensure appropriate insurance/right of entry documentation and notification of staff who may encounter this group. *Estimated Value: $100*

The Board approved in-kind support of Variety’s Old Newsboys’ Day in 2010 via PATCO-10-008. This is an annual fundraiser to support the children’s charity, to which interested PATCO riders may donate. The cost to PATCO/DRPA consisted of staff time to produce and execute a Right of Entry Agreement, to ensure appropriate insurance coverage, and to alert Transit Unit and Passenger Services for security and logistical support on the day of the event. *Estimated Value: $200*

The Board approved in-kind support of the Haddonfield Lions Club White Cane Collection in 2010 via PATCO-10-026. This is an annual fundraiser to enable the Lions to serve the community and disadvantaged citizens. The cost to PATCO/DRPA consisted only of staff time to produce and execute a Right of Entry Agreement, to ensure appropriate insurance coverage, and to alert staff that the Lions would be on our property. *Estimated Value: $200*

The Board approved in-kind support of the National
Multiple Sclerosis Society MS 150 Bike Tour in August 2010 via DRPA-10-067. For the last twenty years this annual event has been hosted at PATCO’s Woodcrest Parking lot. This event has national notoriety and is rated as one of the primer bike vents in the country. It attracts 7000 riders and generates over $4 million for MS Research programs. Planning for the event is a year long activity and the MS Society focuses all of its planning efforts and advertising with Woodcrest Station as the host location for this event. PATCO in-kind services are critical to the success of the event. *Estimated Value: $15,000*

It is recommended that the Board authorize PATCO to support these ongoing programs through in-kind support as described above.
RESOLUTION

RESOLVED: That the Board authorizes PATCO to continue to provide in-kind support services of various community initiatives to include the Girl Scouts, Boy Scouts, Valentine Food Drive, Variety’s Old Newsboys” Day, Vietnam Veterans Christmas in July Toy Ride, Haddonfield’s Lions Club White Cane Collection, and the MS 150 Bike Tour.

SUMMARY: Amount: $18,700
Source of Funds: Operating Budget
Capital Project#: N/A
Operating Budget: $18,700
Master Plan Status: N/A
Other Sources: N/A
Duration of Contract: N/A
Other Parties Involved: N/A