SUMMARY STATEMENT

ITEM NO.: PATCO-12-008        SUBJECT:  School Groups Riding and Visiting PATCO

COMMITTEE:                      New Business

COMMITTEE MEETING DATE:        N/A

BOARD ACTION DATE:             March 21, 2012

PROPOSAL:  That the Board authorizes staff to continue to promote PATCO ridership through school discounts and tours in 2012.

Amount:      $200 (in-kind services)

PURPOSE:  To promote future ridership by familiarizing school children with PATCO.

BACKGROUND:  PATCO’s fare structure offers no group discounts. To familiarize the children of a primarily car culture region with public transit and to make school field trips affordable, PATCO has in the past allowed school groups to travel at half fare. School groups have purchased a one-ride ticket for each student and chaperone participating in a field trip. Staff have accompanied the group on their initial trip, using this opportunity to convey essential safety tips and the advantages of public transit. The school group then has used its tickets for its return ride. With the limited budgets that schools have for activities such as field trips, the half fare encourages them to use PATCO, thereby introducing students to the benefits of public transportation.

Some small school groups have also taken a tour of PATCO facilities. Such cases are limited to small groups of older students who can be safely accommodated. Staff support is required to procure appropriate indemnity assurance and to speak with students on-site.

This initiative had been approved by the Board in 2011 as PATCO-11-006.
It is recommended that the Board authorize PATCO to continue to its promotion of public transit through school discounts and tours in 2012.

SUMMARY:

- **Amount:** $200 (in-kind services)
- **Source of Funds:** Operating Budget
- **Capital Project #:** N/A
- **Operating Budget:** N/A
- **Master Plan Status:** N/A
- **Other Fund Sources:** N/A
- **Duration of Contract:** N/A
- **Other Parties Involved:** N/A
RESOLUTION

RESOLVED: That the Board authorizes PATCO to continue to promote use of public transit by schools throughout 2012.

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Source of Funds: Operating Budget
Capital Project #: N/A
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Master Plan Status: N/A
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