SUMMARY STATEMENT

ITEM NO. PATCO-12-029 SUBJECT: Promotion of PATCO to Students

COMMITTEE: Finance

COMMITTEE MEETING DATE: November 21, 2012

BOARD ACTION DATE: December 12, 2012

PROPOSAL: That the Board authorizes staff to promote PATCO ridership through special programs for students in 2013.

Amount: For School Field Trips: Annual estimated value of free rides = $1,000

For FREEDOM Card Discount: Estimated 500 cards x $5/card = $2,500

Total Cost of Special Student Programs: $3,500

PURPOSE: To promote future ridership by familiarizing students with PATCO.

BACKGROUND: PATCO’s basic fare structure offers no student or group discounts. To familiarize the young people 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 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.

This initiative regarding school children had been approved by the Board in 2012 as PATCO-12-008.

PATCO would like to expand this initiative in 2013 by offering an incentive to students to become regular riders. Typically a customer purchases a FREEDOM card from the vending machine for $5 and preloads at least $20 value onto the card. To encourage students to commute on the train, PATCO would like to make the FREEDOM card available to students who register at the FREEDOM Card
Service Center, waiving the $5 fee for the card itself. (Students would pay the regular fare for each trip.) The $5 saving for the card itself can be promoted on PATCO’s website; PATCO would also make the “coupon” available to local colleges and universities to post on their websites.

The cost to PATCO for this program is not expected to exceed $2500 (500 students x $5 per FREEDOM card). The benefit to PATCO is the fares paid not only as the student is commuting to school but also over his/her lifetime.

It is recommended that the Board authorize PATCO to continue to its promotion of public transit through school discounts in 2013.

SUMMARY:

| Amount:       | $3,500 |
| Source of Funds: | Operating Budget |
| Capital Project #: | N.A. |
| Operating Budget: | General Fund |
| 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 promote use of public transit by students throughout 2013.

SUMMARY:

Amount: $3,500
Source of Funds: Operating Budget
Capital Project #: N.A.
Operating Budget: General fund
Master Plan Status: N/A
Other Fund Sources: N/A
Duration of Contract: N/A
Other Parties Involved: N/A