SUMMARY STATEMENT

ITEM NO.: PATCO-14-051  SUBJECT: Promotion of PATCO to Students in 2015

COMMITTEE: Operations & Maintenance

COMMITTEE MEETING DATE: December 3, 2014

BOARD ACTION DATE: December 10, 2014

PROPOSAL: That the Board authorizes staff to promote PATCO ridership through special programs for students in 2015.

Amount: For School Field Trips:
Annual estimated value of free rides = $1,500

For FREEDOM Card Discount:
Annual estimated 300 cards x $5/card = $1,500

Total Cost of Special Student Programs: $3,000

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. In 2013 we hosted 11 such field trips and provided $1,500 worth of tickets. In 2014 we hosted 10 such field trips and provided $1,000 worth of tickets.

In 2013 PATCO expanded this initiative 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 made 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 has been promoted on PATCO’s website; the “coupon” is also available to local colleges and universities to post on their websites. Through this student FREEDOM card discount initiative, we distributed 171 cards in 2013 and 168 cards in 2014 to new customers.

The cost to PATCO for this program is not expected to exceed $1,500 (300 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.

These initiatives to promote PATCO to students had been approved by the Board for calendar year 2014 via PATCO-14-010.

It is recommended that the Board authorize PATCO to continue to its promotion of public transit through school discounts in 2015.

SUMMARY:

<table>
<thead>
<tr>
<th>Amount</th>
<th>$3,000</th>
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<tbody>
<tr>
<td>Source of Funds:</td>
<td>Operating Budget</td>
</tr>
<tr>
<td>Capital Project #:</td>
<td>N.A.</td>
</tr>
<tr>
<td>Operating Budget:</td>
<td>General Fund</td>
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<td>Master Plan Status:</td>
<td>N/A</td>
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<tr>
<td>Other Fund Sources:</td>
<td>N/A</td>
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<tr>
<td>Duration of Contract:</td>
<td>N/A</td>
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<td>Other Parties Involved:</td>
<td>N/A</td>
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</tbody>
</table>
RESOLUTION

RESOLVED: That the Board authorizes PATCO promote use of public transit by students throughout 2015.

SUMMARY:

- Amount: $3,000
- 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