

SUMMARY STATEMENT

ITEM NO.: PATCO-17-015

SUBJECT: 2017 City to Shore Bike MS
Event at Woodcrest Station

COMMITTEE:

Operations & Maintenance

COMMITTEE MEETING DATE:

May 2, 2017

BOARD ACTION DATE:

May 17, 2017

PROPOSAL: That the Board permit DRPA/PATCO to provide support services for the City to Shore Bike MS event on September 23 and 24, 2017 at the PATCO Woodcrest Station with the net costs to be reimbursed by the National Multiple Sclerosis Society.

Amount: \$15,000 (estimated)
(to be reimbursed by National Multiple Sclerosis Society)

PURPOSE: To obtain Board approval for National Multiple Sclerosis Society to prepare for and hold its 2017 City to Shore Start and Finish at Woodcrest Station and for DRPA/PATCO to provide support services for traffic control and set up.

BACKGROUND: The National Multiple Sclerosis Society is hoping to hold its annual City to Shore Bike MS event on September 23 and 24, 2017. For more than twenty years, the event has been hosted at PATCO's Woodcrest Parking lot. The ride is nationally recognized and is rated as one of the premier bike events in the country, attracting 7,000 cyclists. In 2016, this event raised \$6 million. This initiative supports MS research and programs by generating more than half of the annual revenue for the regional branch of the MS Society. Planning for the event is a year-long activity, during which the MS Society advertises the Woodcrest Station as its event venue. DRPA/PATCO supplied services are key to the success of the event. It would be extremely challenging to hold the event in 2017 if the Woodcrest Lots were not available, as this is an ideal location with ample parking, access from Interstate Route 295, and access via train.

To prepare for the thousands of cyclists who would arrive very early on Saturday morning, the MS Society staff would set up tents in two outer lots on Friday, September 22. These tents would be used for registration and organization of the teams who ride as a group to support the cause. Through signage, flyers, and electronic media, PATCO passengers would be alerted to park in alternate lots on that day. In addition, a very small section of a parking lot would be blocked off to ensure a secure area for luggage drop-off will be available when

the cyclists arrive early the next morning, in accordance with recommendations of the Authority's Homeland Security & Emergency Management Department.

In promoting its event, the MS Society would also promote PATCO, including television and radio coverage. This event has been highly visible and has demonstrated PATCO's support of the community.

This event generates 700 to 1,000 rides on the train as cyclists and volunteers come to the bike event's Start early on Saturday morning.

DRPA/PATCO have estimated costs as well as the additional ridership revenue associated with this event. The net cost is approximately \$15,000.

Staff is seeking authority to permit the National Multiple Sclerosis Society to prepare for and hold their event on the site on September 22, 23, and 24, 2017. DRPA/PATCO will track its costs and ridership and submit the net cost to the National Multiple Sclerosis Society for reimbursement.

SUMMARY:	Amount:	\$15,000 (to be reimbursed by National Multiple Sclerosis Society)
	Source of Funds:	N/A
	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:	National Multiple Sclerosis Society

PATCO-17-015
Operations and Maintenance: May 2, 2017
Board Date: May 17, 2017
2017 City to Shore Bike MS Event
At Woodcrest Station

RESOLUTION

RESOLVED: That the Board authorizes DRPA/PATCO to provide support services for the City to Shore Bike MS event on September 22, 23, and 24, 2017 at the PATCO Woodcrest Station with the net costs to be reimbursed by the National Multiple Sclerosis Society.

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