

RESOLUTION NO. 2008-127

AGREEMENT WITH CASE WESTERN RESERVE UNIVERSITY TO RENEW A STUDENT UNIVERSAL ACCESS FARE ("U-PASS") PROGRAM

WHEREAS, Resolution 2001 – 78 established a Student Universal Access Fare (U-Pass) Program with Case Western Reserve University; and

WHEREAS, Public transit authorities elsewhere in the nation continue to enter into successful contractual agreements with institutions of higher education to provide students with easy and economical access to transit travel through U-Pass programs; and

WHEREAS, RTA has established subsequent U-Pass programs with Cleveland State University, Cleveland Institute of Art and the Cleveland Institute of Music to encourage transit travel by local college and university students; and

WHEREAS, Case Western Reserve University has completed a favorable administrative review; and has agreed to continue to participate in the U-Pass Program.

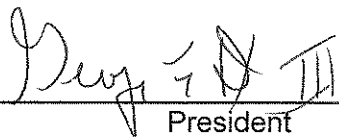
NOW THEREFORE BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the General Manager/Secretary-Treasurer be and is hereby authorized to enter into an agreement with Case Western Reserve University to provide semester-long transit access for all full-time undergraduate and graduate students as well as professional students and at a mutually agreeable fee per student, payable along with tuition and other fees.

Section 2. That the program as outlined in the new agreement will commence with the beginning of the Fall Semester (August 2008).

Section 3. That this resolution shall become effective immediately upon adoption.

Adopted: August 19, 2008



President

Attest: 

CEO, General Manager/Secretary-Treasurer

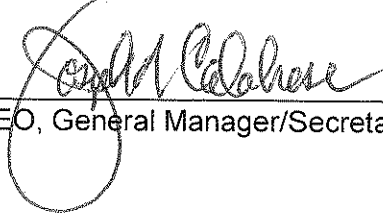


Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION: AGREEMENT WITH CASE WESTERN RESERVE UNIVERSITY TO RENEW A STUDENT UNIVERSAL ACCESS FARE ("U-PASS") PROGRAM	Resolution No.: 2008-127
	Date: August 14, 2008
	Initiator: Marketing and Comm.
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 **PURPOSE/SCOPE:** This action will authorize a contract between RTA and Case Western Reserve University (CWRU) renewing a U-Pass program for full-time students and interested full-time graduate and professional students.
- 2.0 **DESCRIPTION/JUSTIFICATION:** In keeping with a national trend involving more colleges and universities in providing prepaid and universal access to public transit systems, RTA and CWRU jointly developed a U-Pass program. Each full-time undergraduate student will pay a flat \$25.00 per semester and will be able to ride RTA on an unlimited basis during the semester. Additionally full-time graduate and professional students will have an option to participate at a fee of \$75.00 per semester.
- 3.0 **PROCUREMENT BACKGROUND:** Does not apply.
- 4.0 **DBE/AFFIRMATIVE ACTION BACKGROUND:** Does not apply.
- 5.0 **POLICY IMPACT:** This action is consistent with RTA's policy to develop services and fare media that respond to market demands and diverse travel needs of the community. Further it is consistent with the policy to create a climate receptive to transit and to develop policies and revenue streams that encourages transit growth.
- 6.0 **ECONOMIC IMPACT:** The goal of a U-Pass program is to increase both transit ridership and long-term transit revenues. Establishing relationships with local college students will serve to generate additional trips on the system in the short term as well as enhance the potential for maintaining a relationship with participants as they transition from the classroom to the workplace.
- 7.0 **ALTERNATIVES:**
 - A.) Take no action and allow the contract to expire, resulting in the termination of the program.
 - B.) Attempt to renegotiate terms more favorable to RTA, risking loss of administration and/or student support.
 - C.) Agree to the terms negotiated and approved by the student referendum.
- 8.0 **RECOMMENDATION:** Authorize the contract to renew the U-Pass program with Case Western Reserve University.
- 9.0 **ATTACHMENTS:** None

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.



CEO, General Manager/Secretary-Treasurer