

RESOLUTION NO. 2011-93

AUTHORIZING THE GENERAL MANAGER/SECRETARY-TREASURER TO
ENTER INTO AGREEMENTS WITH COLLEGES AND UNIVERSITIES
ESTABLISHING COLLEGE PASS INCENTIVE PROGRAMS

WHEREAS, it is the policy of the Greater Cleveland Regional Transit Authority (GCRTA) to develop new and innovative programs to enhance the image of the Authority; improve the financial health of the Authority; as well as cultivate customer relationships through increased use of the system; and

WHEREAS, GCRTA is aware that for many young adults in our community, accessibility to affordable transportation is a major hurdle in their pursuit of higher education; and

WHEREAS, by offering affordable transit, a college education will be more attainable to a larger percentage of the population, and by riding GCRTA, both the demand for parking and congestion on area roads and highways will be reduced; and

WHEREAS, public transit authorities elsewhere in the nation have entered into contractual relationships with institutions of high education to provide students with easy and economical access to transit; and

WHEREAS, GCRTA has entered into similar arrangements with Case Western Reserve University, Cleveland State University and, the Institutes of Art and Music as well as Cuyahoga Community College.

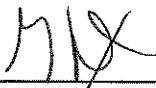
NOW, THEREFORE BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the General Manager/Secretary-Treasurer of the Authority be and he is hereby authorized to enter into agreements with colleges, universities, and other institutions of higher learning to provide school term transit access for all eligible students at a mutually agreeable fee per student, payable with tuition and other fees.

Section 2. That GCRTA will assist in underwriting the cost of the transit fare for each eligible students provided like assistance is provided by the colleges or universities up to Twenty-five dollars (\$25.00) a month.

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

Adopted: October 18, 2011



President

Attest: 

CEO, General Manager/Secretary-Treasurer



Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION: COLLEGE PASS INCENTIVE PROGRAM	Resolution No.: 2011-93
	Date: October 13, 2011
	Initiator: Marketing & Communications
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 the General Manager to enter into agreements with colleges and universities to establish College Pass Incentive Programs.

2.0 DESCRIPTION/JUSTIFICATION: A number of smaller local colleges and universities could greatly enhance student accessibility by offering a more affordable transportation option to and from campus. Unfortunately the economic model currently offered by a traditional U-Pass Program does not work. Under the proposed College Pass Incentive Program, GCRTA and the partner university/college would jointly underwrite a portion of the transit cost allowing students an opportunity to purchase GCRTA fare media at a discounted rate. GCRTA would match the university/college contribution dollar for dollar up to \$25 a month per eligible student.

3.0 PROCUREMENT BACKGROUND: Does not apply.

4.0 DBE/AFFIRMATIVE ACTION BACKGROUND: Does not apply.

5.0 POLICY IMPACT: Many young adults in our community are unable to pursue higher education due to the lack of affordable transportation. The College Pass Incentive Program will serve to enhance the quality of life for many Northeast Ohioans. Not only will the program make the attainment of a college education become more accessible to a larger percentage of the population, but will also serve to reduce demand for parking as well as congestion on local roads and highways.

6.0 ECONOMIC IMPACT: The stated financial objective of the College Pass Incentive Program is to not negatively impact fare revenues currently being collected. Based on the parameters of the program, the combined fee assessed to the student and partner institution, along with increased student ridership, will more than offset the contribution GCRTA makes to underwriting the student's fare. Additionally, many of the relationships established by GCRTA with students through this program will be nurtured and extended as they transition from the classroom to the workplace.

7.0 ALTERNATIVES:

- A.) Maintain status quo and offer Colleges and Universities the opportunity to participate in a standard U-Pass program.
- B.) Reconfigure the base parameters of the College Pass Incentive Program.
- C.) Extend to the General Manager the authority to establish College Pass Incentive programs consistent with the guidelines stated in the resolution.

8.0 RECOMMENDATION: Authorize the General Manager to solicit partners in the establishment of College Pass Incentive programs.

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