

Agenda Report

TO: CITY COUNCIL

DATE: July 14, 2003

FROM: City Manager

SUBJECT: Authorization to Enter Into Agreement with the Los Angeles County Metropolitan Transportation Authority (MTA) for Participation in the EZpass Program

RECOMMENDATION:

It is recommended that the City Council authorize an agreement effective August 1, 2003, with the Los Angeles County Metropolitan Transportation Authority (MTA) for participation in the EZpass Program, a multi-agency bus pass program. This agreement will allow users of an EZpass bus pass to board the City's Pasadena ARTS buses and other participating transit systems, improving multi-agency travel.

RECOMMENDATION FROM COMMISSIONS:

The Transportation Advisory Commission reviewed the proposed EZpass Program at their July 10, 2003, meeting. The Commission recommends that the City Council approve entering into an agreement effective August 1, 2003, with the MTA for participation in the EZpass Program, a multi-agency bus pass program.

BACKGROUND:

To improve transportation convenience and mobility for the general public it is important to increase options for travel. The EZpass Program is one means to accomplish this by providing the ability to transfer among participating transit systems, thus providing seamless travel and increased mobility throughout the greater Los Angeles County area. This program will benefit transit users in the Pasadena area who use the ARTS system, they will be able to use the pass when boarding an ARTS bus as well as MTA bus and light rail, and Foothill Transit.

The EZpass is a multi-agency bus pass that is sold at various participating locations throughout the County. The City is not obligated to sell EZpasses; however, the MTA is actively looking for sales locations in Pasadena. The MTA will reimburse the City on either a monthly or quarterly basis for EZpass riders who board the ARTS system based

on an established formula. The formula computes the number of EZpass boardings times the average fare revenue for the ARTS system. The MTA will provide marketing material to the City to inform ARTS passengers of the advantage to the bus pass program. While the passes are expensive, \$58 for a regular pass and \$29 for senior and disabled passes, there is a benefit to passengers who use more than one transit agency. The City's ARTS system will join the current participating agencies which include:

Culver City Municipal Bus Lines
Foothill Transit
Glendale Beeline
Gardena Municipal Bus Lines
Los Angeles Department of Transportation
Long Beach Transit
Los Angeles County Metropolitan Transportation Authority
Montebello Bus Lines
Norwalk Transit
Santa Clarita Transit
Santa Monica's Big Blue Bus
Torrance Transit

FISCAL IMPACT:

It is anticipated that there will be minimal fiscal impact to proceed with participation in the EZpass Program. There will be no staffing impact as the City is not required to sell the passes. Additionally, the MTA will finance all printing costs for the passes and the marketing materials. The City will track all EZpass boardings and provide this information and audited fare collection information to the MTA for reimbursement.

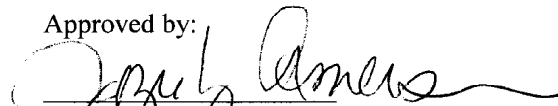
Respectfully submitted,


CYNTHIA KURTZ
City Manager

Prepared by:


CATHI COLE
Transit Manager

Approved by:


JOYCE AMERSON, Director
Department of Transportation