

Agenda Report

TO: CITY COUNCIL

DATE: June 2, 2003

FROM: CITY MANAGER

**SUBJECT: BUS PASS PROGRAM FOR THE PASADENA AREA RAPID
TRANSIT SYSTEM (ARTS)**

RECOMMENDATION:

This report is for information only.

BACKGROUND:

The Department of Transportation is developing a bus pass program for the City's transit system. A three-phase work program has been developed: The first phase is research on the potential number of users, the second phase is an economic study and the third phase is a production study. Based on the information from these steps, staff will bring implementation recommendations to the Transportation Advisory Commission and then to the City Council.

The work will begin in July 2003 and end in December 2003. The study will be taken to TAC in January 2004 and brought back to City Council when TAC has concluded their work. To complete the first phase it will be important to have information on ridership trends, and comparative information from other transit operators. The timeline for the first phase is July 1 to October 31, 2003. This will allow actual ridership trends for July, August and September to be analyzed. During this time period, comparative information from other transit systems will be reviewed. The comparative information will provide a base line for estimating the percentage of ridership that may purchase passes.

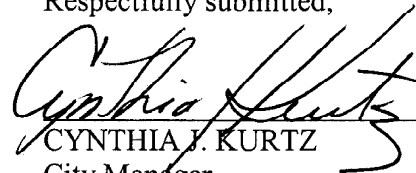
The second phase of the program, the economic study, will look at the cost to produce the passes, administer the program and the impact on revenue estimates. A key to this phase of the work is estimating the potential use of passes by passengers. The third phase, production, will determine what type of pass should be produced, how the passes will be distributed, and the time frame to put the program in place. The second and third phases

of the study can be completed concurrently from November 2003 to mid December 2003.

FISCAL IMPACT:

There is no fiscal impact to the City of Pasadena to complete the study phases of development. Staff will return to Council with cost estimates when the program is further developed.

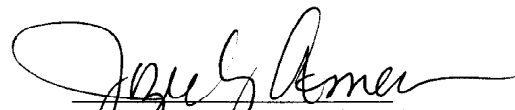
Respectfully submitted,


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