



EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
JULY 15, 2004

**SUBJECT: UPDATE ON CONTRACTED PASS AND EMPLOYER
RIDESHARE PROGRAMS**

ACTION: RECEIVE AND FILE

RECOMMENDATION

Receive and file update on Metro Contracted Transit Pass and Employer Rideshare Programs.

ISSUE

The MTA Board adopted the Metro Contracted Pass Programs in February 2003. Staff committed to report to the Board on the progress of the pass programs. This report provides a status on these programs as well as overall Metro Commute Service employer rideshare activities.

DISCUSSION

Contracted Pass Program

The MTA Board approved the Metro Contracted Pass Program consisting of several elements including: the Jury Pass (J-Pass); the Institutional Pass (I-Pass); the Annual Pass (A-Pass); the Business Pass (B-Pass); and the Visitors Pass (V-Pass). The following provides a brief update on each pass product.

Jury Pass (J-Pass): The Metro Jury Pass Program launched February 2003 with five Los Angeles County courthouses participating. In 2004 the program was expanded to a total of fourteen courthouses. Jurors that are assigned to a court qualify to waive their mileage reimbursement in exchange for a Metro Weekly Pass. In FY04 (year-to-date), 14 courts have sold 3,665 J-Passes. Staff is evaluating a variation of the Jury Pass Program that would issue a voucher redeemable for a Metro Day Pass as part of the jury summons. This would enable jurors to use Metro service the first day of jury duty. Staff is currently

looking for external funding sources but may bring the program back to the Board to consider authorization as a public service.

Institution Pass (I-Pass): On May 14, 2004 the first I-Pass program was launched with Los Angeles City College (LACC). The pilot program will provide full-time LACC students free access to Metro during the summer and fall semesters. A special stamp affixed to the student's identification card will serve as the Metro I-Pass. It is estimated that 1,300 summer semester students and 5,600 fall semester students will participate in the program. LACC is paying \$150,000 to participate in the program. The Institutional Pass is a negotiated contract pass program that offers all members of a group an I-Pass for a set period of time. The fee was determined based upon estimated attendance and use of service. Students will be surveyed at the beginning and at the conclusion of the pilot program to determine program impacts. Pierce College and L.A. Trade Tech have expressed interest in the I-Pass program and are awaiting results of the pilot.

Annual Pass (A-Pass): The Annual Pass Program provides an annual photo-ID pass good for one calendar year (or a portion thereof) to all Los Angeles County employers. A-Pass is valid on all Metro Bus and Rail service and is offered to employers who choose to purchase passes only for those employees that currently take transit to work. The price of the pass for one year is equal to the regular monthly pass price multiplied by twelve months or $\$52 \times 12$ months = \$624. This pass will also feature the new TAP (Transit Access Pass) that uses smart card technology once available. Plans call for the A-Pass to be available for purchase by January 2005.

Business Pass (B-Pass): The Business Pass Program provides an annual employee photo-ID pass good for one calendar year (or a portion thereof) to all Los Angeles County employers. B-Pass is valid on all Metro Bus and Rail service and is offered to employers who choose to purchase passes for all their employees. Price is based on estimated employee transit usage and frequency of transit service to the employer worksite. B-Pass will also feature the new TAP (Transit Access Pass) card technology and is scheduled to be available for purchase by January 2005.

Visitors Pass (V-Pass): The Visitors Pass Program provides a semi-custom pass to area conventions, hotels, chambers, visitor bureaus, meeting planners, etc. to provide access to Metro Bus and Rail service. Passes will be made available in one-day increments for negotiated time periods. V-Pass will be implemented once TAP (Transit Access Pass) technology is available and varied demands analysis is completed.

Employer Rideshare Programs

Employer Rideshare Programs transferred from the Southern California Association of Governments (SCAG) to Metro at the beginning of FY03. The programs were fully transitioned 12 months later. Since that time, several significant changes have been instituted to increase rideshare use and enhance program effectiveness and efficiency:

- In July 2002 Contracted Pass Sales and Employer Rideshare Programs were integrated and staff functions were reorganized to create Metro Commute Services. This unit provides one-stop shopping for employers seeking commute assistance services. This refocusing of work allowed Metro to reduce the overall costs while providing employers with a more complete line of transportation alternatives. Metro-funded full-time equivalent (FTE) rideshare positions were reduced from 28 FTEs in the FY01 SCAG rideshare work program to 9 FTEs budgeted for the FY05 Metro Commute Services work program.
- Metro Commute Services expanded its focus from strictly air quality attainment to a more comprehensive and balanced mobility enhancement approach. While Metro Commute Services still assists employers in air quality compliance, Metro's full line of alternative transportation services is marketed to area employers as benefits to employees. Currently 775 large employer sites utilize Metro Commute Services – an increase from 530 large employer sites in FY02.
- Metro Commute Services has enhanced the onsite transit pass sales program at employer worksites. Approximately 7,700 transit passes were sold at worksites across the county in FY04 (third quarter total) compared to 6,700 in FY02.
- A new state-of-the art computerized carpool and vanpool matching software system was implemented in July 2003. In addition, the rideshare databases were cleaned and procedures modified to ensure only those commuters truly interested in forming a carpool are entered into the database. The new matching system generated approximately 67,000 carpool match lists for employer worksites in FY04 (year-to-date) compared to 128,000 generated in FY03 – an efficiency resulting in elimination of about 60,000 unnecessary match lists being produced.
- Internet ridematching services were launched in October 2003, providing an additional outlet for commuters to receive carpool matching information. Where participants once had to wait several weeks to receive manually produced rideshare matching information requested through the web, the new web-based system provides matches instantly.

Approximately 9,000 online ridematch database registrants have been served in FY04.

- The Metro School Pool pilot was launched in October 2003 during the work stoppage. This service offers parents assistance in matching with other families to share the ride when dropping children off at school. To date, three schools have enrolled and 120 matchlists were generated. Full implementation is scheduled to take place in fall 2004.
- The voluntary rideshare incentive program, Club Metro, was restructured and increased participation nearly ten-fold over a two-year period. The program had approximately 1,500 participants in FY02. It has grown to 14,800 participants in FY04.

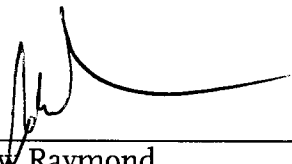
NEXT STEPS

Staff will launch the Annual Pass (A-Pass) and Business Pass (B-Pass) programs this fall. ↺

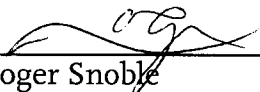
(The Visitor's Pass Program is on hold until implementation of the TAP system. Further restructuring of the provision of commute services and incentive programs will take place over FY05 to enhance service quality and efficiency. Staff will provide updates to the Board as the programs progress.

Prepared by: David H. Sutton, Executive Manager, Metro Commute Services
Cosette Stark, Executive Manager, Program and Service ↺

Development



Matthew Raymond
Chief Communications Officer



Roger Snoble
Chief Executive Officer