

Finance and Budget Committee  
May 14, 2008

**AGENDA ITEM #11**

<p style="text-align: center;"><b>MOTION</b> <b>Director Antonovich</b></p>
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**WHEREAS** the Metro Service Sectors are tremendous assets in Metro's ability to interface with its current and prospective bus service patrons and to control costs through more effective hands-on management at a more local level; and

**WHEREAS** the Metro Board of Directors has made a commitment to increasing ridership and the quality of service throughout the entire transit system; and

**WHEREAS** the Metro Board of Directors created a communications fund for the Service Sectors in the amount of \$250,000 for FY 07-08 to provide some funds to the Service Sectors to increase ridership and the quality of service for Metro bus operations; and

**WHEREAS** ~~this decentralized funding made available to the Service Sectors this past~~ Fiscal Year was put to good use in attracting new ridership, increasing quality of service, receiving input from the public and promoting faster and more thorough dialogue with the public at a local level; and

**WHEREAS** the Metro Board of Directors has decided to maintain lower performing bus lines in the system for FY 08-09; and

**WHEREAS** more local advertising and communications will be necessary at the Service Sector level to increase ridership and improve the productivity of these at-risk lines;

**I THEREFORE MOVE** that the Board of Directors instructs the CEO to increase to \$500,000 the allocation to this Service Sector's communications fund in the FY 08-09 budget in a cost-neutral manner from the overall Communications Budget.