

MTA to Launch Series of Contracted Transit Pass Programs

- **Programs Aimed At Promoting Transit Use Among Businesses, Institutions**

(Los Angeles) - The MTA Board today approved the launch of five new transit pass programs aimed at promoting transit use among businesses, institutions and major organizations.

A limited number of employers and organizations already participate in pass programs. The new Contracted Pass Programs are designed to make transit even more accessible to the public by improving business, institutional and organizational participation.

All passes will be valid on the Metro Bus and Metro Rail systems. The five new programs include:

Annual Pass Program: The Annual Pass Program provides an annual photo-ID pass good for one calendar year (or a portion thereof) to L.A. County employers. The pass is offered to employers who choose to purchase passes only for those employees that currently take transit to work. The price of the pass is equal to the regular monthly pass price multiplied by twelve months.

All Employee Pass Program: The All Employee Pass Program provides an annual employee photo-ID pass good for one calendar year (or a portion thereof) to L.A. County employers. This pass 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.

Institutional Pass Program: The Institutional Pass Program is a negotiated program offered to large organizations or groups such as colleges, universities, trade schools, government agencies and senior citizen centers that choose to enter into an agreement with the MTA. Agreements may include fare media arrangements, additional services and access to bus and rail service.

Juror Pass Program: The Juror Pass is a weekly pass offered to jurors reporting to jury duty in exchange for mileage reimbursements. Currently jurors in the court system are reimbursed for auto mileage. This program will provide jurors who wish to use public transportation an alternative to driving alone. Initially the program will be available to all jurors who report to one of four downtown Los Angeles courts: two criminal courts, one civil court and one traffic court.

Visitors Pass Program: 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.

The contracted pass programs have several purposes. First, they enable MTA to develop stronger partnerships with LA County businesses, institutions and major organizations to promote use of transit. Second, the programs will generate new revenue to support MTA initiatives. Third, these programs will provide businesses and organizations the

opportunity to take advantage of federal income tax incentives that encourage use of transit.

Finally, the programs will allow MTA to establish a well-defined test group for the Universal Fare System (UFS) smart card in development by providing contracted pass program members with UFS test cards instead of a conventional paper pass.

The adopted MTA Long Range Transportation Plan identified providing seamless fare payment options as a policy initiative and as a method for making transit more accessible to the public. Transit agencies across the nation that have implemented similar programs have experienced successful results in generating additional revenue and stimulating participation among employers.

The Juror Pass Program will be implemented in March 2003. The remaining pass programs will be implemented in the coming months.

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