



Metro


Metropolitan Transportation Authority


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MAY 12, 2004

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND 
CHIEF COMMUNICATONS OFFICER

SUBJECT: LACC/MTA INSTITUTIONAL PILOT PASS PROGRAM

ISSUE

Los Angeles City College (LACC) has agreed to be the first participant in the MTA's Institutional Pass (I-Pass) pilot program. Metro passes, good from June 14 through August 28 will be provided to all summer session fulltime students and all Extended Opportunity Program & Services (EOP&S) students.

BACKGROUND

Metro's contracted pass program was adopted by the MTA Board in February 2003. The Institutional Pass is a revenue neutral, negotiated contract pass program that offers all members of a group such as LACC, an I-Pass for a set period of time. The I-Pass will be provided to all 1,300 full-time students and all EOP&S students attending summer classes at LACC. The I-Pass will consist of a stamp affixed to the student's identification card by LACC staff. The stamp will include the Metro logo, the term "I-Pass" and the valid travel period from June 14 through August 28, 2004. I-Pass will be distributed by LACC during the registration process. The program will cost \$24,937 and will be paid for by LACC.

The revenue neutral cost formula was developed based upon attendance, students currently using Metro, price of the monthly student pass and an expected increase in ridership.

NEXT STEPS

Students will be surveyed at the beginning and at the conclusion of the pilot program to determine success. If successful, I-Pass may expand to include all 9 campuses of the LA City College District. A press conference is scheduled for May 14, 2004 to kick off the program. Results of the program will be provided to the Board at the conclusion of the pilot program.