



Greater Cleveland Regional Transit Authority

Proposed "U-Pass" Program with Tri-C

Presented to: Finance Committee
December 3, 2013



RTA's U-Pass Programs

Based upon the goal to:

- Develop lifelong support for public transit by U-pass participants
- Increase RTA's value to the community
- Increase ridership
- Be "Revenue Neutral" for RTA



RTA's U-Pass Programs

Current Participants:

- Cleveland State University
 - Case Western Reserve University
 - Cleveland Institute of Art
 - Cleveland Institute of Music
- ❖ In all of the above cases, all registered students pay \$25 per semester



Tri-C and RTA's

Based upon the much higher utilization of RTA by Tri-C students (\$450,000 in revenue per semester), a revenue neutral approach was priced out at \$50.00 per student per semester, which was not supported.

- In 2011, RTA did enter into a subsidy program with Tri-C, whereas Tri-C subsidizes the cost of monthly passes by \$20.00 per month, and RTA matches that with a like \$20.00 discount



Tri-C “U-Pass” Proposal

With revenue from Tri-C students identified as being approximately \$450,000 per semester, Tri-C has offered to pay, directly to RTA, an amount of \$450,000 per semester to provide the benefit of unlimited RTA use to all its students.

- The Tri-C Board will be asked to approve this proposal at their next meeting



Tri-C “U-Pass” Proposal

Pilot Program

- Spring Semester 2014
- Fall Semester 2014
- Spring Semester 2015

- ❖ Students will flash their Tri-C valid student photo ID as validation of payment.
- ❖ A like program for the summer semester would have to be separately negotiated and approved.



Tri-C "U-Pass" Proposal

The staff supports this pilot proposal, and asks that the Finance Committee recommend this for approval to the full RTA Board of Trustees at the December 17th meeting.