

Introduced by _____

First Reading _____

Second Reading _____

Ordinance No. _____

Council Bill No. B 365-12

AN ORDINANCE

amending Chapter 22 of the City Code to establish free or reduced fares for marketing purposes to promote the city's transportation system; and fixing the time when this ordinance shall become effective.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. Chapter 22 of the Code of Ordinances of the City of Columbia, Missouri, is hereby amended as follows:

Material to be deleted in ~~strikeout~~; material to be added underlined.

Sec. 22-30. Transportation promotion.

The director of the department of public works is hereby authorized to promote the city's transportation system by such means as ~~he~~ the director deems appropriate, including the authority to temporarily suspend or reduce fares for a maximum of forty-five (45) days per fiscal year, offer free or reduced fares for marketing purposes, and offer incentives in the nature of fringe benefits or time off to division of transportation employees.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

PASSED this _____ day of _____, 2013.

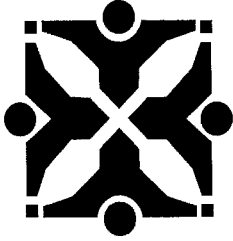
ATTEST:

City Clerk

Mayor and Presiding Officer

APPROVED AS TO FORM:

City Counselor



Source: Public Works *goh*

Agenda Item No:

To: City Council
From: City Manager and Staff *MM*

Council Meeting Date: Dec 17, 2012

Re: Columbia Transit - Free FASTPasses to be Used as a Marketing Tool

EXECUTIVE SUMMARY:

Staff has prepared for Council consideration an ordinance amending Chapter 22 of the City Code to authorize the director of Public Works to offer free, or reduced price, FASTPasses in order to promote interest in Columbia Transit's ridership, as well as incentive to collect market data.

DISCUSSION:

In order to further market Columbia's Transit services, staff is proposing to offer free, or reduced price, FASTPasses through contests and promotions, dependent upon the target audience. Columbia Transit staff attends events in which the free FASTPasses would be used to attract attendees to exhibits and booths. Other promotional opportunities would be used as an incentive for gathering market data through surveys and focus groups. These marketing tools could provide significant opportunity to promote the system through social networks and traditional methods. Staff recommends designating 20 free FASTPasses this fiscal year to be used for these marketing purposes.

FISCAL IMPACT:

The fiscal impact will vary depending on the type of pass to be given away. The highest price pass would be the semester pass at the discounted group rate of \$62.50. The potential lost revenue for 20 free passes at this price point would be \$1,250/year; however, Transit could opt to use lower priced passes if Council desires.

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

An efficient, innovative, accessible public and human services transportation system will be fully integrated with all other forms of transportation in Columbia and surrounding communities. It will be possible for all residents to live easily in Columbia without a vehicle.

SUGGESTED COUNCIL ACTIONS:

Approve the ordinance amending Chapter 22 of the City Code to authorize the director of Public Works to offer free or reduced price FASTPasses for marketing purposes.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?	No	Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	Yes
One Time	\$0.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	13.4
Operating/ Ongoing	\$0.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	