



City of Longview

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Agenda Summary Sheet

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Ridership Agreement with Lower Columbia College

SUMMARY STATEMENT:

RiverCities Transit Staff is currently working with the administration of Lower Columbia College to renew the annual agreement for allowing LCC students and staff access to RCT Fixed Route service in exchange for a single lump sum payment based upon usage from the prior year. RCT staff is recommending the renewal of this agreement for the 2015-2016 school year.

Ridership has increased 48% over last year for LCC Pass holders due to increased awareness, route changes adding greater connections between Kelso and LCC via route 57, and RCT staff participation in on-campus activities. Ridership for the 2014-2015 school year was 48,511 trips.

The Ridership Agreement with LCC will allow RiverCities Transit staff on campus to market and perform outreach to the students and staff. RiverCities Transit is obligated to track ridership of LCC students and staff and report on a regular basis. The term of the agreement is for one year starting September 1, 2015, until August 30, 2016, subject to annual renewal.

BUDGET:

This agreement will generate \$9,702 in fare revenue.

RECOMMENDED ACTION:

Motion to grant authority of CTA Board Chair to execute Ridership Agreement with Lower Columbia College once final agreement is reached.