

ORDINANCE NO. 97-86

AN ORDINANCE AUTHORIZING THE
DEVELOPMENT OF A SPECIAL
VISITOR'S PASS EXPERIMENTAL
DEMONSTRATION PROJECT

WHEREAS, The Chicago Transit Authority is implementing the Automatic Fare Collection System which will use Transit Cards as a mode for the payment of fares; and

WHEREAS, Staff is working to broaden the ridership base in specific markets and in particular desires to encourage public transit use by visitors to Chicago; and

WHEREAS, The CTA desires to offer a special visitor's pass; and

WHEREAS, Management recommends an experimental fare demonstration project in order to gain actual operational data for evaluating the feasibility of a visitor's pass; and

WHEREAS, Management desires to elicit public comment prior to and during the course of the experimental demonstration project; now, therefore:

BE IT ORDAINED BY CHICAGO TRANSIT BOARD
OF CHICAGO TRANSIT AUTHORITY:

SECTION 1. That the Transit Board hereby authorizes an experimental demonstration project to evaluate the feasibility of a special visitor's pass for a period up to one hundred eighty (180) days commencing as soon as practical.

SECTION 2. That the Transit Board hereby sets the base price of the special visitor's pass at five dollars (\$5.00) per day.

SECTION 3. That the President of the Authority, or his designee, shall develop a program for the sale of the passes to include hotels, museums and such other locations as the President may deem appropriate. The President is also directed to determine if the payment of a sales commission is appropriate and to set the rate of commission.


SECTION 4. That the President of the Authority, or his designee, is hereby authorized to execute any and all Special Visitor's Pass sales agreements.

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SECTION 5. That staff shall elicit public comment prior to and during the course of the experimental demonstration project and report its findings to the Transit Board at the end of the project.

SECTION 6. This ordinance shall be in full force and effect from and after its passage.


APPROVED:



Chairman

June 11, 1997

PASSED:



Secretary

June 11, 1997