

ORDINANCE NO. 98-89

AN ORDINANCE AUTHORIZING
THE DEVELOPMENT OF A
ONE-DAY FUN PASS AND A
SEVEN-DAY WEEKLY PASS
EXPERIMENTAL DEMONSTRATION

WHEREAS, The Chicago Transit Authority implemented the automatic fare collection system which uses 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 occasional riders to use the system; and

WHEREAS, The Authority desires to offer a One-Day Fun Pass; and

WHEREAS, The Authority also desires to offer a rolling Seven-Day Weekly Pass; and

WHEREAS, Management recommends an experimental fare demonstration project in order to gain actual operational data for evaluating the feasibility of the One-Day Fun Pass and the rolling Seven-Day Weekly 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 the One Day Fun Pass and the rolling Seven Day Weekly Pass for a period of up to one hundred eighty (180) days commencing as soon as practical.

SECTION 2. That the Transit Board hereby sets the price of the One Day Fun Pass at Five Dollars (\$5.00) per pass per day. The price of the Seven Day Weekly Pass shall be Twenty Dollars (\$20.00) per rolling seven days.

SECTION 3. That the President of the Authority, or his designee, shall develop a program for the sale of the One Day Fun Pass and the Seven Day Weekly Pass. The sales commission for the Seven Day Pass shall be twenty-five cents (\$.25) per unit sold. The President is directed to determine if the payment of a sales commission is appropriate for the One Day Fun Pass and to set the rate of the commission.

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SECTION 4. 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 5. This ordinance shall be in full force and effect from and after its passage.

APPROVED:



Chairman

PASSED:



Assistant Secretary

October 9, 1998

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