

AN ORDINANCE BY FINANCE/EXECUTIVE COMMITTEE AUTHORIZING THE DEPARTMENT OF PUBLIC WORKS TO ESTABLISH A SCHEDULE OF FEES FOR THE PURPOSE OF COLLECTING FARE REVENUE FROM PASSENGERS UTILIZING THE ATLANTA STREETCAR SERVICE; AND FOR OTHER PURPOSES.

Workflow List:

Santana Kempson Wright	Completed	04/30/2014 4:52 PM
Rita Braswell	Completed	04/30/2014 5:11 PM
Richard Mendoza	Completed	05/01/2014 2:47 PM
Stefanie Grant	Completed	05/01/2014 3:36 PM
Mayor's Office	Completed	05/01/2014 4:14 PM
Office of Research and Policy Analysis	Completed	05/01/2014 4:48 PM
Finance/Executive Committee	Pending	
Atlanta City Council	Pending	
Mayor's Office	Pending	

Certified by Presiding Officer	Certified by Clerk
Mayor's Action <i>See Authentication Page Attachment</i>	

LEGISLATION HISTORY – BLUE BACK

AN ORDINANCE BY FINANCE/EXECUTIVE COMMITTEE AUTHORIZING THE DEPARTMENT OF PUBLIC WORKS TO ESTABLISH A SCHEDULE OF FEES FOR THE PURPOSE OF COLLECTING FARE REVENUE FROM PASSENGERS UTILIZING THE ATLANTA STREETCAR SERVICE; AND FOR OTHER PURPOSES.

WHEREAS, the U. S. Department of Transportation and the Federal Transit Administration recognize the City of Atlanta as the owner of the Atlanta Streetcar Service (“Streetcar Service”); and

WHEREAS, according to the Federal Transit Administration, the Department of Public Works serves the City of Atlanta as the department or entity, in conjunction with the Metropolitan Atlanta Rapid Transit Authority (“MARTA”), providing oversight of the Streetcar Service; and

WHEREAS, the City of Atlanta, along with MARTA, has certain responsibilities regarding the operations and maintenance of the Streetcar Service; and

WHEREAS, a portion of the operations and maintenance of the Streetcar Service includes assigning a value to the Streetcar Service by way of collecting fares from passengers; and

WHEREAS, the development of the proposed fare is subject to and in compliance with the guidelines established within Atlanta City Code Section 2-45, allowing for public review and comment of the proposed fare structure; and

WHEREAS, the Department of Public Works shall provide quality service at reasonable fares that will be compatible with MARTA’s fare collection system, known as the Breeze system (“Breeze”); and

WHEREAS, the City of Atlanta and MARTA are working in conjunction to allow Streetcar passengers to pay for fares through MARTA’s Breeze fare collection system, and to also establish procedures for the handling of the revenue collected, and the management of the fare data for ridership related to the Streetcar Service; and

WHEREAS, revenue collections on the Streetcar Service will begin on or about 3 months from the start of Streetcar passenger service; and

WHEREAS, it is necessary to establish the proposed fare structure to offset the costs associated with the operations and maintenance of the Streetcar Service.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY ORDAINS as follows:

SECTION 1: That the proposed Streetcar Fare Structure, as represented in the attached Exhibit “A” is authorized and established to offset the costs associated with the operation and maintenance of the Atlanta Streetcar Service.

SECTION 2: The Department of Public Works is authorized to impose the fees set forth within this ordinance as represented in the attached Exhibit “A” on or about 3 months from the start of Streetcar passenger service (as determined by the Commissioner of Public Works).

SECTION 3: That the Streetcar Fare Structure authorized and established in Section 1 herein may be increased without further authorization of City Council provided said increase does not exceed one dollar (\$1.00). Any such increase shall not become effective unless it becomes necessary, in the judgment of the Commissioner of Public Works, to further offset the increase in costs associated with the operation and maintenance of the Atlanta Streetcar Service.

SECTION 4: That all ordinances or parts of ordinances in conflict with this ordinance are hereby waived to the extent of the conflict.

TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: CANDACE L. BYRD

Dept.'s Legislative Liaison: Santana Kempson Wright

Contact Number: (404) 330-6579

Originating Department: Department of Public Works

Committee(s) of Purview: Finance/Executive Committee

Chief of Staff Deadline: April 25, 2014

Anticipated Committee Meeting Date(s): May 14, 2014 (1st read) and May 28, 2014 (2nd read)

Anticipated Full Council Date: June 2, 2014 (final action)

Legislative Counsel's Signature: Stefanie Grant *Stefanie Grant*

Commissioner's Signature: *[Signature]*

Chief Financial Officer: N/A

Chief Information Officer Signature (for IT Procurements) N/A

Chief Procurement Officer Signature: N/A

CAPTION

AN ORDINANCE AUTHORIZING THE DEPARTMENT OF PUBLIC WORKS TO ESTABLISH A SCHEDULE OF FEES FOR THE PURPOSE OF COLLECTING FARE REVENUE FROM PASSENGERS UTILIZING THE ATLANTA STREETCAR SERVICE; AND FOR OTHER PURPOSES.

FINANCIAL IMPACT:

Mayor's Staff Only

Received by CPO: _____ (date)

Received by LC from CPO: _____ (date)

Received by Mayor's Office: Jamice Osei 4/25/14 (date)

Reviewed by: *[Signature]* (date)

Submitted to Council: _____ (date)

Attachment: Streetcar Fare Revenue (14-O-1251 : Atlanta Streetcar Fare Revenue Policy)

**AN ORDINANCE BY
FINANCE /EXECUTIVE COMMITTEE**

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WHEREAS, according to the Federal Transit Administration, the Department of Public Works serves the City of Atlanta as the department or entity, in conjunction with the Metropolitan Atlanta Rapid Transit Authority (“MARTA”), providing oversight of the Streetcar Service; and

WHEREAS, the City of Atlanta, along with MARTA, has certain responsibilities regarding the operations and maintenance of the Streetcar Service; and

WHEREAS, a portion of the operations and maintenance of the Streetcar Service includes assigning a value to the Streetcar Service by way of collecting fares from passengers; and

WHEREAS, the development of the proposed fare is subject to and in compliance with the guidelines established within Atlanta City Code Section 2-45, allowing for public review and comment of the proposed fare structure; and

WHEREAS, the Department of Public Works shall provide quality service at reasonable fares that will be compatible with MARTA’s fare collection system, known as the Breeze system (“Breeze”); and

WHEREAS, the City of Atlanta and MARTA are working in conjunction to allow Streetcar passengers to pay for fares through MARTA’s Breeze fare collection system, and to also establish procedures for the handling of the revenue collected, and the management of the fare data for ridership related to the Streetcar Service; and

WHEREAS, revenue collections on the Streetcar Service will begin on or about three (3) months from the start of Streetcar passenger service; and

WHEREAS, it is necessary to establish a fare structure to offset the costs associated with the operations and maintenance of the Streetcar Service.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY ORDAINS AS FOLLOWS:

SECTION 1: That the proposed Streetcar Fare Structure, as represented in the attached Exhibit “A” is authorized and established to offset the costs associated with the operation and maintenance of the Atlanta Streetcar Service.

SECTION 2: The Department of Public Works is authorized to impose the fees set forth within this ordinance as represented in the attached Exhibit “A” on or about three (3) months from the start of Streetcar passenger service (as determined by the Commissioner of Public Works).

SECTION 3: That the Streetcar Fare Structure authorized and established in Section 1 herein may be increased without further authorization of City Council provided said increase does not exceed one dollar (\$1.00). Any such increase shall not become effective unless it becomes necessary, in the judgment of the Commissioner of Public Works, to further offset the increase in costs associated with the operation and maintenance of the Atlanta Streetcar Service.

SECTION 4: That all ordinances or parts of ordinances in conflict with this ordinance are hereby waived to the extent of the conflict.

EXHIBIT A

PROPOSED STREETCAR FARE STRUCTURE

Base Fares	Price
Full Fare (One-Way Trip)	\$1.00
Period (Time Based) Passes	
One-Day Pass	\$3.00
Seven Day (Weekly) Pass	\$11.00
30-Day (Monthly) Pass	\$40.00
Discounted/U Pass/Non-Revenue Fares	
Five-Day (Visitor) Pass	\$10.00
Child Fare (2 children ≤ 46" w/ paid adult)	\$0.00
City-issued Complimentary Trips*	\$0.00
Streetcar Staff Employee	\$0.00
Streetcar Contractor	\$0.00
Fees	
Card Fee	\$1.00
Ticket Fee	\$0.50
Maximum Stored Value to Breeze Card	\$300.00

Part II: Legislative White Paper: (This portion of the Legislative Request Form will be shared with City Council members and staff)

A. To be completed by Legislative Counsel:

Caption:

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Committee of Purview: Finance/Executive Committee

Committee Meeting Date: May 14, 2014 (1st read) and May 28, 2014 (2nd read)

Council Meeting Date: June 2, 2014 (final action)

Requesting Dept.: Department of Public Works

B. To be completed by the department:

1. Please provide a summary of the purpose of this legislation (Justification Statement).

A portion of the operations and maintenance of the Streetcar Service includes assigning a value to the Streetcar Service by way of collecting fares from passengers. The development of the proposed fare is subject to and in compliance with the guidelines established within Atlanta City Code Section 2-45, allowing for public review and comment of the proposed fare structure.

2. Please provide background information regarding this legislation.

The City of Atlanta and MARTA are working in conjunction to allow Streetcar passengers to pay for fares through MARTA's Breeze fare collection system, and to establish procedures for the handling of the revenue collected, and the management of the fare data for ridership related to the Streetcar Service. It is necessary to establish the proposed fare structure to offset the costs associated with the operations and maintenance of the Streetcar Service.

3. If Applicable/Known:

- (a) **Contract Type:** N/A
- (b) **Source Selection:** N/A
- (c) **Bids/Proposals Due:** N/A
- (d) **Invitations Issued:** N/A
- (e) **Number of Bids:** N/A
- (f) **Proposals Received:** N/A
- (g) **Bidders/Proponents:** N/A
- (h) **Term of Contract:** N/A

4. Fund Department Account Center:

5. Source of Funds:

6. Fiscal Impact:

7. Method of Cost Recovery:

This Legislative Request Form Was Prepared By: Yolanda Favors