

MEMORANDUM

TO: Chairman and Members of the Board of Directors

FROM: Maureen McCarthy
Manager of Community Relations and Marketing

DATE: February 16, 2017

SUBJECT: Consideration of Approval of Interlocal Agreement with Whatcom Council of Governments for Smart Trips Program

RECOMMENDATION

That the Board of Directors authorize the General Manager to sign an interlocal agreement with the Whatcom Council of Governments (WCOG) to conduct the Whatcom Smart Trips program for the year 2017, with an option to renew the agreement for the year 2018.

BACKGROUND

WTA has been a key partner in the Smart Trips program since it began in 2006. From the beginning, WCOG staff has been responsible for major program offerings, including the Employer Partner Program, Guided Rides for Seniors, School Smart Trips, Adventure Camps, the website, incentives for participants, and the merchant discount program.

Thanks to a successful grant application for 2016 and 2017, Smart Trips has expanded to also coordinate the 7th Grade Bus Pass Program. This provides classroom and on-bus instruction on how to ride the bus, along with a free bus pass to every participating Whatcom County 7th grader. The grant also allowed for increased outreach to seniors, including presentations at senior residences, events to promote WTA's Gold Card, and hands-on training on how to ride fixed route buses. This grant has allowed WCOG to fully fund the project for 2017. WCOG will need to secure additional funding for 2018 if the program is to continue in its current form.

WTA has been responsible for promotional outreach and community awareness, including advertising, brochures, posters, social media and marketing of co-op promotions with partners such as Fairhaven, the Farmers Market, etc. WTA is also responsible for the Emergency Ride Home Program.

FISCAL IMPACT

The fiscal impact of this agreement would be \$50,000 plus \$50,000 of in-kind contributions. This amount is included in WTA's 2017 budget.