



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

**52**

**OPERATIONS COMMITTEE  
SEPTEMBER 15, 2011**

**SUBJECT: FREE FARES FOR GIRL SCOUTS**

**ACTION: AUTHORIZE FREE FARES FOR ALL GIRL SCOUTS IN UNIFORM ON  
OCTOBER 29, 2011**

**RECOMMENDATION**

Authorize free fares for all Girl Scouts in uniform on October 29, 2011 in celebration of their 100<sup>th</sup> anniversary at an estimated cost of \$10,000.

**ISSUE**

The Girl Scouts are celebrating their 100<sup>th</sup> anniversary. A "Girlltopia" event is being held on October 29, 2011 at the Los Angeles Convention Center. At their June meeting, the Board directed staff to report back in 30 days on the feasibility of providing no cost service to all K-12 age Girl Scouts in uniform during their anniversary event. In response to the motion, staff provided an oral report at the Board August 4, 2011 Board meeting presenting the impacts of providing free fares to Girl Scouts during the anniversary event. The Board then requested that staff provide a report to the Operations Committee in September.

**DISCUSSION**

Following are the projected policy and operating impacts of providing free fare to the Girl Scouts during the anniversary event scheduled for October 29, 2011:

**Policy Considerations**

This type of concession is viewed as an opportunity to attract new riders to the Metro system (as a promotion). Policy considerations for authorizing this action may include the setting of precedents for other similar requestors. The Board may want staff to bring back specific clarifying policy language for future consideration in the matter of the provision of free fares.

### Operating Impacts

Conventions are regularly held at the Convention Center with little to no impact to Metro service. The Blue Line, Red Line, Silver Line and multiple bus lines serve the convention center. Staff does not foresee adding any additional service for the "Girtpoia" event.

### FINANCIAL IMPACTS

Staff does not foresee the provision of any additional service for the "Girtpoia" event. Therefore, there are no cost impacts of providing service outside of normal operations. There are 40,000 Girl Scouts in Los Angeles County. If every Girl Scout took advantage of the free fare offer, the lost revenue would equate to \$80,000. Assuming 10-12% utilize the free service, revenue impacts would run below \$10,000 and could be somewhat offset by accompanying parents paying full fare. In addition, Girl Scouts will be permitted to board for free without use of fare media as long as they are in uniform, thus there is no fare media cost.

### ALTERNATIVES CONSIDERED

The Board could choose not to extend free fares to the Girls Scouts during their 100th year anniversary event out of concerns that this would be precedent setting and provide inequitable treatment of one group over other organizations that may serve similar functions. However, staff does not recommend this because this is a unique and one-time event for a group that serves many communities within the county, and we would lose the opportunity to introduce transit to new riders.

### NEXT STEPS

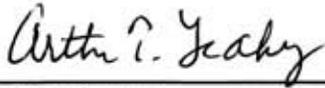
If approved, staff will notify the Girl Scouts of the free fare offer and coordinate implementation.

Prepared by:           Matthew Raymond, Chief Communications Officer  
                                  Cosette Stark, Director, Research and Development



---

Matthew Raymond  
Chief Communications Officer



---

Arthur T. Leahy  
Chief Executive Officer