

RIDERSHIP AGREEMENT

This agreement is made between the City of Green Bay, GREEN BAY METRO, and the Board of Regents of the University of Wisconsin System, on behalf of the UNIVERSITY OF WISCONSIN GREEN BAY, (hereinafter referred to as "UWGB").

WHEREAS, UWGB is interested in utilizing the Green Bay Metro Transit system for its students, staff, and faculty; and

WHEREAS, Green Bay Metro wishes to promote and increase ridership of the Green Bay Metro Transit System.

NOW THEREFORE, in consideration of the mutual promises and other good and valuable consideration exchanged herein, IT IS HEREBY AGREED AS FOLLOWS:

1. UWGB agrees to pay to Green Bay Metro the amount of \$.25/ride for all U-Pass ridership from Monday through Friday to be billed quarterly and paid within 30 days of invoice for a period of July 1, 2011 to June 30, 2012.
- ~~1-2.~~ Meet on a quarterly bases to discuss the program, ridership and upcoming events,
- ~~2-3.~~ Student, faculty, and staff of UWGB shall be allowed to ride the Green Bay Metro Transit system at no cost upon using a valid university issued ID at the point of boarding.
- ~~3-4.~~ This agreement shall be automatically terminated on June 30, 2012 unless otherwise agreed to in writing by the parties.
- ~~4-5.~~ UWGB may terminate this agreement at any time; however the payment for service of completed rides must be paid in full.
- ~~5-6.~~ The attached Addendum #1 is incorporated into and made a part of this Ridership Agreement.

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Dated at Green Bay, Wisconsin this _____ day of _____, 2011.

UNIVERSITY OF WISCONSIN GREEN BAY

By: Jeffrey Gross
Title: Chief of Police

By: Linda Dupuis
Title: Director of Institutional Support

Dated at Green Bay, Wisconsin this _____ day of _____, 2011.

CITY OF GREEN BAY / GREEN BAY METRO

By: Roger Kolb
Title: Chair, Green Bay Transit Commission

By: Thomas Wittig
Title: Transit Director

Addendum #1 to 2011/12 Ridership Agreement between Green Bay Metro and the University of Wisconsin-Green Bay

- A. To support and increase ridership of the Green Bay Metro Transit System, UWGB agrees:
1. Promote ridership through information provided through the centrally located University Ticketing office.
 2. Provide an ongoing promotion and/or special event two to three times per year.
 3. Issue an announcement encouraging ridership to students, faculty and staff via the campus "Log" e-newsletter or e-mail.
 4. ~~Include U-Pass information in Admissions publications that will be sent to approximately 5,000 prospective students.~~ Refer students to Green Bay Metro website for up to date information and student link.
 5. To issue a promotional press release through University Communications.
 6. Present a Green Bay Metro video periodically via the Channel 20, campus television station.
- B. To support and increase ridership of the UWGB routes, Green Bay Metro Transit system agrees to:
1. Consult in a timely manner with UWGB Chief of Police prior to implementing any route changes that would affect UWGB service.
 2. Provide monthly reports of U-Pass ridership, by route and with content by mutual agreement, to the UWGB Chief of Police. Explore options of updating the student and facility database periodically.
 3. Provide two bus shelters on campus at mutually agreed upon locations with the goal to complete by 7/30/11.
 4. Collaborate with UWGB to promote ridership amongst students, faculty and staff, including:
 - a. Staffing a table at the annual Resource Fair in June and Freshman Orientation in August/September, providing hand-out information on the benefits of bus riding, including "How to" info to determine how to ride, best routes, transferring, bike racks, etc
 - b. By July 15th, provide promotional information for August orientation.
 - ~~b-c.~~ Partner with UWGB on exterior bus advertising space pricing.

5.—Work with UWGB Chief of Police to explore the development of a public limited stop route to local retail destinations on Saturday afternoons at no additional cost to UWGB and incorporating other Metro events.

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