



CHARLOTTESM

**City Council
Follow-Up Report**

June 28, 2013

June 24, 2013 – City Council Business Meeting

CATS University Program

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During the Citizens' Forum, Mr. Abram Miller spoke to Council about the need for lowering the cost of bus passes, especially as it relates to college students. Council requested that staff provide information about the percentage of college students who use transit.

Since 1997, CATS has promoted the Employer Transportation Coordinator (ETC) program which works with local and regional business and organizations encouraging employees to use alternative transportation options like transit, carpooling, vanpooling, bike, walk and workplace strategies like flex-time, etc. A separate branded program under the ETC program is the University Program which performs the same function with students, faculty and staff.

CATS conducts transportation fairs during the school year at institutions participating in the University Program along with having the institutions sell passes at a volume discount on the campuses, typically 20% off. For well over a decade most institutions of higher learning in Mecklenburg County have participated in the University Program. The institutions with a current contract with CATS included:

CPCC (All campuses)
UNC Charlotte
JC Smith University
Queens University
Art Institute of Charlotte
Johnson & Wells University
Brooks Stone College

These institutions provide CATS with access to over 95% of the college/university population. From research conducted over the past decade the percentage of customers in the age group 17-24 attending colleges/universities has increased from 21% in 2004 to 25.5% in 2011.