

74878

March 3, 2020

TO: Board of Acquisition and Contract

FROM: Kathleen M. O'Connor, Commissioner
Department of Parks, Recreation and Conservation

Hugh J. Greechan, Jr., P.E., Commissioner
Department of Public Works and Transportation

RE: AUTHORITY TO ENTER INTO AN AGREEMENT WITH METRO-NORTH
COMMUTER RAILROAD, 420 LEXINGTON AVENUE, NEW YORK, NY
10170 FOR A PLAYLAND PARK PROMOTION FOR A TERM
COMMENCING MAY 9, 2020 AND TERMINATING SEPTEMBER 27, 2020

Authority is requested of this Board for the County of Westchester ("County") to enter into an agreement with Metro-North Commuter Railroad ("Metro-North"), 420 Lexington Avenue, New York, NY 10170 to co-sponsor a combination discount package to Playland Park comprised of a rail fare, round-trip MetroCard, Playland Park Ride Admission and Beach/Pool coupon.

Metro-North creates and promotes special event packages and acts as an agent to sell them at all New Haven, Hudson and Harlem Line Stations for a term commencing May 9, 2020 and terminating September 27, 2020.

All customers (other than seniors/disabled/Medicare recipients and children under the age of 5) must possess a MetroCard or pay the fare each way (in exact change) to board the bus. If customers already possess a valid MetroCard, they do not have to purchase one as part of the package. Therefore, under these circumstances, the price of the package will be less the cost of a round-trip MetroCard. For all Senior Citizens 65 and older, Medicare recipients and persons with disabilities, bus fare is paid separately. Seniors/disabled /Medicare recipient persons pay a half fare (in exact change) each way on the bus, or may use their Senior/Disabled/Medicare MetroCard. Children under 5 years of age ride the bus free.

Playland receives from Metro-North revenue of \$23.00 per adult package sold and revenue of \$20.00 per disabled, senior citizen, Medicare recipient or child package sold. The County Department of Public Works and Transportation, under separate contract with MTA New York City Transit, receives reimbursement for bus fare paid with a MetroCard.

The goal of this agreement is to increase County revenue while also gaining positive publicity for Playland. If this agreement were not in place, the County would lose both the publicity created by Metro-North's advertisements and the revenue generated by the

package itself. Playland's portion of the revenue generated by this package is estimated to be \$175,000.

The goal and objective of this agreement will be monitored using attendance and revenue reports.

This agreement is exempt from the County's procurement policy pursuant to a combination of Section 3 (a) (iv) contracts for advertising and Section 9 sole source procurements as Metro North is the only practicable source for the provision of these services.

A resolution is attached for your favorable consideration.

ATTACHMENT - METRO NORTH/PLAYLAND PACKAGE

Note that the fares below reflect current Metro-North and Bee-Line fares. These are subject to changes, pending the MTA's decision to raise fares. The Playland Ride Admission will remain the same.

<u>CLASS</u>	<u>R/T</u>	<u>R/T</u>	<u>Ride</u>	<u>[w/MetroCard]</u>	<u>[w/o MetroCard]</u>
	<u>RAILFARE</u>	<u>MetroCard/ BUS FARE*</u>	<u>Admission</u>	<u>TOTAL</u>	<u>TOTAL</u>
Adults* (GCT/125 th St.)	\$17.25	\$5.50	\$23.00	\$45.75	\$40.25
Senior Citizens/Disabled/Medicare recipient* (GCT/125 th St.)	\$13.50		\$20.00		\$33.50
Children 5-11*	\$2.00	\$5.50	\$20.00	\$27.50	\$22.00
Children 3-4	Free	Free	\$20.00	NA	\$20.00
Children 2 & under	Free	Free	Free**	NA	\$20.00

*Package Price includes a \$5.50 MetroCard for Adults and Children 5-11. If the customer already has a valid MetroCard the Package Price will be reduced appropriately.

**Package Price includes Free 'limited ride admission'. Children must ride with a ride paying responsible companion (14+). An upgrade may be purchased for \$20 at Playland, only if they prefer to ride additional rides vs. just those on the 'limited ride admission' list. All riders must meet ride height requirements and safety restrictions.

RESOLUTION

Upon a communication from the Commissioner of the Department of Parks, Recreation and Conservation and the Commissioner of the Department of Public Works and Transportation, be it hereby

RESOLVED, that the County of Westchester (“County”) is authorized to enter into an agreement with Metro-North Commuter Railroad (“Metro North”), 420 Lexington Avenue, New York, NY 10170 to co-sponsor a combination discount package to Playland Park to be sold by Metro-North at all New Haven, Hudson and Harlem Line stations for a term commencing May 9, 2020 and terminating September 27, 2020 comprised of a rail fare, round-trip MetroCard, Playland Park Ride Admission and Beach/Pool coupon; and be it further

RESOLVED, that as part of the Metro-North promotional packages, Playland Park will receive revenue of \$23.00 per adult package sold, and revenue of \$20.00 per disabled, senior citizen, Medicare recipient or child package sold; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby empowered to execute any and all instruments and take such other actions as may reasonably be necessary to effectuate the purposes thereof.

Original Agreement	\$175,000
First Amendment	\$
This Amendment	\$ _____
TOTAL	\$175,000

Agreement # PRC-1203

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
165	42	5520	9201		\$175,000 * est.

Budget Funding Year(s) 2020 Start Date 5/9/2020 End Date 9/27/2020
(must match resolution)

Funding Source Tax Dollars _____

State Aid _____

\$175,000 est. Federal Aid _____

(must match resolution) Other REVENUE _____