

17550

March 3, 2011

TO: Board of Acquisition and Contract

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

John J. Hsu, P.E., Commissioner
Department of Public Works and Transportation

RE: AUTHORITY TO ENTER INTO AN AGREEMENT WITH METRO-NORTH
COMMUTER RAILROAD, 347 MADISON AVENUE, NEW YORK, NY
10017 FOR A PLAYLAND PARK PROMOTION FOR A TERM
COMMENCING MAY 14, 2011 AND TERMINATING SEPTEMBER 11,
2011

Authority is requested of this Board for the County of Westchester to enter into an agreement with Metro-North Commuter Railroad ("Metro-North"), 347 Madison Avenue, New York, NY 10017 to co-sponsor a combination discount package to Playland Park comprised of a rail fare, \$4.50 MetroCard, Playland Park Ride Admission and Beach/Pool coupon.

Metro-North creates and promotes special event packages and acts as agent to sell them at all New Haven, Hudson and Harlem Line Stations for a term commencing May 14, 2011 and terminating September 11, 2011.

All customers (other than seniors/disabled/Medicare recipients and children under the age of 5) must possess a MetroCard or pay \$ 2.25 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 \$4.50 less. For all Senior Citizens 65 and older, Medicare recipients and persons with disabilities, bus fare is paid separately. Seniors/Disabled/Medicare recipient persons pay \$1.10 (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 utilized 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 \$200,000. This will help decrease the tax levy thus reducing the tax burden on County residents.

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.

A resolution is attached for your favorable consideration.

ATTACHMENT - METRO NORTH/PLAYLAND PACKAGE

<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.)	\$13.50	\$4.50	\$23.00	\$41.00	\$36.50
Senior Citizens/Disabled/Medicare recipient (GCT/125 th St.)	\$10.50		\$20.00		\$30.50
Children 5-11	\$1.50	\$4.50	\$20.00	\$26.00	\$21.50
Children under 5	Free	Free	\$20.00	NA	\$20.00

*Package Price includes a \$4.50 MetroCard for Adults and Children 5-11. If the customer already has a valid MetroCard the Package Price will be reduced appropriately.

APPROVED BOARD OF ACQUISITION & CONTRACT - 3-18-2011 PRIMARY VIEIRA SECRETARY

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 is authorized to enter into an agreement with Metro-North Commuter Railroad ("Metro North"), 347 Madison Avenue, New York, NY 10017 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 14, 2011 and terminating September 11, 2011 comprised of a rail fare, \$4.50 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 as part of the Metro-North promotional packages, under separate contract, the Westchester County Department of Public Works and Transportation will receive reimbursement from MTA New York City Transit for bus fare utilized with a MetroCard; 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.

APPROVED BOARD OF ACQUISITION & CONSTRUCTION PROJECT 3-18-2011 - CLERK OF COUNTY VIEWS SECRETARY

Original Agreement \$200,000
 First Amendment \$
This Amendment \$ _____
 TOTAL \$200,000

Agreement #

Account to be
 Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
165	42	5520	9201		\$200,000 * est.

Budget Funding Year(s) 2011 Start Date 5/14/2011 End Date 9/11/2011
 (must match resolution)

Funding Source Tax Dollars _____

State Aid _____

\$200,000 est. Federal Aid _____

(must match resolution) Other REVENUE _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 3-18-2011 - JOMARY VIEIRA, SECRETARY