

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. 170221-020

WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) regularly markets a Municipal Railway (Muni) Three-Day Passport (“Passport”), a ticket good for three consecutive days of unlimited rides on revenue vehicles and streetcars operated by Muni, including cable cars; and

WHEREAS, City Pass, Inc. (CityPASS) operates the San Francisco CityPASS program, combining admission passes to several San Francisco cultural and tourist attractions, including the Blue & Gold Fleet Bay Cruise Adventure, California Academy of Sciences, and choice of the Exploratorium or the De Young and Legion of Honor Fine Arts Museums into a single-price ticket book sold primarily to visitors to San Francisco; and

WHEREAS, In January, 2000, the SFMTA entered into a pilot program with CityPASS to include a Seven-Day Passport in the San Francisco CityPASS Ticket Book as one of several participating attractions; and

WHEREAS, Under the pilot program and continuing with an agreement in August, 2010, the SFMTA agreed to market the CityPASS Ticket Book at its retail locations and forward the proceeds for each Ticket Book sold (minus a commission and the value of the Passport) to CityPASS while CityPASS agreed to provide SFMTA with a portion of the revenue from all other Ticket Book sales in accordance with a formula set forth in the agreement; and

WHEREAS, The SFMTA proposes to enter an Agreement with CityPASS for the Marketing and Sale of Fare Media for a term of two year with one extension option for one additional year, under which CityPASS would include a three-Day Passport in the San Francisco CityPASS Ticket Book as one of the several participating attractions of the San Francisco CityPASS program; and

WHEREAS, Under the Agreement, the Passport would be a page contained in the CityPASS Ticket Book, and Muni would accept CityPASS Ticket Books, when presented by passengers, as valid Passports; and

WHEREAS, The SFMTA would receive, on a monthly basis, a portion of the revenue from all Ticket Book sales, in accordance with a formula set forth in the Agreement; and,

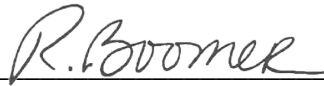
WHEREAS, The SFMTA would agree to market the CityPASS Ticket Book at its retail locations and forward the proceeds for each Ticket Book sold (minus a commission and the value of the Passport) to CityPASS; and

WHEREAS, On December 19, 2016 the SFMTA, under authority delegated by the Planning Department, determined that the Agreement with City Pass, Inc. for the Marketing and Sale of Fare Media is not a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; now, therefore, be it now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute an Agreement with City Pass, Inc. (CityPASS) for the Marketing and Sale of Fare Media for an amount not to exceed \$750,000 and for a two-year term with one option for up to one additional year, to be exercised in the sole discretion of the Director or his or her designee.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of February 21, 2017



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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency