



CITY OF KINGSTON
REPORT TO COUNCIL

Report No.: 13-260

TO: Mayor and Members of Council

FROM: Denis Leger, Commissioner of Transportation, Properties & Emergency Services

RESOURCE STAFF: Sheila Kidd, Director of Transportation Services
Jeremy DaCosta, Transit Manager

DATE OF MEETING: July 16, 2013

SUBJECT: Kingston Transit – Grade 9 Transit Pass Pilot Program

EXECUTIVE SUMMARY:

In June 2012, Council approved a pilot program to provide complimentary access to Kingston Transit for all Grade 9 students attending secondary schools within the City of Kingston for the period of September 2012 – August 2013.

Council requested that staff report back prior to the end of the pilot period with a recommendation on options for continuing the program beyond August 2013. This report provides results of the Grade 9 program pilot program for the recent academic year and recommendations for the 2013 – 2014 school year.

The report recommends the continuation of the Grade 9 pilot program for an additional year. The report further recommends the expansion of the pilot program to include Grade 10 students in partnership with the Limestone District School Board and Algonquin Lakeshore Catholic District School Board who will provide a total combined financial contribution in the amount of \$30,000 to cover costs associated with the expansion.

This report is time sensitive to ensure adequate time to plan and promote the recommended program for the upcoming academic year.

RECOMMENDATION:

THAT the pilot program to provide for complimentary transit passes for Grade 9 students, attending secondary schools within the City of Kingston, be extended for the period of September 1, 2013 – August 31, 2014; and

THAT the pilot program be extended to Grade 10 students attending secondary schools within the City of Kingston, under the same terms and conditions, subject to the City receiving a total

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combined financial contribution of \$30,000 from the Limestone District School Board and Algonquin Lakeshore Catholic District School Board; and

THAT staff continue to explore other partnership opportunities of mutual benefit related to transportation with the school boards and report back to Council no later than June 2014 on the results of the Grade 9 and Grade 10 complimentary transit pass program, including recommendations for the 2014 – 2015 school year.

AUTHORIZING SIGNATURES:

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| ORIGINAL SIGNED BY COMMISSIONER <hr/> Denis Leger, Commissioner of Transportation, Properties & Emergency Services |
| ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER <hr/> Gerard Hunt, Chief Administrative Officer |

CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

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| Cynthia Beach, <i>Sustainability & Growth</i> | N/R |
| Lanie Hurdle, <i>Community Services</i> | N/R |
| Jim Keech, <i>President and CEO, Utilities Kingston</i> | N/R |

(N/R indicates consultation not required)

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OPTIONS/DISCUSSION:

In June 2012 Council approved a pilot program to provide complimentary access to Kingston Transit for all Grade 9 students attending secondary schools within the City of Kingston for the period of September 2012 – August 2013.

Council requested that staff report back prior to the end of the pilot period with a recommendation on options for continuing the program beyond August 2013. This report provides a summary of the Grade 9 program pilot year and recommendations for the 2013 – 2014 school year.

2012 – 2013 Results:

Since the program was launched in September 2012, 648 Grade 9 transit passes have been issued and more than 28,000 trips have been taken by Grade 9 students.

Ridership patterns indicate that the majority of usage is related to traveling to/from school. Usage patterns show that ridership is concentrated around the start and end times of school days. Approximately 85% of all trips occurred on weekdays between 7am – 9am and 2pm – 4pm. The remaining 15% of trips are spread across evenings and weekends with no distinguishable pattern of usage.

Since the introduction of the Grade 9 program, sales of regular Kingston Transit youth passes have decreased by an average of 50 passes per month compared to the same period in the prior year. Staff believes that this decrease can be generally attributed to the introduction of the Grade 9 program. The decrease in youth pass sales are likely to result from: i) Grade 9 students who previously had a regular Kingston Transit pass and ii) students entering Grade 9 who would have purchased a pass for their transportation needs. The estimated revenue lost as a result of the Grade 9 complimentary transit pass program is \$30,300 per year.

Upcoming academic year 2013 – 2014:

One of the aims of the Grade 9 program is to encourage public transit use by youth as they become more independent and start making choices about transportation. Staff met with representatives of the Limestone District School Board and Algonquin District School Board in June 2013 to review the Grade 9 program results. Based upon ridership and usage patterns, all parties agree that that this program continues to be beneficial in furthering this objective.

Given the success of the program there is mutual interest in extending the Grade 9 program for another year and to expand the program to include Grade 10 students to encourage continued usage by the students that were part of the first year pilot program.

Staff recommends that the Grade 9 program continue for 2013 – 2014 and that the program be expanded to include Grade 10 students. By not charging for youth passes for students that would have otherwise purchased these, it is estimated that the expansion of the Grade 10 program will result in an additional estimated reduction in transit revenues of \$30,300. The school boards have agreed to make a contribution of \$30,000 to cover the program costs which

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are essentially the foregone revenues of expanding the program to Grade 10 students.

Staff will continue to explore other partnership opportunities of mutual benefit related to transportation with the school boards and report back to Council as necessary.

EXISTING POLICY/BY LAW:

N/A

NOTICE PROVISIONS:

N/A

ACCESSIBILITY CONSIDERATIONS:

N/A

FINANCIAL CONSIDERATIONS:

The estimated revenue lost as a result of the Grade 9 complimentary transit pass program is \$30,300/year (50 passes/month x \$50.50 (monthly youth pass rate) x 12 months). This element of the sanctioned program was incorporated in the 2012 and 2013 operating budgets and will again be incorporated in the 2014 operating budget.

The expansion of the program to include Grade 10 students will result in an additional estimated reduction in revenue of \$30,300. The school boards have agreed to make a contribution of \$30,000 to pay for this element of the program and to offset the associated foregone revenues.

CONTACTS:

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OTHER CITY OF KINGSTON STAFF CONSULTED:

N/A

EXHIBITS ATTACHED:

N/A