

The Corporation of the City of Kawartha Lakes

Council Report

Report Number Transit 2017-004

Date: July 11, 2017
Time: 2:00 p.m.
Place: Council Chambers

Ward Community Identifier: 9, 10, 11, 12

Subject: Lindsay Transit Fares

Author Name and Title: Todd Bryant Manager Fleet and Transit

Recommendation(s):

RESOLVED THAT Report Transit 2017-004, **Lindsay Transit Fares**, be received; and

THAT a By-law, substantially in the form attached as Appendix A amending the Consolidated Fees By-law be forwarded for adoption.

Department Head:_____

Financial/Legal/HR/Other:_____

Chief Administrative Officer:_____

Background:

At the Council Meeting of December 6, 2016, Council adopted the following resolution:

CR2016-1206

Moved By Councillor Yeo

Seconded By Councillor Dunn

RESOLVED THAT upon reconsideration of the increase in fees, that the applicable fees be increased by 5% for a total budget reduction of \$200,000.00 to be allocated to the applicable departments.

Lindsay Transit fares increased on July 1, 2017. It was brought to the Transit Advisory Board (TAB) attention that the new fare structure poses complications in implementing effectively. These barriers include the elimination of a senior's token fare, limiting token purchases from the token machine and difficulty in using correct change when paying cash fare. The Transit Advisory Board (TAB) discussed these fare increases at the April 13, 2017 meeting and created a sub-committee to investigate ways of solving these complications and report back to the TAB on June 22, 2017. At the TAB meeting of June 22, 2017, the following resolution was debated and passed:

Moved by Gord James and Seconded by Mary Gray

That the Not for Profit or Charity charter fees be set at half the regular fee amount effective September 1, 2017.

CARRIED

Moved by Heather Stauble and Seconded by Linda DaSilva

To accept the proposed fare schedule as amended.

CARRIED

This report addresses that direction.

Rationale:

Lindsay Transit has been in operation since 1977 and LIMO Specialized Transit since 1979. Transit ridership, over the past five years, has continued to increase for Lindsay Transit to 94,512 and LIMO Specialized Transit to 13,623 rides respectively for 2016. This is a 2.9% overall increase from 2015.

Fares are an important part of Transit's operating budget and account for approximately \$169,500.00 in revenue.

Recognizing the TAB resolution for the proposed rates to be effective September 1, 2017, Staff are recommending the rates be effective January 1, 2018 to allow for additional time for communication and to align with the annual update to the Consolidated Fees By-Law. Below is a chart of the proposed recommended fees to alleviate the concerns raised by the ridership.

Proposed Transit Fees

Service Description	Unit	Current Fee	Effective January 1, 2018	Effective January 1, 2020
Adults	Per trip	\$2.10	\$2.25	\$2.50
Seniors/Students	Per trip	\$1.60	\$1.75	\$2.00
Child 8-14	Per trip	\$1.05	\$1.25	\$1.50
Children under 8	Per trip	Under 5 free	No Charge	No Charge
Tokens				
	6 tokens	\$10	\$10	\$10
	12 tokens	N/A	\$20	\$20
Monthly Pass				
Adults		\$63	\$60	\$65
Seniors/Students		\$52.50	\$50	\$55
Transit Charters				
For Profit		\$68.25	\$75	\$85

Service Description	Unit	Current Fee	Effective January 1, 2018	Effective January 1, 2020
Organization (4 hr. minimum)				
Not For Profit Organization (4 hr. minimum)		\$31.50	\$37.50	\$42.50

By increasing the cash fare, Council's goal of increasing revenue will be realized; a fare convenience will be achieved for customers and Lindsay Transit fares will closely resemble like sized transit properties fare structure. By setting future fares, customers be able to plan and budget for the increases.

Lowering monthly pass prices will encourage ridership, increase revenue for Lindsay Transit and reduce the carbon footprint. It also provides a monthly revenue guarantee regardless of use.

The introduction of free transit for children less than 8 years of age will encourage ridership of young people, adults with young children and build future transit riders.

Other Alternatives Considered:

No other alternatives are being considered at this time.

Financial/Operation Impacts:

Council's direction was to increase fees by 5% to reduce the budget pressures. Staff believes the recommended changes to the transit fees charged will achieve Council direction and address the concerns of the ridership.

Relationship of Recommendation(s) To The 2016-2019 Strategic Plan:

Lindsay Transit operations strongly endorse all of the goals in the Strategic Plan:

- A Vibrant and Growing Economy. A healthy transit system enables commuters to get to work, school and activities that support the growth of our City.
- An Exceptional Quality of Life. Affordable public transit assists the general well-being of residents and customers promoting activity health, education and employment.

- A Healthy Environment. Using Lindsay Transit promotes active transportation and builds ridership.

Review of Accessibility Implications of Any Development or Policy:

All legal requirements as legislated within Regulation 191/11 made under the Accessibility for Ontarians with Disabilities Act, 2005 are met by Lindsay Transit and LIMO Specialized Transit. Lindsay Transit continues to strive for Service Excellence when providing transportation services to the residents of the City of Kawartha Lakes and will continue to consult all users including people with disabilities to ensure that future service excellence are maintained.

Consultations:

Transit Advisory Board

Transit Supervisor

Accessibility Officer

Attachments:



Department Head E-Mail: brobinson@city.kawarthalakes.on.ca

Department Head: Bryan Robinson, Director of Public Works

Department File: Transit 2017-004