



To: His Worship the Mayor and Members of Council
From: Karen DePrest, CAO/Treasurer
Report Number: CAO2024-05
Subject: Transit Pilot Program Updates
Meeting Date: June 19, 2024

Recommendation:

THAT Report CAO2024-05 be received for information.

AND THAT Staff are authorized to amend the transit program schedule to reflect the Tuesday to Friday routes provided in said report.

AND FURTHER THAT staff adopt a user fee rate of \$5.00 per entry onto the bus for users 13 years of age and older.

Report:

We are approaching the end of the Township's inaugural six months of the pilot EZTransit program. Ridership numbers have been consistently averaging 3-5 users per day with in-week ridership being significantly more popular than weekend use. Trips to Stratford and Woodstock through the week are equally well attended while the weekend routes alternating between the two cities have seen significantly less ridership. Staff are recommending routes be adjusted to run from Tuesday to Friday with two routes (Tuesday, Thursday) to Stratford and two routes (Wednesday, Friday) to Woodstock. Currently the bus runs Wednesday to Saturday, with Wednesday and Friday plus alternating Saturdays to Woodstock and Thursdays plus alternating Saturdays to Stratford.

Survey data and a comparison schedule regarding fare rates and payment types have been included in the Attachments section for Council's consideration. Staff are recommending a fee of \$5.00 per person per entry onto the bus would be reasonable with no fare to be charged for children under the age of thirteen (13). This is in

recognition of the fact that no person under thirteen (13) may ride the bus without adult supervision. This is slightly below the average survey-recommended rate of \$8.00 but is consistent with other transit service provider fees.

Staff are currently investigating a mobile debit card solution for use on the bus itself. While bus “tickets” and 20-ride passes will be sold at locations in Tavistock, Hickson and possibly Innerkip for \$5.00 per ticket or \$100.00 per 20-ride pass payable by cash or debit. 20-ride passes would be “punched” for each chargeable entry and if the holder of the pass has leftover “punches” at the end of the pilot transit program, they could receive a refund of \$5.00 per residual punch providing the card is returned as proof of refund request. Both passes and tickets will be numbered for audit and financial tracking purposes.

Staff will be bringing back another report, in October, providing further feedback and data to allow Council to consider any changes, updates or additions to the transit program for the fall/winter of 2024.


Financial Implications:

- The estimates for revenue based on average ridership of 3-5 riders per day while generate modest revenue of approximately \$25.00/day or \$100/week. The intent of the user fee is simply to offset some of the operating costs of this pilot program and limit the impact on the operating budget in 2024.

Attachments:

- Appendix 'A' - Payment for Service Preference (Data)
- Appendix 'B' - Transit Service Rate Comparisons

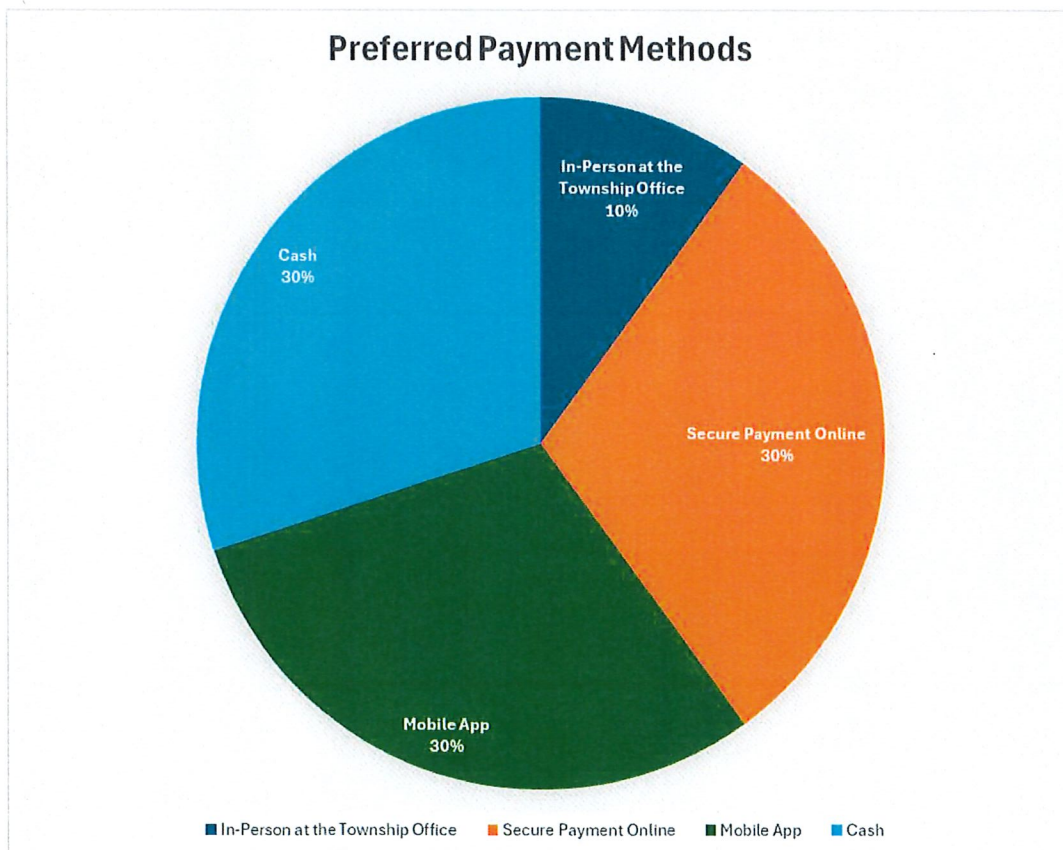
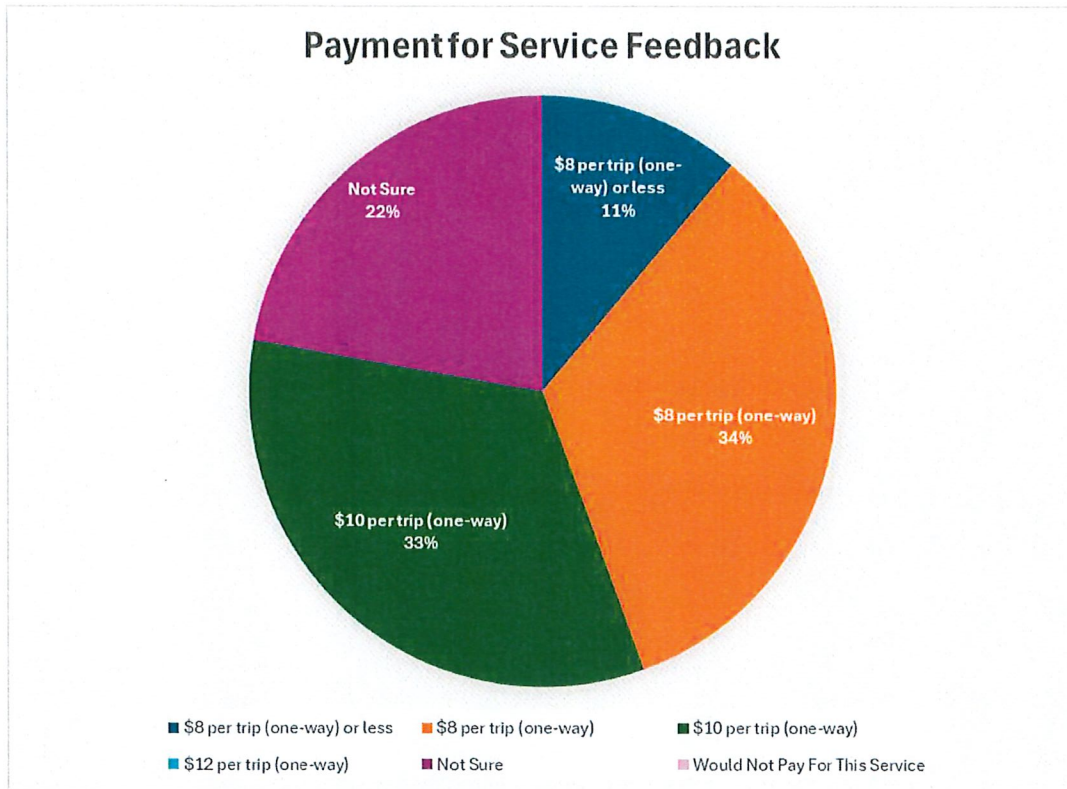
Respectfully Submitted by:



Karen DePrest
CAO/Treasurer

Appendix 'A'

Payment for Service Preferences (Data from Survey)



Appendix 'B'

Transit Service	Adult Fare	Senior Fare	Veteran Fare	Student Fare	Children (5 & Under) Fare	Other Fares
Perth Connect	\$6-\$12	\$5-\$10	Free	\$5-\$10	Free	Support Persons Free
Middlesex County Connect	\$5	-	Free	-	Free	<ul style="list-style-type: none"> Support Persons Free 30 day student pass \$160
T:GO	\$10.75	\$8.50	Free	\$8.50	Free	<ul style="list-style-type: none"> Adult 10 Pass Ride \$84.50 Student/Senior 10 Ride Pass \$68.75 Adult Day Pass \$21.25 Student/Senior Day Pass \$17.00 Adult Monthly Pass \$211.00 Student/Senior Monthly Pass \$168.75
Strathroy-Cardoc	-	-	-	-	-	All fares \$5-\$20, route dependent. In the process of considering discounted fares.
LTW Transit (Municipality of Leamington)	-	-	-	-	-	<ul style="list-style-type: none"> Same day one-way fare \$10.00 Same day round trip fare \$15.00 10 ride bus pass \$75.00 30 day pass \$250.00 Affordable pass program, essentially covers 50% of the cost for multi-trip passes, must qualify
Ride Norfolk	\$6.50	\$4.25	Free	-	Free	<ul style="list-style-type: none"> Youth (6-17) \$4.25 CNIB Card holders Free Day pass \$8.00 Family Pass (Valid for 2 adults + 3 youth OR 1 adult + 4 youth) \$14.50 15 multi-ride tickets \$26.00 Adult 31 day pass \$68.00 Seniors and youth 31 day pass (\$53.50) Semester Pass for College and Highschool students (valid for 4 months) \$120.00
Huron Shores	-	-	-	-	-	<ul style="list-style-type: none"> Short trips are \$5, long trips are \$10. Children under 12 travel free when accompanied by an adult. Monthly pass (adult, senior or student) \$80, good for unlimited rides over a 31 day period. Library Pass, borrow a bus pass for 5 days at a time from the library
GTR (Grey County)	\$3-\$5	\$2.50-\$4.50	-	\$2.50-\$4.50	Free	-
Brant Transit	\$5	\$3	-	-	Free	<ul style="list-style-type: none"> CNIB Cardholders Free Support Persons Free