Agenda – Executive Policy Committee – December 11, 2013

Report – Standing Policy Committee on Infrastructure Renewal and Public Works – December 9, 2013

Item No. 1 Renaming Winnipeg Transit Reduced Fare Category

STANDING COMMITTEE RECOMMENDATION:

On December 9, 2013, the Standing Policy Committee on Infrastructure Renewal and Public Works concurred in the recommendation of the Winnipeg Public Service and submitted the following to Council:

1. That the current fare category titled ‘Reduced’ be renamed ‘Youth’.

2. That the new name be phased in with the new Automated Fare Collection System and Transit tokens.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda – Executive Policy Committee – December 11, 2013

Report – Standing Policy Committee on Infrastructure Renewal and Public Works – December 9, 2013

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On December 9, 2013, the Standing Policy Committee on Infrastructure Renewal and Public Works concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: ***Renaming Winnipeg Transit Reduced Fare Category***

Critical Path: **Standing Policy Committee on Infrastructure Renewal and Public Works – EPC – Council**

AUTHORIZATION

Author	Department Head	CFO	CAO
T. Yanchishyn	D. Wardrop	n/a	D. Joshi A/CAO

RECOMMENDATIONS

1. That the current fare category titled ‘Reduced’ be renamed ‘Youth’.

2. That the new name be phased in with the new Automated Fare Collection System and Transit tokens.

REASON FOR THE REPORT

Since the name of the fare rate was approved by Council, changes to it require Council approval.

IMPLICATIONS OF THE RECOMMENDATIONS

2014 paper fare products have already been produced with the existing “Reduced” terminology. The new terminology would be phased in as the smart card portion of the fare collection system is implemented.

HISTORY

On November 14, 2012, Council approved the current fare model which included the fare categories.

The current Reduced Fare category is currently defined as:
Age 6 – 16 years, or Age 17-21 years with valid High School ID

The terminology of ‘reduced’ was originally used before a separate ‘Senior’ category was created and the category included both seniors and youth. When a senior category was created the ‘reduced’ fare category was not renamed.

A category titled ‘youth’ would better reflect the individuals included in this category. It would provide better customer service and clarity to the public. Youth is a broadly defined word and is not limited to a specific age range and therefore, appropriately includes individuals up to age 21.

FINANCIAL IMPACT

Financial Impact Statement **Date:** November 19, 2013

Project Name:

Renaming Winnipeg Transit Reduced Fare Category

COMMENTS:

There is no financial impact to this report as it is a name change only.

Original Signed By
Tanis Yanchishyn
Manager of Finance & Administration

CONSULTATION

In preparing this report there was consultation with:

n/a

SUBMITTED BY

Department	Transit
Division	Finance and Administration
Prepared by:	Tanis Yanchishyn, Manager of Finance & Administration
Date:	November 19, 2013
File No.	