Minute No. 99
Report – Standing Policy Committee on Infrastructure Renewal and Public Works – November 25, 2014

Item No. 4 Daily Bus Pass

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works and adopted the following:

1. That this report be received as information.

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DECISION MAKING HISTORY:

Moved by Councillor Lukes,

That the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On December 3, 2014, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works, and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On November 25, 2014, 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: ***Daily Bus Pass***

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

AUTHORIZATION

Author	Department Head	CFO	CAO
T. Yanchishyn	D. Wardrop	M. Ruta	M. Jack A/COO

RECOMMENDATIONS

That this report be received as information.

REASON FOR THE REPORT

At its meeting on September 9, 2014, the Standing Policy Committee on Infrastructure Renewal & Public Works requested that the Council Motion of July 16, 2014 be referred to the Winnipeg Public Service to prepare a written report back to Council about costs and the feasibility of implementing a day pass for transit riders within 90 days.

IMPLICATIONS OF THE RECOMMENDATIONS

The 24 hour bus pass will become available upon implementation of the smart card system on the reloadable smart card and will be available shortly after on the Visitor Card.

HISTORY

On November 14, 2012, Council adopted a new transit fare model, with Council approving a revision on September 24, 2014. As part of the new products adopted with this new fare model,

a 24 hour pass (or day pass) will become effective upon implementation of the smart card system.

The implementation of the smart card system is expected to occur during 2015.

Implementation of a 24 hour bus pass with the smart card system roll out is recommended as there are no costs or complexities involved in adding additional fare products to the fare model once all fare products are electronic.
With the smart card system, the 24 hour pass will be offered on both the reloadable smart card used by most Transit passengers and the Visitor Card, which is a less expensive paper card that cannot be reloaded. The new 24 hour pass will be available on the reloadable smart card immediately upon implementation of the new system and several months later on the Visitor Card.

It is unknown what demand there will be for this product, but with the smart card system there is no risk or cost to offering the product. The Department typically sees a few requests each year for a day pass, but demand has not been sufficient to warrant the implementation of the pass under the current paper based system.

If a day pass was implemented under the current paper based system, there would be the following considerations:

- Design of a product would need to be undertaken that could be sold any day of the year but would need to be activated for a specific day by the bus operator. This design would need to differ from all of Transit's other pass products as we would not print a valid pass for every day of the year as this would be inefficient.
- Slower boarding times as bus operators would need to scratch or hole punch the pass product to activate it for the day, as well as verify the validity date on already activated passes.
- Potential for increased passenger/driver conflict due to more detailed scrutiny required of pass products that have validity periods indicated with scratched or punched areas.
- Administration would increase to inventory, bundle, distribute, and invoice the passes.
- There would be an additional transit product for retailers to stock in their already crowded point of sales systems.
- Revenue impact would be negligible. Individuals that would utilize a day pass would be those that typically are currently buying tickets which carry a higher cost per ride than the day pass. It is not expected that a day pass would encourage new ridership.

Due to the above considerations, it is recommended to wait until the smart card system is operational before implementing a day pass.

FINANCIAL IMPACT

Financial Impact Statement Date: October 31, 2014

Project Name:

Daily Bus Pass

COMMENTS:

There are no financial implications associated with the report recommendation.

original signed by'
Tanis Yanchishyn, CA
Manager of Finance & Administration

CONSULTATION

In preparing this report there was consultation with:

None

SUBMITTED BY

Department	Transit
Division	Finance and Administration
Prepared by:	Tanis Yanchishyn, Manager of Finance & Administration
Date:	October 31, 2014
File No.	