

To: Mayor and Members of Council

From: Catherine Baldelli, Director, Transit

Cc: Hassaan Basit, Jacqueline Johnson, Samantha Yew, Craig Millar

Date: December 10, 2024

Re: Follow up to TR-02-2024 - Transit Fare Capping for Youth Riders

This memo serves as a response to the request at the Committee of Whole meeting on December 2, 2024, which resulted in the following staff direction:

- Direct the Director of Transit to report back on the implementation to cap the monthly transit fare for youth at \$38 or 20 paid rides by December 10, 2024, Council Meeting.

Background:

On December 2, 2024, transit consulting firm, Left Turn Right Turn presented the Burlington Study to Explore Fare-Free Transit Summary Report. Alongside the Study, was staff report [TR-02-24](#) which outlined three potential fare programs that would promote transit use and reward frequent travelers. City Council was interested in the following:

- Monthly Fare capping for youth at \$38 or 20 paid rides.

In this approach, fares for youth would be capped after 20 paid rides per month. Youth fares are \$1.90 per ride. On the 21st ride, and until the end of the month, youth would be able to ride transit at no cost. This could equate to half a month of free transit for youth.

Implementation Approach:

To successfully implement this program, key factors need to be considered, such as, but not limited to:

Financial impact:

- Potential revenue loss:
 - This will assess how fare capping will impact overall transit revenues.
- Funding source:
 - To support potential revenue loss, a source of funding will need to be identified to support this initiative.
- Update to City's Rates and Fees by-law.

Service Impact:

- Capacity Challenges:
 - Review of youth ridership patterns, especially during peak periods.

- Peer review of other transit agencies:
 - Research how other transit agencies have implemented fare capping, particularly those with similar ridership demographics.

PRESTO Impact:

- Implementation timeline:
 - As this option will require the use of a PRESTO card, transit staff will need at least 4 months to configure, test and implement any changes to the PRESTO system. This will ensure that the new fare capping rules integrates smoothly with the existing fare rules.

Communications & Marketing

- Youth Rider Communication Plan
 - Develop a clear marketing and communication plan that explains fair capping rules, and the benefits of this program to youth riders.
 - Use a variety of channels to reach youth, including social media, local schools and events.
 - Engage with the Burlington Youth Student Council.

Performance Measures:

- Youth Ridership Growth.
- Rider Experience.
- Service Impacts.

To promote and increase transit use among youth, along with the existing fare subsidy programs, Burlington Transit will endeavour to implement fare capping for Youth Riders by Q2 2025.