

Edmonton Transit Service

Edmonton

CO01580 - Fare Policy Amendment Youth Under 12

Executive Committee - October 13, 2023

Eddie Robar, Deputy City Manager, City Operations

Carrie Hotton-MacDonald, Branch Manager, ETS

Sarah Feldman, Director, ETS

Background

- April 10, 2018: City Council approved expanding fare-free transit for children age five and under to age 12 and under, provided they travel with a fare-paying rider

- October 26, 2022 Community and Public Services Committee - Administration presented analysis on removing the accompaniment requirement
 - ◆ Consistency within the region

 - ◆ Demand shifting from yellow bus to ETS, and capacity impacts

 - ◆ Fare revenue impacts

- Motion to return with the amendment to the Fare Policy

Considerations

- Financial implications:
 - ◆ Approximately 1,250 passes are sold monthly to students 12 and under
 - ◆ Equals a minimum of \$900,000 in fare revenue
 - ◆ Unable to estimate other fare revenue loss from youth purchasing fare outside of schools and adults paying to accompany children
- Should Committee wish to proceed, a service package would need to be funded through the Fall 2023 Supplemental Operating Budget Adjustment
- Policy approval would follow at a subsequent Council meeting

Thank you. Questions?