

Remembrance Day - Opportunity for Free Transit for Veterans

(A. Sohi/D. Loken/E. Gibbons)

Recommendation:

That the May 1, 2013, Transportation Services report 2013TS6282, be received for information.

Report Summary

This report provides information regarding free transit service for veterans on Remembrance Day.

Previous Council/Committee Action

At the February 13, 2013, Transportation Committee meeting, Councillors A. Sohi, D. Loken, and E. Gibbons made the following inquiry:

That Administration provide a report to Transportation Committee regarding the opportunity for the City of Edmonton to recognize the sacrifice of our war veterans by offering free public transit (including DATS) on Remembrance Day each year.

Report

To honour and remember the brave men and women who have served and who are currently serving in Canada's armed forces, Edmonton transit acknowledges war veterans for their service to our country by offering free public transit (including DATS) on Remembrance Day each year and has done so in past years.

To show our appreciation and enable veterans to attend and participate in Remembrance Day Service and Wreath Laying Ceremonies throughout the city, transit service is offered free to those in military uniform or legion dress, with a Canadian Forces identification card, a National Defence Record of Service card, or with a Veteran's card identifying the individual as a veteran.

Communication has been targeted in the past, however to ensure the message is not missed, in addition to working with the Edmonton Salutes Committee, Corporate Communications is to build awareness for free transit service within the military community. Mass media to publicly get the message out will also be utilized.

Corporate Outcomes

The Way We Live:

- Edmonton is a vibrant, connected, engaged and welcoming city.
- Edmonton is caring, inclusive and affordable community.
- Edmonton celebrates life.

Others Reviewing this Report

- S. Farbrother, City Manager