

Edmonton Transit System Fare Policy C451F

Recommendation:

That the revised Edmonton Transit System Fare Policy C451F be approved.

Report Summary

This report outlines amendments to the Edmonton Transit System Fare Policy to include the changes in the fare structure as proposed in the 2011 City Budget.

Previous Council/Committee Action

At the May 8, 2007, City Council meeting, the following motion was passed:

That Policy C451D, the Edmonton Transit System Fare Policy (Attachment 1 of the April 11, 2007, Transportation Department report 2007TD6826) be approved.

Report

At the January 20, 2010, City Council meeting, City Council approved ETS Fare Policy C451E amending the previous policy (i.e. C451D) to include:

- the addition of the U-Pass fares
- a single cash fare, and
- renaming the student Monthly Pass to Youth Monthly Pass.

There were no changes made to the fare model principles or the pricing levels as outlined in the policy

Notwithstanding the multi-year fare structure approved in the policy, City Council reviews and approves the fare

structure annually as part of the budget process.

The 2011 City Budget includes proposed fare changes that were approved by Council as part of its 2011 budget deliberations.

This report amends ETS Fare Policy C451E to include the following changes approved in the 2011 City Budget:

- increasing the cash fare from \$2.75 to \$2.85
- increasing the price of the adult ticket strip (ten rides) from \$22.00 to \$22.80
- increasing the price of the youth/senior ticket strip (ten rides) from \$19.25 to \$19.95
- increasing the price of the adult and DATS monthly passes from \$81.50 to \$84.65
- increasing the price of the post secondary monthly pass from \$74.25 to \$76.95
- increasing the price of the youth monthly pass from \$63.25 to \$65.55
- increasing the price of the day pass from \$8.25 to \$8.55

Policy

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Focus Area

The Edmonton Transit System Fare Policy directly impacts the following strategic and priority goals identified in the City's Strategic Plan "The Way Ahead":

- Shift Edmonton's Transportation Mode
- Increase transit ridership
- Ensure transit sustainability through appropriate cost recovery ratio

Public Consultation

The Public and Catholic School Board Administration have expressed concern about the financial impact that the unplanned fare increases would have on their Districts and families.

Budget/Financial Implications

The proposed fare changes are expected to generate additional fare revenue of \$3,200,000.

Justification of Recommendation

In order for Council's Policy on Transit Fares to be consistent with the direction provided to Administration during the 2011 Operating Budget deliberations, the attached changes must be approved by Council, prior to January 1, 2011.

Attachments

1. ETS Fare Policy C451F
2. Side by Side Comparison Policy C451E and Policy C451F

Others Reviewing this Report

- L. Rosen, Chief Financial Officer and Treasurer