



Legislation Text

File #: AR-20-347, **Version:** 1

TAMRMS#: B06

Students Ride Free - Local Transit

Presented by: Anthony Lake, Director, Public Works & Transit

RECOMMENDATION(S)

That the following postponed motion be approved:

(PM-21-017)

That the pilot project to provide free local public transit for youth between the ages of 12-18 years old, become a permanent program of the City of St. Albert and the 2021 budget be reduced by \$4,200 to be reflective of projected ridership.

PURPOSE OF REPORT

To provide an update to Council on the on the Free Local Transit for Youth Program and recommend that the program become permanent.

ALIGNMENT TO PRIORITIES IN COUNCIL'S STRATEGIC PLAN

N/A

ALIGNMENT TO LEVELS OF SERVICE DELIVERY

N/A

On ALIGNMENT TO COUNCIL DIRECTION OR MANDATORY STATUTORY PROVISION

On November 21, 2019 Council passed the following motion PM-20-048:

"That the Free Local Transit for Youth program be extended to December 31, 2020 and that the 2020 revenue budget be reduced, on a one-time basis, in the amount of \$9,000."

BACKGROUND AND DISCUSSION

The pilot project was launched on March 1, 2019 at the direction of City Council, with 15 St. Albert middle & junior high schools participating. All 12 of the retail outlets selling St. Albert fare media opted to participate.

The Students Ride Free Program aims to encourage youth to ride transit and become lifelong customers.

To date St. Albert Transit has provided 84,000 trips (March 2019 - Mid October) approximately 75,000 specific to the 2019/2020 school term.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

N/A

IMPLICATIONS OF RECOMMENDED MOTION

The pilot project has been successful at increasing local ridership with youth between the ages of 12-18. It will continue to reinforce good transit habits at an early age that could carry on to the post-secondary and adult stages of their lives.

Financial:

If the program is made permanent, a \$4,200 reduction in 2021 revenues will be evident. If conventional ridership resumes in 2022 a \$8,400 reduction in projected potential annual revenues from youth/senior local pass sales will be budgeted consecutive years.

Legal / Risk:

N/A

Program or Service:

N/A

Organizational:

Organizationally, the program has been established and staff have structured their workloads to administer it on an on-going basis. This current practice could continue with no significant impact on resources.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council does not wish to support the recommendation, the following alternatives could be considered:

Alternative 1. Do nothing and terminate the program December 31st, 2020 which is mid school year.

Alternative 2

That the following postponed motion be approved:

(PM-21-018)

That Council approve extending the Students Ride Free Pilot Program until June 30th, 2021 and that the 2021 budget be reduced by \$2,100 to be reflective of projected ridership.

Alternative 3. Please note that this would end the extended pilot mid-school year

That the following postponed motion be approved:

(PM-21-019)

That Council approve extending the Students Ride Free Pilot Program until December 31, 2021 and that the 2021 budget be reduced by \$4,200 to be reflective of projected ridership.

Alternative 4.

That the following postponed motion be approved:

(PM-21-020)

That Council approve extending the Students Ride Free Pilot Program until June 30th, 2022 and that the 2021 budget be reduced by \$4,200 to be reflective of projected ridership and continued reductions into 2022 based on ridership.

Report Date: November 16, 2020

Author: Anthony Lake

Department: Public Works & Transit

Deputy Chief Administrative Officer: Kerry Hilts

Chief Administrative Officer: Kevin Scoble