

REPORT NO. 350 of the
ENVIRONMENT, TRANSPORTATION & PUBLIC SAFETY
STANDING COMMITTEE
of its meeting held January 20, 2016

Present: Councillor Fred Francis
Councillor Chris Holt
Councillor Bill Marra (Chair)
Councillor Hilary Payne
Councillor Paul Borrelli

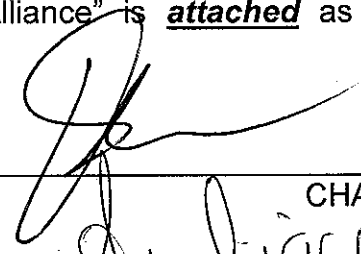
That the following recommendations of the Environment, Transportation and Public Safety Standing Committee **BE APPROVED**:

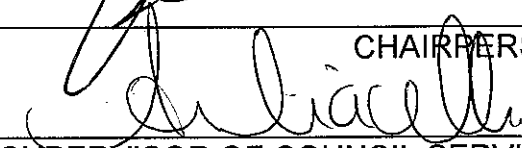
Moved by Councillor Francis, seconded by Councillor Holt,

- I. That the Corporate Leader of Transportation Services and the Executive Director of Transit Windsor **BE AUTHORIZED** to develop a Universal Bus Pass Program with the University of Windsor Students' Alliance (UWSA) for the provision of a semester bus pass for University of Windsor students .
- II. That the Transit Windsor Board of Directors **SUPPORT** a partnership with the UWSA to provide one week of free transit (week to be determined prior to a referendum) to any University of Windsor student that shows a valid student card.
- III. That should the student referendum be successful, the Chief Administrative Officer and the City **BE AUTHORIZED** to sign the resulting contract with the UWSA, satisfactory in form to the City Solicitor, in financial content to the City Treasurer , and in technical content to the Corporate Leader of Transportation Services and the Executive Director of Transit Windsor .
- IV. That Administration **SUBMIT** a subsequent report to City Council on the outcome of the discussions with the UWSA and results of a referendum.
Carried.

S 3/2016 MT2016

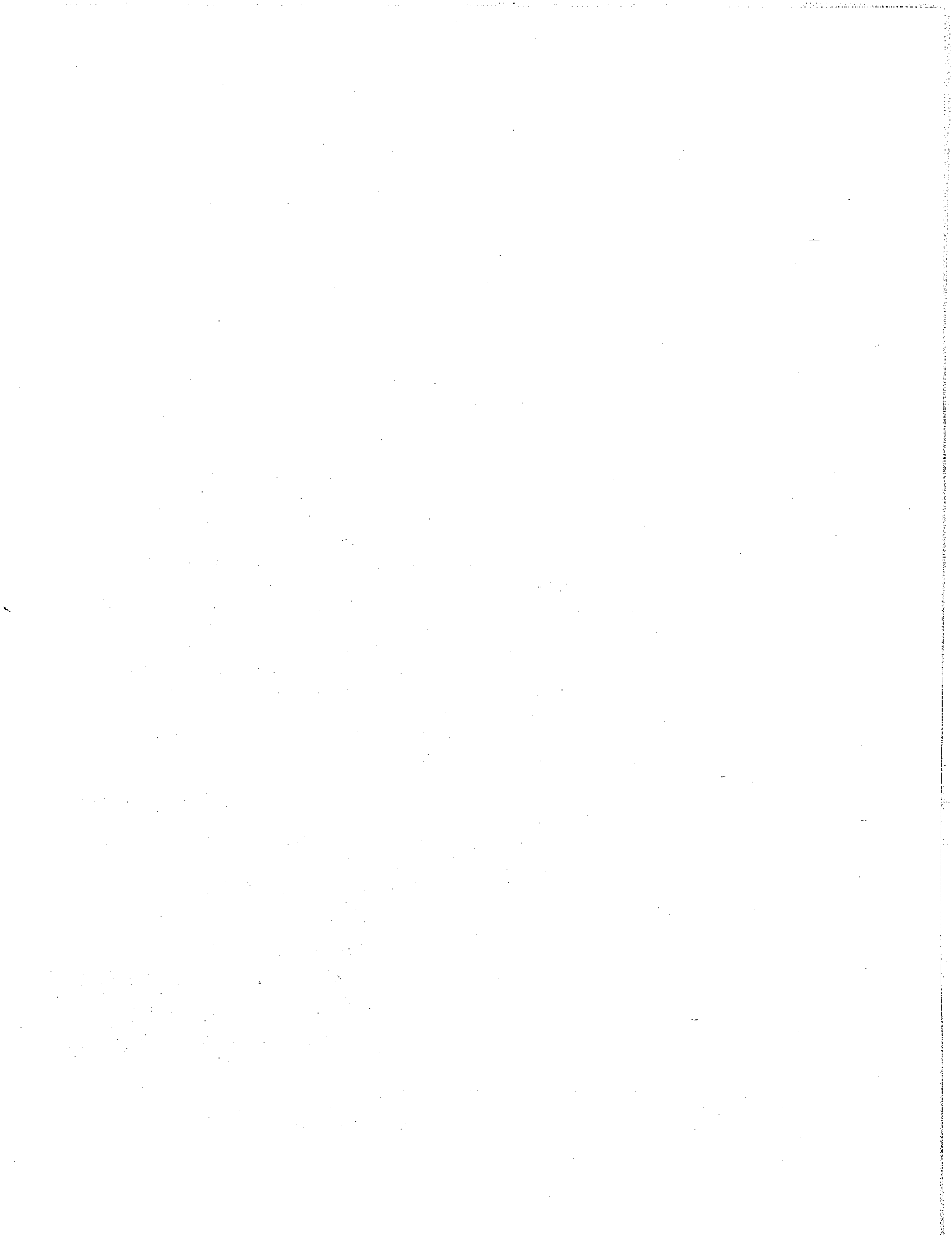
Clerk's Note: The report of the Executive Director, Transit Windsor dated December 31, 2015 entitled "Universal Bus Pass Program – Partnership with the University of Windsor Students' Alliance" is **attached** as background information.



 CHAIRPERSON


 SUPERVISOR OF COUNCIL SERVICES

NOTIFICATION:	
NAME	CONTACT INFORMATION





Transit Windsor

MISSION STATEMENT

"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together"

REPORT #: S 3/2016	Report Date: 12/31/2015
Author's Contact: Patrick Delmore Executive Director 519-944-4141 ext 232 pdelmore@citywindsor.ca	Date to Council: Jan 20, 2016
	Clerk's File #: MT2016

To: Mayor and Members of City Council

Subject: Universal Bus Pass Program - Partnership with the University of Windsor Students' Alliance

RECOMMENDATION:

- I. That the Corporate Leader of Transportation Services and the Executive Director of Transit Windsor **BE AUTHORIZED** to develop a Universal Bus Pass Program with the University of Windsor Students' Alliance (UWSA) for the provision of a semester bus pass for University of Windsor students .
- II. That the Transit Windsor Board of Directors **SUPPORT** a partnership with the UWSA to provide one week of free transit (week to be determined prior to a referendum) to any University of Windsor student that shows a valid student card.
- III. That should the student referendum be successful, the Chief Administrative Officer and the City **BE AUTHORIZED** to sign the resulting contract with the UWSA, satisfactory in form to the City Solicitor, in financial content to the City Treasurer , and in technical content to the Corporate Leader of Transportation Services and the Executive Director of Transit Windsor .
- IV. That Administration **SUBMIT** a subsequent report to City Council on the outcome of the discussions with the UWSA and results of a referendum.

EXECUTIVE SUMMARY:

N/A

BACKGROUND:

Many post secondary institutions across Canada enjoy the use of a semester transit pass, the cost of which is incorporated within a student's tuition fees. On a number of occasions in the past Transit Windsor has worked with the UWSA to develop a Universal Bus Pass Program (U Pass). Referendums have been held as far back as 1998 and most recently in 2012. The most recent referendum, held by the UWSA in March 2012, was defeated by a vote 2254 to 1015.

The most contentious issue in that referendum was that there was no opt out clause for students who live outside the City of Windsor limits and had no access to transit. An opt out clause had been considered for that referendum but the UWSA decided to include all students in order to keep the cost as low as possible. Under the 2012 referendum, every full time student at the University of Windsor would have had an unlimited use bus pass for \$45 per semester, with that cost being added to their tuition each semester.

DISCUSSION:

In the fall of 2015, Transit Windsor was approached by the current UWSA President to discuss another U Pass referendum. A number of changes within the University of Windsor, including the current and future student moves to the downtown campuses have brought the request of a U Pass back for further discussion and consideration.

Transit Windsor's Executive Director and the Manager of Planning has been meeting with members of the University of Windsor's Administration and the UWSA to discuss parameters of the U Pass programme and a potential costing model including service enhancements that are based on the service needs of the students of the university

Talks are now at a point where the UWSA has requested that Transit Windsor develop a proposal that details services and optional costing models for the UWSA's consideration.

UWSA plans to conduct the referendum in late winter or early spring. In order to conduct that referendum UWSA will need to provide students with the anticipated cost per semester of that U Pass. If the referendum is successful, the U Pass programme could be in place by September 2016. UWSA has proposed a three year term for the initial U Pass programme. Other cities that have initiated a U Pass programme have experienced unanimous support for the programme that has continued after the initial contract expires.

Prior to the 2012 referendum, the Transit Windsor Board of Directors (T.W. 5/2012) approved one week of free transit cash fares to all students at the University of Windsor when they produced their student card. This promotion was held during the week of February 26 to March 3, 2012. During that week, 8,611 free rides were provided to University students which translated to revenue foregone of \$13,778 (based on a student ticket price) or \$21,528 (based on a cash fare). For the 2016 referendum, the UWSA has asked that Transit Windsor consider a similar promotion to familiarize students with the transit system.

RISK ANALYSIS:

In developing the U Pass Programme Transit Windsor has considered the impact that the programme would have on ridership growth and the current levels of transit service. Ridership growth is an unknown and remains the biggest challenge when anticipating usage by University of Windsor students with a U Pass. If the U Pass programme indicates that the current levels of transit service are not adequate, additional on street service may need to be considered and any additional costs would have to be incorporated into the costing model. Transit Windsor will build on the experience that other communities have had with U Pass in order to minimize these risks.

FINANCIAL MATTERS:

The per semester cost of a U Pass will incorporate the anticipated revenue loss from current student riders who pay by cash, by tickets and by monthly passes. The costing model will include the fare increase approved by City Council which will take effect in July 2016 and a guaranteed number of semester passes.

In recognition of the fact that a significant percentage of students do not reside in Windsor, and therefore would not have access to Transit Windsor services, an opt out clause is being considered. This would reduce the revenues to Transit Windsor (as it would reduce guaranteed number of semester passes) and will therefore be taken into account in determining the cost of the pass.

Transit Windsor will work closely with the City of Windsor Finance Department to develop a costing model that fully covers anticipated transit costs including any cost recovery for specific service enhancements requested by the UWSA.

CONSULTATIONS:

N/A

CONCLUSION:

Cities that have incorporated a U Pass agreement with a post secondary education institution have experienced ridership growth. Improved ridership means additional gas tax funding and a more sustainable transit system within a community. Transit Windsor looks forward to working with the UWSA to develop a U Pass Programme at the University of Windsor.

PLANNING ACT MATTERS:

N/A

APPENDICES: