



REVISED AGENDA SPECIAL MEETING OF CITY COUNCIL

Tuesday, October 13, 2015, 8:30 a.m.
Council Chamber, City Hall

Pages

1. CALL TO ORDER

2. *CONFIRMATION OF AGENDA*

Recommendation

1. That the report of the General Manager, Transportation and Utilities dated October 13, 2015 be added to item 4; and
2. That the agenda be confirmed as amended.

3. DECLARATION OF PECUNIARY INTEREST

4. *FREE TRANSIT - FEDERAL ELECTION - OCTOBER 19, 2015 [File No. CK. 7300-1]*

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In accordance with Section 17, Bylaw 9170, The Procedures and Committee Bylaw, a special meeting of City Council has been called to discuss the provision of free transit for the Federal Election on October 19, 2015.

Recommendation

That City Council provide direction.

5. ADJOURNMENT

Providing Free Transit Service on Election Day

Recommendation

That the information be received.

Topic and Purpose

The purpose of this report is to provide information to City Council when considering the possibility of providing free transit service on October 19, 2015, the day of the upcoming Federal Election.

Report Highlights

1. In 2008, City Council established guidelines that Saskatoon Transit uses when considering promotional activities.
2. Providing free transit service all day for the upcoming federal election would cost approximately \$13,000.

Strategic Goals

This report supports the Strategic Goal of Moving Around, including the 4-Year Priority to change attitudes around public transit and increase Saskatoon Transit ridership.

Background

A majority of Councillors have requested a special meeting of City Council to debate the possibility of providing free transit service for the upcoming Federal Election. As such, the Administration has compiled this report to provide some information on the matter.

Report

City Council in Prince George, British Columbia recently approved providing free transit service on the day of the upcoming Federal Election. Service will be provided free of charge, all day, to all customers regardless of the nature of their trip. The Prince George Administration estimated the lost revenue at \$1,800, and recommended to their Council that they provide free transit for the purpose of promoting the use of transit as well as to encourage voting in the election.

In Saskatoon, for previous Municipal Elections, transit tickets were included in voter information flyers, and were available on-line. People were encouraged to take the bus to polling stations using the free tickets, and would be given a ticket at the polling station for the return trip. Participation in this program during the last Municipal Election was extremely low.

In April of 2008, City Council approved a set of recommendations that have guided Saskatoon Transit's approach to promotions since then. The approved criteria were:

- a) Participation in the event will provide a positive image of Saskatoon Transit;

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- b) Participation in the event will result in non-transit users trying Saskatoon Transit's service;
- c) Participation in the event will result in a positive benefit to the citizens of Saskatoon; and
- d) Funds available in the operating budget.

Many events have the potential of meeting these criteria. The only criteria above that could not be met with the service being contemplated is funding availability. The estimated lost revenue would be approximately \$13,000. Ticket and cash revenue would be foregone, while there would be no impact to transit pass revenues. This would put Transit's funding for the promotions program over-budget by approximately \$10,000.

Should City Council be interested in providing this service for the upcoming Federal Election, one possibility would be to give Administration the direction to provide this service for that specific event, and ask for a further report and policy on the matter. The Administration would then provide a further report well in advance of the upcoming Provincial Election. Administration would report on the impact of providing free service during the Federal Election, and would present more comprehensive information.

Public and/or Stakeholder Involvement

No public or stakeholder involvement is planned at this time. If City Council is interested in pursuing a policy on this matter, the Administration will bring forward a public and stakeholder engagement strategy at the time of a subsequent report.

Communication Plan

If City Council directs the Administration to provide free transit service for the upcoming Federal Election, the Administration will develop a communications plan for the event. Some ways that free service on Election Day could be communicated include: PSA, social media, and paid advertising.

Financial Implications

Reduced ticket and cash revenues are estimated to be \$13,000. A communications plan has not been developed, and any costs incurred for paid advertising would be over and above this amount.

Other Considerations/Implications

There are no policy, environmental, Privacy, or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

Follow-up will depend on the direction of City Council.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Providing Free Transit Service on Election Day

Report Approval

Written and Approved by: Jeff Jorgenson, General Manager, Transportation & Utilities
Department

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