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### **THE RETIRE YOUR RIDE INCENTIVE PROGRAM**

**The Transportation Services Committee recommends the adoption of the recommendation contained in the following report dated January 26, 2010, from the Commissioner of Transportation Services.**

#### **1. RECOMMENDATION**

It is recommended that this report be received for information.

#### **2. PURPOSE**

This report provides an update on York Region Transit (YRT)/Viva's participation in the 'Retire Your Ride' incentive program, which is funded by the Government of Canada, managed nationally by Summerhill Impact and sponsored by the Canadian Urban Transit Association (CUTA).

#### **3. BACKGROUND**

##### **Residents of Canada are being asked to retire their 1995 model year or earlier cars in exchange for rewards**

The Canadian automobile fleet is growing and aging. Today there are five million cars on the roads that are from the 1995 model year or earlier. A vehicle built before 1995 produces an estimated 19 times more smog emissions than a vehicle built after 2004.

Funded by the Government of Canada, supported by the Canadian Urban Transit Association and managed by Summerhill Impact (formerly The Clean Air Foundation) – a national not-for-profit organization – auto recyclers across Canada are picking up and decommissioning vehicles donated by the general public.

This program is called 'Retire Your Ride'. It started in February 2009 and runs until March 2011. The goal is to have 50,000 vehicles donated across Canada per year. Program participants will receive \$300 for their car and other rewards such as AutoShare memberships and car and bicycle discounts from participating organizations.

**The Canadian Urban Transit Association is calling on all Canadian transit agencies to voluntarily advertise the 'Retire Your Ride' program and participate in the incentive program**

The Canadian Urban Transit Association is calling on all Canadian transit agencies to voluntarily advertise the 'Retire Your Ride' program on their vehicles and in shelters (material provided by the Canadian Urban Transit Association). Additionally, Summerhill Impact is requesting transit agencies across Canada to donate adult monthly transit passes to participants in return for a cash refund back from the Government of Canada.

**4. ANALYSIS AND OPTIONS**

**YRT/Viva will participate in the incentive program and donate Adult 1-Zone Monthly Transit Passes to 100 program participants**

YRT has been approached by Summerhill Impact to participate in the incentive program. Involvement will include giving six months' worth of Adult 1- Zone Monthly Transit Passes to the first 100 York Region residents who participate in the 'Retire Your Ride' Program.

Environment Canada estimates that there are approximately 83,000 cars in York Region that qualify for the 'Retire Your Ride' Program. To arrive at this number, Environment Canada looked at the number of cars in Ontario that are from the 1995 model year or earlier and then applied a percentage based on York Region's population.

**YRT/Viva will advertise the 'Retire Your Ride' program on YRT buses and in transit shelters across York Region**

Through the Canadian Urban Transit Association, YRT has ordered 60 exterior bus ads and 100 transit shelter ads promoting the 'Retire Your Ride' program. The campaign will run throughout York Region from February through September 2010. Over 65 transit agencies across Canada have committed to participating in the advertising campaign.

**Other transit agencies across Canada are already participating in the 'Retire Your Ride' incentive Program with more to sign on in 2010**

Approximately 20 transit agencies across Canada already participate in the 'Retire Your Ride' program including BC Transit, Trans Link (BC), Calgary Transit and Winnipeg Transit. Participating transit agencies donate anywhere from six to 24 months worth of adult monthly transit passes.

## **5. FINANCIAL IMPLICATIONS**

### **YRT/Viva will receive \$300 back from the Government of Canada for every York Region 'Retire Your Ride' participant**

The cost of a YRT Adult 1-Zone Monthly Pass is \$105. Six months' worth of monthly passes would cost \$630 per participant. In return, the Government of Canada will give \$300 back to YRT/Viva, per participant. As YRT is offering this incentive to the first 100 participants, the total program cost, after the Government of Canada refund, is \$33,000.

## **6. LOCAL MUNICIPAL IMPACT**

By reducing smog emissions generated from older-model vehicles, there will be a positive environmental impact on the local municipal residents.

## **7. CONCLUSION**

YRT/Viva will be participating in the 'Retire Your Ride' Advertising and Incentive Program beginning in February 2010.

The turn-key execution of the campaign will make the program easy to manage by transit staff. It has the opportunity to increase transit ridership, gain rider loyalty and is a positive environmental initiative. All of this is possible through the leveraging of advertising dollars from the Canadian Urban Transit Association campaign and other 'Retire Your Ride' promotions.

For more information on this report, please contact Christine Terin, Marketing Supervisor, at Ext. 5835.