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YORK REGION TRANSIT EMPLOYEE TRANSIT DISCOUNT PROGRAM

The Transit Committee recommends the following report, August 24, 2006, from the Commissioner of Transportation and Works be received as information:

1. RECOMMENDATION

It is recommended that the Employee Transit Discount Program for Regional employees be continued.

2. PURPOSE

The purpose of this report is to update Transit Committee and Regional Council on the performance of the Employee Transit Discount Program. An initial report on the program was issued in May 2003. The data for this report spans the years 2002 through to 2005.

3. BACKGROUND

As part of the effort to manage transportation issues in the Region, an employee transit discount program was approved in January of 2002. A copy of the policy is provided in *Attachment 1*. The program was intended to promote the use of public transit by staff for commuting purposes and thus reduce demand for parking at Region facilities.

The program provides adult tickets at a 50% discount to all employees, when a valid identification card is presented. Quantities sold are controlled to ensure proper use and detailed records are kept on all completed transactions.

The program is available at two locations. The first is at the Administrative Building kiosk and the second is at the York Region Transit (YRT) reception at the South Services Centre.

The Smart Commute York Region (SCYR) program, an employee trip reduction program launched in June 2006, promotes the use of alternative modes of transportation for the trip to work, including by transit. YRT and SCYR staff work together to promote the transit discount program to all employees.

A related but separate Volume Incentive Pass Program (VIPPP) was also initiated as a pilot project. (The program name has recently been changed to "RideSaver".) It provides monthly passes to selected businesses in the Region, at a 15% discounted rate.

4. ANALYSIS AND OPTIONS

4.1 Employee Purchases

The following table summarizes the number of employee purchases and the value of tickets purchased during the last four calendar years. The data combines sales from both locations.

Table 1 Summary of Purchases 2001 - 2005		
Year	Number of Purchases	Value of Purchases
2002	296	\$ 7,990
2003	505	\$13,761
2004	595	\$20,100
2005	925	\$29,925

Based on the 2005 statistics, an average of 77 Regional employees are purchasing tickets each month for use on YRT and Viva services. Detailed 2005 statistics are outlined in *Attachment 2*.

Both the Administrative Building in Newmarket and the South Services Centre in Richmond Hill are now well served by public transit, particularly with the introduction of Viva bus rapid transit services and local YRT service on Yonge Street. The Viva and YRT services are completely integrated and provide a high level of transit access from all urban areas of York Region and beyond.

4.2 Relationship to Vision 2026

The Employee Transit Discount Program supports the Region's Vision 2026 initiatives with the following goals:

- Clean Air Initiative: promoting alternative transportation methods that improve air quality.
- Innovations to Reduce Congestion: promoting transit usage as a practical and wise alternative to private vehicle use.

5. FINANCIAL IMPLICATIONS

There has been an almost 400% increase in use of this program since 2002. Ongoing promotion of this benefit should continue to play a role in reducing demand for parking at Region facilities.

6. LOCAL MUNICIPAL IMPACT

There are no municipal impacts associated with this report.

7. CONCLUSION

This report is presented for the information of Transit Committee and Regional Council. YRT Marketing and Customer Service personnel will work with the Human Resources branch staff to identify opportunities to further promote the Employee Transit Discount Program to Regional employees.

The Senior Management Group has reviewed this report.

(The attachments referred to in this clause are attached to this report.)