

City of Mississauga
Corporate Report



<p>Date: March 7, 2024</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works</p>	<p>Meeting date: April 10, 2024</p>

Subject

MiWay Fare Program Extension – Free Child and One-Dollar (\$1.00) All Day Senior Fare

Recommendation

1. That the MiWay fare discount pilot program that provides free child fares and one-dollar (\$1.00) all day senior fares be extended until December 31, 2024.
2. That a by-law be enacted to amend Schedule “B-3” (Transportation and Works – MiWay Fares) of the User Fees and Charges By-law 0199-2023 as outlined in the Corporate Report dated March 07, 2024, from the Commissioner of Transportation and Works, entitled “MiWay Fare Program Extension- Free Child and One Dollar (\$1.00) All Day Senior Fare”.

Executive Summary

- Council approved a one-year fare discount pilot program (May 1, 2023, to April 30, 2024) that provides children aged 6 to 12 years free fares with a valid PRESTO card, and seniors with an extended all-day one-dollar (\$1.00) fare.
- MiWay recommends extending the pilot discount program, until December 31, 2024, to continue supporting the program and allowing it time to mature further.
- Extending this program will enable MiWay to gather and analyze additional data, aiding in making informed decisions for future program delivery.
- MiWay anticipates a decrease in transit revenue of \$950,000 over the eight months extension of this pilot program, with \$200,000 attributed to child fares and \$750,000 to seniors' fares.
- That a By-law be enacted to amend Schedule “B-3” (Transportation and Works – MiWay Fares) of the User Fees and Charges By-law 0199-2023 to incorporate the extension of the MiWay fare discount pilot program.

Background

In accordance with Council's approval, MiWay launched a one-year pilot program that offers free transit fares for fares for children aged 6 to 12 and a one dollar (\$1.00) all day fare for seniors 65 and over. The pilot project was approved for one year beginning May 1, 2023, to April 30, 2024.

Budget Committee received an update report on December 06, 2023 summarizing the changes following six months of program implementation.

Comments

In 2023, ridership on MiWay increased by 109% compared to pre-pandemic levels in 2019 and by 158% compared to the previous year, 2022. The ridership growth is mainly driven by adult and student ridership. Child and senior ridership did not return to pre-pandemic levels in 2023 despite the introduction of fare discounts for them in May of that year.

To facilitate growth in ridership among children and seniors, MiWay suggests that the duration of the pilot discount program extend to December 31, 2024. This extension will provide ample time to collect and evaluate more data, enabling well-informed decisions regarding the program's future.

A short summary of the program for each fare category is highlighted below.

Ride Free Pilot - Child (Age 6 to 12 years):

The pilot program allows children aged 6 to 12 to enjoy free rides when using a PRESTO card with a child concession. The child category represents 0.3% of the overall ridership on MiWay. MiWay is recommending extending this child discount program pilot to December 31, 2024.

MiWay anticipates a revenue loss of \$200,000 for this extension period May to December 2024.

Senior (Age over 64 years) \$1.00 fare pilot - all day:

This pilot allows seniors to pay transit fare of one dollar (\$1.00) by cash or a PRESTO card set up with a senior's concession. The senior category represents 3.5% of the overall ridership on MiWay. MiWay is recommending extending seniors discount program to December 31, 2024

MiWay anticipates a revenue loss of \$750,000 for this extension period May to December 2024.

The extension of the pilot discount program has been incorporated into Appendix 1, Schedule B-3 Transportation and Works MiWay Fares.

Strategic Plan

The information provided in this report contributes to the strategic pillar of Developing a Transit Oriented City and the strategic goals of ensuring affordability and accessibility.

Financial Impact

MiWay anticipates a transit revenue decrease of \$950,000 by extending the pilot program from May to December 2024, with \$200,000 attributed to child fares and \$750,000 to seniors' fares. Additional revenues from increased ridership in the adult and youth categories will offset this transit revenue decrease under cost centre 23506.

Conclusion

To facilitate growth in ridership among children and seniors, MiWay suggests that the duration of the pilot discount program extend to December 31, 2024. This extension will provide ample time to collect and evaluate more data, enabling well-informed decisions regarding the program's future.

Attachments

Appendix 1: Schedule B-3 Transportation and Works MiWay Fares



Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works

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