

# Commemorative Day Pass For Caribana

Meeting Date: June 18, 2008

Subject: Commemorative Day Pass For Caribana

## **Recommendation**

It is recommended that:

- The TTC offer a two day commemorative Caribana Pass valid on August 2 and 3 at a price of \$20. The terms of use are the same as the regular TTC Family Day Pass;
- The Pass be produced as a pilot and staff report back to the Commission on the results; and
- If the Commission determines that the pilot is a success and should be expanded to other Toronto special events, staff prepare for future Commission approval, a formal policy defining the funding arrangements and parameters that would make Toronto special events eligible to request the production of fare media related to that event.

## **Funding**

It is estimated that the production of 50,000 Caribana Passes will cost less than \$10,000. Although the TTC does not have any provision for this cost in its 2008 budget, it is expected that the production costs will be recovered by the small markup included in the price of the Caribana Pass.

## **Background**

The Toronto Caribbean Carnival (Caribana) is an internationally recognized cultural festival that attracts an estimated one million participants annually. In 2008, Caribana runs from July 15 to August 3 with the highlight events being held on August 2 and 3 (Caribana Parade and Island Festival). Staff was requested by the Commission to assess the feasibility of producing commemorative fare media to provide participants another element in their Caribana experience.

## **Discussion**

It is estimated that 30,000 Day Passes are used during the main weekend of Caribana. This is in comparison to a volume of approximately 5,000 on other summer weekends. Overall system ridership also increases by 250,000 to 300,000 on the main Caribana weekend indicating that a significant portion of Caribana attendees use the TTC travelling to and from events.

Given the size of the event and level of transit usage by attendees, Caribana is an excellent candidate to test the concept of offering commemorative fare media at major special events in Toronto. A number of

alternative approaches for providing a Caribana Pass have been assessed, and each is described below. Regardless of which alternative is selected, the Caribana Pass will be a plastic pass and subject to the same terms of use as the regular TTC Family Day Pass. A regular TTC Family Day Pass allows travel for a maximum 6 people on the Pass with a maximum of 2 adults. As with the regular Family Day Pass, the Caribana Pass will not have a magnetic stripe as the Pass allows multi-person travel on a single piece of fare media.

One alternative is to provide a Caribana Pass that is only valid for a single day. As the Pass could be used for travel on either August 2 or August 3, there would have to be a provision for space to insert the date of use which may also detract from the design and attractiveness of the Pass. As well, patrons may have to make two purchases if they were going to attend events on both days and were transit users. The Pass would be priced at \$10, providing a small mark-up to the TTC to recover the costs of production.

Staff recommend a Caribana Pass that is valid for both August 2 and August 3. Not only does this Pass provide a much higher level of convenience for attendees, but also maximizes the amount of space on the face of the Pass for artwork. The two day Pass would be priced at \$20, again providing the TTC a small-up to offset the costs of production.

### **Justification**

Caribana is one of the largest summer special events in the city of Toronto. Where cost-effective and operationally feasible, the various agencies and units of the City should support these events in terms of participant experience. In this light, it is reasonable for the TTC to test, on a pilot basis, the production of commemorative fare media for Caribana to determine demand and obtain customer feedback. It is recommended to produce a two day Caribana Pass for August 2/3 for \$20. The use of the Pass will be subject to the same terms and conditions as the regular Family Day Pass. Based on the historical use of Day Passes during the main Caribana weekend, it is recommended that a volume of 50,000 Caribana Passes be produced for the pilot. Staff will report back to the Commission as soon as possible after the event with the results of the pilot.

June 3, 2008

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