

## POLICY/INSTRUCTION

SUBJECT	CLASSIFICATION	DATE APPROVED	P/I NUMBER
Special Event Pass	Marketing and Customer Service		

1.0 RESPONSIBILITY

Chief Marketing Officer

2.0 PURPOSE

To establish a framework to review proposals from external parties regarding the production/distribution of fare media for specific special events in the City of Toronto.

3.0 GENERAL

Numerous major special events are held in Toronto throughout the year. In many instances, the preferred option for travel to and from events is via the TTC. Production of unique fare media for special events provides attendees a memento of the occasion, and puts forward a positive image of the city for visitors. In the past, the TTC has produced commemorative passes on a one-off basis for Pope John Paul II's visit in 2002 (World Youth Day) and Caribana in 2008. A formal policy is required to ensure the consistent assessment of future requests.

4.0 GUIDELINES

4.1 The event must have a minimum attendance of 100,000 attendees.

4.2 Written requests for production of event specific fare media must be received no later than 3 months prior to the event.

4.3 Event management will be responsible for determining the volume of passes required and covering all costs of production, distribution and destruction. TTC staff will work with event management to prepare the design. The proposed design must be reviewed and approved by the Chief Marketing Officer.

4.4 The event specific pass will be produced by the TTC's regular pass supplier. TTC staff will be responsible for dealing with the pass supplier. The pass will be produced in plastic with the same dimensions as the regular Metropass.

4.5 The TTC will ensure the event specific pass is available for sale at all collector booths and will supply to ticket agents as requested.

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4.6 The pass will be offered as a Group Pass (up to 6 users, maximum 2 adults) valid for travel on a single weekend day. If justified, the pass can also be issued as a Weekly Pass.

4.7 The pass will not be priced any higher than the corresponding regular fare media, and can be discounted if an external party provides the required funding.

#### 5.0 REFERENCE SOURCES

- Proposed Concession Fares Policy

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