

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: August 23, 2010

SUBJECT: PROVISION OF TTC CONVENTION PASSES FOR
CONFERENCES

ACTION ITEM

RECOMMENDATION

It is recommended that the Commission approve the provision of complimentary TTC Convention Transit Passes on an as required basis to the following transit-related organizations such as, but not limited to, the Canadian Urban Transit Association (CUTA), the Ontario Public Transit Association (OPTA), the American Public Transit Association (APTA), the International Association of Public Transport (UITP) and NOVA (an international consortium of metro systems that benchmarks public transit), when their annual conference is held in Toronto.

FUNDING

The financial impact of foregone revenue resulting from the provision of complimentary TTC Convention Transit Passes is dependent on a number of factors including the number of attendees, the conference duration, current TTC Convention Transit Pass pricing as well as the number of conferences held in Toronto each year. There are no conferences planned in Toronto for the above-mentioned transit-related organizations during the remainder of 2010. Only one conference is scheduled to be held in Toronto in 2011, the CUTA Fall Conference and Trans Expo. Based on this, the annual foregone revenue is expected to be negligible.

BACKGROUND

The TTC's Convention Transit Pass is sold on a bulk basis with a declining price based on volume and number of days requested. Currently, the price of the TTC Convention Transit Pass is as follows:

Quantity	1 day	2 days	3+ days
100 - 499	\$7.00/day	\$6.50/day	\$6.00/day
500 - 999	\$6.50/day	\$6.00/day	\$5.25/day
1,000+	\$6.00/day	\$5.25/day	\$4.75/day

DISCUSSION

The TTC Convention Transit Pass is available to organizations for their delegates, participants or attendees at conventions, tradeshows, meetings, seminars, etc. The company name or event logos can be printed on the passes at no additional cost. The TTC Convention Transit Pass provides unlimited travel on all regular TTC services and is a convenient and economical way to pay for transit.

The TTC receives requests for free TTC Convention Transit Passes on a continual basis from many groups and organizations. Typically, all requests for free transit passes are turned down.

In 2009, approximately \$44,000 in revenue was received for over 5,000 Convention transit Passes sold to eleven organizations. The Convention Transit Pass is promoted through the TTC website and Tourism Toronto – Toronto Convention and Visitors Association.

JUSTIFICATION

Only transit related organizations such as, but not limited to, CUTA, OPTA, APTA, UITP and NOVA will be exempt from paying the cost of TTC Convention Transit Passes given their key mandate is public transit. It is the current practice for the transit property from the city hosting a transit-related conference to provide free transit for conference attendees. This policy of providing free transit to the above transit-related organizations is consistent with other transit properties and will formalize current TTC practices. All other organizations will be required to pay the applicable TTC Convention Transit Pass rate.

August 3, 2010

3-54-54