

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: September 30, 2010

SUBJECT: FAMILY PASS CHANGES

ACTION ITEM

RECOMMENDATION

It is recommended that the Commission not endorse any changes to the Family Pass.

FUNDING

There is no impact on the TTC 2010 Operating Budget. Upon implementation, the lost revenue is expected to be in the \$100,000 range annually.

BACKGROUND

At its meeting on December 16, 2009, the Commission received a request from the Chinese Canadian National Council - Toronto Chapter requesting the inclusion of Seniors on the Family Pass.

DISCUSSION

The request from the Chinese Canadian National Council - Toronto Chapter was reviewed and no changes to the Family Pass are recommended. An assessment of the feasibility and impact of implementing this request was undertaken by staff, and this required the analysis of a number of elements including ridership/revenue impact, policy framework and pricing framework. Based on their analysis, if this request were to be approved, it is suggested it be done so in the following manner:

- No change in price to existing Family Pass; and,
- New terms and conditions to be added to accommodate a maximum of four Seniors on Saturday/Sunday/Statutory Holidays.

JUSTIFICATION

The proposed changes would mean a loss in revenue to the Commission of approximately \$100,000 annually. Demographics suggest that the Seniors' population will continue to grow and so too would the annual revenue loss. Staff cannot support this recommendation,

however, if the Commission wishes to proceed, it is suggested that the matter be reviewed at the time of the next fare change where options can be reviewed to offset the loss.

September 24, 2010
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