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**SUBJECT: World Junior Hockey Championships**

**PURPOSE**

The World Junior Hockey Championships will be held in Vancouver and Victoria from December 26, 2018 through January 5, 2019. In Victoria, the Save-On Foods Memorial Centre will be the event venue. Hockey Canada has asked the Victoria Regional Transit Commission (the "Commission") to provide free transit service to their approximately 400 event volunteers. This report is presented to the Commission for **APPROVAL**.

**BACKGROUND**

In 2011, the Commission approved a policy that required any requests for group sponsorship to be approved specifically by the Commission.

As a high profile sporting event, the World Junior Hockey Championships will have a significant economic impact, attracting numerous visitors to Victoria and promoting the community through many media channels including national and international television. This event was held in Vancouver in 2006, drawing an attendance of 350,000 and contributing a \$20 million legacy to the community.

**DISCUSSION**

An event as large and prominent as the World Junior Hockey Championships will bring increased traffic and parking congestion to Victoria along with the net positive economic impacts. Encouraging transit use will mitigate these issues and promote goodwill with the community surrounding the Memorial Centre. A free transit pass may provide the added incentive for volunteers to choose local transit services rather than contribute to the anticipated parking congestion. Event volunteer transportation is requested for December 18, 2018 through January 3, 2019 (17 days).

BC Transit will likely add extra transit service in anticipation of the higher than average volume of ridership associated with such large events. While no incremental costs are associated with transporting volunteers, there is the potential of lost revenue associated with the free rides. Based on past events, this loss of revenue is estimated at approximately \$8,500. This assumes 25 per cent of volunteers would have otherwise paid to take transit, and that each would take approximately one round trip per day.

If approved, the volunteers will be required to show their photo ID event accreditation for verification while boarding. In-kind advertising from the Organization will recognize the Victoria Regional Transit Commission and BC Transit as event sponsors; this is still to be determined but could be as simple as recognition on volunteer-related material.

**RECOMMENDATION**

It is recommended that the Commission **APPROVE** Hockey Canada's request for free travel for their volunteers. This is based on the criteria that the World Championship event expects to draw over 100,000 attendees to Victoria, will have worldwide media coverage and the Commission/BC Transit is recognized on volunteer event material.

Respectfully,

Brian Anderson  
Vice President and Chief Operating Officer