

SUBJECT: SPECIAL FARE DAYS

PURPOSE

This report, providing a summary of special fare days and recommended special fare days is provided to the Victoria Regional Transit Commission (the “Commission”) for **APPROVAL**.

BACKGROUND

Historically special fare days have resulted in a need for approvals from the Commission on an on demand basis outside of the regular meeting cycle. This report has been developed to reduce the occurrence of these ad-hoc approvals and move towards a standardized calendar of special fare days. This will ensure staff can better plan for these special events.

DISCUSSION

To reduce the need of these ad-hoc approvals the following table has been developed for advance approval of special fare days. It has been organized into two categories (1) Current Special Fare Days in the Victoria Regional Transit System (“VRTS”) (2) New Special Fare Day Considerations. Each of these come with the benefit of positive outlooks on transit’s image, and added goodwill in that customer segment at the cost of lost fare revenue for the targeted audience/day. The following list seeks to identify pros and cons outside of these base understandings.

	Day**	Details	Pros	Cons
Current*	Remembrance Day (NOV)	Complimentary transit is extended to current and retired armed forces and police officers in uniform.	Recognizes service members and reduces vehicle congestion at ceremonies.	
	New Year’s Eve (DEC)	Complimentary transit is extended to all customers after 6pm until end of service.	Encourages the public to make safe choices.	Capacity may be an issue.
	Election Days (Varies)	Complimentary transit is extended to all customers on municipal, provincial and federal election days.	Encourages participation in the democratic process.	

	Day**	Details	Pros	Cons
New Considerations	Go By Bike Week & Day (FALL/FEB)***	Complimentary transit is extended to customers using the bicycle racks or carrying a bicycle helmet.	Encourages active multi-modal transportation.	May encourage otherwise active transportation commuters to ride transit.
	Earth Day (APR)	Complimentary transit is extended to all customers.	Encourages local constituents to try transit and builds awareness about climate change.	
	Clean Air Day (JUN)	Complimentary transit is extended to all customers.	Encourages local constituents to try transit and builds awareness about climate change.	

*Previously complimentary transit on election days have resulted in special approvals as elections are called. Remembrance Day and New Year's Eve have previously been approved on an ongoing basis.

**Specific dates may change year over year. Month/season are provided for informational purposes. Staff will work to implement complimentary transit on the specific dates each year.

***Previously known as Bike to Work Week

RECOMMENDATION

It is recommended that the Victoria Regional Transit Commission:

1. **APPROVE** the continuation of following days for complimentary transit on both handyDART and Conventional service on an ongoing basis without additional approvals:
 - a. Remembrance Day
 - b. New Year's Eve
 - c. Election Days
2. **APPROVE** the addition of the following days for complimentary transit on both handyDART and Conventional service on an ongoing basis without additional approvals:
 - a. Earth Day
 - b. Clean Air Day
 - c. Go By Bike Week & Day

Respectfully,
Christopher Gregory
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