

CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT
Transportation, Energy and Facilities Division

TO: Chair and Members Public Works Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: September 4, 2012	
SUBJECT/REPORT NO: Soupfest One-year Pilot Program / Free HSR Transportation (PW12064) - (City Wide) (Outstanding Business List Item)	
SUBMITTED BY: Gerry Davis, CMA General Manager Public Works Department	PREPARED BY: Nancy Purser Manager, Transit Support Services (905) 546- 2424, Extension 1876
SIGNATURE:	

RECOMMENDATION

- (a) That future requests for free HSR transportation be evaluated using the criteria set out in the Council approved Transit Fare Waiver and Equipment Use Policy (as approved in Report PW12008a);
- (b) That Soupfest One-year Pilot Program / Free HSR Transportation be removed from the outstanding business list.

EXECUTIVE SUMMARY

On Council direction of June 15, 2011, free transportation on the HSR to Soupfest 2012 was offered as a pilot project.

It is unclear if the free transportation led to the success of Soupfest 2012. The attendance at the event increased from 4,000 to 5,200 with approximately 3,000 tickets purchased in advance. 606 tickets were redeemed through the farebox, which equates to 303 riders; this represents approximately 10% of the pre-purchased tickets and 6% of total attendees. This percentage of riders is equivalent to the normal modal split for transit, suggesting that these attendees would have taken the bus anyway.

Alternatives for Consideration - See Page 2

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial: Revenue loss of \$1,212.

Staffing: None

Legal: None

HISTORICAL BACKGROUND

Soupfest has been running in Hamilton for ten years. A delegation from Soupfest proposed that free transit be offered to assist with the lack of parking with the focus on seniors, those with young children and disabilities. Council approved at its June 15, 2011 meeting to run a pilot program for Soupfest 10, held February 7, 2012 and that a report be brought back to Public Works Committee.

POLICY IMPLICATIONS

Council approved PW12008a Transit Fare Waiver and Equipment Use Policy at its June 27, 2012 meeting. Future requests for free fare to Soupfest should be evaluated under this policy.

At this time a formal application has not been received from Living Rock for Soupfest 11, however based on the policy, this event would not be entitled to free fares as the organization receives at least one grant from the City of Hamilton and is an admission event.

RELEVANT CONSULTATION

N/A

ANALYSIS / RATIONALE FOR RECOMMENDATION

The adult tickets redeemed for Tuesday, February 7, 2012 versus Tuesday, February 8, 2011 increased by 318. This is on par for the overall increase we have seen in ticket usage year over year. While, the 2012 Soupfest event did attract more attendees than previous years, it is unclear as to whether free transit was a direct result. The percentage of attendees utilizing transit to attend the event versus total attendance is approximately 6%, i.e.) 303 of the 5,200 attendees used transit. This percentage is the same modal split as is normally experienced with the transit service. This suggested that those utilizing transit to attend the event would have done so anyway.

ALTERNATIVES FOR CONSIDERATION

Notwithstanding the Transit Fare Waiver and Equipment Use Policy, Council could direct that free transportation to the annual Soupfest event continues.

CORPORATE STRATEGIC PLAN

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Growing Our Economy

- ◆ An improved customer service

Social Development

- ◆ Residents in need have access to adequate support services
- ◆ People participate in all aspects of community life without barriers or stigma

Environmental Stewardship

- ◆ Reduced impact of City activities on the environment

Healthy Community

- ◆ An engaged Citizenry

APPENDICES / SCHEDULES

None