



**CITY OF HAMILTON**

**PUBLIC WORKS DEPARTMENT**  
**Transportation Division**

<b>TO:</b> Chair and Members Public Works Committee	<b>WARD(S) AFFECTED:</b> CITY WIDE
<b>COMMITTEE DATE:</b> November 18, 2013	
<b>SUBJECT/REPORT NO:</b> University/College Transit Pass Program (PW13083) - (City Wide)	
<b>SUBMITTED BY:</b> Gerry Davis, CMA General Manager Public Works Department	<b>PREPARED BY:</b> Nancy Purser Manager, Transit Support Services (905) 546-2424, Extension 1876
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the General Manager of Public Works, be authorized and directed to negotiate and implement an agreement with Brock University Students Union for a Universal Transit Pass program commencing on September 1, 2014, for those Brock University students attending Brock University Faculty of Education Hamilton Campus only, based on the general terms and conditions of the existing University Transit Pass in place at McMaster University, and in a form acceptable to the City Solicitor;
- (b) That staff be authorized to negotiate, and the Mayor and Clerk authorized to execute, future agreements with the Brock University Students' Union, satisfactory in form to the City Solicitor, that extend and renew participation in the University/College Transit Pass program at such fees as may be approved by Council from time to time.

**EXECUTIVE SUMMARY**

Brock University Students' Union (BUSU) represents approximately 600 members attending full-time courses at the Faculty of Education Hamilton Campus. Public Works staff was approached by BUSU in September 2013 with a request to consider and make recommendation to Council on the implementation of a universal transit pass program agreement for these students based on the terms and conditions of the University

**SUBJECT: University/College Transit Pass Program  
(PW13083) - (City Wide) - Page 2 of 4**

---

Transit Pass program in existence at McMaster University for undergraduate students. That program requires the payment of a mandatory fee by all students, and in turn allows the unlimited use of transit services during the academic year.

While there is no current means of determining the net impact on HSR revenues, there is likely a positive impact which will be used by Transportation to ensure that sufficient service to the campus is maintained until such time as both the service and revenue impacts can be assessed, such assessment being targeted for report to Council concurrent with the 2015/2016 budget deliberations. Preliminary assessment of existing service to the Brock University Hamilton campus indicates that there is sufficient capacity to absorb expected initial increased ridership.

The offering of a program with the BUSU is consistent with the approach approved by Council in 2004, resulting from the study of the University Transit Pass program and will be the fourth University/College under this program.

**Alternatives for Consideration - See Page 3**

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS**

**Financial:** The Recommendations are deemed to have neutral financial implications for Transportation, as any increases in net revenue are likely to be offset by additional service capacity requirements to meet increases in trips by students.

**Staffing:** None

**Legal:** None

**HISTORICAL BACKGROUND**

The City has had various agreements for University Transit Pass fee programs since 1995, and currently has agreements in place with some 32,000 students at McMaster University, Redeemer University College and Mohawk College.

**POLICY IMPLICATIONS/LEGISLATED REQUIREMENTS**

There are no policies affecting this proposal.

**RELEVANT CONSULTATION**

Consultation has been undertaken with Brock University Students' Union.

**ANALYSIS / RATIONALE FOR RECOMMENDATION**

The BUSU's request is based on feedback received from the students who attend the Hamilton Campus. The parking available at the campus is limited and many students park on side streets. As well, these students would prefer to take transit, as it would

allow them to get to campus without paying or worrying about parking, and also allow them convenient access out to their placement schools in the Hamilton area.

Staff is presently unable to foresee the further requirements on service levels with any degree of certainty. There is a low probability of any immediate adverse impact in the 2014 budget year.

The existing University Transit Pass fee structure with McMaster Students Union, which will serve as the basis for agreement with the BUSU, calls for a per student fee of \$126.15 for the 8 month academic year. The gross revenues from the 600 students will be about \$76,000.

### **ALTERNATIVES FOR CONSIDERATION**

There are no alternatives for consideration, as the BUSU is expressly interested in a program modelled on terms and conditions of the existing University Transit Pass program.

### **ALIGNMENT TO THE 2012 - 2015 STRATEGIC PLAN**

#### **Strategic Priority #1**

A Prosperous & Healthy Community

*WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.*

#### **Strategic Objective**

1.4 Improve the City's transportation system to support multi-modal mobility and encourage inter-regional connections.

#### **Strategic Priority #2**

Valued & Sustainable Services

*WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.*

#### **Strategic Objective**

2.1 Implement processes to improve services, leverage technology and validate cost effectiveness and efficiencies across the Corporation.

2.2 Improve the City's approach to engaging and informing citizens and stakeholders.

2.3 Enhance customer service satisfaction.

#### **Strategic Priority #3**

Leadership & Governance

*WE work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.*

**Strategic Objective**

- 3.1 Engage in a range of inter-governmental relations (IGR) work that will advance partnerships and projects that benefit the City of Hamilton.

**APPENDICES / SCHEDULES**

None