

Advisory Committee of Council Information Report



Committee	Transit Advisory Committee
Meeting Date	Thursday, June 22, 2023
Subject	Transit Communication Plan for Fare Capping

Description

Transit communication tac for fare capping as it relates to stakeholders and tactics used to educate the public on the new program.

Executive Summary

Purpose of Report

Inform and obtain support from the Transit Advisory Committee of the tactics in the communication plan for the new pay-as-you-go system and Fare Capping program

Key Findings

Communication plan is well prepared as its generating awareness among all current transit customers and residents of the new Transit pay as-you-go system and fare capping program.

Strategic Plan Alignment

The new pay-as-you-go fare capping program aligns with most priorities of the Strategic Plan but is central to the Navigating our Future goal to “provide attractive, affordable, and reasonable transportation options for everyone.” The pay-as-you go fare capping program contributes to achieving these goals by modernizing and simplifying the fare system while incentivizing ridership through pricing, and a new payment program.

Financial Implications

The capital costs to implement fare capping is \$36,300 and the 2023 annual operating impact of \$19, 900.

Report

Details

The below table provides a list of all tactics used to communicate the new Transit pay as-you-go system and fare capping program.

Tactic – Transit Fare Strategy	Timeline
Memo and in-person brief at start of shift about Council decision and next steps – Transit bus drivers, Transit staff and ServiceGuelph Can share Q&As again. Review Q&As for updates	Mid-July
Memo - frontline staff, retailers and agencies	Mid July
Guelph Transit – internal screencapes/TV screens	Mid July)
City website – Transit Fare Strategy web page updates https://guelph.ca/plans-and-strategies/guelph-transit-fare-strategy/	April 25/26 (after Council)
Memo and in-person brief at start of shift – Transit bus drivers, Transit staff and ServiceGuelph	Teaser (It’s coming) – July 3 (Reminder) – week of August 14
Guelph Transit – internal screenscapes	Teaser (It’s coming) – July 3 (Reminder) – week of August 14
Q&A document for Transit customer service staff and ServiceGuelph (include with memo)	July 3
Memo/Email - frontline staff, retailers and agencies: reminder of program launch dates and instruction on process to load money on OnYourWay fare cards	As soon as we have details from vendor
Public Notice – launch new fare structure/prices and fare capping loyalty program	July 10
City website – Guelph Transit web page updates as required e.g.: https://guelph.ca/living/getting-around/bus/fares-and-passes/ https://guelph.ca/living/getting-around/bus/fares-and-passes/onyourway-fare-card/load-your-onyourway-farecard/	July 10
Memo/Email - OnYourWay fare card holders	Teaser (It’s coming) – July 10

	(Reminder) – week of August 14
<p>Social media (Facebook/Twitter) campaign (Big G and GT)</p> <ul style="list-style-type: none"> Note: Share link to instructional fare capping loyalty video on social <p>Plus, social media boosts as needed</p>	<p>Teaser (It's coming) – July 10</p> <p>(Reminder) – week of August 14</p>
Fare capping loyalty program instructional video: post on Transit web page and post on Guelph Transit and Big G social media accounts	Week of July 10
Screenscape (City facilities, look into the Intrigue Media screens around town. These are places like doctors' waiting rooms and restaurants.)	Coming soon campaign – July/ August leading up to September launch date
Digital banner on Payment In Motion loading site	July 10-Aug. 31 (TBC)
Infopost or coroplast signs at transit stops?	Week of July 10
Transit Bus Shelter ad (ad boxes)	Week of July 10
Guelph Central Station – ad boxes	Week of July 10
Interior bus rack card (rectangular wallpaper boarder on bus)	Week of July 10
Rack card - 3.8"w x 8.5" h	
Bus/Transit exterior signs introducing fare capping	Week of July 10 th
Transit audio announcement introducing fare capping	Week of July 10 th
Stone Road Mall, Willow West Mall digital ad	Week of July 10 th
Mall screen 52" - 1080 px x 1920 px	
Mall screen 546" - 1000 px x 1320 px	
Interior bus poster (poster is behind the driver)	Week of July 10 th 1
Size: 11"x17"	
Rack card for retailers	Week of July 10 th
Postcard– provide to frontline staff, retailers and agencies, neighbourhood groups, particularly ones with equity-deserving community members,	Week of July 10
Size: 4x6 – double sided.	

Local immigration services (Speedvale and Dawson) (translated in top 5 languages)	
City News (Guelph Mercury-Tribune print and rotating online)	July 13, 20, 27 August 17, 24
Radio ads (CJOY/Magic -tbc) First set leading up to last two weeks in July	July 10-14
Second set leading up to last two weeks in August	August 14-18
Spotify ads First set leading up to last two weeks in July	July 10-14
Second set leading up to last two weeks in August	August 14-18
Face to Face: Transit ambassadors – booth at key locations/bus ride along with transit staff on hand to answer questions and assist customers (e.g., Guelph Central Station, Stone Road Mall, Willow West Mall, Walmart, etc. GT to advise on best locations)	August 21-31
Council and key stakeholder toolkit including TAC and TAG: share public notice, FAQs, social posts (link to video), postcards with them to share with their networks	July 10-14

Financial Implications

The capital costs to implement fare capping is \$36,300 and the 2023 annual operating impact of \$19, 900Any current or forecasted financial impact that will occur directly or indirectly as a result of this report

Consultations

Guelph Transit
Corporate Communications

Attachments

None

Departmental Approval

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