

Advisory Committee of Council Information Report



Committee	Transit Advisory Committee
Meeting Date	Thursday, September 21, 2023
Subject	Connect-to-GO fare discount program

Description

Explain the updated connect-to-GO fare discount program.

Executive Summary

Purpose of Report

Inform the Transit Advisory Committee on the updated connect-to-GO fare discount program and the communication tactics used to educate the public.

Key Findings

Communication plan was well prepared as its generating awareness among all current transit customers who are connecting with GO.

Strategic Plan Alignment

The updated connect-to-GO fare discount 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 connect-to-GO fare discount program contributes to achieving these goals by modernizing and simplifying the fare system while incentivizing ridership.

Financial Implications

There are no financial impacts as Guelph Transit reimbursed a full adult ticket price for all customers connecting to and from Guelph Transit and GO who are enrolled in the program.

Report

Details

Starting August 8, 2023, Guelph Transit fares when connecting to and from GO Transit are free. To receive the benefit, customers simply link your OnYourWay and PRESTO accounts to enroll in the Connect-to-GO (co-fare) discount program.

With the new co-fare program, Guelph Transit will no longer accept PRESTO cards to ride city buses. Instead, customers must tap their PRESTO-linked OnYourWay fare card when they get on the bus, then tap it again on one of two co-fare validator machines when they hop off at Guelph Central Station to refund their bus fare. Before using the validator for the first time, customers will need to link their accounts by enrolling in the co-fare discount program.

Once you have enrolled in the program, customers travelling to Guelph Central Station on Guelph Transit will tap their OnYourWay card when they board the bus. Customers will tap their OnYourWay card on the co-fare validator at Guelph Central Station.

Customers travelling from Guelph Central Station on Guelph Transit, will tap their OnYourWay card on the co-fare validator when they get off the GO train. Customers will tap their OnYourWay card when you board Guelph Transit. Once customers have tapped their OnYourWay card on both devices they will receive a refund of the fare for the trip. The co-fare program is only available for the GO Train and does not apply to the GO Bus.

The below table provides a list of all tactics used to communicate Connect-to-GO (co-fare) discount program.

Tactic – Transit Fare Strategy
Memo/procedure for Transit staff on the program changes
Internal staff email/memo to the operators on the updates to the program/next steps
Memo/procedure for ServiceGuelph/customer service staff on the program
Public Notice
Facebook and Twitter posts (Guelph Transit social channels)
City web page update guelphtransit.com – see notes below
GO Transit web page update – see notes below
GCS Boards (promoting program)

Instructional card for inside bus
Size: 10.5 x 3.75
Validator Wrap
Validator Instruction Sign
Updates to website
Ride buses to educate customers (3 weeks)
GO to train station to educate customers (3 weeks)

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There are no financial impacts as Guelph Transit reimbursed a full adult ticket price for all customers connecting to and from Guelph Transit and GO who are enrolled in the program.

Consultations

Guelph Transit

Corporate Communications

Attachments

None

Departmental Approval

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