

# Advisory Committee of Council Staff Report



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To Accessibility Advisory Committee  
Date Tuesday, October 15, 2024  
Subject **CNIB and PAL card holders transitioning to OnYourWay Fare card**

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## Recommendation

1. That the Accessibility Advisory Committee (AAC) receive the staff report "CNIB and PAL card holders transitioning to OnYourWay (OYW) fare card "
  2. For the AAC to provide recommendations regarding:
    - CNIB card holders obtaining an OnYourWay fare card
    - PAL card holders obtaining an OnYourWay fare card
  3. For the AAC to identify key barriers and/or benefits to these groups if transitioning to the OYW fare card is recommended.
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## Executive Summary

### Purpose of Report

To inform the AAC about the possibility of CNIB and PAL card holders transitioning to OnYourWay fare card. To seek recommendations from the AAC in response to the discussion questions posed in this report.

### Key Findings

Guelph Transit is working to transition all fare programs to the OnYourWay (OYW) fare card as part of the council-approved Fare Strategy. This transition enhances ridership tracking and data collection, allowing us to tailor programs and communication more effectively to specific groups.

Benefits for passengers include:

- Customers with a registered OYW fare card can receive important service change announcements on their cell phone, while those without the card do not.
- Universal use of the OYW fare card helps eliminate identifiers among various ridership programs and programs.

Currently, Guelph Transit is not able to accurately track how many CNIB and PAL cardholders use Guelph Transit. By issuing registered OYW fare cards to these users, we can better understand our ridership and tailor our programs and outreach to meet their needs, ultimately aiding us in providing more effective and efficient service.

### Strategic Plan Alignment

This work aligns to 'City Building' strategic theme of the Strategic Plan 2024-2027 and will support the strategic objective to 'Make it easier to get around'.

## Financial Implications

The financial impact is low for this transition. These users will continue to ride Guelph Transit for free. The initial card is free, replacement cards can be provided with a \$5.00 card fee.

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## Report

Guelph transit is seeking to understand potential barriers and how to overcome them when considering transitioning CNIB and PAL card holders to the OnYourWay (OYW) fare card.

**What is an OnYourWay fare card:** The OYW fare card allows riders to “tap and go” making accessing transit easy, convenient and more secure.

### What is planned to change:

- Getting an OYW fare card.
- Using the card, tapping it on the fare box.
- Renewing the card every 5 years.
- New PAL customers will be given two cards (PAL to access other programs and OYW).
- New CNIB card holders would be encouraged to obtain an OYW card but it is not mandatory.
- Existing CNIB and PAL card holders would be encouraged to obtain a OYW fare card but it is not mandatory.
- Customers who obtain an OYW card will be eligible to receive Transit related communications.

### What is not planned to change:

- Fare discount and eligibility (both PAL and CNIB card holders qualify for Free Transit)

## Financial Implications

The financial impact is low for this transition. These two groups of passengers will continue to ride Guelph Transit for free. The initial card is free, replacement cards can be provided with a \$5.00 card fee.

## Consultations

- Guelph Transit
- Strategic Initiatives & Intergovernmental Service
- Equity & Community Investment
- Accessibility Advisory Committee (October 15<sup>th</sup> meeting)
- Transit Advisory Committee
- Southern Ontario CNIB
- Grand River Transit

## Attachments

None

## **Departmental Approval**

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# Purpose of Report:

To inform the AAC about the CNIB and PAL card holders transitioning to OnYourWay Fare card. To seek recommendations from the AAC in response to the discussion questions posed in this report.

**What is an OnYourWay fare card:** The OYW fare card riders to “tap and go” making accessing transit easy, convenient and more secure.

**What is planned to change:**

- Getting an OYW fare card.
- Using the card, tapping it on the fare box.
- Renewing the card every 5 years.
- New PAL customers will be given two cards (PAL to access other programs and OYW).
- New CNIB card holders would be encouraged to obtain an OYW card but it is not mandatory.
- Existing CNIB and PAL card holders would be encouraged to obtain a OYW fare card but it is not mandatory.
- Customers who obtain an OYW card will be eligible to receive Transit related communications.

**What is not planned to change:**

- Fare discount and eligibility (both PAL and CNIB card holders qualify for Free Transit)

# Draft Motions:

- That the Accessibility Advisory Committee (AAC) receive the staff report “CNIB and PAL card holders transitioning to OnYourWay Fare card”.
- That the AAC provide the following recommendations regarding:
  - a) CNIB card holders obtain an OnYourWay fare card
  - b) PAL card holders obtain an OnYourWay fare card
- That the AAC recommend key barriers and/or benefits to these groups if transitioning to the OnYourWay fare card is recommended.