

# Council Memo



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To	<b>City Council</b>
Service Area	Public Services
Date	Monday, October 30, 2023
Subject	<b>Response to Mayoral Direction 2024-B2; Transit for High School Students</b>

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As part of [Mayoral Direction 2024-B2](#) regarding the 2025 City Budget, staff were directed as follows:

Prepare a memo outlining the costs, proposed funding sources (including sponsorship), and operational impacts of introducing a one-year pilot project for free transit for high school students after 4pm Mon-Fri and on weekends and holidays.

In response, staff provided information to Mayor Guthrie while preparing the budget, including the recommendation that the costing for free transit for high school students be amended to after 5pm Mon-Fri and on weekends and holidays, to avoid conflict with the school boards' existing after school bus arrangements.

The specific information requested is as follows:

## **Costs**

The annual operating impact is \$134,000. This includes a projected annual revenue loss of \$92,000 and \$42,000 for staffing resources to manage the program (0.60 FTE).

## **Proposed Funding Sources**

Staff recommend that this cost be added to the 2025 operating budget one time funded by the Tax Operating Contingency Reserve (180) for a one-year pilot period. An updated corporate sponsorship policy has been approved, and under that policy, staff will pursue potential offsetting sponsorship revenue. Based on previous experience with similar sponsorships, it is expected that potential sponsorship revenue would be in the range of \$10,000 - \$15,000.

## **Operational Impacts**

The free transit for youth may result in overtaxed buses requiring additional buses and or leaving customers behind due to increased ridership. Transit will monitor any impacts to customers and will share with Executive Team/Council if any significant changes are required. Staff will report back to Council about program uptake and provide a recommendation about whether the program should be considered for permanent implementation ahead of the 2026 budget confirmation progress.

**This memo was approved by:**

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