



City of
Peterborough

To: **Members of Peterborough Transit Liaison Committee**

From: **Barry Wakeford, Interim General Manager, Transit Services**

Meeting Date: **November 9th, 2023**

Subject: **Report PTLC23-012**
Complementary Transit for Youth 13 – 18

Purpose

This report is to inform the Peterborough Transit Liaison Committee of a report prepared for City Council about providing Complimentary transit for Youth aged 13 – 18.

Recommendation

It is recommended that the PTLC receive this report as information.

Background

At the June 26, 2023, Council meeting, the following motion was passed:

That staff prepare a report to present as part of the 2024 budget package, on the feasibility of complimentary transit for youth, 13-18.

In response to this motion, a report has been prepared (Report MOTR23-001) which will be presented to Finance Committee during the 2024 budget presentation.

To summarize the report, staff recommend that Peterborough Transit target the 2025 budget year for implementation of an expanded complementary transit program for youth. This will provide staff with the ability to explore community partnerships, develop

a fare/pass media strategy, to develop a ridership statistic gathering process and to develop a training/education module for this program.

In 2012, Kingston Transit developed a program, known now as the “Kingston Model” which several other municipalities have adapted as they create similar programs. The goal is to build confidence and develop habits in youth to make transit their transportation mode of choice for attending school, work, shopping, and other activities. This can be a transferred should one move to another municipality as skills and habits have been established. This will also help with traffic congestion, and climate change, and is more economical than owning, insuring, and maintaining a vehicle.

The key components of these programs are.

- A training module where each passenger attends a session and receives instruction on how to navigate the system, request a stop, load their bicycle, and follow bus-riding etiquette.
- A registration process, to enroll and confirm eligibility for the program.
- A method for collecting ridership statistics.

Kingston’s success is considerable: ridership among youth went from 28,000 a year in 2012 to 600,000 in 2016. Study’s show that students in Grade 12 used transit three times more than those in Grade 9. This indicates that establishing these habits early, generates regular transit users.

A summary of the report being prepared for Finance Committee includes the following key points.

- Increasing youth ridership on Peterborough Transit has been identified as an opportunity to move the City of Peterborough towards its Transportation Master Plan goals. This opportunity has additional benefits including:
 - Learning to navigate transit systems is a life skill that will provide local youth with access to employment, education, and recreation.
 - Reducing generational dependence upon the personal car has significant economic and climate change benefits.
- A variety of complimentary transit program models are being offered at municipalities across the province. Along with providing an equitable, accessible transportation option for youth, there is evidence that these programs can significantly increase ridership.

- Feasibility, and success, of a complimentary transit program for youth is dependent upon a reliable, efficient Transit system, strong local partnerships, diverse funding sources, and supportive educational activities.
- Proposed recommendations endorsed by the Peterborough Transit Liaison Committee to increase frequency and span of Transit routes will enhance the reliability of the system and prepare the system for increased ridership expected from a complimentary transit for youth program.
- Development of local partnerships, investigation of sustainable funding models, consultation with local youth and youth agencies, and evaluation of required education supports are recommended to occur in 2024 for the development of a successful complimentary transit program for Peterborough youth in 2025.

Conclusion

Staff recommend moving forward to explore options over the next year to develop partnerships and allow time for the enhancements from the Peterborough Transit Liaison Committee discussions, to prepare the transit system to absorb the increased ridership that will be generated by this program, and to develop an education program, fare/pass media solution and statistic gathering method before implementing this program.

Submitted by:

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