



Peterborough Transit Liaison Committee

AGENDA

Date: Thursday, September 25th, 2025

Time: 2:00 pm

Location: Training Room, Transit Offices, 130 Aylmer Street North

1. Call to Order
2. Land Acknowledgement

We respectfully acknowledge that we are on the treaty and traditional territory of the Mississauga Anishinaabeg. We offer our gratitude to the First Peoples for their care for, and teachings about, our earth and our relations. May we honour those teachings.
3. Confirmation of Minutes - May 29th, 2025
4. Presentations
 - a. PTLC25-005 Youth Transit Pass Program
5. Discussion
6. Other Business
7. Next Meeting
8. Adjournment

Peterborough Transit Liaison Committee Meeting Minutes

Date: May 29th, 2025

Present: Keith Riel (Councillor), John Morris (CPD), Julie Morris, Sandra Needham, Tracy Milne (Trent), Natalie Stephenson (Green-Up), Phil Mechetuk, Stephanie Bolton (Age-Friendly)

Virtual: Maureen Culp – in place of Joel Willett (Fleming)

Staff Present: Barry Wakeford, (Director, Transit Services)
Andrea Donnelly, (Recording Secretary)

Regrets: Ilmar Simanovskis, (Commissioner, Municipal Operations),
Robert Dunford (Manager, Transportation Planning),
Joel Willett (Fleming),
Lindsay Stroud (Planner, Transportation Demand Management)
Larry MacDonald
Cory MacLeod (Transit Operator & ATU Union Representative),
Jessica Brotherstone (Executive Assistant Municipal Operations)

Call to Order

The meeting of the Transit Liaison Committee was called to order by the Chair at 2:18 p.m.

Land Acknowledgement

Confirmation of Minutes

Moved by Tracy Milne and seconded by Sandy Needham

That the minutes of the meeting held on March 27th, 2025, be approved.

Carried.

Presentations

a) Report PTLC25-004 – On-board Camera System

Moved by John Morris, second by Sandy Needham

That the Peterborough Transit Liaison Committee approves the presentation outlined in reports PTLC25-004, PTLC dated May 29th, 2025, as follows:

That the report be received for information.

Carried

The Committee made a motion to cancel the June, 2025 meeting and reconvene in September, 2025.

carried

Other Business

- Transit role in a state of emergency
- Warming and cooling buses
- Free youth Transit

Next Meeting

The next meeting of this Committee will be Thursday, September 25, 2025, at 2:00 p.m.

Adjournment

Moved by Stephanie Bolton second Sandy Needham

That this meeting adjourns at 3:20 pm.

Carried

Andrea Donnelly, Recording Secretary

Phil Mechetuk, Chair



City of
Peterborough

To: Peterborough Transit Liaison Committee
From: Barry Wakeford, Director, Transit Services
Meeting Date: September 25, 2025
Report: Youth Transit Pass Program PTLC25-005

Subject

This report is to inform the Peterborough Transit Liaison Committee of the Youth Transit Pass Program

Recommendation

That the Peterborough Transit Liaison Committee approve the recommendation outlined in Report PTLC25-005, dated September 25, 2025, of the Director of Transit Services as follows:

That the Report PTLC25-005 and the presentation be received for information.

Background

Youth ridership is a key demographic for the long-term sustainability of Peterborough Transit. While youth aged 13–18 currently make up a small share of total transit trips, they represent a significant opportunity to grow overall ridership in the short-term and support the City's mode shift targets outlined in the Transportation Master Plan (TMP).

The TMP recommends several strategies to increase ridership, including the integration of fare subsidies. In recent years, a growing number of municipalities across Canada have begun offering subsidized or complimentary transit to youth, reporting positive impacts on ridership, equity, and broader community outcomes.

Aligning with these best practices, the Youth Transit Pass Program has been developed to address a comprehensive set of objectives.

Youth access and education:

- Reduce transportation barriers to youth
- Lessen financial pressures on families
- Improve youth access to part-time employment, extracurricular activities, and social opportunities
- Educating the youth on how to use public transit services safely and effectively
- Instill sustainable travel habits among the next generation of commuters

Transit ridership:

- Increase Peterborough Transit ridership among youth (ages 13-18)
- Boost evening and weekend ridership to improve service productivity
- Grow off-peak ridership to support more frequent service
- Introducing transit to youth to support the cultural shifts that will move the City of Peterborough towards its 12% mode share target, as youth who ride transit continue to use transit as adults

By fostering interest and understanding in public transit, the program can boost ridership, strengthen community engagement, support local economic activity, and help reduce emissions and traffic congestion.

Program Overview:

The program is designed to align with both operational realities and the City's strategic goals.

Key Components of the Draft Program Model:

- Complimentary transit access for youth aged 13-18 during evenings, weekends, and summer months
- Annual pass distribution through Peterborough Transit registration process.
- Initial pass distribution to include an in-person, on-bus orientation to Peterborough Transit services.

Draft Implementation Timeline:

- Fall 2025 - This phase will focus on engaging key stakeholders (e.g., school boards, youth organizations, families, and Transit staff) to finalize the program

model and delivery. Consultations with the transit pass provider will help determine registration and tracking systems, and a communications plan will be developed to support program awareness and rollout.

- Winter 2025 - The focus will shift to developing the operational aspects of the program. This includes creating registration processes and forms, as well as orientation materials and scheduling procedures. Communications materials will also be prepared, and the evaluation plan will be finalized to ensure effective monitoring and assessment
- Spring 2026 - Final testing of processes and systems will take place to ensure everything is functioning as intended. Internal staff will receive training to support the successful delivery of the program. Promotional materials will be distributed, and registration and orientation will begin for youth aged 13 to 14 (Intermediate Students).
- Summer/Fall 2026 – Phased expansion of registration and orientation to youth aged 15 to 18 (Secondary Students) will be completed to fully roll out the program to youth aged 13-18 in Year One. Tracking and evaluation of the pilot year begins to assess program delivery and impact.

Following Year One, the Spring 2026 activities will be carried out annually to support new youth entering the eligible age group. A modified program of activities during the Summer and Fall of subsequent years will focus on supporting pass renewals for youth already enrolled in the program. Additional ongoing annual activities will include pass replacements, promotional efforts, and program evaluation.

Strategic Plan

Strategic Pillar: Governance & Fiscal Sustainability

Strategic Priority: Support a culture of continuous improvement, safety, and innovation to enhance cost effective delivery of City programs and services.

The draft program model utilizes evidence-based best practices from peer municipalities to strategically and sustainably build upon existing transit programs and service levels, enhancing the accessibility, equity, and attractiveness of Peterborough Transit for local youth and families, while providing youth with lasting skills and confidence in navigating transit systems independently.

Strategic Pillar: Community & Well-being

Strategic Priority: Ensure the City's Transit system/network supports effective movement of people, and is cost effective, efficient, and works for all. Support opportunities for multi-modal transportation including walking, cycling, and transit services.

The draft program model provides a cost-effective strategy for growing youth ridership on transit as a way of meeting the City's strategic goals for transportation. The model makes efficient use of existing Transit systems, programs, and partnerships, and will be informed by national research, stakeholder consultations, and program evaluation to meet the needs of the community and effectively support new growth in ridership

Budget and Financial Implications

There are no budget and financial implications associated with this report.

Conclusion

The Youth Transit Pass Program presents a timely and well-structured opportunity to advance the City's transportation, equity, and sustainability goals through targeted investment in youth ridership. By reducing financial barriers, supporting transit education, and encouraging early adoption of public transportation, the program can deliver immediate benefits to youth and families, while laying the foundation for long-term ridership growth. Through a phased, manageable rollout that aligns with Peterborough Transit's operational realities and strategic direction, the program is positioned for both short-term success and long-term impact. As service levels improve and participation increases, the program will not only serve youth more effectively but also contribute to a more connected, inclusive, and climate-conscious transit system for the entire community.

Submitted by,

Barry Wakeford
Director, Transit Services

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