



TRANSIT AND PARKING MEMORANDUM

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: H. MILLER, MANAGER OF BUSINESS SERVICES - TRANSIT AND PARKING

NOTED: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING
R. JAMES-REID, GENERAL MANAGER OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: BARRIE TRANSIT – FREE SENIORS SERVICE UPDATE

DATE: FEBRUARY 28, 2024

In the spring of 2023, staff received direction from Council (motion 23-G-090) to add a second day of the week for free transit for seniors. Staff had provided an initial estimate on the impact to revenue of \$30K for the remainder of 2023. At the committee meeting, there was discussion and desire from Council to receive a report back with the actual impact of the second free day.

This memorandum is intended to provide an update on the addition of the second day per week of free transit for seniors. Since June 1, 2023, transit has been free for seniors on both **Tuesdays** and **Thursdays** in the City of Barrie.

Pre-pandemic senior ridership was approximately 140K annual trips. Senior ridership has been slower to return to pre-pandemic levels than other demographics and in 2022 ridership was still slightly less than pre-pandemic levels at 133K trips. However, in 2023 senior ridership surpassed pre-pandemic levels at 170K trips, and it would be fair to assume that is partly as a result of the additional free day of transit. The table below highlights the free rides for seniors during the period of June to December 2023 in comparison to the same time in 2022.

Ridership	June - December 2022	June – December 2023
# of Senior Ride Free – Tuesdays	N/A	24,378
# of Senior Ride Free – Thursdays	23,249	30,505
Total	23,249	54,883

With the year over year growth in senior ridership, it is difficult to pinpoint the impact that adding the second free day had on revenue as there could be other factors attributing to the increased ridership. However, when you compare June – December 2023 revenue of \$149K to the same time from 2022 at \$143K, revenue has increased slightly.

To make it easier for the transit operators to administrate, city staff are exploring ideas around a Barrie Transit ID program when free services are offered. Staff will continue to promote and encourage the use of this free service to the City's senior population.