

 <b>COBOURG</b>	<b>THE CORPORATION OF THE TOWN OF COBOURG</b>	
	<b>STAFF REPORT</b>	
TO:	Mayor and Council	
FROM: TITLE:	Laurie Wills Director of Public Works	
DATE OF MEETING:	October 5, 2020	
TITLE / SUBJECT:	Parking and Transit Fare Update	
REPORT DATE:	September 24, 2020	File #:

1.0 STRATEGIC PLAN  
NA

2.0 PUBLIC ENGAGEMENT  
NA

3.0 RECOMMENDATION

THAT Council permit Staff to re-implement the collection of fares for downtown parking and transit when Victoria Hall is open to the public,

AND THAT Staff ensure that a minimum of two weeks' notice is provided to the public through all available media outlets,

AND THAT Council direct Staff to implement one of the following options:

Option 1: Continue with reduced service hours until January 18, 2021

Option 2: Re-Implement normal operating hours including extended Wheels service

4.0 ORIGIN

August 31, 2020 Motion:

WHEREAS at the Committee of the Whole Meeting on August 24, 2020 Council considered a memo from the Director of Public Works, regarding the Downtown Parking and Cobourg Transit Fares Update in the Town of Cobourg.

NOW THEREFORE BE IT RESOLVED THAT Council permit Staff to re-implement the collection of fares for downtown parking and transit when Victoria Hall is open to the public; and

FURTHER THAT Staff ensure that a minimum of two weeks' notice is provided to the public through all available media outlets; and

FURTHER THAT Council direct Staff to continue with reduced service hours for Transit at a savings of \$5,400/week and direct Staff to bring forward a similar report to the October 5, 2020 Committee of the Whole Meeting for Council consideration.

5.0 BACKGROUND

The closure of Victoria Hall due to the pandemic limited residents to obtain parking passes online and transit passes are not available online so both have been free since March. Transit buses have had to be rear door entry as well to protect drivers from close interactions with riders. Transit hours have also been reduced to save on operational costs and in response to rider demand.

6.0 ANALYSIS

As Staff prepare for Town facilities to open up to the public, parking and transit passes will once again be available for all residents to purchase in person at Victoria Hall.

Staff will prepare a media blitz to notify all residents of when Downtown Parking and transit fare collection will resume. A minimum of 2 weeks notice will be provided to ensure that residents have the opportunity to buy passes.

Operating Hours:

The current reduced schedule appears to be accommodating the majority of riders for their needs as Staff have received only 2 comments related to essential needs such as employment or healthcare appointments.

Ridership is still substantially reduced for conventional and Wheels:

Month	% Decline		Daily Average Ridership	
	Conventional	Wheels	Conventional	Wheels
March	45%	86%	126	3.3
April	60%	93%	93	1.8
May	62%	91%	92	2.2
June	57%	87%	106	2.9
July	48%	84%	128	3.8
August	40%	77%	115	4.5

Average Daily Conventional 2019 - 224

Average Daily Wheels 2019 - 23

\*September numbers will be reported verbally at the October 5 Committee of the Whole meeting

#### 7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

Assuming that ridership remains at 50% and fee collection commences on November 2, the expected revenue to the end of the year is estimated to be \$10,000 to \$12,500. The revenue generated prior to March 18, when transit became free, is just under \$30,000.

Council may choose to continue to save the maximum amount of operating costs by choosing Option 1 or resume normal (pre-COVID19) operating conditions by choosing Option 2.

Option 1: Keep reduced schedule until January 18, 2021 at a savings of \$5,400/week

Option 2: Re-Implement normal operating hours including extended Wheels service (assume start date of November 2)

Note: Option 1 extends the current operations until after the Christmas break to allow staff sufficient time to advertise upcoming changes and ensure that the transit contractor is sufficiently prepared to increase service.

#### 8.0 CONCLUSION

THAT Council permit Staff to re-implement the collection of fares for downtown parking and transit when Victoria Hall is open to the public,

AND THAT Staff ensure that a minimum of two weeks notice is provided to the public through all available media outlets.

AND THAT Council direct Staff to implement one of the following options:

Option 1: Continue with reduced service hours until January 18, 2021

Option 2: Re-Implement normal operating hours including extended Wheels service

#### 12.0 AUTHORIZATION/SIGNATURES

**Approved By:**

Ian Davey, Treasurer/Director of Corporate Services

**Department:**

Finance