

# Oakville Transit 2010 Fare Adjustment

Presented to the  
Budget Committee  
December 9, 2009  
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# Background

- Operating costs increase annually
- Fare should be reviewed annually
- Last fare adjustment was January 2009
- Prior adjustment occurred 6 months earlier
- September 2009 approved increase deferred by Council
- Planned January 2010 increase referred to Budget Committee by Council
- Fare increase could be effective April 1, 2010 (for \$225K in base budget)
- Projected (full year) revenue from adjustment = \$300K

# Comment

- New service design implemented Sept 6/09 for improved service
- Oakville fares close to GTA average in '09 comparison
- Burlington, Hamilton and Toronto indicate fare increases in 2010
  - All are currently below the \$3.00 cash fare
  - TTC did not increase last year.
- Mississauga, Brampton, York, and Durham indicate **NO** plans to increase fares in 2010
- Most common rationale given for no increase?
  - “ridership is down  
due to a mix of pricing and the recession”*
- Transit ridership in 2009 has declined across GTA (except TTC)

# Options

- Option A as presented to CSC
  - Recommended to meet Base Budget provisions
- Option B
  - Withdrawn
- Option C defer fare increase to 2011
  - \$225K impact to 2010 base budget
- Option D discounted pass program
  - limited scope only (potentially in place for April 2010)
- Option E discounted pass program
  - broad scope, further review necessary for use in 2011

# Recommended Option

	Average GTA Fare	Oakville Existing Fares	Oakville Proposed Fare	Rate Adjustment	% Increase
Cash	\$2.98	\$3.00	\$3.00	-	-
Adult Ticket	\$2.50	\$2.55	\$2.65	\$0.10	3.9%
Student Ticket	\$2.12	\$2.10	\$2.15	\$0.05	2.4%
Senior Ticket	\$1.65	\$1.75	\$1.75	-	-
Adult Pass	\$97.00	\$88.00	\$93.00	\$5.00	5.7%
Student Pass	\$79.25	\$58.00	\$65.00	\$7.00	12.1%
Senior Pass	\$46.17	\$50.00	\$50.00	-	-
Day Pass	\$0.61	\$10.00	\$10.00	-	-
Gus Pass	n/a	\$23.00	\$26.00	\$3.00	13%
GO Integration	\$0.55	\$0.65	\$0.65	-	-
Freedom Pass	n/a	\$10.00	\$10.00	n/a	n/a