



CITY OF KINGSTON
REPORT TO COUNCIL

Report No.: 10-255

TO: Mayor & Council
FROM: Denis Leger, Commissioner of Transportation, Properties & Emergency Services
RESOURCE STAFF: Sheila Kidd, Director of Transportation Services
DATE OF MEETING: August 24, 2010
SUBJECT: Transit Shuttle Service for Kingston Frontenacs Games

EXECUTIVE SUMMARY:

The purpose of this report is to provide an update regarding the Kingston Transit Shuttle Service for Frontenac Hockey games at the K-ROCK Centre.

RECOMMENDATION:

THAT Council approve the discontinuation of the shuttle service provided for Kingston Frontenacs hockey games effective for the upcoming season.

AUTHORIZING SIGNATURES:

<u>ORIGINAL SIGNED BY COMMISSIONER</u> Denis Leger, Commissioner of Transportation, Properties & Emergency Services
<u>ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER</u> Gerard Hunt, Chief Administrative Officer

CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

Cynthia Beach, <i>Sustainability & Growth</i>	N/A
Terry Willing, <i>Community Services</i>	N/A
Denis Leger, <i>Transportation, Properties & Emergency Services</i>	N/A
Jim Keech, <i>President and CEO, Utilities Kingston</i>	N/A

(N/R indicates consultation not required)

OPTIONS/DISCUSSION:

Background

When the K-ROCK Centre opened in February 2008, an augmented level of transit service was provided for events with greater than 3000 attendants. This service was based on a Transportation Operations Plan, which estimated that 10% of event attendees in a typical design event would arrive by public transit. Augmented transit service was provided for 38 of the 82 events that occurred in 2008. During the first season of operation, the augmented service consisted of four additional buses, providing ride home service at the end of the events.

In June 2009, staff presented a K-ROCK Centre Transportation Plan Report (No. 09-011) to the EITP Committee. In addition to recommendations regarding parking rates, the report also recommended:

“That augmented event transit service be limited to 2 routes during all Kingston Frontenacs hockey games and that the service be promoted, monitored and reviewed at the end of the second quarter of 2010 to determine if further changes are necessary.”

This recommendation was approved by Council so for the 2009-2010 season, two shuttle routes were provided for a total of 35 games, in addition to regular route service. The shuttle service departs from the corner of King and Queen Street, with one bus travelling westbound on Queen Street to Brock and via Bagot, and then following the regular route to the Cataraqui Town Centre. The second shuttle is a customized route that provides service, based on passenger needs, along Division and Montreal Streets.

In addition to the shuttle service, a promotional fare which allows passengers to ride the bus home from Frontenacs games for \$1.00 has been provided since the K-ROCK Centre opened.

Promotion of the Service

To increase ridership for the 2009-2010 season, the shuttle service and special fare was promoted. The list of promotional activities included:

- City staff through a monthly message (September through February) via the eCity news publication and on the Intranet.
- City of Kingston website
- Electronic messaging – Twitter accounts and student email list serve
- Press release
- Video signage at the K-ROCK Centre
- Printed hand-out provided to season ticket holders
- Message on back page of Kingston Frontenac pocket schedules, quantity 10,000
- PA announcement – twice per game between the 2nd and 3rd period
- Transit logo on video scoreboard

Ridership Analysis

For the 2008-2009 season, Kingston Transit reported 806 passenger trips for 29 hockey events, representing an average of 27.8 riders per game. This average included passenger trips on regular routes (identified by the \$1 fare) as well as the 4 shuttle routes.

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For the 2009-2010 season, Kingston Transit reported 346 trips on the shuttle service and 352 trips on the regular service (identified by the \$1 fare) for a total of 698 trips for 35 games. This represents an average of 19.94 passenger trips for the program. It is important to note that 50% of the passenger trips were taken on the regular scheduled service so the shuttle service averaged 10 riders per game on 2 routes.

The cost to deliver augmented transit service for the 2009-2010 season was \$8,141.00 with corresponding revenue of \$346.00. This represents an average cost of \$22.53 per ride.

Based on the ridership results and the cost to provide the shuttle service, it is recommended that the shuttle service be discontinued. Staff is not recommending the discontinuation of the reduced fare as this part of the program is effective in encouraging event attendees to use the transit service.

EXISTING POLICY/BY LAW:

N/A

NOTICE PROVISIONS:

N/A

ACCESSIBILITY CONSIDERATIONS:

N/A

FINANCIAL CONSIDERATIONS:

The regular season runs from September through March so program costs are incurred over 2 budget years. A decision to discontinue the service will result in a savings of approximately \$4,000 against the 2010 approved budget and annualized cost reduction of \$8,000 in future budget years. The 2010 savings will be used to offset the approved transit service enhancements that come into effect in September 2010.

CONTACTS:

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OTHER CITY OF KINGSTON STAFF CONSULTED:

N/A

EXHIBITS ATTACHED:

N/A