



To: Metrolinx Board of Directors
From: Mark Childs, *Chief Marketing Officer*
Date: March 1, 2019
Re: **GO Network Roll Out of Kids GO Free Program**

EXECUTIVE SUMMARY

Based on customer research, it was identified that families perceived cost as a barrier to GO ridership. On April 28, 2018, Metrolinx commenced a six-month pilot program on Barrie GO train and bus services where children aged 12 years or younger could ride free. The pilot program was designed to test if children riding free would incent additional adult ridership. Over the course of the pilot (from April 28 to October 31, 2018), ridership and customer satisfaction on the Barrie line was conducted through our regular customer satisfaction surveys. Results of the pilot exceeded initial projections as follows:

- The Barrie Corridor went from 0.6% growth (an increase of 95 average daily boardings) before the service changes, to 3.0% growth (an increase of 469 average daily boardings) on average after services were added on December 31, 2018, and increasing to 7.0%¹ on average (an increase of 1,088 average daily boardings) after the Barrie Kids GO Free pilot that started on April 28, 2018;
- The increase of 7.0% is 63,000 incremental adult boardings during the Kids GO Free pilot², exceeding expectations of 20,000 incremental boardings; and
- Growth in boardings was concentrated during weekday off-peak hours and weekends.

Based on the results of the Barrie Corridor Kids GO Free pilot, staff are recommending a formal change in fare policy to allow children 12 and under to ride the entire GO Transit network free of charge. This would align the GO Transit fare policy with UP Express and TTC, where children 12 and under already ride free. Customer Analytics projections forecast incremental adult ridership of 1.5M and \$9.3M in incremental revenue annually as a result.³

¹ Ridership was growing on average 0.6% from Oct 2, 2017 to Dec 2, 2017; growing 3.0% on average from Dec 31, 2017 to April 28, 2018 after service increases (more weekend trips, new weekday AM peak, midday and evening train services, and adjusted schedules with the new Downsview Park GO Station); After Kids GO Free, the Barrie corridor grew 7.0% on average from April 28 to Aug 31, 2018.

² The Kids GO Free pilot ran from April 28 to October 31, 2018.

³ The \$9.3M is already included in the overall revenue forecast. The forecast to be updated to include service changes and seasonality.

Under the Metrolinx Act, the fares charged for transit services are to be set out in a by-law approved by the Board of Directors (section 8.1(3)). The requisite amendments to Metrolinx By-laws No. 2 and No. 2A to implement the Kids GO Free program across the GO network have been included for Board review and approval, with changes indicated in blacklined text as set out at Appendix A and B respectively.

RECOMMENDATION

RESOLVED:

THAT as described in the Chief Marketing Officer's March 1, 2019 report (the "Report"), effective March 9, 2019, By-law No. 2 and By-law No. 2A be revised, as applicable:

- a. To clarify the definitions of "Child" and "Minor"
- b. To reflect the elimination of the Child Fare and fare media
- c. To update the Tariff of Fares, which sets out the fares to be charged on the GO Transit system for travel between identified points or fare zones, and reflect the changes to the GO Transit fares described in the Report
- d. To implement additional minor and administrative revisions to By-Law 2 and By-Law 2A as appended to the Report

AND THAT By-law No. 2 be repealed and replaced with By-law No. 2 attached to the Report at Appendix A;

AND THAT By-law No. 2A be repealed and replaced with By-law No. 2A attached to the Report at Appendix B, subject to staff including a new Tariff of Fares reflecting the elimination of the child fare, subject to any minor adjustments required;

AND THAT the Chairman and Secretary be authorized to sign the By-laws.

BACKGROUND

The Pilot

The Barrie Kids GO Free pilot (the "Pilot") was designed to be as customer friendly as possible. Children were able to ride a GO bus or train for free without requiring a PRESTO card or ticket fare.

The Pilot started four months after increasing service to include increased frequency of weekend service, new AM peak, midday and evening trains, the introduction of Downsview Park GO Station. What initially started as a six month pilot was extended up until this point. The results have been extremely positive with increased adult ridership more than offsetting revenues forgone by kids riding free. Observations from the Pilot include:

- The largest increase in boardings were during the weekday off-peak and weekend periods.
- Acceleration after the promotion began provides further evidence of the positive impacts that the promotion had on continuing the momentum from the services changes.
- The results have been a 5:1 return on investment from marketing spend to program delivery.

Expected Benefits of Expanding and Formalizing Kids GO Free Program

Benefits of expanding and formalizing the Kids GO Free program include:

- Syncing GO fare policy with TTC and UP Express where children 12 and under already ride free;
- An expected increase in adult ridership system-wide as they accompany children on journeys and the price barrier of weekend and off-peak travel is decreased, making transit more comparable to the car; and
- An expected increase in customer satisfaction scores and customer perception of value for money.

Ridership and Revenue Impact

In looking at the Barrie line, year over year (YoY) weekday and weekend boardings increased after the service changes, and the trend accelerated after the promotion began.

The Barrie line went from 0.6% growth (an increase of 95 average daily boardings) before the service changes to 3.0% growth (an increase of 469 average daily boardings) on average after services were added on December 31, 2017, and increasing to 7.0%⁴ on average (an increase of 1,088 average daily boardings) after the Barrie Kids GO Free pilot that started on April 28, 2018.

Based on projections, a system-wide implementation to other corridors would result in:

- A rate of return of 5:1;
- 1.5M incremental adult paid annual boardings;
- \$9.3M incremental revenue; and
- 29% of boardings (420K incremental boardings) and 28% of revenue (\$2.6M in incremental revenue) from the Lakeshore lines.

⁴ Ridership was growing on average 0.6% from Oct 2, 2017 to Dec 2, 2017; growing 3.0% on average from Dec 31, 2017 to April 28, 2018 after service increases (more weekend trips, new weekday AM peak, midday and evening train services, and adjusted schedules with the new Downsview Park GO Station); After Kids go free, the Barrie corridor grew 7.0% on average from April 28 to Aug 31, 2018.

The above forecast broken down by Corridor in the following table, based on the Pilot results:

	Projected Uplift	Incremental Boardings	Incremental Revenue	Total Risk
Lakeshore East	2.4%	161,281	\$999,837	\$214,045
Lakeshore West	2.7%	258,671	\$1,604,716	\$378,685
Kitchener	2.1%	67,896	\$469,850	\$38,216
Richmond Hill	3.7%	49,805	\$306,539	\$5,975
Stouffville	2.0%	42,666	\$280,435	\$27,625
Barrie	2.0%	52,338	\$359,247	\$36,887
Milton	2.9%	105,628	\$770,436	\$28,305
Union Station	2.0%	475,842	\$3,112,093	\$424,696
Bus	2.3%	244,595	\$1,419,366	\$310,038
Network Total	2.3%	1,458,720	\$9,322,520	\$1,464,472

The goal of this program is to increase ridership and establish behaviours to encourage public transit ridership for new and infrequent system users. The above projections are based on the same implementation criteria applied to the Barrie pilot. There is a maximum fare revenue risk of \$1.5M⁵ per year if there are no incremental adult boardings from this fare change. Staff will monitor the program through changes in adult ridership trends, especially during off-peak hours and on weekends and holidays. Staff will conduct pre- and post-analysis on each corridor to identify trends that can be attributed to this policy change. The program will be supported by a marketing campaign that will highlight:

- Children 12 and under will ride free, any time, which will support sustained ridership growth and promote customers taking GO for more event-based travel as opposed to commuter-like travel in and out of the city;
- Seamless integration for children moving between services of GO, TTC and UP Express whereby children 12 and under ride free; and
- Encourage children to get a PRESTO card to use when transferring to municipal service providers who may charge a fare based on their individual tariffs.

Measurement and Monitoring

One of the program goals is to encourage all children get a PRESTO card to enable smooth transfers to municipal service providers. However, PRESTO card usage is not mandatory to ride free. The network-wide expansion of the program will be

⁵ Total fare revenue risk of \$1.5M was derived by taking average GO child fare (\$3.84) and anticipated number of single child rides that would go free (approximately 381k rides per year).

monitored through increased adult PRESTO taps and revenue. Customer satisfaction and feedback from customer committees and surveys on the program will be monitored.

Transit Safety will continue enforcement of the age requirement in the same way as they have been monitoring the Barrie corridor by asking for verification of age should the need arise.

In the same manner as today, large groups of 20 or more, such as school programs or sports teams, travelling together should call GO Transit's customer care line at 1-888-GET-ON-GO (438-6646) toll-free 24 hours in advance of travel to ensure adequate space is available. This is especially important to avoid space constraints when taking GO bus service.

CONCLUDING REMARKS

According to Subsection 8.1(3) of the *Metrolinx Act, 2006*, S.O. 2006, c.16 (the "Act"), the Board is required to pass by-laws to establish the fares that will be charged for transit services. Before passing any by-law changing the fares or definitions resulting in fare changes, the Act requires Metrolinx to hold a meeting of the Board open to the public (Subsection 11(3)) and to provide written notice to the Minister of Transportation (the "Minister") (Subsection 8.1(4)). In accordance with the Act, Metrolinx has advised the Minister of its intent to eliminate the child fare and make the other changes outlined in this Report, effective March 9, 2019.

The By-law attached at *Appendix A* will replace the existing By-law No. 2 and become the new By-law No. 2, effective March 9, 2019.

The By-law attached at *Appendix B* will replace the existing By-law No. 2A and become the new By-law No. 2A, effective March 9, 2019, subject to staff appending an updated table of fares.

Respectfully submitted,

Mark Childs
Chief Marketing Officer

APPENDICES

APPENDIX A: BY-LAW NO. 2 (revised)

APPENDIX B: BY-LAW NO. 2A (revised)

BY-LAW NO. 2

METROLINX (the “Corporation”)

A by-law regulating the use of the regional transit system.

BE IT ENACTED as a by-law of the Corporation as follows:

By-Law No. 2 of the Corporation is hereby repealed and the by-law contained herein shall become the by-law of the Corporation for the subject matter contained herein.

1. INTERPRETATION

The Corporation provides an interregional public transit system, linking Toronto with the surrounding regions of the Greater Toronto and Hamilton Area (GTHA). The fare structure of the Corporation is based predominantly on the “honour system” which involves random proof-of-payment fare inspections. The system is barrier free to improve efficiency and reduce costs to passengers. The fare structure is based on a pay by distance model. The primary object of this by-law is to protect the integrity of the transit system and to establish appropriate rules of conduct for passengers and users of Corporation property.

Definitions

1.1 In this by-law and in all other by-laws of the Corporation, unless the context otherwise requires:

- (a) Words defined in the *Metrolinx Act, 2006* shall have the meaning assigned to them for purposes of the *Metrolinx Act, 2006*;
- (b) “bicycle” includes a tricycle and unicycle but does not include a motor assisted bicycle, except a motor assisted bicycle designated pursuant to Section 2(1) of the *Canada Motor Vehicle Safety Regulations*. The Corporation reserves the right to refuse any bicycle that in the sole opinion of a proper authority may pose a safety risk or otherwise inconvenience any other person;
- (c) “Cardholder” means the person who has in their possession the fare card for travel on the regional transit system;
- (d) “Child” means a person who ~~is six (6) years of age or more but~~ has not yet reached thirteen (13) years of age;
- (e) “concession fare” means a classification of persons to whom a fare discount applies based on criteria established by the Corporation from time to time;
- (f) “Corporation property” means all owned, leased, used or maintained lands, facilities, structures, trains and vehicles of the Corporation;
- (g) “designated area” means a single parking spot designated by painted markings for the parking of one vehicle on the property of the Corporation;
- (h) “designated reserved area” means a single parking spot designated by painted

markings for the parking of one vehicle on the property of the Corporation and a sign designating the parking spot as reserved;

- (i) “designated accessible area” means a parking spot on the property of the Corporation designated by painted markings and a sign consisting of the international symbol for accessible parking for persons with disabilities designating the parking space for the sole use of vehicles operated by or on behalf of physically disabled persons, and for the purposes of this paragraph, the parking spot includes the adjacent area marked by hatch marks intended to be used by mobility assistance devices such as lifts or ramps;
- (j) “designated smoking area” means an area designated with a sign and painted markings clearly indicating the area within which smoking is permitted;
- (k) “fare” means the amount to be paid for travel on the transit system as determined by the Corporation;
- (l) “*Metrolinx Act, 2006*” means the *Metrolinx Act, 2006*, S.O. 2006, c. 16, as it may be amended from time to time;
- (m) “period pass” means any ticket sold by the Corporation from time to time for travel by one or more persons and/or over a specified period, the additional conditions pertaining to which shall be posted on the Corporation’s website in accordance with section 2.5 of this By-Law. For greater certainty a period pass may include special fares.
- (n) “person” includes an individual, sole proprietorship, partnership, unincorporated association, unincorporated syndicate, unincorporated organization, trust, body corporate, and a natural person in the capacity of trustee, executor, administrator, or other legal representative;
- (o) “proper authority” means any employee of the Corporation carrying an identification card issued by the Corporation;
- (p) “senior citizen” means a person 65 years of age or over;
- (q) “smoke” includes the carrying of a lighted cigar or cigarette, pipe or any other lighted material, or the use of any electronic nicotine delivery system including without limitation electronic cigarettes, e-cigarettes, or other products ~~shaped like cigarettes, cigars or pipes~~ that are designed to deliver nicotine or other substances to a user in the form of a vapor;
- (r) “special fares” means those fares established by the Corporation from time to time and posted on the Corporation’s website in accordance with By-Law 2A;
- (s) “specifically designated for pedestrian crossing” means an area or path marked by a sign or signs, painted markings, guideways, or any combination thereof showing it is permissible to cross rail tracks, lands or other areas so marked;
- (t) “student” means a person living in an area served by a transit system who is,
 - (i) thirteen (13) years of age or more but not yet twenty (20) years of age and in full daytime attendance at a public or private elementary or secondary school; or

- (ii) in full time attendance for a minimum period of eight consecutive weeks and not earning a salary from full time employment while attending a post-secondary educational institution, or a post-secondary vocational institution that is either public or registered under the *Private Career Colleges Act, 2005* S.O. 2005, Chapter 28;
- (u) “ticket” means any ticket, pass or other fare media issued by or on behalf of and acceptable to the Corporation for travel on the transit system, and includes, without limitation, any single or multi ride ticket, a pass, an electronic fare card or any other period pass, but does not include a ticket purchase receipt, proof of payment, or any form of refund remittance such as but not limited to a credit voucher. Any ticket remains the property of the Corporation and is subject to confiscation without refund if the holder violates any conditions of its use. Any reference to information printed on the face of a ticket includes information electronically stored or encoded on an electronic fare card;
- (v) “transit corridor” means a single route or a combination of routes connected by a transfer point where a transit service is provided by the Corporation, either by train or by bus;
- (w) “transit system” means a transit system operated by or on behalf of the Corporation;
- (x) “transit system vehicles” means any motorized transportation equipment operated by or on behalf of the Corporation and includes but is not limited to buses, trains, rapid transit trains, light rail vehicles and automobiles;
- (y) “valid” means,
 - (i) in reference to a single ride ticket, a ticket for a one-way trip between the origin and the destination as marked on the ticket which commences within four hours of the date and time of issuance;
 - (ii) in reference to a multi-ride ticket or other special fares, a ticket for transportation on the next scheduled trip after being validated between the origin and the destination as marked on the ticket and for a one-way trip only, a return trip requires a subsequent validation;
 - (iii) in reference to an electronic fare card with pre-programmed default origin and destination, a ticket for transportation on the next scheduled trip after being validated between the origin and the destination as encoded on the fare card and for a one-way trip only, a return trip requires a subsequent validation;
 - (iv) in reference to an electronic fare card without pre-programmed default origin and destination, a cardholder is required to validate the origin prior to commencing the trip and validate the destination upon completing the trip; and
 - (v) in reference to a period pass, a ticket for transportation between the origin and destination as marked on the ticket, applicable for the date or period for which a passenger using the pass is taking the trip;

- (z) “valid accessible parking permit” means that the accessible parking permit meets the requirements of issuance and use as described in the *Highway Traffic Act*, including, without limitation, the requirement that the permit only be displayed on a vehicle if and when the vehicle is being used to pick up or transport the holder of the permit;
- (aa) “validate,” “validated” or “validating” means, (i) for paper-based tickets, marking a ticket for use for transportation in a device provided by the Corporation for the purpose of validating the payment of a fare, and (ii) for electronic fare cards issued by the Corporation, touching the fare card to the device provided by the Corporation for the purpose of electronically debiting the payment of the fare. Any reference on any sign, ticket or other media to “cancel” a ticket shall be deemed a reference and synonymous to the term “validate” and any reference to “validation” shall be deemed a reference and synonymous to the act of validating.
- (bb) “vehicle” includes a motor vehicle, trailer, traction engine, farm tractor, road-building machine, motorized snow vehicle as defined in the *Motorized Snow Vehicles Act*, R.S.O. 1990, c. M-44, as amended, and any vehicle drawn, propelled or driven by any kind of power but does not include a streetcar, motorized wheelchair or medical scooter;
- (cc) “zone” means a geographic area to distinguish an origin and destination defined by the Corporation which is used to determine the fare required to be paid for travel between, through, within or any combination thereof.

2. REQUIREMENT TO PAY FARE – CONDITIONS OF USE

Requirement to pay and carry a valid ticket

- 2.1 Subject to section 2.2 of this By-law, No no person shall travel or attempt to travel on the transit system without:
 - (a) paying the appropriate fare; and
 - (b) having in their possession while on the transit system or any transit system vehicle a valid ticket issued by and acceptable to the Corporation.

Exceptions to requirement to pay and carry a valid ticket

- 2.2 (a) A child may ride the transit system free of charge and without a ticket;
- (b) If a proper authority is satisfied that a passenger has a disability that hinders his or her ability to travel on the transit system alone, where the passenger is a child the attendant accompanying him or her may ride the transit system free of charge without a ticket.~~Deleted.~~

altered or counterfeit ticket or pass

- ~~2.2.3~~ 2.2.3 No person shall:
 - (a) in any way alter, change, recreate any ticket in any fare medium, other than an employee or agent of the Corporation authorized to do so;
 - (b) travel or attempt to travel on the transit system with a ticket that has been altered, changed, recreated in any way by any person other than an employee or agent of the Corporation authorized to do so;

- (c) in any way alter, change, recreate any student identification card in any fare medium, other than an employee or agent of the Corporation authorized to do so;
- (d) travel or attempt to travel on the transit system with a student identification card that has been altered, changed, recreated in any way by any person other than an employee or agent of the Corporation authorized to do so.

Rules relating to Period Passes

period pass

~~2.32.4~~ Deleted.

~~2.42.5~~ The Corporation may from time to time establish period passes. Conditions pertaining to period passes shall be posted on the Corporation’s website and may include:

- (a) the period of time over which the pass is valid;
- (b) the person(s) for whom the pass is valid;
- (c) the number of rides for which the pass is valid;
- (d) the zone(s) and corridor(s) for which the pass is valid; and
- (e) conditions pertaining to identification required by the holder of the pass.

senior proof of age

~~2.52.6~~ Deleted.

~~2.62.7~~ In order for a senior citizen ticket to be valid, a senior citizen must carry reasonable proof of age for presentation when asked by a proper authority.

~~Seniors and children senior citizens~~

~~2.72.8~~ The following class of persons may travel together on a valid adult single-ride ticket, and a valid adult day pass:

- ~~(a) — two senior citizens;~~
- ~~(b) — two children under 13 years of age;~~
- ~~(c)(a) a senior citizen and one child~~

cancellation of period pass

~~2.82.9~~ A period pass is subject to cancellation, without refund, by the Corporation if the holder of the pass:

- (a) wilfully causes damage to Corporation property; or
- (b) fails to comply with the conditions under which the pass is sold.

group pass

~~2.92.10A~~ A group pass is available to a group consisting of a maximum of five persons of whom at least one but not more than two are 18 years of age or over and is valid,

- (a) on the date printed on the face of the pass for an unlimited number of rides on the transit system between the zones within the same transit corridor for which the pass is issued; and

- (b) for a trip that begins before 3:00 a.m. on the day after the date printed on the face of the pass to the originating point of the holder of the pass.

day pass

~~2.10~~2.11 A day pass is valid for the personal use of the purchaser of the pass and,

- (a) on the date printed on the face of the pass for an unlimited number of rides on the transit system between the zones within the same transit corridor for which the pass is issued; and
- (b) for a trip that begins before 3:00 a.m. on the day after the date printed on the face of the pass to the originating point of the holder of the pass.

31 day limitation period

~~2.11~~2.12 No pass shall be sold more than 31 days in advance of the date printed on the face of the pass.

~~2.12~~2.13 Deleted.

~~2.13~~2.14 Deleted.

~~2.14~~2.15 Deleted.

user responsibility

~~2.15~~2.16 No person shall travel on a multi-ride or special fare ticket that has more than the allowed number of validations, the ticket holder bears responsibility to ensure the ticket is validated in accordance with these provisions and any posted instructions.

Validation and Inspection of Tickets and Passes

~~2.16~~2.17 Deleted.

~~2.17~~2.18 Deleted.

requirement to show valid ticket

~~2.18~~2.19 Subject to section 2.2 of this By-law, When-when requested to do so by a proper authority, a person travelling on the transit system shall immediately surrender for inspection the valid ticket under which the person is travelling.

~~2.19~~2.20 Deleted.

conditions of use

~~2.20~~2.21 A valid ticket must be used for a continuous trip, without stop-overs, from the date and time of issuance or validation, as the case may be, on a train or bus scheduled to stop at the destination printed, marked or encoded on the ticket.

terms and conditions general

~~2.21~~2.22 It is a term and condition of use of the transit system, and every ticket or pass issued by the Corporation that:

- (a) the Corporation and its employees and agents are not liable to patrons for lost or stolen tickets or passes;
- (b) the Corporation and its operators are not liable for delays or cancellations caused by accidents, road or track conditions, snow storms, labour

disruptions, Acts of God or other conditions beyond their control or for failure to depart from or arrive at any point, station or destination at the time shown in timetables published by the Corporation;

- (c) trains and buses shall be required to make stops only as provided by the timetables established by the Corporation except for accidents, road or track conditions, snow storms, labour disruptions, acts of God or other conditions beyond their control or where for reasons of safety an alternate stopping place is required;
- (d) the Corporation and its employees and agents shall have the right, whenever operating circumstances require it, to transfer a passenger from a train to a bus or from a bus to a train or to another train or bus, as the case may be; and
- (e) the Corporation, its employees and agents are not responsible for loss of or damage to property of passengers carried on the transit system, including but not limited to vehicles while on Corporation property and the contents therein.

Exception

~~2.22~~2.23 Notwithstanding Section 2.22 (b), the Corporation reserves the right in its sole discretion to respond to and address service delays or disruptions in any manner it sees fit in an effort to ensure the highest standards of customer service.

Rules Relating to PRESTO Fare Cards

User Responsibility

~~2.23~~2.24 Any cardholder who presents a PRESTO fare card for travel on the transit system bears the responsibility to ensure that they comply with all rules related to tickets in this by-law and the terms and conditions provided in the cardholder agreement for PRESTO users.

3. CONDUCT ON THE REGIONAL TRANSIT SYSTEM

animals

3.1 No person shall bring an animal on the transit system unless it is in an enclosed container that must be secured and does not inconvenience other passengers.

exception

3.2 Section 3.1 does not apply to prohibit:

- (a) a seeing-eye dog from accompanying a blind passenger;
- (b) a hearing-ear dog from accompanying a deaf passenger;
- (c) a special skills dog from accompanying any other disabled passenger; or
- (d) any animal expressly authorized to accompany a passenger or class of passengers pursuant to and in accordance with a written policy published by the Corporation and made available to the general public on its website (www.gotransit.com) or other medium.

proper entry and exit

3.3 No person shall enter or leave a station or station grounds or other facility of the

transit system except through a designated entrance or exit, as the case may be.

crossing tracks

3.4 No person shall:

- (a) cross any railway tracks on the Corporation property except where specifically designated for pedestrian crossing; or
- (b) enter or remain on any transit system tracks, bridges, guideways, tunnels, roads, or rights of way, including any Corporation property adjacent thereto, used or intended for use only by the transit system or transit system vehicles

crossing platform edge safety markings

3.5 Except as permitted by Section 3.4, every person shall remain a safe distance behind the platform edge or if marked the platform safety markings until it is safe to enter or leave the train or bus as the case may be. For greater certainty, no person shall encroach, enter or cross an area beyond platform edge or if marked the platform safety markings unless such action is in compliance with the above subsection, or upon the direction of a proper authority.

railway crossings

3.6 No person, whether a pedestrian or the driver of a vehicle as defined in the *Highway Traffic Act* or the operator of a motorized snow vehicle, shall:

- (a) attempt to enter a railway crossing while the electrical or mechanical crossing warning devices are activated; or
- (b) go through, around or under a railway crossing gate or barrier while the gate or barrier is closed or is being opened or closed; or
- (c) cross a railway crossing while the electrical or mechanical crossing warning devices are activated; or
- (d) disobey instructions of a flagperson or proper authority in control of a railway crossing,

until such time as the warning devices have ceased to operate and it is safe to proceed, or when permission to proceed is given by a flagperson or proper authority in control of the railway crossing.

safe operation of vehicle

3.7 No person shall operate a vehicle on the Corporation property in an unsafe or reckless manner.

incidental to transit system

3.8 No person shall operate a vehicle on Corporation property unless the operation is incidental to the use of the transit system.

operation of vehicles in proper areas

3.9 No person shall operate a motor vehicle on Corporation property except upon roadways, parking areas or any other areas designated for use by motor vehicles.

unlicensed vehicles or improper use of vehicle permits prohibited

3.10 No person shall operate, park, stand, stop or store

- (a) an unlicensed, unregistered or un-plated vehicle, save and except for a transit system vehicle, on Corporation property; or
- (b) a vehicle in a designated accessible area unless in accordance with section

4.10 below.

roller-skates, skate boards, etc

3.11 No person shall roller-skate, in-line skate or skate-board on any Corporation property.

not to be worn on system

3.12 No person shall wear roller-skates or in-line skates while in a train or other vehicle operated by or on behalf of the Corporation.

operating bicycle

3.13 No person shall:

- (a) operate a bicycle on Corporation property except on a roadway or a designated bicycle path for the purpose of arriving at or departing from a station or terminal of the Corporation; or
- (b) leave a bicycle in an undesignated area on a transit system vehicle or on Corporation property; or
- (c) while on a train, leave a bicycle unattended or outside of arms reach of the user so as to be unable to immediately control its movements.

bicycles prohibited on trains

3.14 No person shall:

- (a) bring or attempt to bring a bicycle on a train that is scheduled to arrive at Union Station between 6:30 a.m. and 9:30 a.m., Monday through Friday, regardless of origin station boarding;
- (b) bring or attempt to bring a bicycle on a train that is scheduled to depart from Union Station between 3:30 p.m. and 6:30 p.m., Monday through Friday, regardless of origin station boarding.

bicycles prohibited at Union Station

3.15 No person shall bring a bicycle into Union Station, or attempt to board or disembark from a train at Union Station with a bicycle, between 6:30 a.m. and 9:30 a.m. and between 3:30 p.m. and 6:30 p.m., Monday through Friday.

exceptions

3.16 The prohibitions stated in Sections 3.14 and 3.15 do not apply on a statutory holiday. The Corporation reserves the right to provide further exceptions for operational or promotional reasons from time to time. Any such exemption will be posted on the Corporation's website.

following instructions

3.17 No person shall do any act in contravention of instructions,

- (a) indicated on any sign erected on Corporation property; or
- (b) indicated on any painted markings on Corporation property; or
- (c) of a proper authority who considers them necessary to,
 - (i) ensure orderly movement of persons;
 - (ii) prevent injury to persons;
 - (iii) prevent damage to the Corporation's property;
 - (iv) make available a seat in the designated priority seating area to a

person who is disabled or has a physical limitation requiring priority seating, or;

(v) permit proper action in an emergency.

obstruction

3.18 No person shall wilfully obstruct or interfere with a proper authority in the performance of his or her duties or the exercise of his or her rights, powers and privileges under this By-law.

provide false information

3.19 No person shall knowingly provide any false or misleading information in any statement, whether in writing or otherwise, made to a proper authority investigating an offence under this or any by-law of the Corporation.

distribute material

3.20 No person shall distribute or place handbills, signs, notices or any form of written or printed matter on Corporation property without express written permission of the Corporation.

solicit, sell on Corporation property

3.21 No person shall sell or solicit or attempt to sell or solicit any service, merchandise, article or other thing for any purpose on a transit system vehicle or Corporation property without the express written permission of the Corporation.

3.22 Deleted.

exemption

3.23 Nothing in this by-law prohibits the posting of signs, official notices and information or the use of any camera, video recording device, movie camera or any similar device by the Corporation on Corporation property.

litter

3.24 No person shall litter or deposit any waste on Corporation property.

audio devices

3.25 No person shall, without authorization, operate any audio device, musical instrument, or similar device in or upon any transit system vehicle or the premises of the Corporation unless the sound conveyed from the device by an earphone is at a volume that does not disturb other passengers.

spitting

3.26 No person shall expectorate in or upon any vehicle or premises of the Corporation.

loitering

3.27 No person shall:

- (a) loiter without due cause on Corporation property
- (b) For the purposes of paragraph (a), a person 'loiters' when such person:
 - (i) idly spends time inside or on Corporation property without express purpose of using the transit system; or
 - (ii) lingers, saunters, or remains on Corporation property without due cause, and;
 - (iii) at least fifteen minutes have elapsed upon initial arrival onto Corporation property.

public order

3.28 No person shall commit an act contrary to public order on Corporation property, including but not limited to:

- (a) urinating or defecating, except in facilities specifically intended for such actions; or
- (b) using profane, insulting or obscene language; or
- (c) behaving in an indecent or offensive manner; or
- (d) fighting; or
- (e) **behaveing** in a manner which does or is likely to interfere with the ordinary enjoyment of persons using the transit system.

Behaviour

3.29 No person shall commit an act contrary to respectful and customary behaviour which may detract from the overall enjoyment of the transit system, including but not limited to:

- (a) placing his or her foot or feet on a vehicle seat or laying thereon any object that may soil it; or
- (b) lying down on a bench, seat or floor of any transit system vehicle or property of the Corporation; or
- (c) while on the Corporation's property, not wearing shoes, boots, sandals or other similar footwear; or
- (d) riding, hanging or standing on any exterior portion of a transit system vehicle; or
- (e) leaning out of or project any part of his or her body through any window or opening of any transit system vehicle; or
- (f) boarding or leaving or attempting to board or leave any transit system vehicle while the transit system vehicle is in motion or when prohibited by a proper authority for safety reasons; or
- (g) boarding or leaving a transit system vehicle except by using the appropriately identified doors or as instructed by a proper authority; or
- (h) interfering with the operation of a window, door, apparatus or any other equipment of a transit system vehicle doors as to delay or prevent the departure of the transit system vehicle or cause a concern for safety, whether the transit system vehicle in motion or not;

interfere with operator

3.30 No person shall place himself or herself in a position or perform an action likely to interfere with the operator of a vehicle of the Corporation having proper control of the vehicle or likely to obstruct the vision of the operator:

use of equipment

3.31 No person shall, without authorization, handle or operate any part of the mechanical, electrical or electronic equipment of any vehicle or any part of the transit system operated by the Corporation, except devices which are intended for passenger use,

and then only in accordance with posted instructions.

*passenger
assistance alarm*

3.32 No person shall interfere with or activate the passenger assistance alarm devices on the Corporation's vehicles or property without reasonable cause.

smoking

3.33 No person shall smoke on Corporation property, except in areas designated as smoking areas.

*cause damage to
Corporation
property*

3.34 No person shall wilfully or recklessly cause damage to any Corporation property.

refusal of passage

3.35 A proper authority may refuse passage on or remove from the transit system;

- (a) a person in possession of explosives, a firearm, a dangerous weapon, flammable material or any other dangerous thing or material; or
- (b) a person under the influence of drugs or alcohol; or
- (c) a person whose conduct is or is likely to be objectionable to other passengers; or
- (d) a person carrying hand luggage, a parcel or any object or thing that does inconvenience or is likely to inconvenience other passengers; or
- (e) a person who fails to comply with the instructions of a proper authority; or
- (f) a person who fails to comply with the provisions of this by-law.

4. PARKING

parking generally

4.1 Except as otherwise provided parking shall be provided on a first come first served basis and the Corporation does not warrant the availability of parking.

*parking and use of
transit system*

4.2 No person shall park or operate any vehicle on Corporation property unless the parking or operation of the vehicle is incidental to the use of the transit system by the driver or a passenger of the vehicle.

48 hour limitation

4.3 No person shall park a vehicle for a period of more than 48 hours on Corporation property.

exception

4.4 Section 4.3 does not apply to a person who has received prior authorization from the Corporation.

weight restriction

4.5 No person shall park a vehicle having a gross weight in excess of 4,536 kilograms on Corporation property.

*park, stand, stop in
designated areas
only*

4.6 No person shall park, stand or stop any vehicle on Corporation property unless the parking, standing or stopping of the vehicle is within an area so designated for parking, standing or stopping.

reserved parking spaces

4.7 No person shall park, stand or stop any vehicle on Corporation property in an area designated and marked as “reserved” except the vehicle or class of vehicles for whom such designated area is reserved.

one space only

4.8 No person shall park a vehicle on Corporation property that occupies more than ~~th~~ one designated area at a time.

interfere with traffic

4.9 No person shall park in such a manner as to interfere with the movement of traffic or otherwise prevent the safe removal of any other vehicle previously parked or left standing.

designated accessible area

4.10 No person shall park, stand or stop a vehicle in a designated accessible area unless:

- (a) a valid accessible parking permit issued under the authority of the *Highway Traffic Act* is displayed on the vehicle, clearly visible from the outside of the vehicle and showing the permit number and expiry date of the permit; and
- (b) the vehicle, while in use, contains the permit holder identified in the valid accessible parking permit described in 4.10(a) above.

inspection of permit

4.11 Every person having possession of an accessible parking permit shall, upon the demand of an officer appointed for carrying out the provisions of this By-law, surrender the permit for reasonable inspection to ensure that the provisions of this By-law are being complied with.

retain permit

4.12 An officer to whom an a accessible parking permit has been surrendered may retain it until disposition of the case if the officer has reasonable grounds to believe that the permit:

- (a) was not issued under the authority of the *Highway Traffic Act*;
- (b) was obtained under false pretences;
- (c) has been defaced or altered;
- (d) has expired or been cancelled; or
- (e) is being or has been used in contravention of this By-law.

emergency access and fire routes

4.13 No person shall park, stand or stop a vehicle in an area designated as a fire route or an emergency access route.

exemption

4.14 Nothing in Part 4 shall prevent any vehicle operated by or on behalf of the Corporation from standing, stopping or parking on Corporation property where it is safe to do so for the purpose of carrying on the business of the Corporation.

towing

4.15 In addition to the penalties provided for herein, the Corporation may tow or cause to be towed any vehicle which is parked in any location on Corporation property other than as authorized in this by-law, at the cost and risk of the owner and/or operator of such vehicle.

5. PENALTIES AND ENFORCEMENT

*contravention of
by-law* |

5.1 Any person who contravenes any provision of this by-law is guilty of an offence and upon conviction is liable to a fine as provided for in ~~Metrolinx's~~ the Corporation's administrative fees program or the *Provincial Offences Act*, whichever may apply.

enforcement |

5.2 The provisions of this by-law shall be enforced by an officer as defined in the *Metrolinx Act, 2006*, ~~S.O. 2006, e. 16~~ or a police officer as defined in Section 2 of the *Police Services Act* (Ontario).

*require
identification*

5.3 Where a proper authority has reasonable grounds to believe an offence under this by-law has been committed by a person, the proper authority may require the name, address and proof of identity of that person, and the person shall provide the required information to the proper authority at the time of request.

*Offences of
Absolute Liability*

5.4 A breach of the following sections of this By-law are deemed to be absolute liability offences for which a defence of due diligence does not apply: 2.1, 2.19, 3.10 and all subsections under Section 4 Parking.

The forgoing by-law is hereby consented to and passed as a by-law of the Corporation by the Members of the Board of Directors, effective as of the ~~6th~~ 9th day of ~~March~~ December, ~~2019~~ 2018 pursuant to Subsection 21(1) of the *Metrolinx Act, 2006*.

Don Wright, Chair

~~Heather Alba Platt~~ Taylor, Corporate
Secretary

c/s

BY-LAW NO. 2A

METROLINX (the "Corporation")

A by-law to establish the fares that shall be charged for transit services and establish the approximate routes, locations and frequencies of the transit services provided

BE IT ENACTED as a by-law of the Corporation as follows:

By-law No. 2A of the Corporation is hereby repealed and the by-law contained herein shall become the by-law of the Corporation with respect to the subject matter contained herein.

1. DEFINITIONS

1.1 In this by-law and in all other by-laws of the Corporation, unless the context otherwise requires:

- (a) "Child" ~~or "children"~~ means a person or group of persons who individually is six (6) years of age or more but has not yet reached thirteen (13) years of age;
- (b) "Minor" means a ~~person-child~~ who has not yet reached six (6) years of age;
- (c) "Tariff of Fares" means the Tariff of Fares attached hereto, approved by the Board of Directors the ~~28th 1st~~ day of ~~June~~March, 2017-2019 with effect as of ~~September 2, 2017-March 9, 2019~~ pursuant to Subsection 8.1(3) of the Metrolinx Act, 2006 ~~S.O. 2006, Chapter 16~~.
- ~~(e)~~(d) Terms otherwise not defined herein shall bear the meanings associated with such term as set out in By-law No. 2.

2. FARES

Fares to be charged

available to the public

2.1 The Tariff of Fares may be read by members of the public at the head office of the Corporation during regular business hours and on the Corporation's public website (www.go transit.com).

one-way ride base fare

2.2 Except as otherwise provided in this by-law, the amount to be paid for a ~~-single~~ one-way ride on a transit system operated by or for the Corporation is the applicable amount set out in the Tariff of Fares for travel between enumerated zones.

special fares

2.3 The Corporation may establish special fares for:

- (a) passengers that qualify as children, students or senior citizens;
- (b) package trips provided that the portion of the special fare applicable to transportation is not less than 77% of the regular fare otherwise

provided in this by-law;

- (c) ~~multi-multi~~ride or volume discounts for passengers or groups of passengers applying to a limited or unlimited number of rides per ticket occurring within a specified time period;
- (d) discounted marketing programs or loyalty programs;
- (e) encouraging additional commuter ridership;
- (f) promoting special or seasonal events; or
- (g) promoting and/or implementing new or revised programs, services or technologies.

The Corporation reserves the right to change, modify or cancel such special fares as necessary. Information on such special fares shall be published on the Corporation's public website (www.govtransit.com).

~~Minors~~Children

- 2.4 ~~Minors~~ A child may ride the transit system free of charge and without a ticket. ~~No Minor may ride on the transit system unaccompanied.~~

~~more than one~~
Minors

- 2.5 ~~Notwithstanding Section 2.4, where an adult passenger is accompanied by more than one Minor (excluding infants under the age of 12 months), the adult shall pay, in addition to his own fare, the full Child's fare prescribed in the Tariff of Fares on behalf of each additional Minor. No minor may ride on the transit system unaccompanied.~~

passengers over
13 years of age

- 2.6 The fare payable by a passenger 13 years of age or over is the fare that would be payable by an adult passenger as determined under Section 2.2.

police officers
exempt

- 2.7 No fare is required to be paid by a police officer as defined in Section 2 of the *Police Services Act*, R.S.O. 1990, Chapter P.15 or a police officer of the Royal Canadian Mounted Police who is in possession of the official identification issued by the police services engaging such officer. For greater certainty, the benefit of this provision does not extend to any special constable, ~~First Nations Constable~~, by-law enforcement officer, or any auxiliary or civilian member of a police force.

veterans

- 2.8 On days that are for National or Provincial recognition of war veterans, no ~~fare~~ is required to be paid by: (i) a war veteran and any person accompanying him or her; or (ii) the immediate family of a deceased veteran, provided that such individual is carrying something that identifies his or her relation to the deceased veteran, including an identification card or service papers.

passengers with
disabilities

- 2.9 If a proper authority is satisfied that a passenger has a disability that hinders his or her ability to travel alone, the passenger may purchase a ticket at the rate for that passenger as set out in the Tariff of Fares, that is endorsed by the proper authority as a party ticket for the carriage of both the passenger and an attendant accompanying him or her. For greater certainty, where the passenger is a child and a proper authority is satisfied that the child has a disability that hinders his or her ability to travel alone, the attendant accompanying him or her may ride the transit system free of charge and without a ticket.

premium fare 2.10 Where more than one transit service is provided between two places by the Corporation, a local transit system, or a combination thereof, the Corporation may charge on any such service operated by it a premium fare and the amount of the premium fare shall be set out on the Corporation's public website (www.gotransit.com).

*Premium Fare
Niagara Falls* 2.11 For excursion trips that have an origin or destination or any combination thereof within the Niagara Falls service area, the Corporation may charge in addition to the fare set out in the Tariff of Fares, a premium fare up to a maximum of \$3.00 per single one-way fare.

refunds 2.12 No refunds of fares shall be made except in accordance with Metrolinx fare refund administrative policy, as amended from time to time, and as posted on the Corporation's website.

3. TARIFF OF FARES

3.1 Tariff of Fares is as appended to this by-law.

4. ROUTES AND SCHEDULES

schedules 4.1 The Corporation's Board of Directors may establish the approximate location, routes and frequencies of the transit services provided.

*available on
Internet* 4.2 The approximate location, routes and frequencies of the transit services provided by the Corporation shall be as published in any schedule whether in paper or electronic form. The official version shall be the version as published on the Corporation's public web site from time to time (www.gotransit.com).

rights reserved 4.3 The Corporation reserves the right to change, modify or deviate from any posted schedule as necessary.

The foregoing by-law is hereby enacted as a by-law of the Corporation by the Board of Directors ~~this 28th day of effective as of June, 2017~~ March 9, 2019, pursuant to Subsection 8.1(3) of the *Metrolinx Act, 2006* ~~S.O. 2006, Chapter 16~~.

Don Wright, Chair

Alba Taylor, Corporate Secretary

c/s

METROLINX
(the “Corporation”)

Tariff of Fares
(Effective ~~September 2,~~
2017~~March 9, 2019~~)

1. This Tariff of Fares shall be maintained at the head office of the Corporation, 97 Street West, Toronto, and shall be available for public review during the regular business hours of the Corporation.
2. This Tariff of Fares sets out the fares applicable for a single ride for an Adult or a ~~Child~~ Senior, as defined herein, including all applicable taxes.
3. Passengers who use a PRESTO card to pay for their fares will receive a discount from the amount set out on this Tariff of Fares. Details of this and other applicable discounts are available online at www.gotransit.com.
4. When a passenger travels on the transit system from a point outside the City of Toronto to another point outside the City of Toronto, and can only do so by travelling through the City of Toronto by means of more than one transit service provided by the Corporation, the following rules apply in determining the total fare payable:
 - (a) If there is more than one transit service available between the passenger’s point of departure and the City of Toronto or between the City of Toronto and the passenger’s destination point, the fare payable for each transit service shall be the lowest fare available for the trip, regardless of which transit service the passenger actually takes.

Schedule of Amount Between Zones

¹ The Adult single fare applies to any passenger thirteen (13) years of age or older.

² The ~~Child~~/Senior fare applies to ~~(i) any child that is six (6) years of age or older but not yet thirteen (13) years of age (a “Child”) or (ii)~~ any senior that is sixty-five (65) years of age or older (a “Senior”).

[Revised Schedule of Amount Between Zones to be incorporated after approval by the Board]

Kids GO Free Launch Plan

Sharyn Byrne-Nearing

Director, Brand & Digital Marketing

KIDS GO FREE IS A GO

- Based on a very successful Barrie pilot
- Children ages 12 and under ride for free on GO Transit - Rail and Bus.
- Easy boarding - no ticket for kids required
- High profile launch at Ripley's Aquarium, a PRESTO PERKS Partner, on February 28th
- Program Launch: March 9th



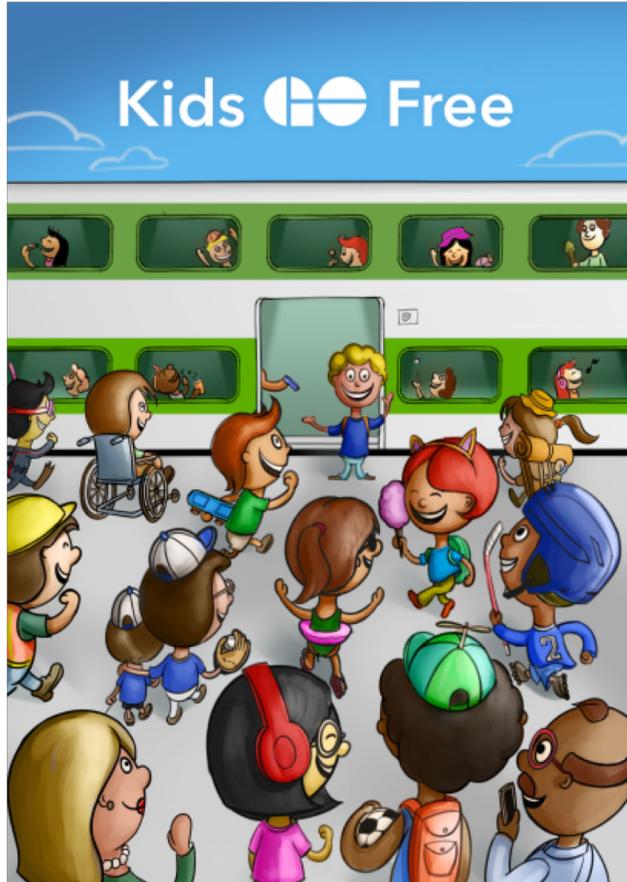
INTEGRATED MEDIA CAMPAIGN:

- Pre-Launch Media: March 4th
 - Radio Tags
 - Paid Social
- Full Campaign Launch: March 9th
 - Radio
 - Paid Digital & Social
 - Print and Out of Home
 - Activations
 - Branded Content
 - Social Media Influencers
 - PRESTO Perks promotions



CREATIVE CONCEPTS - PRINT & OUT OF HOME

Creative Strategy:
"Free rides mean more adventures"



Shorter than this?

You could ride for free.

Now kids 12 and under could ride the GO for free.

Appendix

BARRIE KIDS GO FREE PILOT - CONTEXT

The Kids GO Free pilot on the Barrie corridor, allowed kids 12 and under to ride free

The increase in adult boardings more than offset the impact of letting children 12 and under ride free

Important Notes:

- Pilot started four months after increasing service on the Barrie Corridor and despite weekend track closures due to new signal installation, kids and parents used alternative GO transit methods, i.e. GO bus

Service improvements included:

- Improved frequency of weekend service
- New weekday AM peak, midday & evening train services
- Adjusted trip times in response to the inauguration of service at Downsview Park GO station



BARRIE KIDS RIDE FREE PILOT - RESULTS

- YoY boardings¹ increased after the service changes, and the trend accelerated after the promo began.
- The Barrie Corridor went from 0.6% growth (an increase of 95 average daily boardings) before the service changes, to 3.0% growth (an increase of 469 average daily boardings) on average after services were added on December 31, 2017, and increasing to 7.0%² on average (an increase of 1,088 average daily boardings) after the Barrie Kids GO Free pilot that started on April 28, 2018.
- There were 63K incremental boardings as a result of the pilot, with only 12K annual incremental Adult boardings needed to break even.³

BARRIE KIDS RIDE FREE PILOT - RESULTS

Results exceeded expectations with approximately 63K incremental adult boardings, against a projection of 20K. Revenues from the pilot were approx \$473K. Graph shows average weekly boardings (weekdays & weekends)

