

Date: 2022-12-12

Subject: Explore Brampton Youth Pass Pilot Program

Contact: Ivana Tomas, Director, Transit Services
905-874-2750 x62330, ivana.tomas@brampton.ca

Anand Patel, Director, Recreation
905-874-5150, anand.patel@brampton.ca

Report Number: Brampton Transit-2023-169

Recommendations:

1. **THAT** the joint report from Ivana Tomas, Director, Transit Services, Transit and Anand Patel, Director, Recreation dated December 12, 2022 to Committee of Council Meeting of February 22, 2023 re: Explore Brampton Youth Pass Pilot Program be received; and
2. **THAT** Council approve staff recommendations to continue the Explore Brampton Youth Pass Program for summer 2023 as a pilot program where youth ages 12-16 have free access to Brampton Transit and Recreation programs.
3. **THAT** Council enact the by-law attached as Appendix E hereto to amend Schedule G (Transit Division User Fees & Charges) of the User Fee By-law 380-2003 continuing a free Explore Brampton Youth Pass, effective July 1, 2023 to September 4, 2023.

Overview:

- On March 30, 2022 Transit and Recreation staff submitted a Council Report with recommendations that Council approve the implementation of a pilot program of 1,000 Explore Brampton Youth Passes, where youth ages 12-15 have free access to Brampton Transit and Recreation drop-in programs, including swim, skate, and select sports from July 1 – September 5, 2022.

- On March 30, 2022 at the Committee of Council meeting, Transit and Recreation were approved to provide up to 2,000 passes for youth ages 12-16 years to have access to free transit and selected drop-in programs for the month so July and August 2022. This program was named the Explore Brampton Youth Pass Pilot Program (EBYP).
- Brampton's community providers were engaged in referring vulnerable youth to apply for the EBYP Pass and there was an increase in youth engagement in recreation centres during the summer of 2022 due to the implementation of the EBYP pilot program.
- Staff recommends to continue this program as a pilot for this summer to further assess the program and its impact. It also aligns with the City's strategy to engage youth in healthy and safe spaces within the Term of Council Priorities. In addition this program aligns with the Peel Poverty Reduction Strategy and the Peel's Community Safety and Well-being Plan.

Background:

Brampton is one of the youngest cities in Canada with more than 130,000 youth within the ages of 14 and 29. Many youth travel using public transit, especially those attending high school and post-secondary institutions. The 2016 City of Brampton Youth Engagement Survey report (Appendix A) identified that 45% of youth (15-29) travel via public transit, including trains and buses. It also highlights that youth desire more events, but also more day-to-day activities, with lack of activities and boredom mentioned a significant number of times when asked what youth are least proud of in Brampton.

The City of Brampton has a strong, interdependent relationship with the City's youth. In 2019, youth (ages 13 to 19), accounted for approximately 17% of Brampton Transit ridership or 5.5 million annual rides. Over the past decade, pre-COVID, the percentage of youth rides on Brampton Transit services increased dramatically (by over 300%).

In the summer of 2019, Recreation sold approximately 23,000 drop-in tickets to youth ages 10 to 17, which included skating, swimming, shinny, fitness day passes, and sports. Approximately 76% of these drop-ins were sold to child/youth (ages 10-13), whereas only ~24% were sold to teens (ages 14-17), indicating a significant drop in attendance of youth engaging with local recreation centres as they reach teen years.

At the June 19, 2019 Council meeting a discussion surrounding youth engagement, youth initiatives and specifically MiWay's (Mississauga Transit) "Sauga Summer Pass" occurred. Transit staff were requested to report back on options for implementing a Youth Transit Strategy.

At the October 2, 2019 Committee of Council, Transit presented a report which provided additional details on the MiWay 'Sauga Summer Pass' program and a motion was carried that

Transit staff continue to work closely with the City's Strategic Development team and participate in the creation of a corporate youth strategy where existing and additional transit specific programs and incentives may be linked with other corporate youth incentives (RM 79/2019 - See Appendix B)

Early 2020, Recreation and Transit staff began collaborating on details for the implementation of a Brampton Summer Youth pass similar to MiWay's 'Sauga Summer Pass'. These efforts were put on hold due to the COVID-19 pandemic, which began shortly after initial discussions occurred. With the pandemic restrictions easing, staff restarted planning for the implementation of the pilot program in 2022.

On March 30, 2022, the report titled Explore Brampton Youth Pass Pilot Program which provided details and an overview of the program, was approved by the Committee of Council where youth ages 12-16 years have free access to Brampton Transit and Recreation selected drop-in programs from July 1 – September 5, 2022. Council further approved giving away up to 2000 passes during the summer.

The program officially launched to the community on May 19, 2022. Considering the short time frame, the challenge was getting the word out to the community and youth about the Explore Brampton Youth Pass pilot program. Recreation and Transit worked diligently with Strategic Communications and leveraged current relationships with Brampton's youth agencies, community agencies and the school boards (Peel District School Board and Dufferin Peel Catholic District School Board) to share this program with their youth clientele and students. The strategy proved effective as most of the referrals to the EBYP pilot program came from Brampton's community agencies and schools.

Current Situation:

Recreation and Transit staff have consolidated data from the 2022 pilot and statistics as follows:

Key Highlights:

- 1,200 applications were approved and processed.
- Approximately 700 applications were classified as vulnerable based on the selection criteria of being referred by community leaders, agencies and schools and also living in a neighbourhood with a low index score based on Region of Peel's Neighbourhood Information Tool.

Recreation Highlights:

- Recreation Centres had a total of 936 youth visits during July 1 – September 5, 2022

- Top three popular attended drop-in programs were:
 - Drop-In Fitness Floor (452 visits)
 - Drop-In Swimming (306 visits)
 - Drop-In Basketball (99 visits).
- The top three (3) centres with the most visits were:
 - Cassie Campbell Community Centre (347 visits)
 - Gore Meadows Community Centre (330 visits)
 - Earnscliffe Recreation Centre (62 visits)

Transit Highlights:

- A total of 1,300 rides were logged from youth during the duration of the program. Based on the feedback from 65 program respondents that took part in a post-program survey, the frequency with which they used Transit during the program is as follows:
 - 27% of youth took 1-2 trips
 - 22% of youth took 3-5 trips
 - 19% of youth took 6-10 trips
 - 19% of youth took 11+ trips
 - 13% of youth took 0 trips

Marketing/Outreach:

- Marketing and outreach consisted of social media tiles launched on channels such as Twitter, Facebook and Instagram.
- Tiles were displayed on TV screens at Transit Terminals and Recreation Centres
- Recreation Community Development Team worked with school boards and community agencies to promote the EBYP Program
- Youth were also asked in their application form about how they learned about the EBYP program and the results indicated that schools were the primary channel of engaging youth. Social media, community agencies and simply learning through friends were also successful in engaging Brampton's young people. Specific results below:
 - Schools = 39%
 - Social Media = 16%
 - Youth Community Agencies/Groups/Organizations = 16%
 - Friends = 13%

Recommendations:

As we continue to emerge from the pandemic, staff from both the Transit and Recreation Divisions recommend that Council approve another pilot year with 2,000 available passes for the Explore Brampton Youth Pass Program.

Another pilot year will enable staff to launch this program earlier in the year and engage students and parents prior to them making definitive summer plans. In addition, this year will allow staff to continue to improve and streamline the

application process to ensure access is easier for residents and managed efficiently from an operational perspective.

Staff will report back to Council on the outcome of this pilot in fall/winter 2023 to determine the future of this program.

Corporate Implications:

Financial Implications:

Based on the 2022 Transit fare structure, the value of the Explore Brampton Youth Pass would be \$428,000, which is equivalent to two youth monthly passes (\$107/month) for 2,000 pass holders. The revenue loss during the summer months is forecasted to be approx. \$100,000 and is dependent on the amount of Explore Brampton Youth Pass holders who would have purchased those monthly passes otherwise, as well as the costs to market and administer the program. Staff will continue to monitor the youth ridership and revenue trending over the course of the program, including any data provided in the end of program survey.

It is estimated that the Explore Brampton Youth Pass Program will continue to help contribute to additional youth riders.

Within Recreation, the value of the Explore Brampton Youth Pass is estimated at \$40,000, which is equivalent to 10 drop-in visits (average cost of \$2 per visit) for 2,000 pass holders. The revenue loss in 2023 is forecasted to be approximately \$20,000, estimating that 50% of these drop-in visits would have been purchased by pass holders otherwise. Costs will be absorbed within the Recreation 2023 operating budget.

Term of Council Priorities:

This report supports all of the term of Council priorities, with our community as the inspiration and heart of the program. Brampton Transit and Recreation are partnering to support our diverse community of youth to connect them to safe and healthy programs.

Brampton is a City of Opportunities, improving on the livability and prosperity by focusing on education and employment opportunities, neighbourhood services and programs, and investment strategies for the jobs of the future. This program offers youth with unlimited opportunities to connect with programs and services offered throughout the city.

Brampton is a Mosaic, celebrating its diversity by engaging, communicating and supporting diverse groups across the city. Youth throughout the city will have a barrier free opportunity to engage with new services and programs.

Brampton is a Green City, building sustainability through improving transit and active transportation opportunities. The program offers youth a chance to experience transit and become a life-long user.

Brampton is a Healthy and Safe City, focused on improving mental health and encouraging active and healthy life styles. The programs and services that are accessible to youth through this program offer a safe and healthy environment for them to learn, grow and succeed.

Brampton is a well-run City, improving day-to-day operations by streamlining service delivery and leveraging partnerships for collaboration and advocacy. Brampton Transit and Recreation are partnering to provide a collective service that helps youth in Brampton gain access to programs and services throughout the city.

Other Strategic Alignments:

The Explore Brampton Youth Pass also aligns with the goals of the [Peel Poverty Reduction Strategy's](#) (Appendix C) Priority Area #3 Well-being and Social Inclusion. With the introduction of this summer pass, youth will have the opportunity to explore Brampton in an integrated way through the use of free recreation programs while becoming comfortable with transit routes across Brampton.

The Explore Brampton Youth Pass also aligns with the Peel's Community Safety and Well-being Plan (Appendix D) The Region of Peel Community Safety and Well-being Plan (CSWB 2020-2024) examined the needs of youth and families across Peel in three focused areas such as family violence, mental health and addictions, and systemic discrimination. Youth and families expressed their need to be involved in decision-making and have their voices heard. The CSWB plan drives collective action toward creating a community where everyone feels a sense of belonging, is safe, has access to programs, services and supports, and where their basic needs are met

Conclusion:

The main goals of the Explore Brampton Youth Pass is to:

- Engage youth early in recreation centres that support lifelong healthy habits.
- Attract more youth to ride transit to increase the overall modal split for transit in the city.
- Provide youth the opportunities to feel safe and comfortable travelling on public transit and explore seeing various locations in Brampton.
- Increase access to recreation centres by eliminating transportation and program costs.
- Foster positive and collaborative relationships with youth groups, community agencies and schools to ensure a collaborative approach to supporting Brampton's youth.

It is anticipated that the pilot program will continue to raise awareness of what is available to youth through Brampton Recreation and get them comfortable using public transit.

Authored by:

Yvonne Sinniah
Manager, Strategic Community
Development and Program Partnerships
Community Services

Reviewed by:

Anand Patel
Director, Recreation
Community Services

Ivana Tomas
Director, Transit Services
Transit

Approved by:

Bill Boyes
Acting Commissioner
Community Services

Submitted by:

Alex Milojevic
General Manager
Transit

Attachments:

- Appendix A - 2016 Youth Engagement Survey
- Appendix B - Council Resolution RM 79-2019
- Appendix C - Peel Poverty Reduction Strategy
- Appendix D - Peel's Community Safety Well-being Plan 2020-2024
- Appendix E - Draft User fee By-Law 380-2003 Amendment