

July 6, 2016

To: Members,
Community and Protective Services Committee

Re: Saskatchewan Roughriders Transit Service Agreement

RECOMMENDATION

1. That the Saskatchewan Roughriders Transit Service as described in this report be approved.
2. That City Council authorize the Executive Director, City Services, to negotiate, approve amend, and extend an agreement with the Saskatchewan Roughriders Football Club on terms as further detailed in this report for an initial two-year period which may be extended to a maximum of five years.
3. That the City Clerk be authorized to execute the agreement with the Saskatchewan Roughriders Football Club after review by the City Solicitor.
4. That this report be forwarded to the July 25, 2016 City Council meeting for approval.

CONCLUSION

The Transportation and Parking plan for the new stadium emphasizes multiple modes of transportation for events occurring at the new stadium. The Saskatchewan Roughriders have agreed to pay the City a service fee to provide transit service for all home games in 2017 and 2018. The contract would recover all costs of the service. This agreement will expand the service hours and make the service free for customers to use. Enhancing transit service to Saskatchewan Roughriders home games will make alternate transportation more attractive to help reduce demand for parking in a primarily residential neighbourhood near the stadium.

BACKGROUND

The stadium project team has been working on a Transportation and Parking plan for the new stadium. In order to reduce demand for parking in the surrounding residential neighbourhoods, other active modes of travel including walking, biking and transit, need to be emphasized and enhanced to be more attractive to customers visiting the stadium. The current transit service that supports Saskatchewan Roughriders home games is called Football Express. This is a City run program that transports customers to the stadium from four mall locations (Northgate, Normanview, Southland and Victoria Square) starting 1.5 hours before game time. It then returns customers back to the mall immediately after the game, with the last buses leaving 20 minutes after the game. The cost is \$3 per person each way. This fee is charged to recover the cost of the service. In 2015, the program recovered 95 per cent of the transit cost to deliver the service with the 2016 forecast to be 95 to 100 per cent.

DISCUSSION

The Transportation and Parking team for the new stadium has had discussions with the Saskatchewan Roughriders about getting more customers to use transit to get to and from the games. Looking towards 2017, with the new stadium and the reduced amount of parking, the Saskatchewan Roughriders understood the importance of promoting other forms of transportation.

Other CFL teams run additional mass transportation to support the amount of customers travelling to their stadiums. Typically in other cities, the football club pays for this service as it is a support for their customers to get to their venue. The Saskatchewan Roughriders have agreed to pay for the service starting in 2017 to coincide with the inaugural season of the new stadium.

Although the current football bus service runs well, it does not transport enough customers to help alleviate the reduced amount of parking. In discussions with the Football Club, there are a number of improvements that will start in 2017:

- 1) The service will be free for all customers to use – The current \$3 fee is charged to recover the funds of running the program. The Saskatchewan Roughriders will be paying for the program so the City will not have to worry about cost recovery of fees. The Saskatchewan Roughriders wanted to pass this benefit on to their customers to use.
- 2) The service will start earlier – The current service starts 1.5 hours before game time. In 2017, this will increase to 2.25 hours before game time. This extra time will allow customers to get to the stadium early to enjoy the pre-game activities. It also allows Transit to provide more trips to the stadium and increase the capacity of how many people can take the bus to the game.
- 3) An additional pick-up location will be added – The four mall locations currently cover a good portion of the city, but a fifth location will be added in the downtown area to help support the use of the parking spaces that would be available for customers to use. Although many customers may park in the downtown and walk, there are parking spots that may be too far for individuals to walk. This shuttle will develop a good connection between the stadium and downtown area where customers may go before or after the game to get a meal or shop.
- 4) Reliance on existing transit service – Transit will allow customers with valid game day tickets to ride the regular transit system and Paratransit system free of charge. Customers who have a transit route near them that travels to the stadium will have this option instead of driving to a mall to catch a shuttle.

These improvements to the football bus program will remove any financial barriers, increase the service levels, and increase the amount of access points for customers. If the service runs at full capacity, Transit will be able to move 5,600 people which represents 17 per cent mode share, an increase from the current three per cent mode share. The table below shows a comparison between the current model to the proposed 2017 model.

	Current Model	2017 Model
Service Hours per game	89	155
Bus Trips per game to the game	36	102
Potential Capacity to the game if full loads	1980	5610
Potential Mode Share*	6%	17%
Current Mode Share*	3%	

*Based on a sold out game

The key terms of the proposed Service Agreement between the City and the Saskatchewan Roughriders are as follows:

- An initial two year term, renewable up to five years;
- 155 service hours of transit services per game for 10 games to be provided for the cost of \$165,000 in each of 2017 and 2018;
- Any additional service hours requested or approved by the Saskatchewan Roughriders will be charged at the City's current hourly charter rates; and
- Users will not be charged a fare.

In accordance with section 35 of *The Regina Administration Bylaw*, City Council approval is required for this Agreement as it is a revenue agreement exceeding \$100,000 in annual revenue.

RECOMMENDATION IMPLICATIONS

Financial Implications

The Saskatchewan Roughriders have agreed to pay the City \$165,000 to provide transit service for ten games in both 2017 and 2018. This translates into 155 hours of service including supervision per game, which is an increase of over 60 hours of service per game from the current Football Express model.

This contract would recover all costs of the service. This is an increase in the cost recovery of the program that averaged around 95 per cent cost recovery.

Additional operators or buses will not be required for the service as this will be a charter service that is in off-peak periods. There will be an increased expense of \$100,000 variance in the budget related to the additional service hours, however, this is offset by the additional charter revenue that will be paid by the Saskatchewan Roughriders. There is a net zero impact on the 2017 budget.

Environmental Implications

The use of mass transportation to large events at the stadium will allow residents to not rely solely on the private automobile to get around. A standard sized bus replaces 40 single occupant vehicles, thus, reducing traffic congestion and parking issues.

Policy and/or Strategic Implications

None with respect to this report.

Other Implications

Although this transit plan is specifically for Saskatchewan Roughriders home games, it is intended that this service could be duplicated for any major event at the stadium. The payment of the service would have to be negotiated with the individual organizations.

Accessibility Implications

This agreement for transit service does not include any additional Paratransit services as it is not forecast for the demand to go up, however, anyone taking a Paratransit bus to the game with a valid game day ticket will get a free ride to the game and back. All buses used in conventional transit will be low-floor and wheelchair accessible.

COMMUNICATIONS

A comprehensive communications strategy for the new stadium's Transportation and Parking Plan will employ both traditional and unique tactics to provide clear information to target audiences. A key part of the communications strategy is promoting the 2017 Saskatchewan Roughriders Transit Bus Service as a key option to reducing traffic and parking at the new site. The communications strategy will launch in earnest July 2016 when we host a public information session and be executed in four strategic phases to the end of 2017. Partners such as Evraz Place and the Saskatchewan Roughriders Football Club will collaborate with the City on communications.

DELEGATED AUTHORITY

The recommendations contained in this report require City Council approval as this is a revenue contract over \$100,000 per year.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Brad Bells".

Brad Bells, Director
Transit Department

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Kim Onrait".

Kim Onrait, Executive Director
City Services

Report prepared by:
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