



TO:	GENERAL COMMITTEE
SUBJECT:	GEORGIAN COLLEGE U-PASS FAREBOX AUTOMATION
WARD:	ALL
PREPARED BY AND KEY CONTACT:	T. TURNER, CPA, CGA, SUPERVISOR OF BUSINESS SERVICES, EXT. 5187
SUBMITTED BY:	B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING STRATEGY
GENERAL MANAGER APPROVAL:	R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
CHIEF ADMINISTRATIVE OFFICER APPROVAL:	M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Director of Transit and Parking Strategy be delegated authority to execute a Non-Disclosure Agreement with the Georgian College student card vendor, on behalf of the City to facilitate the release of the encryption code to allow for the development of the transit fleet fareboxes to automate the fare media solution for the Universal Transit Pass (U-Pass) program, and in a form approved by the Director of Legal Services and Executive Director of Access Barrie.

PURPOSE & BACKGROUND

2. The City entered into a partnership with Georgian College to launch the Universal Transit Pass (U-Pass) program for the start of the 2018/19 school year. The first year of the program will see over 21,000 eligible full-time students.
3. As part of the initial program development it was agreed by both parties that the optimal fare media solution for all parties would be to integrate the Georgian College student card with the City's fareboxes on our transit vehicles. City staff have formed a working group with Georgian College to explore the optimal design/configuration and are in a position to proceed with the automation through the City's farebox vendor.
4. To proceed with the farebox development the City will be required to enter into a Non-Disclosure Agreement (NDA) with Georgian College's student card vendor to facilitate the release of the encryption code contained within each student card. There is no cost to enter into the agreement and no known risks. The NDA is standard operating procedure to ensure the protection of proprietary information of the student card vendor.

ANALYSIS

5. The existing fare media solution for the U-Pass program entails placing a secure label sticker on each eligible student's ID Card. Through the first two semesters 65% of eligible full-time students have picked up their U-Pass (sticker). While the existing fare media solution has sufficed to date the proposed automation with the transit fareboxes will provide several benefits including the following.

- a) Reduce the amount of staff resources for both Georgian College and the City to distribute the current U-Pass fare media (sticker) to eligible students – the City has partnered with the college to provide several opportunities for students to pick up their U-Pass through orientation events, welcome assemblies, and information booths; leading up to and through the first 2-3 weeks of each new semester. The automation with the fareboxes would significantly reduce the amount of resources required to meet the needs of the students and allow efforts to be focused on education and information of the transit system.
 - b) Increase convenience for students eligible for the U-Pass program – automating the fare media solution would avoid students having to wait in sometimes long line-ups to obtain their U-Pass sticker. Eligibility would be automated through the system allowing all students to seamlessly gain access through their student card and provide the utmost convenience and accessibility of the transit system.
 - c) Reduce the risk of misuse/fraud – although the existing secure label stickers provide adequate protection, an automated solution would minimize the risk of abuse of the U-Pass program such as the transfer/duplication of U-Pass fare media.
6. City staff are confident the integration of Georgian College's student card with the transit fareboxes will enhance the U-Pass program for the college, students, and the City. The Non-Disclosure Agreement will facilitate the continuation of the proposed solution.

ENVIRONMENTAL MATTERS

7. There are no environmental matters related to the recommendation.

ALTERNATIVES

8. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could choose not to authorize City staff to enter into a Non-Disclosure Agreement with Georgian College's student card vendor.

This alternative is not recommended as it would prevent the City from developing an automated solution to enhance the U-Pass program and meeting its commitments of the U-Pass program with Georgian College.

FINANCIAL

9. The resources and costs associated with the technology integration is included in the 2019 departmental business plan.

LINKAGE TO 2018-2022 STRATEGIC PLAN

10. The recommendation(s) included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
- ☒ Offering Innovation and Citizen Driven Services
 - ☒ Improving the Ability to Get Around Barrie

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11. The authorization to enter into a Non-Disclosure Agreement will support the enhancement of the U-Pass program with added convenience for participants, increased access to the transit system, and reduction in resources to administer the program.