

Free Transit Fare for Attendants of Persons Requiring Support Communications Plan Outline

Date: January 22, 2024

Department: Transit

Department lead: Bill Sabey

Proposed communications launch/start date: February 27, 2024

TIMELINE

The revised fare policy will be implemented once the 2024 Fees and Charges Bylaw amendment receives all three readings during the February 26 Regular Council meeting.

Communications on the revised fare policy will occur after the amendment has been approved.

PROJECT/INITIATIVE/EVENT GOAL

The revised fare policy improves accessibility by removing barriers for persons requiring support when travelling by transit.

KEY MESSAGES

- Mandatory attendants of individuals who require support will now ride for free on Spruce Grove Transit when accompanying a person who needs assistance.
- Those requiring support will need to complete a needs assessment. If a mandatory attendant is required, a registration card will be provided.
- When using Spruce Grove Transit, the person requiring support will be required to pay the transit fare and they may be asked to show their mandatory attendant registration card, which will allow their attendant to ride for free.
- This change aligns with the fare policy of other public transportation service providers in the region, including ATS, and applies to Spruce Grove's [on-demand local service](#) and [commuter service](#).

PUBLIC ENGAGEMENT

No further public engagement is planned.

BUDGET

\$200

COMMUNICATIONS STRATEGIES AND TIMING

Communications strategy	Timing
• Website content	• End February
• Social media	• End of February
• Print materials	• End of February