

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: May 28, 2009

SUBJECT: Implementation of the TTC's Metropass Affinity Plan

INFORMATION ITEM

RECOMMENDATION

It is recommended that the Commission receive this report for information.

FUNDING

Sufficient funds to promote this plan via a transit advertising campaign are included in the 2009 Operating budget.

BACKGROUND

Each month the TTC sells approximately 260,000 Metropasses, including Collector Booth/Vending Machine/Ticket Agent sales, Metropass Discount Plan (MDP) subscriptions and Volume Incentive Plan (VIP) participation. In order to reward Metropass purchasers and encourage additional pass sales, Marketing staff were asked to solicit co-operating partners who would be willing to extend benefits/privileges to this segment of TTC riders under the auspices of a Metropass Affinity Plan.

DISCUSSION

As a starting point for this initiative, staff approached major attractions in the City of Toronto to gauge their interest in participation. The attractions reacted very favourably, citing a natural tie-in to this summer's 'Stay-cation' theme in which GTA residents will be encouraged to stay at home and rediscover all of the attractions that the city has to offer. Thus far five attractions, Ontario Place, Toronto Zoo, CN Tower, Ontario Science Centre and Casa Loma, have agreed to participate in the 'Metropass Hot Dealz!' affinity program, offering Metropass holders a discount of up to 20% off the entrance fee. Final details of this one-year offer, including the number of people eligible to receive the discount per Metropass, are being worked out with the individual attractions. Staff are negotiating with other attractions to bring them on board in time for the program start date, Canada Day, July 1, 2009. The program will be promoted by a transit advertising campaign.

As a precursor to the Metropass Hot Dealz! program, since 2005 the TTC has provided a limited number of offers to MDP subscribers via discount coupons enclosed in their Metropass mailer. For example, a two for one discount was recently offered to MDP subscribers who presented their Metropass and coupon at the Green Living Show at

Exhibition Place. Future MDP offers will be rolled into the Metropass Hot Dealz! Program so that all Metropass customers (including VIP customers) are eligible to receive the discount. The TTC will actively solicit partners for a wide range of future offers.

While not directly related to the Affinity Plan, Air Miles recently launched an initiative called 'My Planet' in which points can be put toward a whole new catalogue of eco-friendly items, including a monthly TTC Metropass (for 850 points). There is an opportunity for cross promotion between Air Miles and Metropass Hot Dealz! to heighten awareness of the two programs.

JUSTIFICATION

The Metropass Hot Dealz! Promotion will provide value-added benefits for Metropass customers and assist the city's top attractions with this summer's Stay-cation theme.

May 8, 2009

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