



STAFF REPORT

To: Board of Management

From: Director, Guest Experience

Subject: **REGIONAL TRANSIT TO THE TORONTO ZOO REPORT**

Date: 2019-10-01

SUMMARY:

This report will update the Board of Management on the request made in April 2019 by the Chair of the Board for the CEO, Toronto Zoo to correspond with local transit commissions for the purposes of discussing direct public transit to the Toronto Zoo.

RECOMMENDATION:

It is recommended that the report be received for information.

BACKGROUND:

In Report ZB3.3 – Regional Transit to the Toronto Zoo, the Board of Management of the Toronto Zoo requested the Chief Executive Officer, Toronto Zoo to correspond with the Toronto Transit Commission, the Durham Region Transit and the York Region Transit for the purposes of discussing direct public transit to the Toronto Zoo, and to report back to the Board of Management.

- a. requesting that the Toronto Zoo together with the Toronto Transit Commission begin discussions with Durham Region Transit and York Region Transit for direct public bus service to the Toronto Zoo; and
- b. including the opportunity for bus service during the weekends for the months of May through to September.

COMMENTS:

The Chief Executive Officer, Toronto Zoo set up an internal Zoo Transit Task Force Committee to work with the local transit authorities to enhance public transport to the Zoo.

Meetings have been held with the three regional transit authorities and all three have an interest in servicing the Zoo and see the opportunity of adding a stop at the Rouge National Urban Park Welcome Centre.

Data is being evaluated to assess potential route locations and build business cases within the respective authorities to create the correct level of service.

Discussions with the authorities have included but is not limited to; direct access from Pickering Town Centre (East), Cornell Terminal (Markham/North), and from Kennedy subway (West) and also the possibility of direct access from those “terminals”.

The Toronto Zoo has recently signed a Presto Perks Promotional Marketing Agreement with Metrolinx which will offer Presto users general admission and Zoomobile discounts. In addition, plans are in place to meet with representatives from Metrolinx in the near future to discuss enhanced transportation services to GO Stations near the Zoo and to increase GO options for easier Zoo access from areas around the GTA.

At this time, the Zoo is optimistic that continued conversations and connections with the regional transit authorities will lead to increased public transit opportunities for Zoo guests.

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