Presentation Objectives

▶ Build on the introductory presentation given in November.

▶ Ensure understanding of Smart Fare System technology.

▶ Introduce how this technology enables new faring approaches.

▶ Discuss next steps with public.

▶ Create an open dialogue to present information and offer the opportunity to ask questions.

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Regional System with Local Autonomy

- Customers perceive and experience regional transit as a seamless network.
- Build scalable transfer rules to include other agencies in the future.
- Each municipality receives revenue from passengers that use their transit system.
- Each municipality will have the autonomy to set fares and subsidies that meet the needs of the individual communities.

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Key Concepts

▸ Regional Smart Fare System is **Account Based**
  ▸ Customer's transit account is stored in "the cloud"
  ▸ Allows customers to manage their account online and through a large retail network
  ▸ Allows fast boarding using the bus validator
  ▸ Simplifies the implementation of fare programs such as universities, schools, and employer benefit programs.

▸ Regional Smart Fare System supports **Open Payments**
  ▸ Customers can use what's already in their wallets
  ▸ System will support mobile platforms like Apple Pay, Google Pay
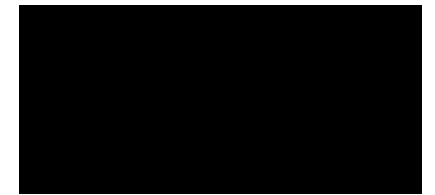
Equity/Distance Based Pricing

▸ Cost of a transit fare relative to the cost to deliver the trip.

▸ Replace flat fare with one that is based upon the distance travelled similar to a taxi or utility bill - Short trips will be cheaper than long trips.

▸ To ensure price certainty, the cost of a trip would be based upon origin & destination (as opposed to an odometer).

▸ Multiple ways to implement, but a per Km rate charge is the easiest to understand.

▸ The per Km rate charge would be the same for all riders.

▸ Minimums and maximums could be applied to keep the range of transit trip costs in a specific band.

▸ Fare zone structure has not been popular with transit riders in other Canadian cities.
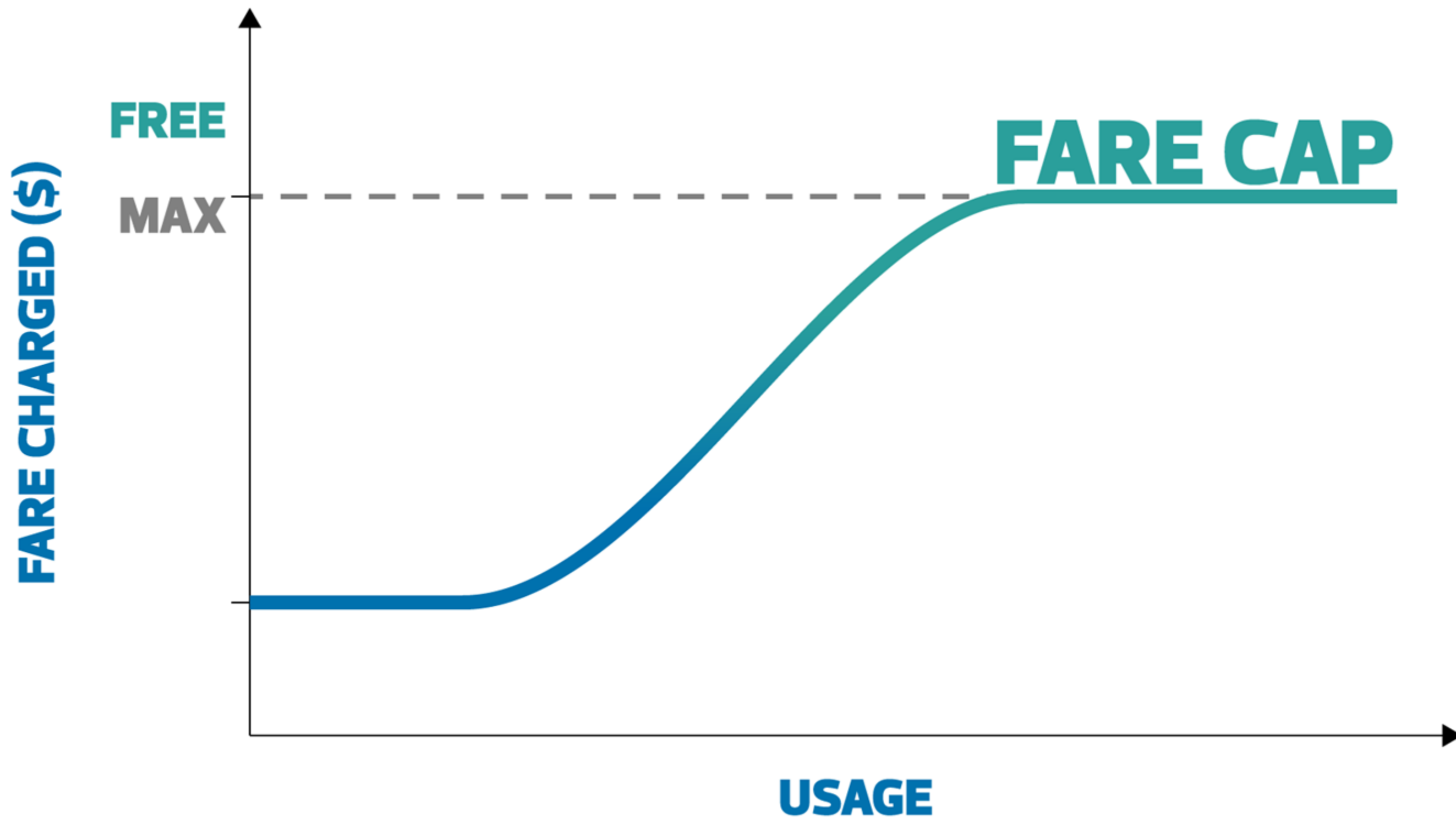
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END

FARE CHARGED

$

START
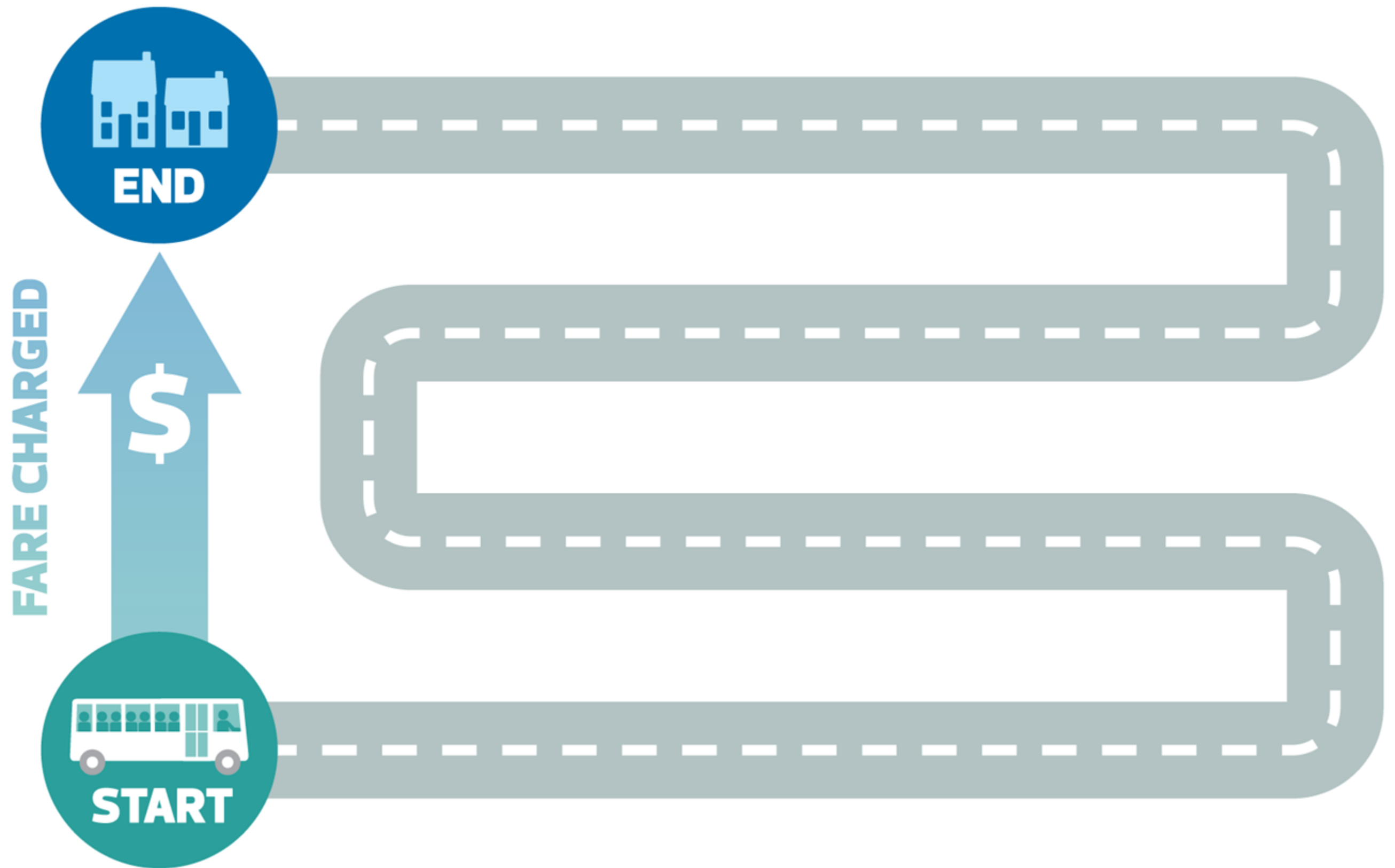
Pay As You Go

▸ Currently transit customers have to decide at the beginning of the month if they buy a monthly pass (full price up-front) or pay for individual trips. That decision is based upon the riders forecast transit use for the month.

▸ In a pay-as-you-go paradigm, customers pay for each trip until they reach the caps, once a cap is reached, additional rides are free.

▸ Caps could be applied on a daily, weekly, and monthly basis which provides equality to lower income individuals who may not be able to afford the full up-front price of a monthly pass.
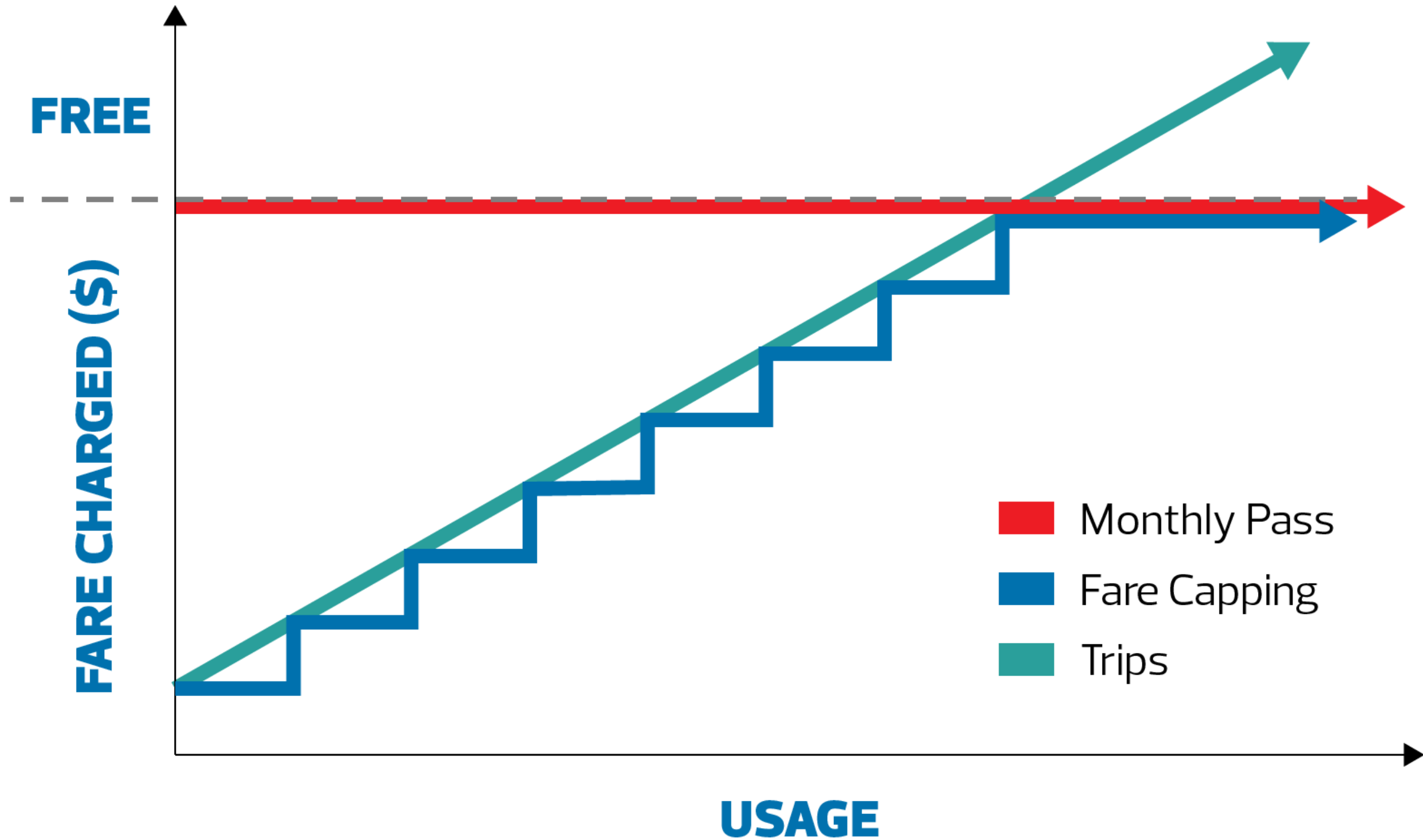
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Fare Capping

▶ Fare capping works in conjunction with pay-as-you-go to set the maximum amount a transit rider would pay in a day, week, and/or month. Eliminates large up-front costs not affordable by riders with limited economic means.

▶ Once the cap has been reached, additional transit rides are free, encouraging transit ridership.

▶ The system calculates **best fare** for customers based upon their unique pattern of travel; no need to make those purchasing decisions up-front.

▶ Fare caps can vary depending on concession programs, so the cap for Seniors, Students, Low Income, and Disabled passengers could be lower.

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FARE OPTIONS COMPARED

FREE

FARE CHARGED ($)

USAGE

- Monthly Pass
- Fare Capping
- Trips

Regional Fare Integration Fare Capping

Total Trip Cost

Transit Agency 1 Fare

Transit Agency 2 Fare

Transit Agency 3 Fare

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Next Steps

- **Finalize Fare Approach:** Summer, 2018
  - Evaluate impacts to overall fare revenue using statistical modelling.
    - Recommend minimums / maximums
    - Recommend per Km rate charges
    - Recommend cap amounts
  - Recommend final approaches for multi-agency regional trips.
  - Research public perception of the proposed approaches to assess change management issues and opportunities.
- **Complete System Design:** Fall, 2018
- **Conduct Pilot Testing:** Fall, 2019
- **System Deployment:** Mid-year, 2020

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Questions?