Regional Smart Fare

Priorities Committee
June 8, 2021

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Overview Outline

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Goals and Objectives

- Create a Positive Customer Experience

- Enable Regional Fare Policies

- Support Innovative Payment Options

- Support Regional Mobility

- Support Data Mining

Regional Smart Fare

- A regional, electronic, account-based transit fare payment system

- Allows passengers to use the same fare media on any transit agency

- Reduces the amount of cash used

- Results in more convenient, easier ways for transit customers to purchase and pay for their transit trips

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Regional Smart Fare Benefits

- Increased customer experience and convenience

- Provides data on passenger travel patterns to help improve service designs

- Supports new faring approaches such as:

  - stored value,
  - pay as you go,
  - fare capping,
  - open payments

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Benefits of PAYG with Fare Capping

- Passengers will have lower upfront costs, as they will no longer have to purchase a prepaid pass

- Each PAYG trip will contribute to a predefined set of fare caps automatically, a passenger will not need to take any additional actions

- PAYG with fare capping will ensure that passengers get the best fare guaranteed

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Capping Rules

- Most current period passes are being converted to PAYG with fare capping

- Each passenger profile will have its own cap that will closely match the current pass prices

- Each agency sets a price for each cap

- Every service type will contribute to one or multiple caps

- When a passenger reaches one of the agency's commuter caps or the ETS local monthly cap, they will be considered capped on all services

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Fare Calculation with a Missing Tap

- If a passenger forgets to tap off, the system will not have the necessary information to calculate the fare

- A compensation fare will be charged instead that is based on the type of service (local or commuter) that was used

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Registered versus Anonymous Accounts

- All passengers are encouraged to register their account, but they can choose to remain anonymous

- Benefits of registering an account:
  - Ability to transfer balance to a new card if a card is lost or stolen
  - Ability to set up auto-reload
  - Required for enrollment in concessions (eg. seniors, students, low income)

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Product Transitions

- Each agency will decide when they will discontinue selling paper passes and tickets

- To ease the transition for passengers, most agencies are adopting a soft approach and will continue to sell both paper passes and tickets and smart fare products simultaneously

- It is the goal to transition all passengers to an Arc card or tickets within the first 12 months of operation

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New Equipment

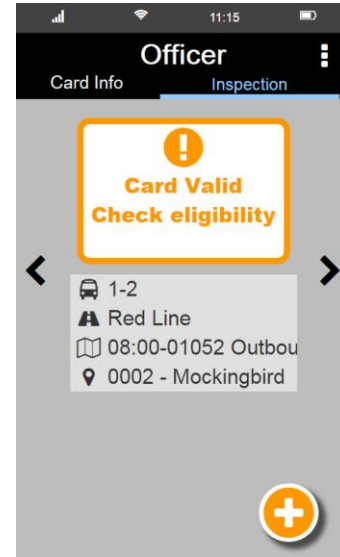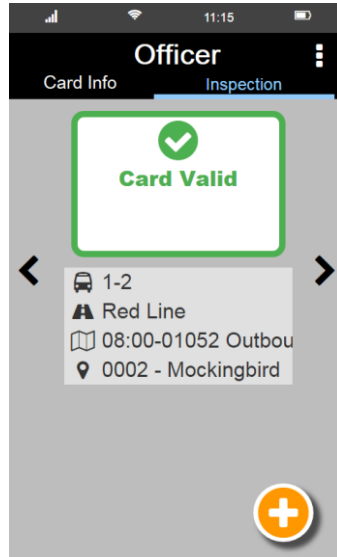Bus validators at the front and rear doors

Smart Fare Vending Machines (SFVM) located at the Bethel Transit Terminal and Ordze Transit Centre

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New Equipment

Hand-held validation devices for Mobility Bus Operators and Transit Inspectors

New Equipment

New point-of-sale (POS) system located at:

- Bethel Transit Terminal

- Ordze Transit Centre

- Family and Community Services

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Fare Media

Arc Card
- Extended use media that a passenger can load stored value to on an ongoing basis

Arc Ticket
- A limited use media that a passenger will load short-term period passes to on a one-time basis

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Support Services - Arc Website

Passengers can:

- Purchase an Arc card
- Load value to their purse
- Register their account
- View their transaction history
- Check their account balance
- Report their card as lost or stolen
- Set up auto-reload
- Add/remove cards from their account
- Submit inquiries

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Support Services - Arc Call Centre and IVR

Functionality	Arc Call Centre	Interactive Voice Response (IVR)
Hours of Operation	7 a.m. to 7 p.m. everyday	24/7
Purchase an Arc card	✔	
Load value to a purse	✔	✔
Register their account	✔	
Check their transaction history	✔	✔
Check their account balance	✔	✔

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Support Services - Arc Call Centre and IVR

Functionality	Arc Call Centre	Interactive Voice Response (IVR)
Report their card as lost or stolen	✔	✔
Set up auto-reload	✔	
Add/remove cards from their account	✔	
Transfering balance to a new card	✔	
Submit inquiries/concerns	✔	
Terminate Account	✔	

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Support Services - SFVM

Functionality	SFVM
Purchase an Arc card	✔
Load value to a purse	✔
Check transaction/trip history	✔
Check account balance	✔

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Support Services – In Person Service Centre

Functionality	In-Person Service Centre
Purchase an Arc card	✔
Load value to a purse	✔
View transaction/trip history	✔
View account balance	✔
Register an account	✔
Report lost or stolen cards	✔
Add/remove cards from accounts	✔

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Implementation Phasing

- Phase 1: Fall 2021, includes U-Pass, transit employee passes and the PAYG flat fares for the standard profile (adult)

- Phase 2: Q1 2022 for concession fares (seniors, youth, low income) and local EICS school passes

- Phase 3: Q2 2022 for Mobility Bus clients

- Phase 4: Q3 2022 for open payments

Bylaw Changes - Fees, Rates and Charges

- Transit will be returning to Council on June 15 to seek approval for an amendment to the Fees, Rates and Charges Bylaw

- New products include:
  - Pay-as-you-go flat rate – commuter and local
  - Standard Monthly Caps – commuter and local
  - Period passes
    - 1.5 hour commuter, local and regional passes
    - 24 hour commuter, local and regional passes
  - Extended use media card fee
  - Local to commuter transfers - cash
  - Local to commuter transfer - PAYG

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Transit Bylaw Update

- Transit will be returning to Council on July 6 to seek approval for an update to the Transit Bylaw

- The current Public Transportation Bylaw 44-88 is outdated

- Changes will include:
  - Designating buses as "Proof of Payment" areas
  - Additional definitions for new Smart Fare payment methods
  - New fare rules
  - Updates to passenger conduct rules
  - Updated specified penalties

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Questions?