## **Transit Fixed Route Fare Strategy**

### **Presentation to Priorities Committee** October 18, 2016

Wade Coombs, Director

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### **Enclosure 1**





## **Presentation Purpose**

Provide an update on Transit's fare strategy

Methodology of a fare strategy

• Objectives of a fare strategy

 Provide an update on planned changes to the evening/weekend Dial-A-Bus service



## **Transit Fare Strategy**

Provide a consistent methodology based on:

- Base fare is the Adult Commuter cash fare
- Tickets and other cash categories will be based on an approved fixed percentage discount
- Bus passes will be based on an approved fixed trip multiplier

Based on this methodology a change in the Adult Commuter cash fare will trigger a change in all other fare media



## **Objectives of Fare Strategy**

- Provide a Smart Fare ready fare structure
- Provide a consistent, equitable and easy to understand fare structure
- Provide opportunities for increasing ridership on local routes



• Provide opportunities for increasing ridership in underrepresented target groups such as youth and seniors







### **Fixed Route Commuter**

### **Cash and tickets**

		2016	Option #1	Option #2
Adult Commuter cash	Base fare	\$6.00	\$4.50	\$6.00
Adult Commuter tickets	25% less than Adult Commuter cash	\$4.20	\$3.40	\$4.50
Youth cash	Equal to Adult Commuter cash	N/A	\$3.40	\$6.00
Youth tickets (New)	25% less than Adult Commuter tickets	N/A	\$2.55	\$3.40
Senior cash	25% less than Adult Commuter cash	\$5.00	\$3.40	\$6.00
Senior ticket (New)	25% less than Adult Commuter tickets	N/A	\$2.55	\$3.40



### **Fixed Route Commuter**

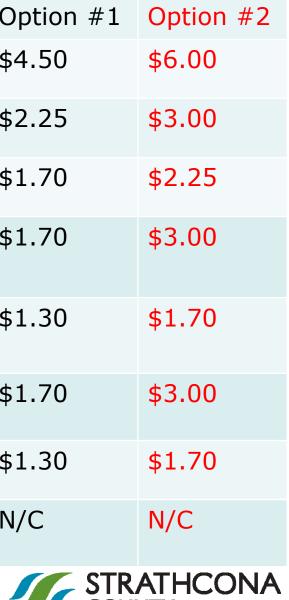
### Passes

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		2016	Option #1	Option #2
Adult Commuter monthly pass	Option #1 trip multiplier of 24 Option #2 trip multiplier of 17.5	\$105.00	\$108.00	\$105.00
Youth Commuter monthly pass	Option #1 trip multiplier of 24 based on Adult Commuter ticket Option #2 trip multiplier of 17.5 based on Adult Commuter ticket	\$93.00	\$81.60	\$78.75
Senior Commuter monthly pass	Option #1 multiplier of 10 based on Adult Commuter ticket Option #2 multiplier of 6.5 based on Adult Commuter ticket	\$28.00	\$34.00	\$29.25
Senior Low Income Annual Commuter pass	Option #1 and #2 equal 6.5 Everybody Rides Commuter monthly passes	\$155.00	\$156.00	\$156.00
Everybody Rides Commuter monthly pass	Increases based on Provincial increases to AISH	\$24.00	\$24.00	\$24.00



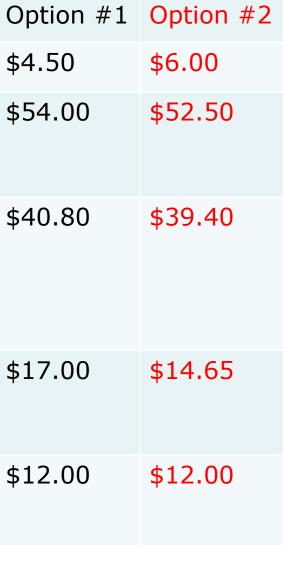
### **Cash and tickets**

		2016	0
Adult Commuter cash	Base fare	\$6.00	\$4
Adult Local cash	50% less than Adult Commuter cash	\$3.25	\$2
Adult Local tickets	25% less than Adult Local cash	\$2.20	\$
Youth Local cash	Equal to Adult Local cash	N/A	\$3
Youth Local tickets (New)	25% less than Adult Local tickets	N/A	\$
Senior Local cash	Equal to Adult Local cash	N/A	\$3
Senior Local ticket (New)	25% less than Adult Local tickets	N/A	\$
Mobility Bus (New)	Clients ride free (If an attendant is required they also ride free)	N/A	N



COUNTY

Passes		
		2016
Adult Commuter cash	Base fare	\$6.00
Adult Local monthly pass	Option #1 multiplier of 24 Option #2 multiplier of 17.5	\$56.00
Youth Local monthly pass	Option #1 multiplier of 24 based on Adult Commuter ticket Option #2 multiplier of 17.5 based on Adult Commuter ticket	\$54.00
Senior Local monthly pass (New)	Option #1 multiplier of 10 Option #2 multiplier of 6.5	N/A
Everybody Rides Local monthly (New)	50% less than Everybody Rides Commuter monthly pass	N/A





<b>New Passes</b>				
		2016	Option #1	Option #2
Youth Local Summer pass	Equal to one Youth Local monthly pass	\$32.00	\$30.60	\$29.55
Single Day pass (New)	Equal to 2 times the base fare Valid for unlimited trips in one service day for one adult or one adult and up to four (4) children up to an including age 12	N/A	\$9.00	\$12.00



### **Discontinued Fare Media**

Senior Commuter Annual Pass	<ul><li>Discontinued due to very low usage</li><li>Less than 20 per year over past five years</li></ul>
Senior Local Off Peak	Replaced with new Senior Local Monthly pass that provides un time of the day
Youth Local Off Peak Monthly pass	Was a pilot project in 2016 and has very limited success Local Youth monthly pass is reduced

### unlimited travel any



## **Objectives of Fare Strategy**

- Provides a consistent, equitable and easy to understand fare structure
  - Consistent fare categories for all target groups
  - Consistent relationships between all fare products 0
- Provides opportunities for increasing ridership in underrepresented target groups such as seniors and youth
  - New commuter and local ticket options for seniors and youth
  - New senior monthly local pass
  - Youth local monthly pass available to all youth







## **Objectives of Fare Strategy**

- Provides opportunities for increasing ridership on local routes
  - All local fares are reduced
  - New fare products for underrepresented target Ο groups





### Provides a Smart Fare ready fare structure

• Base fare is consistent with other regional system providers





## **Dial-A-Bus Current Status**

- Changes implemented in September 2014
  - Pilot project for a hybrid Dial-A-Bus service introduced
  - Hybrid Dial-A-Bus service follows five fixed routes
  - Routes communicated internally only, service continued to be promoted as Dial-A-Bus
  - Allowed for ability to make changes to routes/timings or revert back to true Dial-A-Bus with little to no impact to customers if pilot project was unsuccessful
  - Current status of Dial-A-Bus service  $\bullet$ 
    - Running for two years with no issues Ο
    - Regular customers no longer call in to book their trips Ο





## **Dial-A-Bus Proposed Changes**

- Transit is proposing to change the evening/weekend service from Dial-A-Bus to a fixed route service
- Opportunities to moving to a fixed route evening/weekend service
  - Ability to publish routes and schedules
    - Ride Guides
    - Website
    - Google Transit
  - When Smart Bus technology is implemented customers will be able to get real time information on when their bus will be at their stop
  - Customers would not be required to book their trips
- Changes would take place in April 2017





# **Questions?**



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