

Transit Fixed Route Fare Strategy

Presentation to Priorities Committee
October 18, 2016

Wade Coombs, Director

9272712

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

		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

Fixed Route Local

Cash and tickets				
		2016	Option #1	Option #2
Adult Commuter cash	Base fare	\$6.00	\$4.50	\$6.00
Adult Local cash	50% less than Adult Commuter cash	\$3.25	\$2.25	\$3.00
Adult Local tickets	25% less than Adult Local cash	\$2.20	\$1.70	\$2.25
Youth Local cash	Equal to Adult Local cash	N/A	\$1.70	\$3.00
Youth Local tickets (New)	25% less than Adult Local tickets	N/A	\$1.30	\$1.70
Senior Local cash	Equal to Adult Local cash	N/A	\$1.70	\$3.00
Senior Local ticket (New)	25% less than Adult Local tickets	N/A	\$1.30	\$1.70
Mobility Bus (New)	Clients ride free (If an attendant is required they also ride free)	N/A	N/C	N/C

Fixed Route Local

Passes				
		2016	Option #1	Option #2
Adult Commuter cash	Base fare	\$6.00	\$4.50	\$6.00
Adult Local monthly pass	Option #1 multiplier of 24	\$56.00	\$54.00	\$52.50
	Option #2 multiplier of 17.5			
Youth Local monthly pass	Option #1 multiplier of 24 based on Adult Commuter ticket	\$54.00	\$40.80	\$39.40
	Option #2 multiplier of 17.5 based on Adult Commuter ticket			
Senior Local monthly pass (New)	Option #1 multiplier of 10	N/A	\$17.00	\$14.65
	Option #2 multiplier of 6.5			
Everybody Rides Local monthly (New)	50% less than Everybody Rides Commuter monthly pass	N/A	\$12.00	\$12.00

Fixed Route Local

New Passes

		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

Fixed Route Local

Discontinued Fare Media

Senior Commuter Annual Pass	Discontinued due to very low usage <ul style="list-style-type: none">• Less than 20 per year over past five years
Senior Local Off Peak	Replaced with new Senior Local Monthly pass that provides unlimited travel any 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

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
- 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 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
 - Running for two years with no issues
 - Regular customers no longer call in to book their trips

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?