

Transit Fare Strategy

Presented by Guelph Transit

Fare Strategy Recommendations

- Fare Policies
 - OnYourWay fare cards
 - Transfers
 - Bus bay rentals
 - Bus charters
 - Financial performance indicators
- Fare Programs
 - Kids Ride Free program
 - Corporate Pass program
 - Travel Training program
 - City of Guelph Employee Pass program
 - TaxiSCRIP program
 - Fare Capping Loyalty program

Fare Capping

- Fare equity
- Ensure best value fare products available to all riders
- Reduced upfront cost
- Only paying for services received
- Enhanced customer experience
- Administrative time savings

Fare Strategy Recommendations

- Payment Options
 - Self-service terminals
 - Debit and credit fare payment
- Fare structure and pricing
 - Fare structure
 - Fare pricing
 - Fare pricing methodology

Fare Pricing

Fare Media	Category	Comparator Average	Current Fare	Proposed Fare	Fare Increase per cent
Cash	Cash	\$3.30	\$3.00	\$3.25	8.3 per cent
Rides	Adult	\$2.75	\$2.80	\$2.80	0 per cent
	Youth	\$2.30	\$2.25	\$2.25	0 per cent
	Senior	\$2.25	\$2.25	\$2.25	0 per cent
Monthly Pass	Adult	\$93.17	\$80.00	\$95.20	19 per cent
	Youth	\$67.30	\$68.00	\$76.50	12.5 per cent
	Senior	\$59.00	\$68.00	\$76.50	12.5 per cent

Financial Impacts

Revenue	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Fare Changes	\$5,200	\$ 10,200	\$ 52,100	\$ 121,500	\$ 51,500
Corp Pass		\$ 18,700	\$ 1,600	\$ 400	\$ 500
Bus Bay Rental		\$ 3,600	\$ 600	\$ 600	\$ 600
Charter		\$ 2,500	\$ 1,500	\$ 1,500	\$ 1,500
Kids Ride Free Program (revenue reduction)		\$ (117,000)			
Total	\$5,200	(\$82,000)	\$55,800	\$124,000	\$54,100

Expense	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Kids Ride Free (program support)		\$38,100			
Operating Impacts from Capital		\$2,900	\$30,100	\$2,100	\$2,200
Total	-	\$41,000	\$30,100	\$2,100	\$2,200

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Discussion