

# Umo Fare Policy Changes

February, 2023

# Purpose

To inform Council of transit fare policy changes required to support implementation of BC Transit's *Umo* electronic fare collection system.

# Electronic Fare Collection System (Umo)

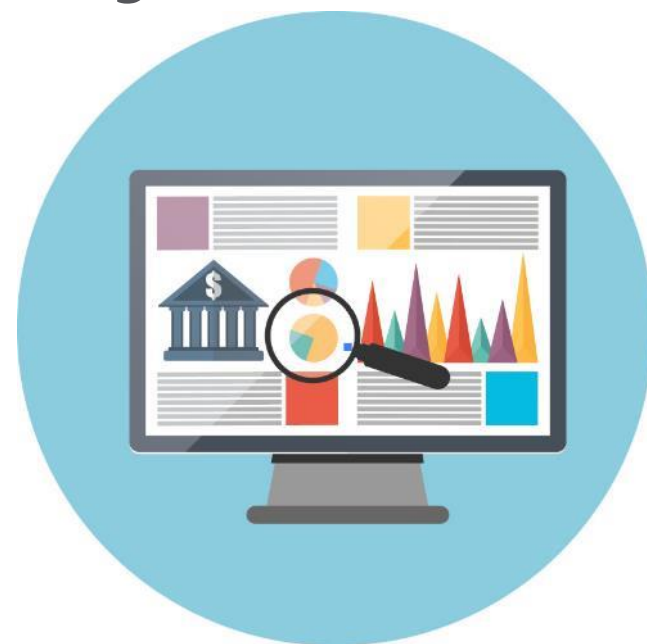
- ▶ Introduce new contactless ways to pay.
- ▶ Increased customer convenience.
- ▶ System design and integration Underway.
- ▶ Local implementation fall 2023.



# Electronic Fare Collection System (Umo)

Improve planning and decision making:

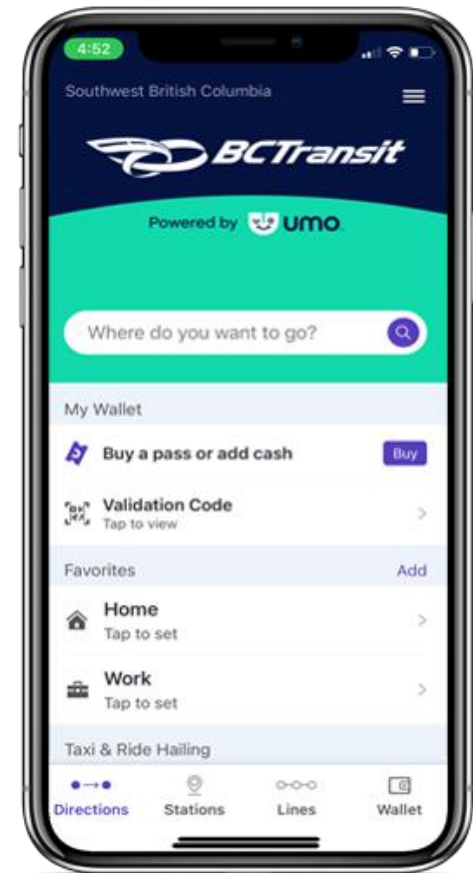
A new source of data on fare usage and transit ridership to inform future recommendations on fare policy & service delivery.



# Why Fare Policy Changes?

Align policy to the Umo fare collection technology by introducing universal fare policies across the province.

To ensure that customers have the best possible experience and receive the maximum benefits of Umo regardless of where they use it.





# Fare Policy Changes

## For Information:

1. Refund policy
2. Product expiration

## For Approval:

1. 30-Day Pass
2. Transfer policy



# Recommendations

THAT Council approve the replacement of month pass options with 30-day passes and the revised transfer policy.



City of

**Kelowna**

*Questions?*