



City of
Kelowna

Transit Community Fare Programs

July 22, 2024

Standard Transit Fare Products

- ▶ Various standard fare products provide a discount to riders.
- ▶ Fares are established by all regional partners.

Type	Fare	Discount
Day Pass	\$5.00	Recently reduced from \$6.50 to \$5.00 per day as part of the Umo fare system launch.
30-Day Concession Pass	\$45.00	\$35 less than the 30-Day Adult Pass.
10-Rides Concession Pack	\$20.25	\$2.25 less than the 10-Rides Adult Pack; a 10% discount compared to adult 10-ride packs, which themselves are priced 10% below face value.

Community Programs

- ▶ **Emergency Transportation Assistance Program (ETAP)**
 - ▶ **Increase annual tickets from 10,200 to 22,200 in 2024 to meet demand.**
 - ▶ **Provide 100 additional 30-day passes per month for more regular travel needs.**
 - ▶ **Provide UWBC with a 7.5% management fee totaling \$10,455.33 to enhance and sustain program delivery.**
- ▶ **Family Pass Maximum**
 - ▶ Caps the cost of student passes per family at 2.5 times the current student rate.

Provincial Program

- ▶ The Get on Board! Program
 - ▶ Launched on September 1, 2021.
 - ▶ Allows children 12 and under to ride transit for free.
 - ▶ Funded by a provincial grant to BC Transit.

Get on board!

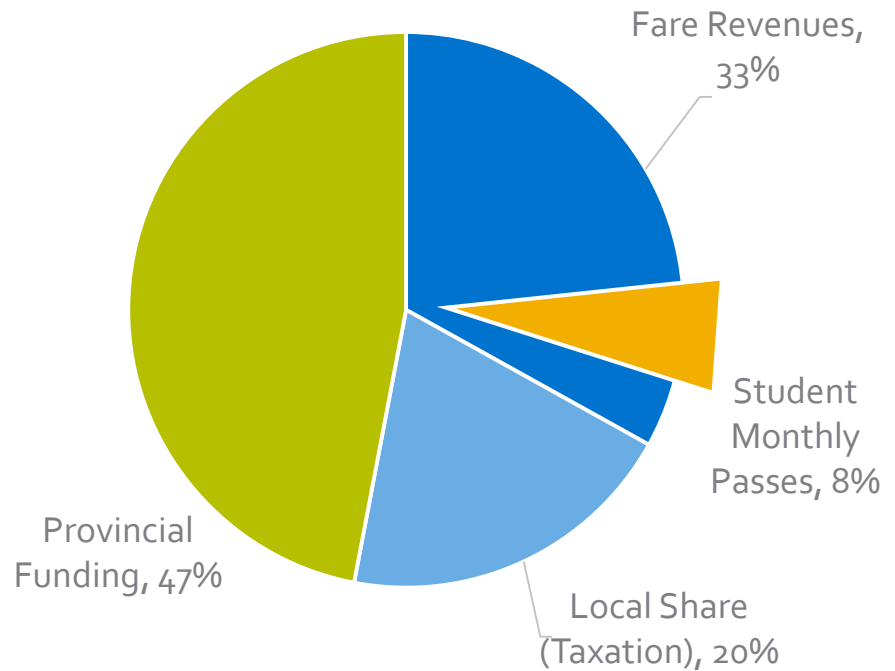
KIDS 12 & UNDER RIDE FREE



Fare-Free Transit for Youth

Cost Implications

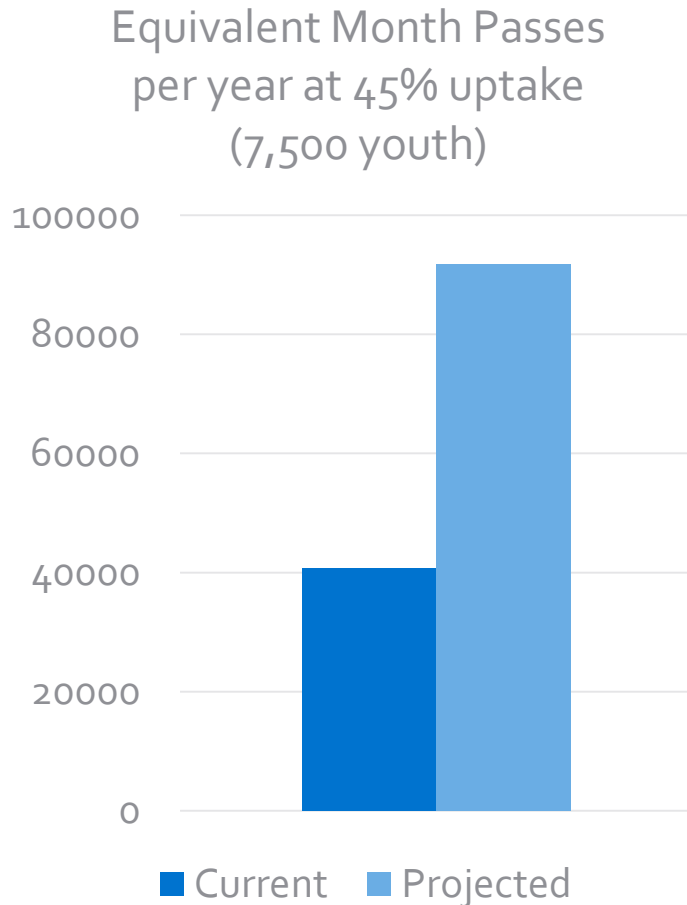
- ▶ In 2023, sales of student monthly passes reached 40,753 (+35.5% since 2018).
- ▶ Revenues from these passes totaled \$1,834,000.



Transit Funding Model

Fare-Free Transit for Youth

Ridership and other implications



- ▶ Fare evasion: potential that young adults may pose as under 18.
- ▶ Transit etiquette: youth behavior aboard transit and at stops is of growing concern.

Fare Review

- ▶ Reviews assess fare rates, community programs, service cost, and historical revenue and ridership trends.
- ▶ Reviews explore new fare options, including means-based fares (e.g., Kamloops 'Kam Pass').

A new fare review will begin this fall. A parallel study will assess the feasibility and impact of means-based fare options.

Recommendations

- ▶ THAT Council receives, for information, the report from the Integrated Transportation Department dated July 22, 2024, with information related to Transit Community Fare Programs;
- ▶ AND THAT Council direct staff to undertake a fare review in conjunction with BC Transit and our Central Okanagan Regional Transit partners;
- ▶ AND FURTHER THAT Council direct staff to report the results of the fare review back to Council in 2025 to inform the 2026 operating budget.

