

Appendix A

BC Transit's fare strategy guidelines, shown in Table 1, were utilized to assess the current fare structure and develop options which were modelled to assess potential impacts to fare revenues, cost recovery and transit ridership.

Table 1: BC Transit Fare Guidelines

Product	Audience	Price Guideline
Single Ride	All	Base
DayPASS Onboard	All	2 times Base Fare
Adult Pass	All	20 to 30 times Base Fare
Concession Pass	Senior/Youth/Student	Adult Pass less 15%
University Semester Pass	Post-Secondary Student	4 times Student Pass less 20%
No Fare Transfers		

A comparison of current fare rates in the Kelowna Regional Transit System to those of other Canadian transit systems was also undertaken. As outlined in table 2, rates in the Kelowna system are below the average for all fare types:

Table 2: Comparison of Transit System Current Fares

Transit System	Population Served	Ridership	Adult Fare	Adult Pass	Senior Pass	Student Pass
Kelowna, BC	164,014	6,253,275	\$2.50	\$70	\$45	\$55
Nanaimo, BC	129,023	3,581,974	\$2.75	\$65	\$45	\$55
Central Fraser Valley, BC*	163,581	1,826,023	\$2.25	\$52	\$38	\$35
Victoria, BC	409,189	24,754,924	\$3.00	\$85	\$45	\$45
Regina, SK	239,236	10,285,051	\$3.25	\$88	\$30	\$60
Windsor, ON	229,660	9,487,527	\$3.75	\$118	\$60	\$81
Canadian Average			\$3.50	\$90.20	\$52.24	\$67.07