

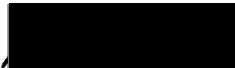


P.O. Box 1749
Halifax, Nova Scotia
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Item No. 12.1.1
Transportation Standing Committee
October 3, 2022

TO: Chair and Members of Transportation Standing Committee

SUBMITTED BY:


Caroline Blair-Smith, Acting Chief Administrative Officer

DATE: September 8, 2022

SUBJECT: Transit Electronic Fare Options

ORIGIN

July 12, 2022 Halifax Regional Council motion (Item 15.1.4):

MOVED by Councillor Mason, seconded by Councillor Stoddard

THAT Halifax Regional Council

1. Award RFP 21-095 – Halifax Transit – Mobile Ticketing Solution to the highest scoring proponent, Masabi, for a mobile fare payment application and onboard validators at a value of \$1,304,106 with funding from Capital Account No. CM210011 (Transit Fare Management) and maintenance and support services at a total value over 5 years of \$243,936 funded from Halifax Transit's proposed annual operating budget, as outlined in the Financial Implications section of the staff report dated June 3, 2022.
2. Direct the Chief Administrative Officer (CAO) to execute the agreement and any ancillary agreements for the installation and operation of the solution, subject to the pre-requisites at section 29(1) of the Procurement Policy being met and the terms and conditions of the agreement(s) being acceptable to the CAO.

MOTION PUT AND PASSED

July 20, 2020 Halifax Regional Council motion (Item 11.1.8):

MOVED by Councillor Nicoll, seconded by Deputy Mayor Blackburn

THAT Halifax Regional Council direct the Chief Administrative Officer to procure an electronic fare solution for Halifax Transit in accordance with the phased strategy described in the discussion section of the staff report dated June 2, 2020, beginning with the procurement of a mobile ticketing application.

MOTION PUT AND PASSED

RECOMMENDATION ON PAGE 2

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, R.S.N.S. 2008, sections 69, and 102 and subsection 79A (1), as follows:

- 69 (1) The Municipality may provide a public transportation service by
- (a) the purchase of vehicles or vessels and operation of the service;
 - (b) providing financial assistance to a person who will undertake to provide the service; or
 - (c) a combination of these methods.
- (2) The *Public Utilities Act* does not apply to a public transportation service within the Municipality that provides the service
- 79A (1) Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if
- (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality;
 - (b) the expenditure is in respect of an emergency under the *Emergency Management Act*; or
 - (c) the expenditure is legally required to be paid.
- 102 Subject to the approval of the Board for those services that are subject to the *Public Utilities Act*, the Council may, by by-law, prescribe charges for the provision of services for persons who use or benefit from the service, on a basis to be set out in the by-law.

Administrative order One, *the Procedures of the Council Administrative Order*, Schedule 7, Transportation Standing Committee Terms of Reference, clauses 4(b), and 6(a), as follows:

4. The Transportation Standing Committee shall oversee and review of the Municipality's Regional Transportation Plans and initiatives, as follows:
- (b) overseeing and reviewing the Regional Transportation policies, bylaws and functional plans;
6. The Transportation Standing Committee shall:
- (a) review and oversee policy direction and long term funding approach to promote and encourage Transit alternatives as outlined in the Regional Plan;

RECOMMENDATION

It is recommended that the Transportation Standing Committee recommend that Halifax Regional Council adopt By-law U-112, amending By-law U-100, the *User Charges By-law*, as set out in Attachment D to this report.

EXECUTIVE SUMMARY

On July 12, 2022, Halifax Regional Council approved the award of Halifax Transit's mobile ticketing solution to the successful vendor, Masabi, with their Justride platform for mobile payment. Set to launch in the Fall of 2022, the Halifax Transit mobile payment app offers an opportunity to introduce new electronic fare options to Halifax Transit's suite of fare products. A jurisdictional scan was conducted of transit agencies across Canada, the US, and Europe to identify trends relating to electronic fare products in other markets. In addition, an online survey targeted to Halifax residents was conducted to gain feedback on options to

consider. Using insights gained from both the jurisdictional scan and the online survey, it is recommended that the following new electronic fare products be implemented with the launch of the mobile payment app:

- Day Pass
- Two Day Pass
- Weekly Pass
- 20 Ride Pass

Please note that these new fare products will be exclusive to the suite of electronic fare products available through the mobile payment app and will not be made available in physical ticket or pass formats.

BACKGROUND

Halifax Transit Technology Program (HTTP)

Established in February 2014, the Halifax Transit Technology Program (HTTP) outlined a multi-year plan to develop 33 projects focused on the implementation of best practice business processes through sector-leading technology solutions. One of the key initiatives included in program, the Fare Management Strategy, was initiated in 2017 and included the implementation of electronic fare management systems.

In June 2021, RFP 21-095 was issued for a mobile ticketing solution. On July 12, 2022, Halifax Regional Council approved the award of Halifax Transit's mobile ticketing solution to the successful vendor, UK based service provider Masabi with their Justride platform for mobile ticketing.

Implementation of the Electronic Fare Management Strategy

Phase 1 of the Electronic Fare Management Strategy will launch in the Fall of 2022 with the introduction of a new mobile payment app. The app will allow passengers to purchase electronic tickets or passes using a smartphone. This initial phase will rely on visual validation from the Operator. To use the system, passengers will activate their ticket or pass and display their smartphone to the Operator, in the same way they currently present a monthly pass or paper transfer.

Phase 2 of the Strategy will include the implementation of onboard validation devices which will require passengers to scan their electronic proof of payment upon boarding. This phase will utilize the same mobile payment app from Phase 1, and once implemented, visual validation by the Operator will no longer be required. Timing for the implementation of onboard validation devices will occur approximately nine months following the launch of the mobile payment app.

Phases 3 and 4 of the plan will introduce limited-use pre-loaded smart cards and Europay, MasterCard, and Visa (EMV) contactless bank card (debit or credit cards with contactless payment functionality enabled). The scope of both phases is still to be determined and may require the implementation of kiosks for payment.

Cash, physical tickets, and passes will continue to be accepted by Halifax Transit, and physical tickets and passes will continue to be available for sale through our retail partners, discounted fare partners (EPass, UPass) or through customer contact centres.

DISCUSSION

Potential New Electronic Fare Products

The introduction of the new mobile payment app offers increased flexibility and the opportunity to introduce new electronic fare products. The objectives of this report are to:

- Provide an overview of fare product options that have been successfully implemented by other transit agencies across Canada.
- Share preferred new fare product options and feedback received from Halifax Transit passengers and residents via an online survey.
- Provide recommendations on new electronic fare products (passes) and pricing models (user charges) .
- Present proposed amendments to *By-law U-100, the User Charges By-law*, that will be required to implement the new electronic passes and charges .

Electronic Fare Product Trends – Jurisdictional Scan

To identify potential new Halifax Transit fare options, a jurisdictional scan of 35 Canadian transit agencies was conducted to identify trends related to fare products. The following provides a high-level overview of the findings of this audit, as well as the averaged costs of each fare product identified.

FARE PRODUCT	TOTAL # OF AGENCIES	AVERAGE COST BASED ON 35 AGENCIES	
		ADULT	YOUTH/SENIOR
1 Day Pass	Offered by 22 Agencies	\$9.04 (2.96 x Single Adult Fare)	\$8.80 (3.35 x Single Youth/Senior Fare)
2 Day Pass	Offered by 0 Agencies	\$0.00	\$0.00
3 Day Pass	Offered by 3 Agencies	\$23.25 (6.42 x Single Adult Fare)	\$23.25 (8.7 x Single Youth/Senior Fare)
7 Day Pass	Offered by 5 Agencies	\$36.81 (10.5 x Single Adult Fare)	\$31.80 (11.3 x Single Youth/Senior Fare)
10 Ride Pass	Offered by 14 Agencies	\$26.95 (9.3 x Single Adult Fare)	\$24.02 (8.8 x Single Youth/Senior Fare)
20 Ride Pass	Offered by 7 Agencies	\$50.43 (17 x Single Adult Fare)	\$47.29 (17.4 x Single Youth/Senior Fare)

The jurisdictional scan concluded that the most common fare products adopted by other agencies are Day, 7 Day, 10 Ride and 20 Ride passes. The majority of these fare products are offered via a mix of print fare media and electronic fare payment.

Public Online Survey - Highlights

To gain public input on which new electronic fare options to consider, Halifax Transit conducted a survey to gather feedback from current and potential riders.

The following provides a high-level overview of survey results:

- The survey was well received, with a total of 3,049 responses. The majority of participants were between the ages of 30-49 (49.0%) and 18-29 (34.7%).
- Most respondents use Halifax Transit daily (37.1%), weekly (25.2%) or occasionally (26.5%). 65.9% of respondents prefer new electronic fare packages to be structured through a mix of packages that charge by either the number of rides taken, and or by a pre-determined period of time (for example, a fare package valid for unlimited transit for 24 hours). Between the two options, more people preferred charging by the number of rides over charging by a pre-determined timeframe.
- With the introduction of an electronic fare system, respondents felt the following new passes would be most useful:

Type of Pass	Extremely Useful	Very Useful	Moderately Useful
Day Pass unlimited transit for 1 day	45.1%	24.6%	15.7%
Two Day Pass unlimited transit for 2 days	38.7%	23.6%	19.9%
Weekly Pass unlimited transit for 7 days	42.1%	22.7%	20.4%
Off-Peak Pass Discounted pass for trips taken between 9:30 a.m. – 3 p.m.	26.5%	17.6%	22.4%
Family/Group Pass	32.4%	20.5%	21.7%

- Smartphone mobile payment app and contactless payment via tap (Visa or Mastercard enabled credit debit card or mobile wallets) were the top two options selected when asked “What method of Halifax Transit future fare payments would you use most often?”.
- The majority of participants would like to learn how to use the new mobile payment app by reading a pamphlet or website, followed by watching an instructional video. Many commented that the app should be intuitive to use, and that demos and instructions should be included in the app itself.

More information is provided in *Attachment B: Electronic Fare Options Survey Results Infographic*.

Recommended New Electronic Fare Products and Rationale

Based on the results of the jurisdictional scan and the online survey, the following new electronic fare products are recommended. Please note that these new fare products will be exclusive to the suite of electronic fare products and will not be made available in physical ticket or pass formats.

Day Pass

A Day Pass is the most common pass identified in the jurisdictional scan and was well received by survey respondents. This pass will serve the needs of occasional riders, business visitors, and tourists, including cruise ship passengers in port for one-day visits and excursions.

Two Day Pass

While other transit agencies do not offer Two Day Passes, this option scored high in the public survey and will address the needs of tourists and visitors coming to Halifax for the weekend, or short vacation stays.

Weekly Pass

The Weekly Pass was offered by some transit agencies across Canada and scored high on the online survey. This pass will be beneficial for individuals visiting or working in Halifax for seven days. It also offers

the potential to support marketing efforts and ridership growth by offering new riders, or those who have not tried transit in a while, an opportunity to try transit for a week before committing to a monthly pass.

20 Ride Pass

The 20 Ride Pass is offered by other transit agencies and is recommended for various audiences who may need to use transit for regular trips, or for a short period of time, but do not require a monthly pass.

Examples of these potential customers include:

- Individuals with flexible working arrangements in the new post COVID-19 workplace.
- Construction crew members working temporary shifts at construction work sites.
- Business professionals working in Halifax for short periods of time (more than one week and less than one month).
- Customers who enjoy using transit, do not ride weekly, but prefer to purchase and store discounted trips for convenience.

Excluded Electronic Fare Product Options

The following fare products have been excluded from the list of potential new electronic fare products at this time but may be considered during future phases of the Electronic Fare Management Strategy.

Group/Family Pass

A Group/Family Pass was considered for inclusion and presented in the survey; however, with Regional Council's January 2021 approval of amendments to By-Law U-100 to allow children under 12 to ride free, it is felt that introducing a Family/Group Pass will have limited benefit at this time. Reduced fares for families may also be partly addressed by discounts offered by the Day, Two Day, and Weekly discounted passes for both Adults and Youth/Seniors.

Three Day Pass

A Three Day was considered but is not recommended at this time. Visitors staying longer can consider other passes recommended in this report, including the purchase of tickets for 10 Ride or 20 Ride Passes.

Off-Peak Pass

Based on the results of the jurisdictional scan and online survey, an Off-Peak Pass is not suggested during the initial launch of the mobile payment app; however, this type of pass may be reconsidered in the future. Data collected from the mobile payment app can be used to analyze the feasibility of implementation during future phases.

Electronic Fare Products and Discount Models

The following provides an overview of fare options and discount models for the new electronic fare products recommended in this report.

Considerations

- In developing this report, Halifax Transit's current fare structure for Conventional Bus, Ferry, and Access-A-Bus has been considered. Percentages have been calculated based on the cost of one Conventional Bus, Ferry and Access-A-Bus ticket (for Adult and Youth/Seniors fares). An explanation of the discount model used is included in the chart below.
- The ability to purchase new electronic fare products outlined in this report will be exclusive to electronic payment and will not be available in physical ticket or pass formats.

- Discounted fare programs including EPass, UPass, Affordable Access Transit Pass, Department of Community Services Pass, High School Student Pass, and Discounted Fares for Non-Profits, Charities, and Events have not been considered as they will not be available on the mobile payment app at the time of the launch. These products may be considered for implementation at a future date.

Existing Fare Products

The following existing fare products will be extended to the suite of electronic fare products:

10 RIDE PASS (Currently offered as 10 paper tickets)			
CATEGORY	TOTAL PRICE	COST PER RIDE	DISCOUNT MODEL
Adults	\$24.75/sheet of 10	\$2.47/ride	10% discount/ride based on Adult single ride fare
Youth/Seniors	\$18.00/sheet of 10	\$1.80/ride	10% discount/ride based on Youth /Seniors single ride fare

REGULAR MONTHLY PASS – CONVENTIONAL BUS, FERRY, ACCESS-A-BUS (Based on 5 round trips per week x 4 weeks = 40 rides total)			
CATEGORY	TOTAL PRICE	COST PER RIDE	DISCOUNT MODEL
Adults	\$82.50/month	\$2.06/ride	25% discount/ride based on Adult single ride fare.
Youth/Seniors	\$60.00/month	\$1.50/ride	25% discount/ride based on Youth/Seniors single ride fare.

Recommended New Electronic Fare Products

The following new electronic fare products are recommended for implementation:

DAY PASS – UNLIMITED TRAVEL ON CONVENTIONAL BUS, FERRY, ACCESS-A-BUS (Based on 2.75 rides)			
CATEGORY	TOTAL PRICE	COST PER RIDE	DISCOUNT MODEL
Adults	\$7.00	\$2.54/ride	10% discount/ride Based on the current 10 ticket fare discount model, which offers a 10% discount per ride

			based on Adult single ride fare. (Note: \$6.89 was rounded off to \$7.00)
Youth/Seniors	\$5.00	\$1.82/ride	10% discount/ride Based on the current 10 ticket fare discount model, which offers a 10% discount per ride based on Youth/Seniors single ride fare. (Note: \$4.95 was rounded off to \$5.00)

**TWO DAY PASS – UNLIMITED TRAVEL ON CONVENTIONAL BUS, FERRY, ACCESS-A-BUS
 (Based on 5 rides)**

CATEGORY	TOTAL PRICE	COST PER RIDE	DISCOUNT MODEL
Adults	\$12.00	\$2.40/ride	10% discount/ride Based on the current 10 ticket fare discount model, which offers a 10% discount per ride based on Adult single ride fare.
Youth/Seniors	\$9.00	\$1.80/ride	10% discount/ride Based on the current 10 ticket fare discount model, which offers a 10% discount per ride based on Youth/Seniors single ride fare.

**WEEKLY PASS – UNLIMITED TRAVEL ON CONVENTIONAL BUS, FERRY, ACCESS-A-BUS
 (Based on 5 round trips per week x 1 week = 10 rides total)**

CATEGORY	TOTAL PRICE	COST PER RIDE	DISCOUNT MODEL
Adults	\$23.00	\$2.30/ride	15% discount/ride based on Adult single ride fare. (Note: \$23.38 was rounded off to \$23.00)
Youth/Seniors	\$17.00	\$1.70/ride	15% discount/ride based on Youth/Seniors single ride fare.

20 RIDE PASS

CATEGORY	TOTAL PRICE	COST PER RIDE	DISCOUNT MODEL
Adults	\$44.00	\$2.20/ride	20% discount/ride based on Adult single ride fare.

Youth/Seniors	\$32.00	\$1.60/ride	20% discount/ride based on Youth/Seniors single ride fare.
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FINANCIAL IMPLICATIONS

Minimal financial implications are expected to revenue and commission fees from the implementation of new electronic fare products. As well, there is no cost to produce, print or distribute them. Similar fare products with comparable pricing have been implemented by agencies across Canada and have a proven track record of success. Pricing discounts for the proposed new fare products outlined in this report are based on the average price of similar fare products in other Canadian jurisdictions, as well as existing discount models for Halifax Transit's 10-ticket and monthly pass products, and the discount model for Youth and Seniors.

Additionally, further operational costs, based on net gross revenue managed by the mobile payment platform will be charged by the vendor at a rate of 2.25%. Comparatively, a commission on existing fare media is currently paid to retail vendors at a rate of 2%. Funding for commissions are accommodated within the approved 2022-2023 operating budget in cost centre R624.

As Halifax's population continues to grow, tourism rebounds to pre-pandemic levels, and transit ridership increases, it is anticipated that the convenience of a modern electronic payment system and new fare options designed with customer experience at the forefront will positively impact ridership and revenue growth.

RISK CONSIDERATION

The following provides an overview of risks considered in the development of this report, as well as the measures that will be undertaken to mitigate risks. Risks considered rate low.

Disparity Regarding Access to Smartphones and Data

There is some risk that the introduction of new fare products available exclusively via the new mobile payment app will be perceived as creating disparity for customers who do not have access to smartphones or data.

The Masabi platform allows for ticket purchases via an internet connection, which may then be activated offline, ensuring that riders without data plans may still travel and access their purchased tickets, even when a network connection is unavailable.

For customers without access to a smartphone, Halifax Transit's extensive line of discounted fare products and programs will continue to be offered in hard copy format, including:

- Discounted fares for Youth and Seniors
- 10-ticket sheets
- Monthly passes
- EPass Program
- UPass Program
- Department of Community Services Pass
- Affordable Access Transit Pass
- Free Fare Tuesdays for Seniors

- Children Ride for Free Program
- Discounted Bulk Transit Fares program for Non-Profits, Charities, and Events

COMMUNITY ENGAGEMENT

To inform the recommendations outlined in this report, a survey was deployed to gain feedback from the community. The survey was marketed through paid, geotargeted Social Media advertising, and received a total of 3,049 responses.

For the survey results, see Attachment B: Electronic Fares Survey Results Summary.

ENVIRONMENTAL IMPLICATIONS

No environmental implications were identified.

SOCIAL VALUE

No social value was identified.

ALTERNATIVES

The Transportation Standing Committee may choose to recommend that Regional Council:

1. Not introduce new electronic fare products.
2. Defer the introduction of new electronic fare products to a future date.
3. Implement some, but not all, new electronic fare products recommended in this report. This may require a supplemental report with revised by-law amendments.

ATTACHMENTS

Attachment A – Electronic Fares Jurisdictional Scan Report
Attachment B – Electronic Fares Survey Results Infographic
Attachment C – Showing Proposed Changes to By-law U-100
Attachment D – Amending By-law U-112

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Hannah McIntyre, Outreach & Engagement Specialist, Halifax Transit, 902.229.6739

Attachment A: Electronic Fare Products Jurisdictional Scan Report

Fare Products

To identify potential new Halifax Transit fare options, a jurisdictional scan of 35 Canadian transit agencies was conducted to identify trends related to fare products. The following provides a high-level overview of the findings of this audit, as well as the averaged costs of each fare product identified.

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The full jurisdictional scan findings are available on the following page.

TRANSIT AGENCY

	SINGLE FARE			DAY PASS					TWO DAY PASS		THREE DAY PASS					SEVEN DAY PASS					10 RIDE PASS					20 RIDE PASS						
	ADULT	SENIOR/STUDENT	E/P/B	ADULT	% 1 RIDE	SENIOR/STUDENT	% 1 RIDE	E/P/B	ADULT	SENIOR/STUDENT	ADULT	% 1 RIDE	SENIOR/STUDENT	% 1 RIDE	E/P/B	ADULT	% 1 RIDE	SENIOR/STUDENT	% 1 RIDE	E/P/B	ADULT	% 1 RIDE	SENIOR/STUDENT	% 1 RIDE	E/P/B	ADULT	% 1 RIDE	SENIOR/STUDENT	% 1 RIDE	E/P/B		
ATLANTIC CANADA																																
Halifax Transit	\$2.75	\$2.00		N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$24.75	900%	\$18.00	900%	P	N/A		N/A				
Saint John Transit	\$2.75	\$2.50		N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$25.00	900%	\$22.00	880%	B	\$50.00	1800%	\$44.00	1760%	B		
Metrobus (St. John's)	\$2.50	\$2.50		N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$22.50	900%	\$18.00	720%	B	N/A		N/A				
Codiac Transpo (Moncton)	\$3.00	\$3.00	B	\$7.00	233%	\$7.00	233%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$25.00	833%	\$25.00	833%	B	\$43.00	1433%	\$48.00	1433%	B		
Fredericton Transit	\$2.75	\$2.75	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$26.00	946%	N/A	N/A	B	N/A		N/A				
Miramichi	\$3.00	\$3.00	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$28.00	933%	\$27.00	900%	B	\$52.00	1733%	\$51.00	1700%	B		
ONTARIO																																
TTC (Toronto)	\$3.25	\$2.30	B	\$13.50	415%	\$13.50	587%	E	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Barrie Transit	\$3.25	\$3.00		\$8.00	246%	\$8.00	267%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$28.00	862%	\$24.00	800%		N/A		N/A				
Belleville Transit	\$3.00	\$2.25	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$25.00	833%	\$22.50	1000%	P	N/A		N/A				
Hamilton	\$2.55	\$2.30	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Brampton Transit	\$3.10	\$2.55	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$24.00	1007%	\$27.50	1078%	E	N/A		N/A				
Barnford Transit	\$3.00	\$3.00	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Burlington Transit	\$2.75	\$1.90	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$24.50	817%	\$24.50	817%	E	\$49.00	1633%	\$49.00	1633%	E		
Cobourg Transit	\$2.25	\$2.25	P	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$22.50	1000%	\$22.50	1000%	E	\$45.00	2000%	\$45.00	2000%	E		
Guelph Transit	\$2.80	\$2.25	B	\$8.00	286%	\$8.00	358%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Kingston Transit	\$3.25	\$3.25	B	\$8.25	254%	\$8.25	254%	B	N/A	N/A	N/A	N/A	N/A		\$29.50	908%	\$29.00	646%	B		N/A		N/A			N/A		N/A				
Niagara Transit	\$3.00	\$2.75	P	\$7.00	233%	\$7.00	253%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$28.00	933%	\$25.00	900%		N/A		N/A				
OC Transpo (Ottawa)	\$3.70	\$2.80	B	\$11.25	304%	\$11.25	402%	B	N/A	N/A	\$27.50	748%	\$27.50	982%	B	\$62.75	1428%	\$52.70	1882%	B	N/A		N/A		\$28.00	933%	\$25.00	900%		N/A		
Peterborough Transit	\$2.75	\$2.75	B	\$10.00	364%	\$10.00	364%	B	N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$25.00	900%	\$25.00	900%	B	N/A		N/A				
Norfolk Transit	\$2.50	\$2.00	P	\$8.00	320%	\$8.00	400%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Samia Transit	\$3.00	\$3.00	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			\$48.00	1600%	\$48.00	1600%	B		
St Catharines Transit	\$3.00	\$3.00	P	\$8.00	267%	\$8.00	267%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$26.00	867%	\$22.00	733%	P	N/A		N/A				
City of Stratford	\$3.00	\$2.75	P	\$7.00	233%	\$7.00	253%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
QUEBEC																																
Societe de Transport de la Capitale (RTC)	\$3.75	\$3.25	B	\$9.00	240%	\$9.00	277%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Societe de Transport de L'outaouais (STO)	\$3.65	\$2.70	B	\$7.50	205%	\$7.50	278%	B	N/A	N/A	\$21.00	575%	\$21.00	778%	B	\$26.00	988%	\$36.00	1333%	B	N/A		N/A		N/A		N/A		N/A			
Societe de Transport de Montreal (STM)	\$3.50	\$2.50	B	\$11.00	314%	\$11.00	440%	B	N/A	N/A	\$21.25	607%	\$21.25	850%	B	\$29.00	829%	\$17.50	700%	B	N/A		N/A		B	N/A		N/A				
Societe Transport de Sherbrooke (STS)	\$3.30	\$3.30	B	\$10.90	330%	\$10.90	330%	E	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
BRITISH COLUMBIA																																
TransLink (Vancouver)	\$3.10	\$2.05	B	\$11.00	355%	\$8.65	422%	B	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Kelowna Transit	\$2.50	\$2.50	P	\$6.50	260%	\$6.50	260%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
ALBERTA																																
Calgary Transit	\$3.60	\$2.45	B	\$11.25	313%	\$8.25	337%	B	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Edmonton Transit	\$3.50	\$3.50	P	\$10.25	293%	\$10.25	293%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$27.75	798%	\$19.75	564%	P	N/A		N/A				
Grande Prairie Transit	\$3.00	\$2.50	B	N/A		N/A			N/A	N/A	N/A	N/A	N/A		N/A		N/A				\$44.00	1467%	\$34.00	1360%	B	\$65.00		\$51.00	2040%	E		
Leduc Transit	\$2.00	\$2.00	P	\$9.00	450%	\$9.00	450%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Medicine Hat Transit	\$3.25	\$3.25	P	\$6.50	200%	\$6.50	200%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
Red Deer Transit	\$2.50	\$2.25	B	\$10.00	400%	\$10.00	444%	P	N/A	N/A	N/A	N/A	N/A		N/A		N/A				N/A		N/A			N/A		N/A				
AVERAGE FARE BASED ON ALL AGENCIES																																
ADULT	\$2.99	\$2.68		\$9.04	296%	\$8.80	339%		\$9.00	\$9.00	\$23.25	642%	\$23.25	870%		\$26.81	1049%	\$31.80	1128%		\$26.95	927%	\$24.02	882%		\$50.48	1703%	\$47.29	1738%			
TOTAL (35 Agencies)																																
1 Day Pass	22 agencies																															
2 Day Pass	0 agencies																															
3 Day Pass	3 agencies																															
7 Day Pass	5 agencies																															
10 Ride Pass	14 agencies																															
20 Ride Pass	7 agencies																															

Additional Fare Products

Additional products that were observed during the audit include:

- 5 Day Pass
- Unlimited Weekend Pass
- Commuter Pass – Discounted pass available to use on trips taken Monday to Friday during peak hours only.
- Off Peak Pass – Discounted pass available to use on trips taken between 9:30 a.m. and 3:00 p.m.
- Group/Family Pass – Discounted fares for a family or group that would be valid for a certain amount of time or trips taken.
- Student Summer Pass – Unlimited transit for students during summer months, available in locations where students receive a transit pass during the academic year (Sept – June).
- Discounted passes for the summer months to promote tourism around the city
- Tourism pass – A pass which allows for unlimited rides for a certain period of time. Within that valid time, free admission would be available for attractions, museums as well as discounts on several restaurants or sightseeing activities around the city.

Attachment B: Electronic Fare Options Survey Results Infographic

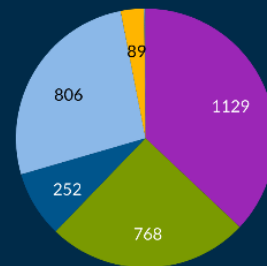
Electronic Fare Options Survey Results



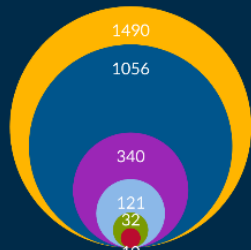
Highlights

- 3,049 people responded to the survey.
- Nearly two-thirds of survey respondents are frequent transit riders (daily - 37.1% or weekly - 25.2%).
- The majority of respondents would like to see fare packages structured in a mixture of charging by a period of time (e.g. one day, two days) and charging by a number of rides (one ride, two rides, 10 rides).
- The three most popular new pass options were a Day Pass, Two Day Pass and Weekly Pass.
- A smartphone app followed by payment via tap were the two most popular future fare payment methods.
- Respondents preferred to learn about a mobile app via a pamphlet, website or instructional video.
- Most respondents felt comfortable or very comfortable with mobile apps and online banking.

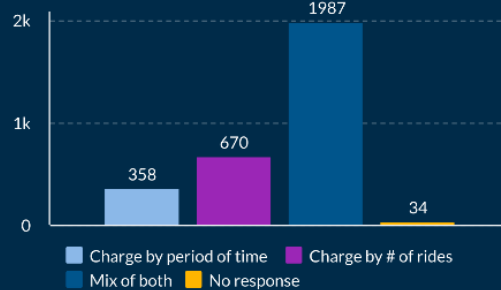
How often do you ride transit?



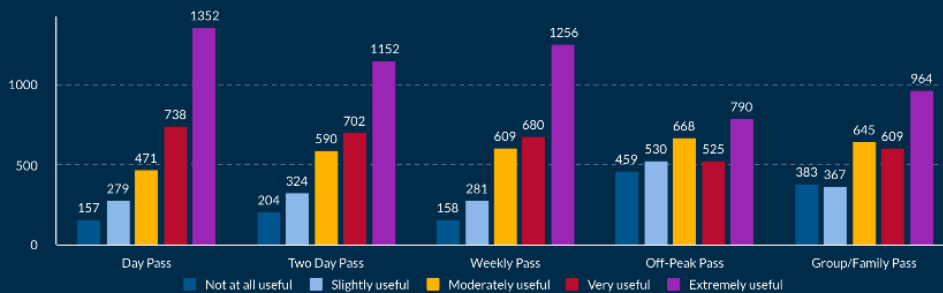
Age of Respondents



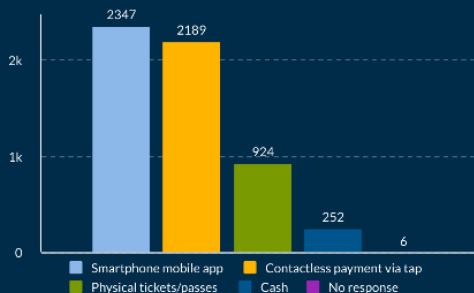
Preference for structure of new fare packages



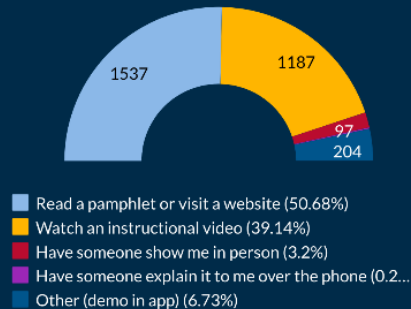
What new passes would be most useful?



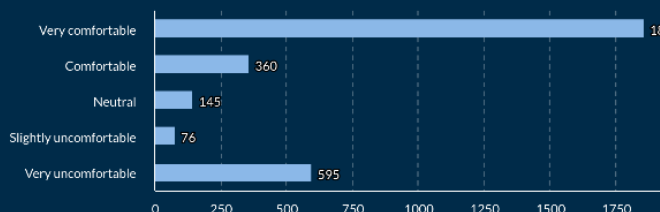
What method of future fare payments would you use most often?



How would you like to learn about an app?



Current comfort level with smartphone apps and online banking



What's Next?



Your feedback will help Halifax Transit in future planning of our mobile fare payment app!
Thank you for your participation!

www.shapeyourcityhalifax.ca/talktransit

HALIFAX REGIONAL MUNICIPALITY BY-LAW NUMBER U-100 RESPECTING USER CHARGES

Schedule 1 Halifax Transit User Charges

User Charges for Halifax Transit

9. The user charges for Halifax Transit shall be as follows:

CONVENTIONAL BUS, FERRY AND ACCESS-A-BUS	
Category	User Charge per person
Adult Cash	\$2.75
Senior or Youth Cash	\$2.00
10 Tickets Adult	\$24.75
10 Tickets Senior or Youth	\$18.00
10 Ticket Non-Profit or Charity (Adult)	\$12.38
10 Ticket Non-Profit or Charity (Senior or Youth)	\$9.00
Adult Monthly Pass	\$82.50
Adult Monthly Low Income Transit Pass	\$41.25
Senior or Youth Monthly Pass	\$60.00
Student Monthly Pass	\$50.00
Electronic Adult Day Pass	\$7.00
Electronic Senior or Youth Day Pass	\$5.00
Electronic Adult Two Day Pass	\$12.00
Electronic Senior or Youth Two Day Pass	\$9.00
Electronic Adult Weekly Pass (7-day)	\$23.00
Electronic Senior or Youth Weekly Pass (7-day)	\$17.00
Electronic Adult 20 Ride Pass	\$44.00

CONVENTIONAL BUS, FERRY AND ACCESS-A-BUS	
Category	User Charge per person
Electronic Senior or Youth 20 Ride Pass	\$32.00

UPASS			
Category	User Charge per person		
	2020	2021	2022
Fall Term (September to December)	\$80.50	\$81.70	\$82.95
Winter Term (January to April)	\$80.50	\$81.70	\$82.95
Extended Term (September to May)	\$180.00	\$182.70	\$185.44
Summer Term (May to August)	\$80.50	\$81.70	\$82.95

REGIONAL EXPRESS	
Category	User Charge per person
Adult Cash	\$4.25
Senior or Youth Cash	\$3.00
Adult Monthly Pass	\$127.50
Adult Monthly Low Income Transit Pass	\$63.75
Senior or Youth Monthly Pass	\$90.00
Adult with: Ticket, Monthly Pass, UPass or transfer	\$1.50
Senior or Youth with: Ticket, Youth or Senior Monthly Pass, Student Transit Pass, or transfer	\$1.00

DEPARTMENT OF COMMUNITY SERVICES PASS	
Category	User Charge per person
Department of Community Services Monthly Pass	\$25.00

SMARTTRIP EPASS	
Category	User Charge per person
EPass for Adult	87.5% of the cost of 12 adult monthly passes

HALIFAX REGIONAL MUNICIPALITY
BY-LAW NUMBER U-112
RESPECTING USER CHARGES

BE IT ENACTED by the Council of the Halifax Regional Municipality that section 9 of Schedule 1 of By-law U-100, the *User Charges By-law*, is amended as follows:

1. by adding the following rows to the table “CONVENTIONAL BUS, FERRY AND ACCESS-A-BUS” immediately after the row “Student Monthly Pass \$50”:

Electronic Adult Day Pass	\$7.00
Electronic Senior or Youth Day Pass	\$5.00
Electronic Adult Two Day Pass	\$12.00
Electronic Senior or Youth Two Day Pass	\$9.00
Electronic Adult Weekly Pass (7-day)	\$23.00
Electronic Senior or Youth Weekly Pass (7-day)	\$17.00
Electronic Adult 20 Ride Pass	\$44.00
Electronic Senior or Youth 20 Ride Pass	\$32.00

Done and passed by Council this day of , 2022.

Mayor

Municipal Clerk

I, Iain MacLean, Municipal Clerk of the Halifax Regional Municipality, hereby certify that the above-noted By-law was passed at a meeting of the Halifax Regional Council held on , 2022.

Iain MacLean, Municipal Clerk