

Calgary Transit Bylaw 4M81 Amendments

EXECUTIVE SUMMARY

Calgary Transit is introducing a mobile ticketing app, My Fare, in Q2 2020 to provide an additional way for customers to purchase and display their transit fares. As a result, transit operators and Public Safety and Enforcement officers will have new methods to check for valid fare payment. Bylaw amendments are recommended in order to address enforcement requirements for fare payment using mobile devices.

ADMINISTRATION RECOMMENDATION(S)

That the Standing Policy Committee on Transportation and Transit recommend that Council give three readings to the proposed bylaw to amend the Calgary Transit Bylaw 4M81.

PREVIOUS COUNCIL DIRECTION / POLICY

Council approved the investment in mobile ticketing as part of the One Calgary service plan and budget in 2018, informed by the customer commitment outlined in the RouteAhead 30-year Strategic Plan for Transit in Calgary, approved by Council in 2013.

The Calgary Transit Bylaw 4M81 was last amended in 2019 (TT2019-0205).

BACKGROUND

Calgary Transit is introducing a mobile app for fare payment to provide customers with additional options and convenience in buying transit fares. The system is branded “My Fare” and will be introduced in Q2 2020.

The investment in this advanced payment system is supported by the Calgary Transit Customer Advisory Group. It is representative of Calgary Transit’s customer commitment and will make it easier to pay to use transit services.

Customers will ride transit the way they do today; the only difference will be in how they purchase and display their valid fare. Once they’ve purchased their tickets on the app, and just before they board the bus or enter the fare-paid zone, they’ll need to validate their ticket. Once validated, the app displays a bar code, which they can scan in front of the validator on a bus. On the CTrain or in fare-paid zones, Public Safety and Enforcement officers will have the means of scanning bar codes. In addition, either transit operators or Public Safety and Enforcement officers will be able to check visually for the presence of a moving coloured bar.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

As a result of My Fare mobile ticketing being introduced in Q2, amendments to the Transit Bylaw are required to reflect new technology and terminology; for example:

- Calgary Transit My Fare Application: the software application that is downloaded to a mobile device to enable the downloading, purchasing, and activation of valid mobile tickets for travel on a transit vehicle.

Further definitions are outlined in the Bylaw Amendments in Attachment 1. A valid ticket will be presented to Calgary Transit authorities in new formats, including a barcode/QR code for scanning and a moving coloured bar for visual inspection.

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The added convenience of mobile ticketing also introduces some new requirements for the customer to ensure they can produce a valid proof of fare payment when required. These will be outlined in terms and conditions relating to the use of the My Fare application when customers download the app to their mobile device.

Stakeholder Engagement, Research and Communication

A proof-of-concept phase for mobile ticketing system was completed in 2019 September. The application was tested on 40 buses used on four routes with a diverse customer demographic composition. Feedback surveys indicated that customers were pleased with the application. Broad promotion of the application, how to use it, and the terms and conditions of its use will be part of the Q2 2020 rollout.

Strategic Alignment

The introduction of mobile ticketing supports the long-term goals of the Municipal Development Plan and Calgary Transportation Plan and was envisioned in RouteAhead, a 30-year Strategic Plan for Transit in Calgary.

Social, Environmental, Economic (External)

The introduction of a mobile ticketing system will make using Calgary Transit more attractive to existing and potential customers, particularly occasional users and visitors to the city. These bylaw amendments will ensure predictable and respectful interactions take place between customers and Calgary Transit employees during fare checks. The City can make the most of the significant public investment in transit service through effective enforcement.

Financial Capacity

Current and Future Operating Budget:

Operating budget for the mobile ticketing system was approved as part of One Calgary 2019-2022. If bylaw amendments are not approved, it will be difficult for The City to enforce and prosecute offenses, leading to revenue losses and further deterioration of the revenues that support Calgary Transit's service delivery (resulting in the need for increased tax support).

Current and Future Capital Budget:

There are no capital budget implications associated with the recommendations in this report.

Risk Assessment

There are no significant risks associated with these recommendations.

REASON(S) FOR RECOMMENDATION(S):

Bylaw amendments are required as part of the introduction of Calgary Transit's mobile ticketing system.

ATTACHMENT

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