


Calgary Transit Bylaw 4M81 Amendments


SPC on Transportation and Transit

January 29, 2020

ISC: Unrestricted




Presentation 1



My Fare: Calgary Transit's future mobile ticketing system

- Soon customers will be able to pay using the My Fare app
- In the first phase, anticipated to begin in Q2 2020, the following products will be available for purchase and validation on mobile devices:
 - Single ride tickets (youth and adult)
 - Daily passes (youth and adult)
 - Monthly passes (youth and adult)
- My Fare will complement, not replace, existing fare products
- Council approved the investment in mobile ticketing in 2018
- Part of the RouteAhead strategic plan and Calgary Transit's Customer Commitment



Presentation 2

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ITEM: 7.2 TT2020-0099

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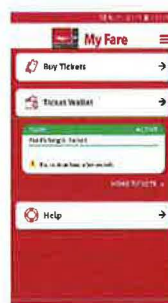
Reason for Bylaw Amendments

- Customers using the My Fare app will provide proof of fare payment in ways not currently identified in Transit Bylaw 4M81
- Amendments are required to reflect terminology, technology and payment validation methods



Examples of Bylaw Amendments Recommended

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.



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Examples of Bylaw Amendments Recommended

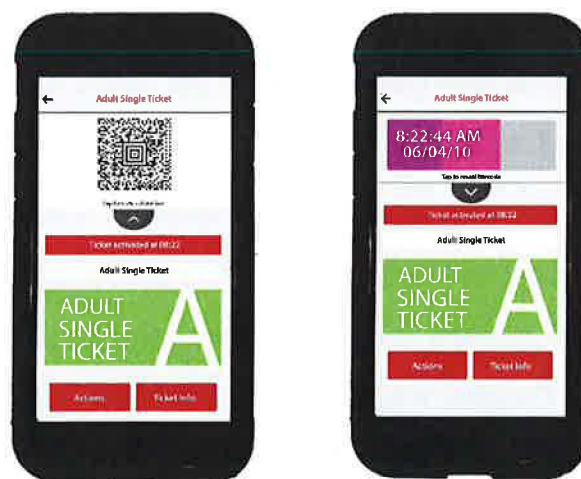
(l.1) "valid mobile ticket" - means a mobile ticket that has been purchased and activated using Calgary Transit Mobile Ticketing Services prior to entering a Restricted Fare Area or boarding a transit vehicle and is comprised of both:

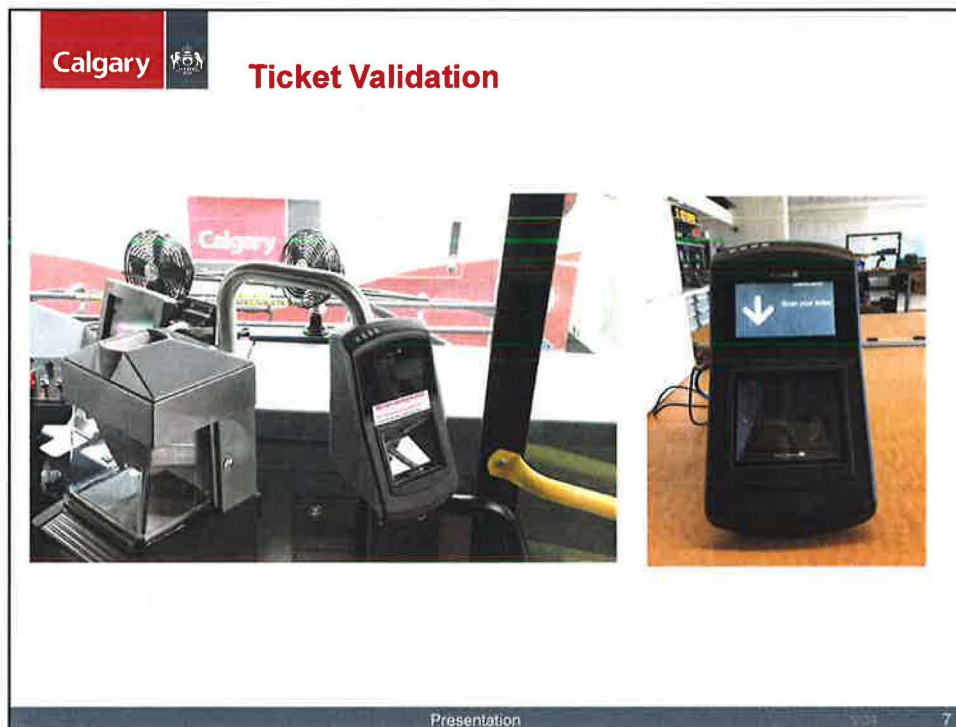
- (a) a barcode that has been activated using Calgary Transit My Fare Application; and
- (b) a visual validation display showing the date and time superimposed on the tri-coloured bar current for that day on the Calgary Transit My Fare Application;

and is not an unauthorized version created through the use of screenshot or through unauthorized electronic access of Calgary Transit Mobile Ticketing Services



Valid Tickets on the My Fare App





Calgary  **Implications**

- Approval will ensure predictable and respectful interactions take place between the public and Calgary Transit employees
- If bylaw amendments are not approved, it will be difficult for The City to enforce and prosecute offenses, leading to deterioration of the revenues that support Calgary Transit's service delivery (resulting in the need for increased tax support)


Presentation 8

Calgary  **Implications**


- My Fare will make it more convenient to ride Calgary Transit by offering a new way to pay
- My Fare will complement, not replace, existing fare products
- Ease of use is a key part of our Customer Commitment



Presentation 9

Calgary  **Recommendation**

That the SPC on Transportation & Transit recommend that Council give three readings to the proposed bylaw to amend the Calgary Transit Bylaw 4M81.



Presentation 10