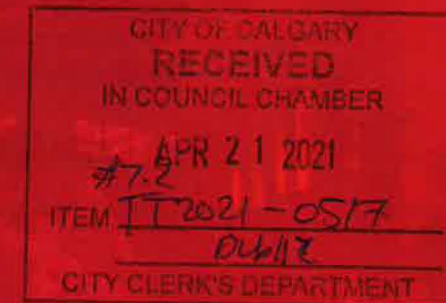




My Fare Update

Calgary Transit's Mobile Ticketing



Russell Davies
Calgary Transit, Transportation

TT2021-0517
Verbal Presentation
ISC: Unrestricted

Paying for Transit with your phone

- Purchase and use fare products as regular month, day passes, airport boarding pass, and single ride tickets.
- Activate ticket or pass prior to boarding transit and scan it at the onboard validator.
- Can purchase multiple tickets with one transaction for groups traveling together.
- Purchase can be made via the app or online portal and send it to your phone app.



Calgary 
Transit

Transit fares on your phone? **Yes!**

My Fare lets you pay and validate transit fares on your smartphone. Download the app today.

calgarytransit.com/MyFare



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How it's going

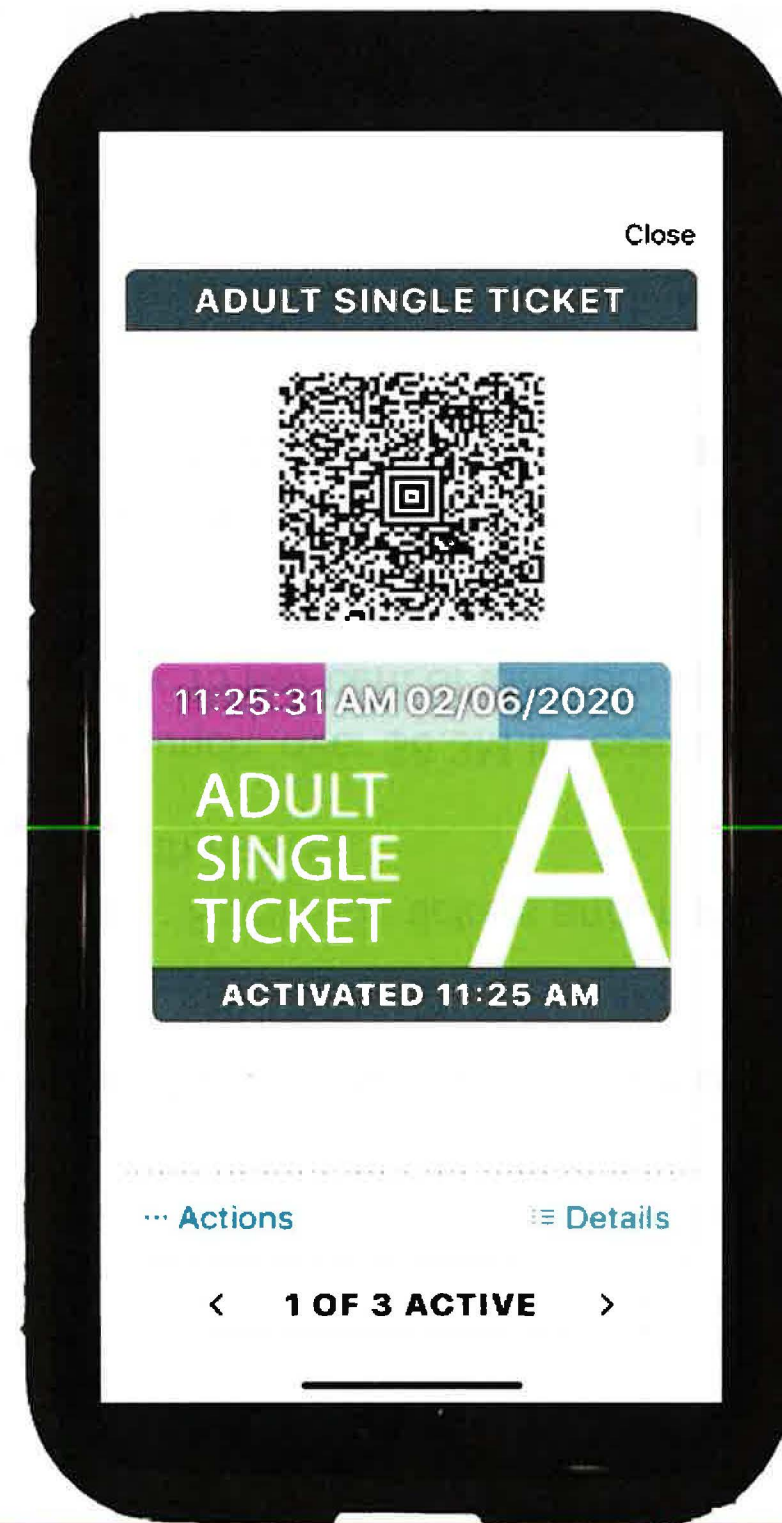
- Calgary Transit launched My Fare on July 1, 2020.
- Phase 1: Single-trip tickets and monthly adult and youth passes.
- Since launch, over \$6.3M in revenues and currently 15 per cent of total fare revenue and growing.
- App has been downloaded over 81,000 times with almost 26,000 accounts activated.

Up Next for My Fare:

Launching a My Fare UPass pilot for University of Calgary Students for spring/summer 2021 semester.

COFLEX application to launch Phase 2 of My Fare app to introduce senior's annual pass and the monthly low-income transit pass (LITP). Expected launch in 2022.

Exploring additional fare payment options such as Account-Based (ABT) which includes fare-capping or best fare options.





Where we want to go with My Fare

- Connecting with micromobility options like e-Scooters
- Integrate with trip planning apps for improved route planning
- Identify and react to changing ridership patterns

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ITEM: 7.2 TT2021-054
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