

Calgary Transit Fare Innovations

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Background

Council approved the *Calgary Transit Fare and Revenue Strategy (IP2022-0803)* in July 2022. That report provided background information on how the public transit and accessible transit service lines are funded through fare revenues, non-fare revenues, municipal property taxes, and a grant from the Provincial government to support the low-income transit pass program. The report also outlined how previous Council direction, guiding principles, business drivers, and changes to travel behaviour from the COVID-19 pandemic would inform the 2023-2026 fare structure. At the time, members of Council raised ideas for innovative approaches to incentivize transit ridership. The timing of the report did not allow for adjustments prior to the development of the 2023-2026 Service Plans and Budgets, so Administration committed to bring a report back in 2023 to speak to innovative approaches to fares, and this report fulfills that commitment.

The report provides information on Administration's ongoing investigation of new fare products and features, such as fare capping and off-peak travel discounts, which are only possible with further technology investment. The estimated timing of these investments and changes in customer fare payment will be shared. Gaps will be identified so Council is aware of the issues to solve (rather than granting free transit/subsidies) and how these initiatives will be investigated as part of the 2023-2026 Service Plans.

Fare Systems at Similar Transit Agencies

Transit agencies typically develop their fare/discount structure and fare products based on a number of factors including rider characteristics (e.g. - age, ability to pay, school affiliation, person with a disability), and trip characteristics (e.g. - distance, duration, quality of service, time of trip (such as peak vs. off-peak periods)). Additional considerations are fare collection technology (from analog fareboxes to digital mobile apps), political direction, and available funding programs. Because these factors are different in every transit agency, the fare/discount structure and fare products are different at every transit agency, and there is no industry standard.

The City was - and remains - leading edge with the introduction of the sliding scale low-income monthly transit pass available to eligible Calgarians at \$5.60, \$39.00, or \$56.00 per month, depending on household income. A survey in fall 2018 of low-income monthly pass holders indicated:

- 78 percent of respondents said it made it easier to maintain social supports through family and friends;
- 84 percent said it was easier to get to medical and other appointments;
- 74 percent of respondents agreed the LITP allowed household members to look for jobs;
- 91 percent said it saves their household money; and
- 87 percent agreed that it increased their use of Calgary Transit.

Among Calgary Transit's peer agencies there are varying discounts for customers based primarily on ability to pay and age (see table on page 16 for fare data from comparable transit agencies).

Similarly, agencies are adopting technology to improve the customer experience in purchasing fares. Edmonton region is rolling out Arc, a smartcard-based system, and the Compass Card and contactless payment options (tapping with a debit/credit card, or mobile device) is available on TransLink services in Greater Vancouver. Montreal's *Société de transport de Montréal (STM)* uses the OPUS smartcard. In Ontario, a provincial fare payment system, Presto, is available in the Greater Toronto and Hamilton Region, GO Transit, and on OCTranspo (Ottawa). Some portions of the Presto service area are now offering contactless payment.

Saskatoon Transit uses the same technology providers as Calgary Transit (Masabi and *Transit* app) to offer fare products on mobile devices.

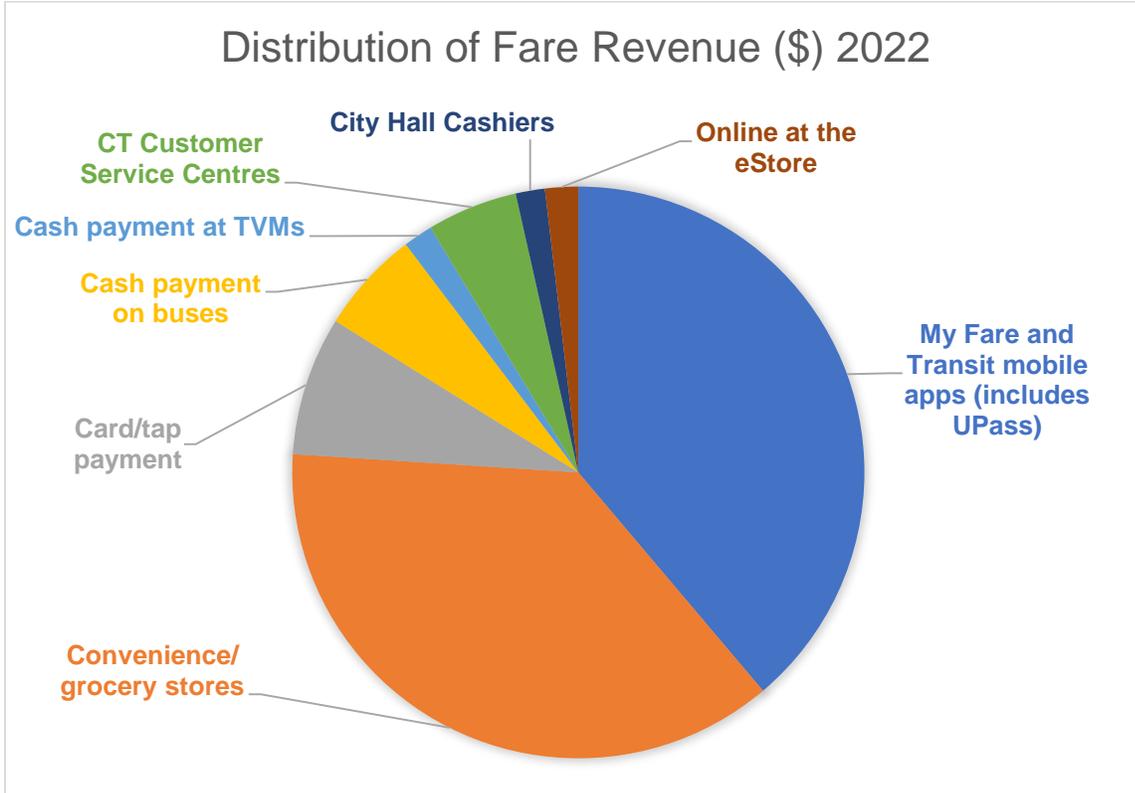
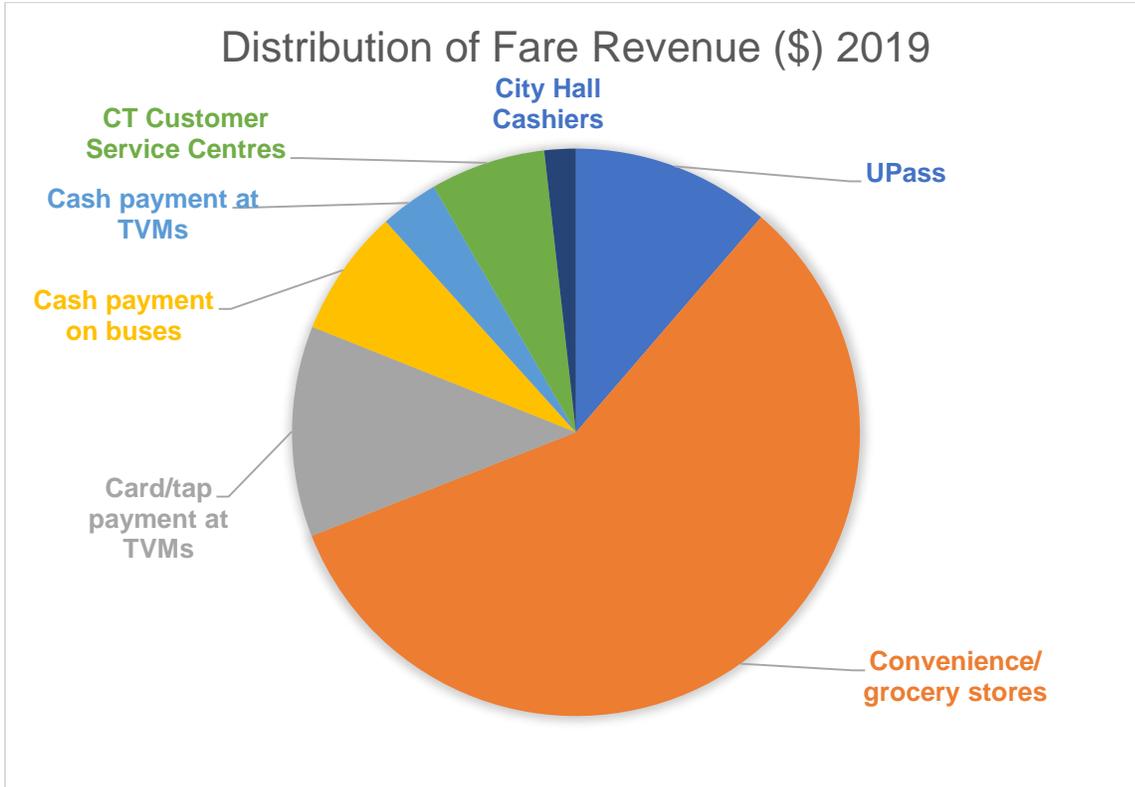
Current Fare Payment Options

Calgary Transit customers have many options to purchase their fares. Customers can pre-purchase paper tickets and monthly passes at various locations throughout the city, including many convenience and grocery stores, and Calgary Transit Customer Service Centres. Cash can be used when boarding buses, and at ticket vending machines. Customers can also pay by tapping a card or mobile device at ticket vending machines. There is an online store for customers who prefer to purchase their tickets and passes online. Since 2020, customers can also purchase transit fares using the My Fare mobile app on their devices. And, in 2022, select fares are now available in the *Transit* app, Calgary Transit's official trip planning app. Offering fares and multimodal trip planning in mobile apps has advanced Calgary Transit's efforts to make travel across the city seamless – a paradigm shift in the transit industry referred to as mobility-as-a-service (MaaS).

Adoption of the My Fare app by Calgary Transit's customers has been rapid with approximately 40 per cent of fare revenue collected using the My Fare app in 2022. Even with adoption of the My Fare app and tap payments enabled at ticket vending machines (TVMs), cash payments continue to be an important option for customers. The figure below indicates where Calgary Transit customers are purchasing fare products shown by value of purchases (\$) and location/service where fares are purchased. Eight percent of customers use cash when paying on the transit system ('cash payment on buses' and 'cash payment at TVMs'). This figure does not count transactions at customer service centres, vendors, or City Hall Cashiers that have also been made with cash.

It is expected cash will continue to play an important part in Calgary Transit's payment options. Accepting cash payment supports Calgarians who do not have debit or credit cards (also referred to as underbanked, or unbanked), those without mobile phones, and those that prefer to use cash. This reflects Calgary Transit's commitment to an equitable and accessible transit system. Additionally, as new features are explored in the My Fare app Calgary Transit will be exploring options for cash digitization – this allows customers who prefer to use cash to convert that cash into digital credits to be used on mobile fare payment apps.

The figures below indicate how customer behaviour has changed from 2019 to 2022 in terms of how fares are being purchased. In 2019, 'convenience/grocery stores' accounted for 58 percent of fare sales in terms of revenues. In 2022, 'convenience/grocery stores' accounts for 37 percent of sales by revenue, with My Fare and Transit mobile apps (including UPass) responsible for 39 percent. Offering more convenient ways for customers to purchase their fares, with the introduction of the online e-store, My Fare, and Transit apps since 2019, has changed how customers purchase their fares. It should be noted the charts below are based on revenue (dollar value), and certain methods of payment typically have lower dollar values (cash payment on bus, transactions at ticket vending machines) because they are payment for single rides, whereas monthly pass purchases at convenience/grocery stores and in the My Fare app have a higher dollar value per transaction. In the following section, the use of ticket vending machines (revenues and transactions per 1,000 riders) is discussed in more detail.

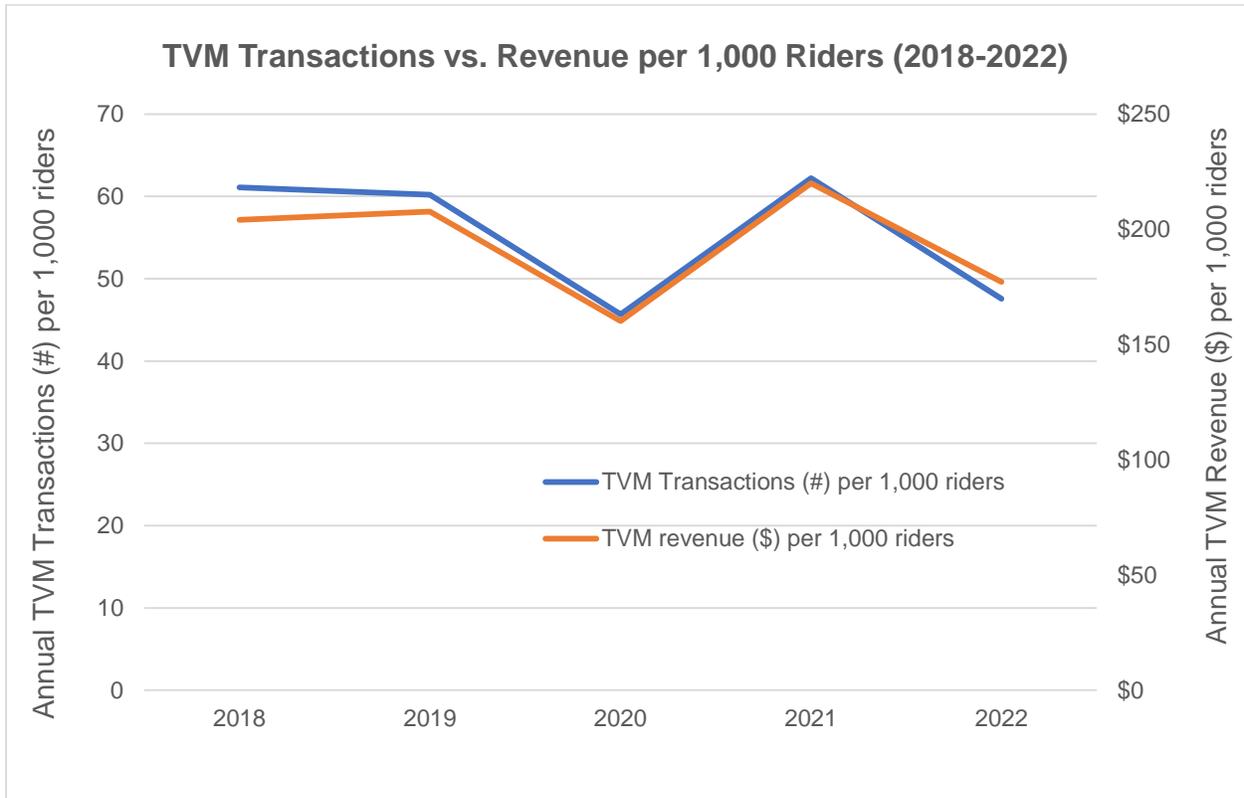


Mobile App Fare Payments and Ticket Vending Machines

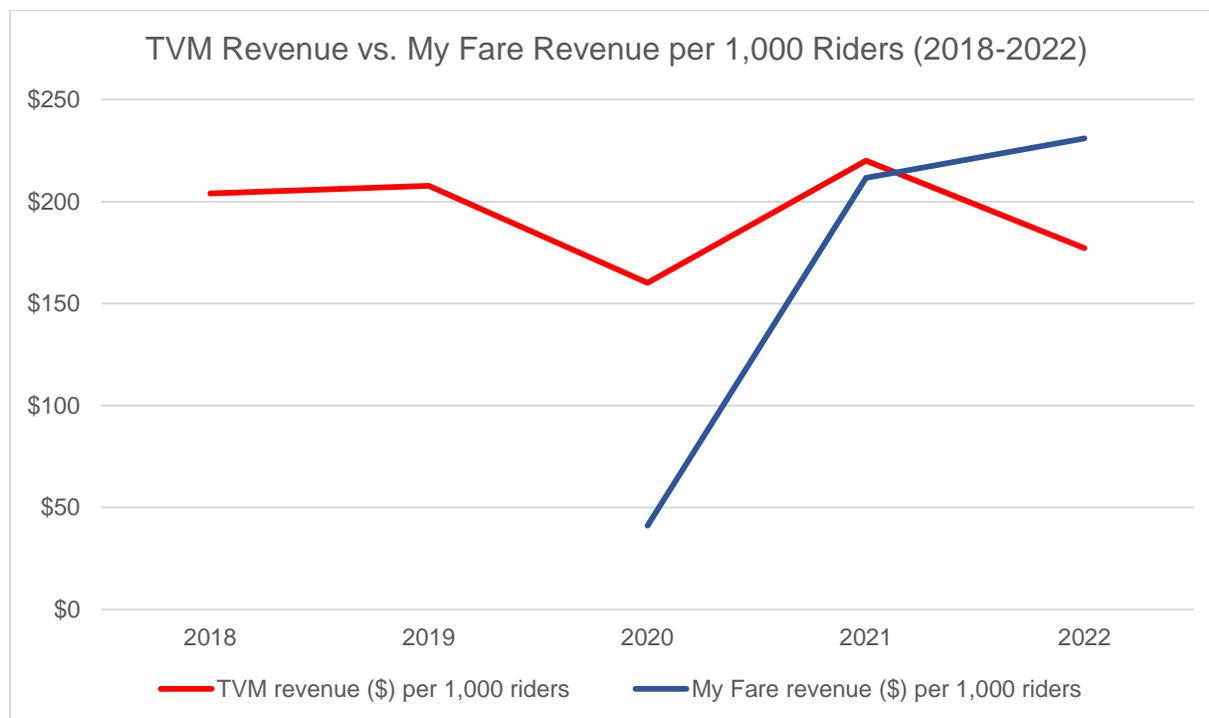
The data shows rapid adoption of the My Fare mobile fare payment app since 2020, and the *Transit* trip planning and fare payment app since 2022. However, this shift to mobile app fare payments does not appear to be at the expense of ticket vending machine market share. Data from 2020 to present needs to be reviewed carefully due to rapid changes in ridership brought on by public health guidelines.

Normalizing the data by 1,000 riders helps to reduce the effect of rapid changes to ridership and fare revenues. The chart below indicates the number of transactions (purchases of fare products) and revenues (cash and tap/credit card payments) from ticket vending machines are correlated. There is a decrease in both indicators in 2020, but in 2021 they rise slightly above 2019 levels before decreasing again in 2022. Despite the uncertainty and changing conditions over the past three years, including the introduction of My Fare, Calgary Transit customers continue to use ticket vending machines to purchase fare products.

This trend indicates the rapid adoption of the My Fare and *Transit* mobile apps reduced the market share of 'Convenience/grocery stores' fare product sales. The mobile apps provided customers with a more convenient method of purchasing their fares directly on their phones, reducing the need to make a trip to an outlet at the end of each month.



Fare revenues from sales at ticket vending machines compared to My Fare normalized by 1,000 riders shows a steep increase in revenues from sales in the My Fare app, while revenues remain relatively stable from ticket vending machines. The chart below compares fare revenue for TVMs and My Fare using only the fare products that are available in both systems (i.e. Youth/Adult single ride tickets, Youth/Adult day passes, and Airport Boarding Passes)



Fare Design and Implementation Guiding Principles

As Calgary Transit investigates and develops new fare products technology will play a pivotal role. However, as options to purchase fares increase to meet the needs of customers cash will remain an important part of Calgary Transit's business to maintain access to the public transit system for customers who prefer to use cash, who are unbanked, or do not use mobile devices.

As discussed in detail in the *Calgary Transit Fare and Revenue Strategy (IP2022-0803)*, fare revenue historically makes up about 40 to 50 per cent of Calgary Transit's operating budget. Protecting this revenue source while increasing customer convenience for fare payment and ensuring access to the public transit and accessible transit services through an equitable fare structure.

The following guiding principles were approved by Council (IP2022-0803) for determining Calgary Transit user fees and forecasting revenues for the 2023-2026 Service Plan and Budget:

- Use the discount structure presented in IP2022-0803 to determine fares and estimate revenues for the four-year service plans and budgets, and bring those changes forward as part of budget approval in November 2022;
- Continue moving towards income-based fare subsidies in alignment with User Fees and Subsidies Policy (UFS) as directed by Council in 2018 and the Council-approved Calgary Transit zero-based review (ZBR) in 2016;
- Ensure equitable access to fare products when designing fare policy/fare payment options for customers with limited or no banking options; and
- Support the low-income transit pass program (subject to incremental increases) and identify long-term funding to sustain the program (in partnership with the Government of Alberta).

These additional guiding principles have been developed to assist Administration in the development and implementation of new fare products in the 2023-2026 timeframe:

- Alignment and support of City policies such as RouteAhead and the User Fees and Subsidies Policy.

- Ease of use for customers and transit staff, while maintaining simplicity in the overall fare offerings.
- Equity in access to fare products and the public transit and accessible transit services.
- Use of Calgary Transit's available technology to enable new fare products.
- Use of data (where available) to inform changes to fare products.

Fare Collection Technology

Calgary Transit's introduction of the My Fare mobile app in 2020 July represented the initial steps in a strategy to offer customers the convenience of purchasing transit tickets and passes anytime from anywhere. Since the initial roll-out of the app in 2020 with youth and adult tickets and monthly passes, additional software development was completed to offer seniors annual passes, low-income monthly passes, and UPasses in the app starting in 2022.

The evolution of the fare system from paper-based products and analog fare boxes on buses, to ticket vending machines that accept credit cards/tap transactions, and a mobile fare payment app requires a significant investment in software, hardware, and technical skills/knowledge. Calgary Transit in the midst of this evolution as the My Fare mobile app is available with additional customer features coming, *Transit* offers select fare products with more becoming available, and the years-long procurement process for new ticket vending machines beginning. This evolution represents a significant capital investment that must be balanced amongst Calgary Transit's varied priorities.

Additional onboard validators for Calgary Transit Access vehicles and validators on platforms at CTrain stations are items that should be funded as part of the technology roadmap to ensure customers can scan their tickets/passes when boarding all aspects of Calgary Transit's service. Currently, if a customer on Calgary Transit access presents a fare in My Fare the operator performs a visual validation by inspecting the fare to ensure it is valid. The CTrain is a proof-of-payment system that requires users to have a valid proof of fare payment with them while in the fare restricted areas.

Potential New Features for Customer Convenience

Additional features will be introduced in future phases of the My Fare app technology upgrades to support customer convenience. Incremental advances ensure system stability as well as customer/staff knowledge as fare payment technology evolves. Future features of Calgary Transit mobile fare payment system will include:

- **Account-based ticketing:** allows customers who have created an account to pay by tapping/scanning a secure token (the My Fare app, contactless credit card, or smartphone) easily and always receive the best-priced fare.
- **Account-based ticketing with stored value accounts:** to the customer these appear similar to account-based-ticketing, but they allow Calgary Transit to easily implement concession fares, such as low-income transit passes, seniors transit passes, and UPasses. It also allows for converting cash into an electronic transit ticket to support customers who do not have a credit card or bank account.
- **Fare capping:** enabled by implementing account-based ticketing, fare capping ensures customers receive the best-priced fares based on fare rules and allows customers to pay as they go (pay per ride) rather than paying for a monthly pass at the beginning of the month.
- **Open loop payments:** allows customers to tap a contactless credit card or smartphone without having to create an account or purchase a transit fare. This does not allow access to the best-priced fare enabled with account-based ticketing, but it offers a customer the easiest method to purchase a fare.
 - Closed loop systems, for comparison, are typical transit smartcards that can only be used on the transit network.
- **Paper barcode tickets:** a solution for single ride tickets to support customers who are not regular Calgary Transit users (tourists, guests, weekend-only riders) and customers who do not

have a credit card or bank account. Because the ticket is scanned when boarding buses (like electronic tickets/passes in the My Fare app) ridership data is collected.

- **Period passes:** passes that are valid for additional time periods. Period passes offered today are day passes and monthly passes. Additional time periods could be introduced, such as week-long passes, passes that coincide with a multi-day event, or monthly passes that work for 31 consecutive days, instead of a calendar month (i.e., first day to the last day of the month)

Comparison of Smartcard-based and Mobile App-based Fare System

Administration receives questions about smartcard-based systems, and why Calgary Transit is not adopting such a system. Smartcard systems have limited advantages when compared to mobile app-based fare collection systems, and typically the smartcard systems are far more complex and costly to implement. Before mobile apps became the industry standard for fare collection, smartcards were one of the main options for transit agencies to evolve their fare collection systems. Each smartcard system had to be custom developed for each transit agency based on the fare structure, fare products available, and various business rules. Today, the mobile app-based systems are flexible, modular, and easily customized to each agency's requirements.

Calgary Transit used a risk-based approach to roll-out Masabi's Justride fare payments-as-a-service (FPaaS) system incrementally, beginning with Youth and Adult tickets and monthly passes. In time, more complex fare products that have their own supporting software systems, were integrated and Seniors, Low-income passes, and UPasses were made available in My Fare. More recently, the Weekend Group Day Pass went from concept to implementation in a matter of months.

Another benefit of mobile-app based systems is the integration of fare payments and multimodal trip planning into a single app, known as mobility-as-a-service (MaaS). This integration provides customers with seamless trip planning from A-to-B, using the best possible mode of travel or combinations (public transit including On Demand, shared e-bikes and e-scooters, car share), and the ability to pay for their trip in a single app. Calgary Transit's official trip planning app, *Transit*, offers all these features and has improved the customer experience since launching in 2022.

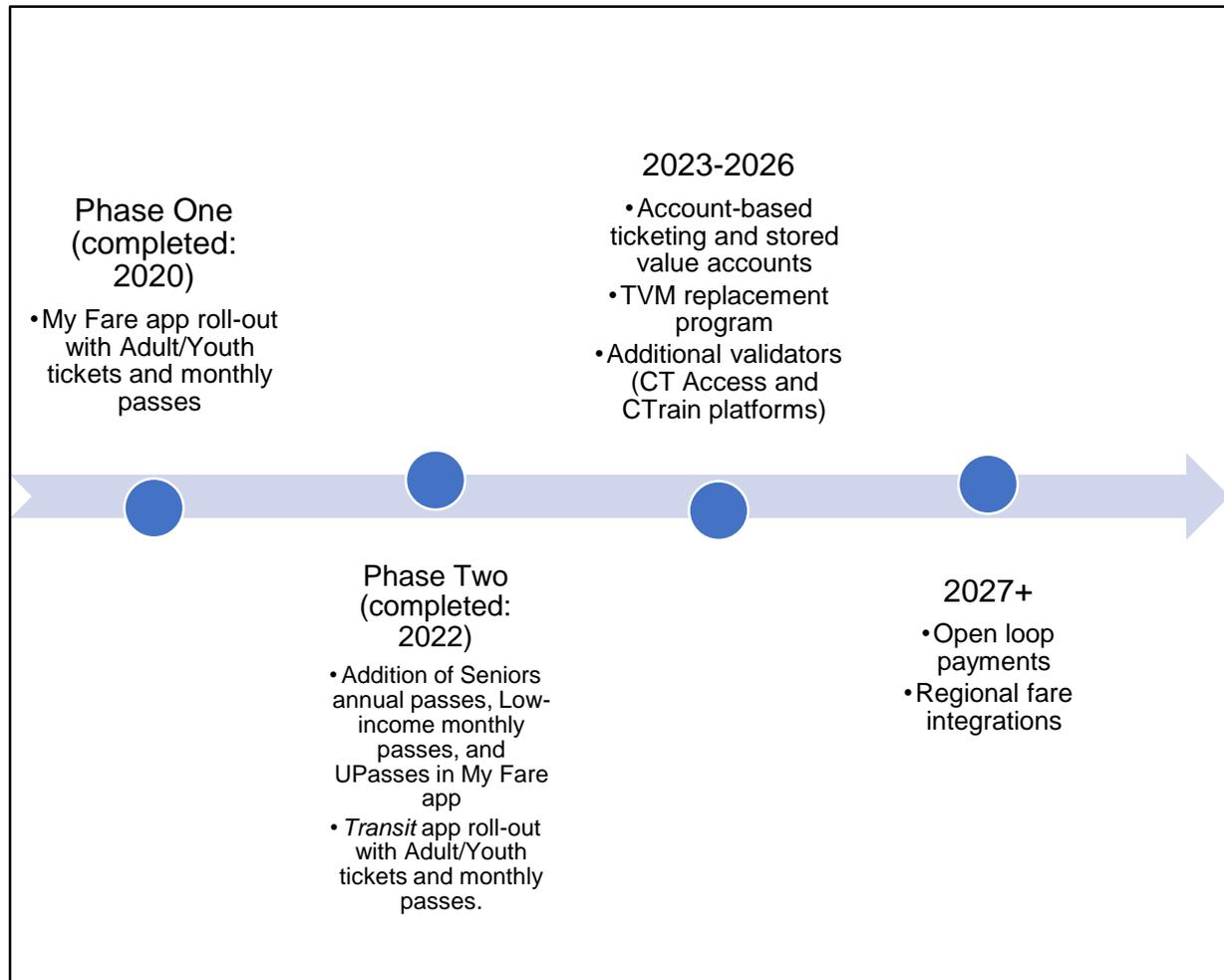
The table on the next page provides a high-level comparison of the advantages and disadvantages of smartcard-based and mobile app-based fare payment systems.

	Smartcard-based system	Mobile App-based system
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Advantages	<ul style="list-style-type: none"> • Calgary Transit owns the fare collection system. • Supports people who are unbanked and underbanked. • Eliminates/reduces merchant transaction fees associated with payment cards. 	<ul style="list-style-type: none"> • Vendor is responsible for ongoing software maintenance/upgrades, physical/electronic data security. • Account-based systems with stored value and digitization of cash also support people who are unbanked and underbanked. • Avoids costs of distributing and replacing smart cards. • Customer uses their existing mobile phone or contactless payment card. • Option to purchase fares without creating an account. • Fare structure is configured in the back office of the system • Potential for customer to purchase fares at other transit agencies using the same app. • Enables pay as you go and fare capping, which is a benefit to customers compared to locking in funds to a smartcard. • Modular system can be used at many transit agencies, reducing implementation lead times and development costs. • Supports mobility as a service (MaaS) initiatives creating seamless multimodal trip planning and fare payments.
Disadvantages	<ul style="list-style-type: none"> • Systems are designed/developed specifically for the transit agency increasing costs and complexity. • Customer funds deposited on the smart card are only available for use on the transit system. • Calgary Transit is responsible for system upgrades (software/hardware). • Calgary Transit is locked into the technology. • System only works at one transit agency/region. • Customers need to carry another card or device to access the transit system. 	<ul style="list-style-type: none"> • Vendor owns the mobile app fare payment system. • Calgary Transit is responsible for merchant transaction fees.

Fare Collection Technology Roadmap

The following figure illustrates key milestones in Calgary Transit's adoption of the My Fare mobile app, as well as implementation of future features to improve customer convenience.



Electronic fare collection technology roadmap

UPass

The UPass is available to eligible students at participating post-secondary institutions. The UPass is valid for the four months of the semester and provides unlimited travel on all Calgary Transit services.

Post-secondary institutions participating in the UPass program include:

- Alberta University of the Arts (AUA)
- Mount Royal University (MRU)
- St. Mary's University (StMU)
- Southern Alberta Institute of Technology (SAIT)
- University of Calgary (UofC)

An additional institution is currently participating in a pilot project that differs from the UPass program but offers a discounted transit fare for students:

- Bow Valley College (BVC)

One of the main principles behind the UPass program is that all eligible students pay into the program, which allows all eligible students to receive a discounted transit pass. The cost of the UPass is \$160.00 per semester. The fee is mandatory for all eligible students at the participating institutions. The UPass represents a savings of \$288.00 per semester for each eligible student when compared to the cost of four adult monthly passes ($\$112.00 \times 4 = \448.00), or a savings of 64%. BVC students can optionally participate in a UPass program that is unique to this institution. BVC students can purchase a UPass for \$291.20 per semester, representing a savings of \$156.80 when compared to the cost of four adult monthly passes, or a savings of 35%.

A survey was made available online from January 23 to February 27, 2023, on www.calgarytransit.com to gauge student perceptions and use of the UPass. The survey was advertised to all students at participating institutions with the help of each institution's administration and student associations. Students that are currently eligible and those that are not eligible were encouraged to complete the survey. A total of 743 responses were received.

Students from all participating institutions submitted responses, with 94% of respondents being eligible for the UPass program. When asked to rate the value of the UPass 78% rated the value between 6-10 (on a scale of 1-10 where 1 is 'no value' and 10 is 'high value'), with 53% overall rating it as 10 ('high value'). 22% rated the value between 1-5, with 13% overall rating it as 1 ('no value'). The average rating of value was 7.7 out of 10.

With the agreement of all parties, the current UPass agreement has been extended to the end of the 2023-2024 school year (i.e., until summer 2024). This extension aligns with Council direction to freeze transit fares in 2023 and provides additional time to review and analyze input received from post-secondary institutions that will help to inform the future of the UPass program

Partnerships

Bundled Event Tickets and Transit Fare Products

Calgary Transit has begun exploring options to provide bundled fare products in cooperation with local venues and event organizers. These fare products could include a single ticket to an event that includes transit fare to/from the event paid for by the event organizer or added to the event-goers admission price. The intent is to make it more convenient for event-goers to use transit. When event organizers request Calgary Transit support for their events having these partnerships formalized would provide a consistent response to organizers. This investigation is in the early stages and the feasibility of bundled fare products needs to be further explored with partners in The City's Festival and Event Planning team, as well as venue teams and event organizers.

Regional Transit Fare Integration

As regional transit continues to expand and connect Calgary with regional neighbours, fare integration is a possible next step. Today, transit customers can travel throughout the region on Swift Mini Thni Transit, On-It Regional Transit, the Airdrie Intercity Express, and Calgary Transit's MAX Purple to Chestermere. Trip planning resources are available to assist customers in their travels. The next steps towards integration regional travel could include seamless trip planning and fare payments across the region. Fare integration can take a variety of forms that have been used in other regions:

- No fare integration (current state in Calgary Region, except for customers boarding the MAX Purple in Chestermere)

- Customer pays a single fare, and the revenue is divided amongst the participating transit agencies in the backend of the fare payment technology.
- Reduced fares when transferring between regional rail, rapid transit, and local transit (offered in Greater Montreal region)
- Free transfer (offered with select local transit agencies and GO Transit in the Greater Toronto and Hamilton Area funded by the province)

Airport Boarding Pass

This pass was implemented when the Route 300 – Airport BRT was inaugurated on 2011 June 27. Initially, the airport boarding pass was introduced as the Route 300 was seen as an enhanced service targeted at air travellers. Until the opening of 96 Avenue NE between Harvest Hills Blvd N and Airport Trail NE, the route travelled along Deerfoot Trail NE between 64 Avenue NE and Airport Trail NE. Today, the improved route using 96 Avenue NE can better serve local trips and airport workers, in addition to tourists.

Calgary Transit has also heard from airport workers the airport boarding pass is an extra expense to them based on the location of their work. Not all airport workers travel to/from the airport five days per week due to the fly in/fly out nature of some jobs. Therefore, purchasing a monthly pass (which permits boarding Route 300 at the airport) is not financially feasible. Because the airport boarding pass is only required at the two transit stops at the airport terminal, some workers are walking to the next closest transit stop on Barlow Trail NE.

The airport boarding pass is available at ticket vending machines at the airport and in the My Fare app. In the last seven months of 2022 (June to December) the percentage of monthly customers riding Route 300 who purchased an airport boarding pass averaged 17 per cent, with a range between 22 per cent (July) and 12 per cent (December). This indicates the majority of riders are not tourists or visitors, but Calgarians.

Because the initial reasons for implementing the airport boarding pass (routing on Deerfoot Trail, enhanced service targeted at air travelers) have changed, the boarding pass no longer meets our guiding principles for our fare structure, use of the pass causes confusion for customers and exasperation for Calgary Transit operators, and to support mobility in the workforce (airport workers travelling to/from their jobs) Calgary Transit recommends discontinuing the airport boarding pass and accepting regular fares at all stops on Route 300.



TD Free Fare Zone

On occasion, Calgary Transit receives requests to extend the TD Free Fare Zone. This request is often in the context of supporting tourists and conventions. The zone along Seventh Avenue South was implemented as part of an overall strategy to support mobility in the downtown core in coordination with

the Stephen Avenue Mall and +15 network. The Seventh Avenue South transitway was identified as part of the 1966 Downtown Master Plan that called for strategically located parkades to intercept motorists at downtown's perimeter accompanied by a pedestrian mall on Stephen Avenue South, and rapid transit on Seventh Avenue South. These two avenues, combined with the +15 network, offer convenient travel for pedestrians in the central business district to easily access office towers, shopping centres, restaurants, services, arts and cultural destinations, and parkades.

The cost of providing the Free Fare Zone is significant, but so are the citywide benefits, such as supporting downtown business and recreational activities, alignment with mobility policies, and creating an amenity to attract businesses and support the Downtown.

Extending the free fare zone in each direction to serve Victoria Park/Stampede Station, Erlton/Stampede station, Bridgeland/Memorial Station, Zoo Station, Sunnyside Station, and Sunalta Station would incur an annual fare revenue loss of approximately \$7.9 million. This estimate is based on typical weekday ridership, and does not include revenue from special events such as Stampede, conferences, sporting events, etc.

In addition to fare revenue loss, extending the Free Fare Zone could have potential impacts to the TD Free Fare Zone sponsorship agreement. Additionally, Calgarians will use community streets, the Zoo parking lot, and MNP Centre to park their cars and access the Free Fare Zone. It will be more difficult to communicate the extents of the Free Fare Zone to customers. Current geographic bounds on Seventh Avenue South are relatively simple. Extending the zone by two stops to the northeast, two stops to the south, one stop to the west, and one stop to the northwest will appear complex and arbitrary to customers. Extending the zone also dilutes the status of the Free Fare Zone. Currently, this is a Downtown exclusive service supporting Calgary's central business district and its amenities.

Organizers of conventions, large conferences, and special events regularly approach Calgary Transit to discuss options for transit service. Calgary Transit welcomes these discussions and often receives revenue from organizers who agree to purchase transit fares for their attendees.

Given the potential loss of fare revenue, and unintended consequences, Calgary Transit will not be exploring an extension of the Free Fare Zone. However, the introduction of new fare products and continued discussions with convention hosts will ensure access to the public transit system and the protection of fare revenues.

Fare Product Updates

Children 12 and under ride for free

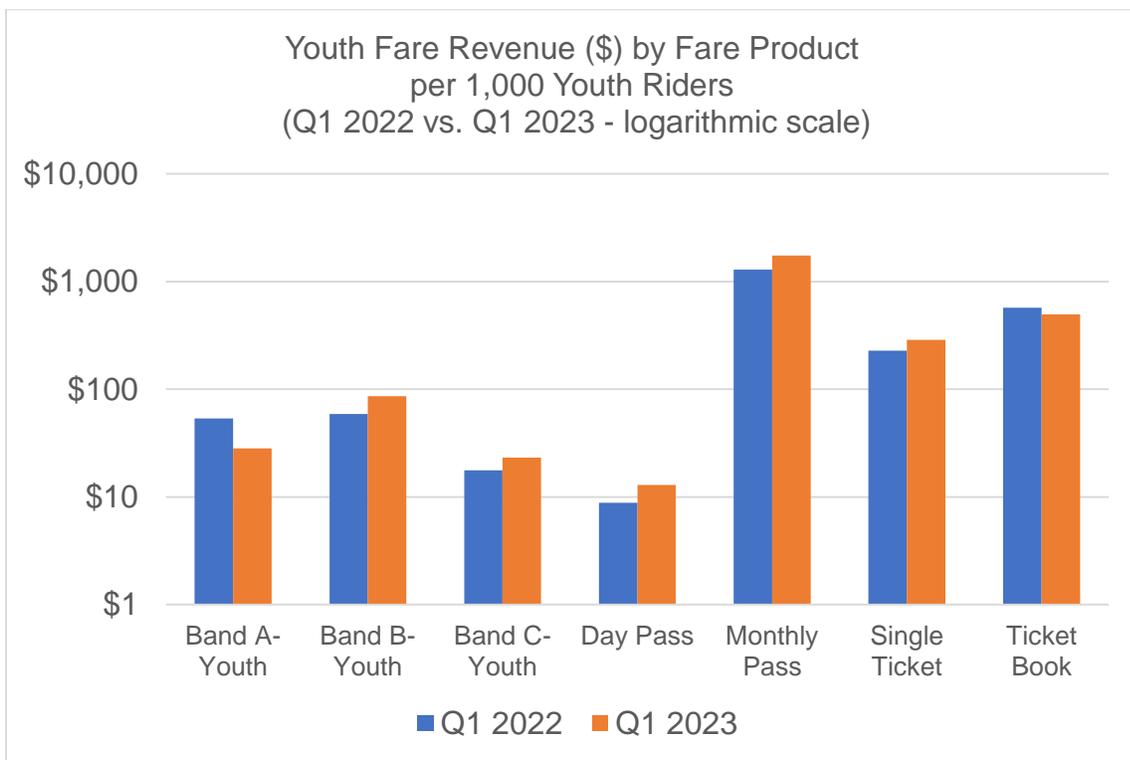
Effective January 1, 2023, until December 31, 2023, children 12 and under can ride Calgary Transit for free. With only three months of data (January, February, and March 2023) it is difficult currently to determine any significant changes to youth fare in terms of number of fare purchasing behaviour.

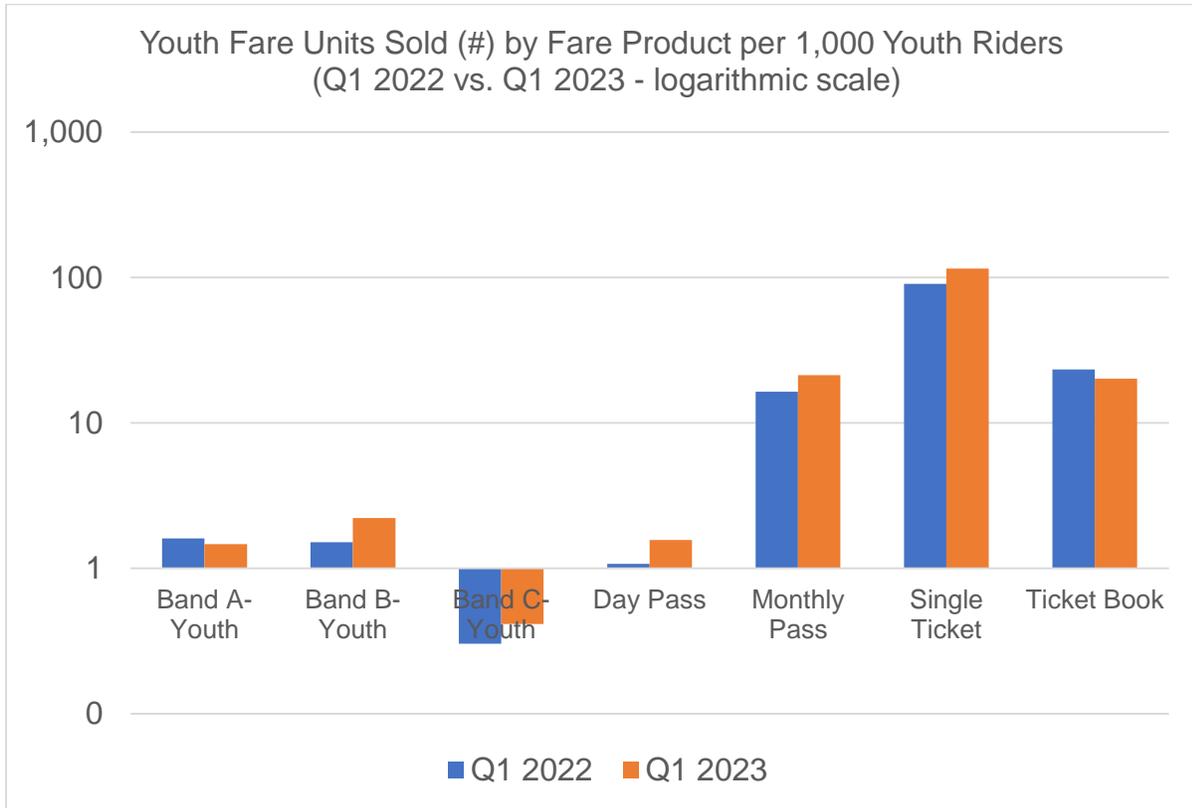
Comparing Q1 2022 to Q1 2023:

- Youth ridership (riders aged 17 and under) increased from 2,058,200 to 3,682,600 (80% increase)
- Youth fare revenue increased from \$4,590,000 to \$5,516,500 (20% increase)
- The number of Youth fare products sold increase from 276,900 to 334,700 (20% increase)
- Systemwide ridership increased from 9,880,800 to 21,060,100 (115% increase)

- Systemwide fare revenue increased from \$23,456,490 to \$32,665,060 (40% increase)

To analyze the available data, Administration compared Q1 2022 and Q1 2023 Youth fare data. The tables below show changes between Q1 2022 and Q1 2023, presented on a logarithmic scale (to better display results) and normalized per 1,000 Youth riders. In 2022, Calgary Transit offered a discount on Youth and Adult monthly passes in August/September. The discount could have changed fare purchasing behaviour beyond the timespan of the offer. For example, some Youth customers may have discovered a monthly pass was more convenient, or they rode transit more often with the pass. It is important to also note different fare products generate differing ridership and revenue. For example, if more customers migrate to monthly passes less revenue is generated per trip, but more ridership is generated due to the way different fare products are used by customers.





Weekend Group Day Pass

On April 15 and 16, 2023, Calgary Transit introduced a new fare product, the Weekend Group Day Pass, available at ticket vending machines and in the My Fare and *Transit* apps. This pass reduces the cost for groups travelling together on Saturday and Sunday. The goals of introducing this pass include:

- An incentive for groups to choose public transit for travel on weekends.
- Reduce financial barriers to public transit travel for groups on weekends.
 - For example, parking rates can be lower on weekends and stalls are often available, whereas public transit fares do not change.
- Introduce public transit as a viable travel option for Calgarians who typically do not use transit, or only use transit on weekdays.
- Utilize existing capacity on the system outside of peak travel times.

On the first weekend, 112 passes were sold, on the weekend of April 22/23, 190 passes were sold, and on the weekend of April 29/30, 314 passes were sold. A marketing campaign is being developed by Calgary Transit to further promote the pass to customers and non-customers.

Fares at Calgary Transit Comparator Agencies (2023)

	Calgary	Edmonton	Hamilton	Regina	Ottawa	Montreal*	Winnipeg	Vancouver*	Mississauga	Toronto
Children	12 and under free	5 and under free	13 and under free	7 and under free	5 and under free	11 and under free	12 and under free	5 and under free	12 and under free	12 and under free
Youth Cash	\$2.45	\$3.50	\$2.75	\$3.75	\$2.50-\$4.75	\$2.65	\$2.05-\$4.15	\$4.00	\$2.40	\$2.40
Youth Tickets (per ride)	\$2.45	\$1.98	\$2.45	\$3.70	\$2.50-\$4.75	\$2.00	\$2.05-\$4.15	\$2.35	\$2.35	\$2.35
Youth Monthly Pass	\$82.00	\$73.00	\$64.00	\$96.75	\$56.50-\$110.00	\$77.00	\$58.60	\$112.80	\$128.15	\$128.15
Adult Cash	\$3.60	\$3.50	\$3.25	\$3.75	\$3.50-\$6.50	\$3.15	\$3.10-\$6.05	\$4.00	\$3.35	\$3.35
Adult Tickets (per ride)	\$3.60	\$2.78	\$2.90	\$3.70	\$3.50-\$6.50	\$2.80	\$3.10-\$6.05	\$3.10	\$3.30	\$3.30
Adult Monthly Pass	\$112.00	\$100.00	\$88.00	\$125.50	\$94.00-\$184.00	\$107.80	\$102.55-\$182.50	\$131.00	\$156.00	\$156.00
Low Income Monthly Pass	\$5.60/ \$39.00/ \$56.00	\$35.00/ \$50.00	\$71.00	\$58.25	N/A	\$53.90	\$58.60	\$65.50	\$123.25	\$123.25
Seniors Cash	N/A	\$3.50	\$3.25	\$2.85	\$0.00-\$4.75**	\$2.65	\$2.05-\$4.15	\$4.00	\$2.30	\$2.30
Seniors Tickets (per ride)	N/A	\$1.98	\$2.90	\$2.80	\$0.00-\$4.75**	\$1.40	\$2.05-\$4.15	\$2.10	\$2.25	\$2.25
Seniors Monthly Pass	N/A	\$35.00	\$30.00	\$47.75	\$0.00-\$110.00**	\$53.90	\$58.60	\$65.00	\$128.15	\$128.15
Seniors Annual Pass	\$150.00	\$385.00	\$270.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Seniors Low Income Annual Pass	\$30.00	\$0.00/ \$139.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
UPass (per semester)	\$160.00	\$180.00	\$87.60	\$223.48	\$220.00	\$293.20	\$135.30	\$157.77	\$512.60	\$512.60
Employee Pass (per month)	N/A	N/A	\$73.33	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Group Pass	\$15.00	\$10.25	\$10.00	\$11.25	\$19.50	N/A	N/A	N/A	N/A	N/A

*zone-based system **effective July 1, 2023 in 'zone A' ***provincial program
Calgary's sliding scale based on household income: 0-50% of LICO: \$5.60; 50%-80% of LICO: \$39.00; 80%-100% of LICO: \$56.00
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