



# Comox Valley Regional Transit

COMOX VALLEY REGIONAL DISTRICT COMMITTEE OF THE WHOLE  
DECEMBER 10, 2019



# Agenda & Overview

## 1. Fare Review

- BC Transit Fare Strategy & Current Fares
- DayPASS-on-Board
- Future of Fare Collection
- Proposed Fare Options

## 2. Complimentary Youth Transit

## 3. Questions

# BC Transit Fare Strategy

Fare structure objectives:

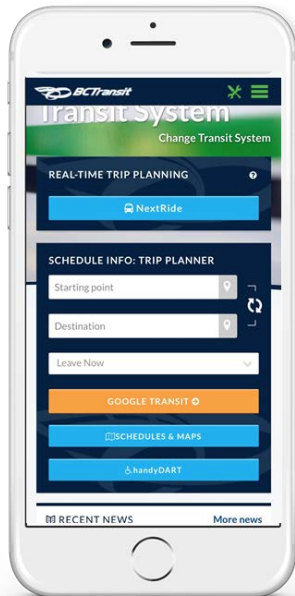
1. Attractive to customers and encourages ridership
2. Marketable and is easy to produce and sell
3. Low costs of operation and debt service
4. Secure and hard to defraud

Comox Valley Transit Alignment Considerations

- Discount Monthly Pass Pricing
- Use of Transfers

# Advanced Fare Collection Systems & DayPASS-on-Board

- Fare box replacement
- Account based
- Convenience
- Data



- Removal of transfers
- Purchase DayPASS on the bus
- Observed outcomes

# Proposed Conventional Fare Options

Product	Audience	Current	Option 1	Option 2
Cash	All	\$ 2.00	\$ 2.00	\$ 2.00
DayPASS	All	\$ 4.00	\$ * 4.00	\$ * 4.00
Tickets	All	\$ 18.00	\$ 18.00	\$ 18.00
Monthly Pass	Adult	\$ 55.00	\$ 55.00	\$ 55.00
	Senior/Student/Post-Secondary	\$ 35.00	\$ 35.00	\$ 47.00
Monthly Dual Pass	Adult	\$ 60.00	\$ 60.00	\$ 60.00
	Senior/Student/Post-Secondary	\$ 40.00	\$ 40.00	\$ 51.00
Semester Pass	Post-Secondary/Student **	\$ 115.00	\$ 115.00	\$ 150.00
	Dual Post-Secondary/Dual Student	\$ 130.00	\$ 130.00	\$ 163.00

Quantitative Analysis	Option 1	Option 2
<b>Revenue</b>		
Projected Conventional Annual Impact	+\$52,000 (+7%)	+\$91,000 (+12%)
<b>Ridership</b>		
Projected Conventional Annual Impact	+51,000 (8%)	+11,000 (2%)

\* DayPASS-on-Board

\*\* Expansion of the Comox Valley semester pass audience is recommended

# Complimentary Fares Analysis for Youth

- Primary Motivations for Complimentary Transit
  - Ridership/Environmental Sustainability
  - Affordability
- Same fare structure as Option 1
- Quality of Service
- Timeline considerations (TIPs, 18-24 months)

**Net Impact (Foregone Revenue + Increased Costs)**

**\$651,000 to \$865,000 annually**



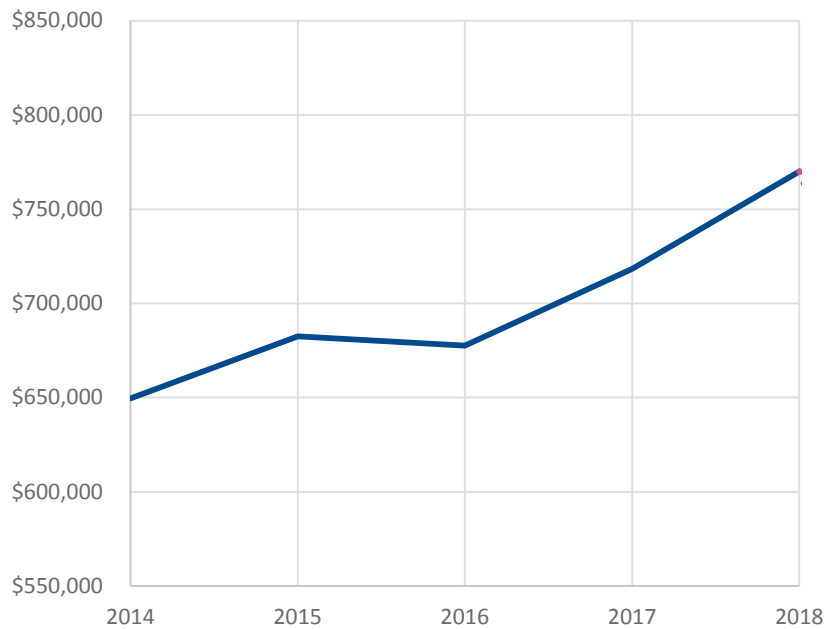
Thank you

**Chris Gregory**  
Senior Revenue Adviser  
[Chris\\_Gregory@bctransit.com](mailto:Chris_Gregory@bctransit.com)

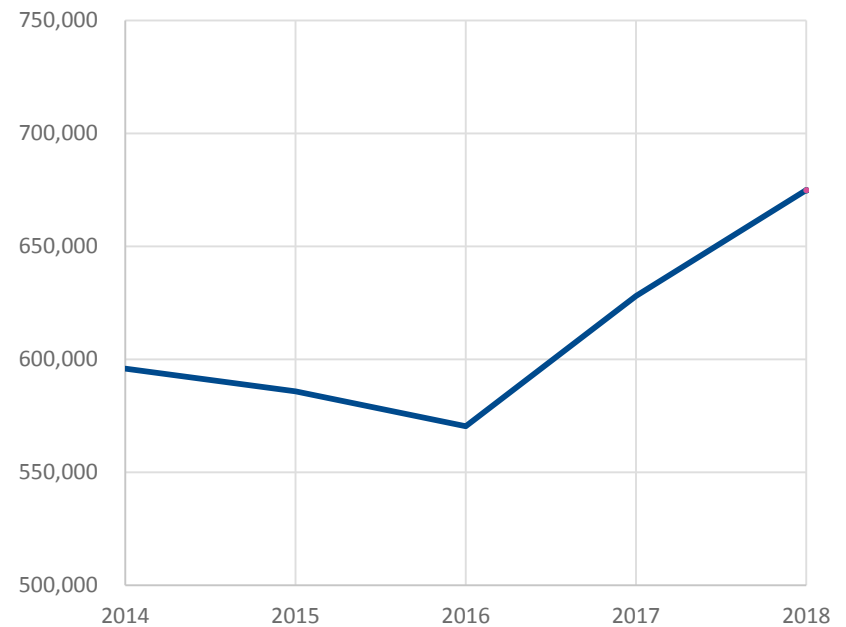


# Conventional Revenue & Ridership Trends

Revenue



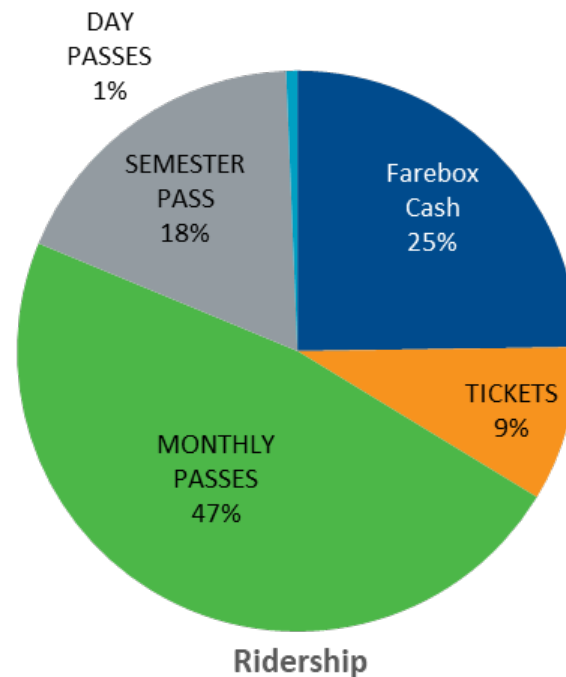
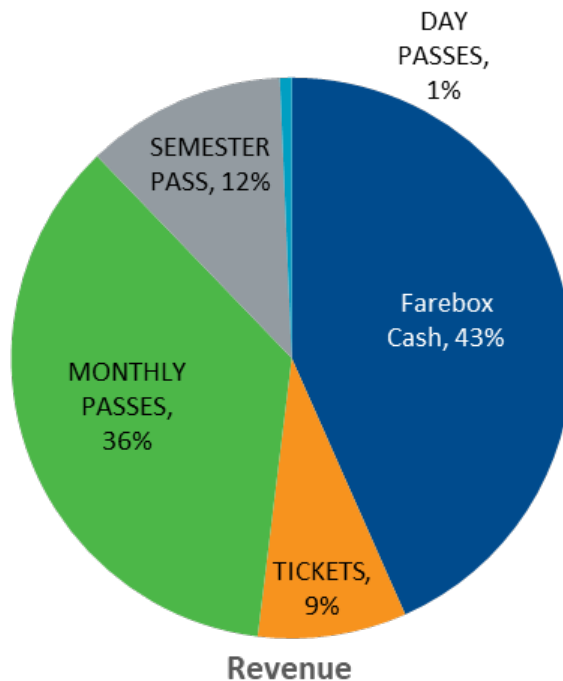
Ridership





# 2018/2019 Conventional Performance

- Ridership: 674,908 (+3% 5 Year CAGR\*)
- Total Revenue: \$769,921 (+4% 5 Year CAGR\*)
- Revenue from prepaid\*\* fares: 57% (+5% from 5 years ago)



\*compound annual growth rate

\*\*excludes cash

