



# Fare Review

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June 18, 2024

# Purpose

- BC Transit has prepared this presentation for the Victoria Regional Transit Commission as the final phase of the fare review process.
- This fare review provides the Commission with the results of the fare review engagement as well as a recommended fare option for implementation.
- BC Transit will be seeking approval of the following:
  - Implement Fare Change “Option 3” on April 1, 2025.

# Outline

- Fare Review Background
- Existing Fare Structure
- Fare Review Options
- Public Consultation
- Fare Options Assessment
- Recommendation

# Fare Review Background

- Fare Review Purpose: Evaluation of fare policies and pricing to account for operational cost increases that must be covered by either customers (fares) or property taxes.
- Fare Review Objective: Develop fares that maximize revenue, attract and retain ridership, and consider affordability.
- On June 13<sup>th</sup>, 2023, the Commission directed BC Transit to initiate a fare review for conventional and custom (handyDART) transit in the VRTS.
- On September 12<sup>th</sup>, 2023, BC Transit presented five fare change options for the Commission to consider and approve to take to public consultation.
  - Of the five fare changes options, four were approved by the Commission and were brought forward for public consultation.

## Existing Conventional/Custom Fare Structure

| Fare Type                        | Fare Strategy Guidelines   | Fare Price | Variance                   |
|----------------------------------|----------------------------|------------|----------------------------|
| Single Ride                      | Base Fare                  | \$2.50     | -                          |
| DayPASS                          | 2 times Base Fare          | \$5.00     | -                          |
| Adult Monthly / 30-Day Pass      | 20 – 30 times Base Fare    | \$85.00    | 34 times Base Fare         |
| Concession Monthly / 30-Day Pass | Adult 30-Day Pass less 15% | \$45.00    | Adult 30-Day Pass less 47% |

# Fare Review Options

| Fare Type                         | Existing Fare | Option 1          | Option 2            | Option 3            | Option 4            |
|-----------------------------------|---------------|-------------------|---------------------|---------------------|---------------------|
| Single Ride                       | \$2.50        | \$2.75            | \$2.75              | \$3.00              | \$3.00              |
| DayPASS                           | \$5.00        | \$5.50            | \$5.50              | \$6.00              | \$6.00              |
| Adult 30-Day Pass                 | \$85.00       | \$85.00           | \$85.00             | \$85.00             | \$90.00             |
| Concession 30-Day Pass            | \$45.00       | \$50.00           | \$55.00             | \$55.00             | \$55.00             |
|                                   |               |                   |                     |                     |                     |
| Estimated Annual Revenue Impact   |               | \$979,629<br>(3%) | \$1,209,931<br>(4%) | \$1,803,310<br>(6%) | \$2,486,560<br>(8%) |
| Estimated Annual Ridership Impact |               | -414,198<br>(-2%) | -566,154<br>(-3%)   | -828,396<br>(-%)    | -898,217<br>(-4%)   |

# Public Consultation

- Public consultation was undertaken from October 20 to December 15, 2023.
- Consultation included an online survey and three in-person engagement events held at the Commonwealth Recreation Centre, Central Branch of the Greater Victoria Public Library, and the Juan de Fuca Recreation Centre.
- Engagement was promoted on the BC Transit website, rack cards on buses throughout the Victoria region, newspaper advertisements, social media campaigns, and media releases which garnered media articles and radio interviews.

# Public Consultation – Online Survey

- The online survey was completed by 2124 individuals
- The survey included basic demographic and transit usage questions and three fare option-related questions to evaluate their impact as follows:

*Which fare change option is considered the most fair and equitable for all residents that currently contribute to funding transit in the Victoria Regional Transit System?*

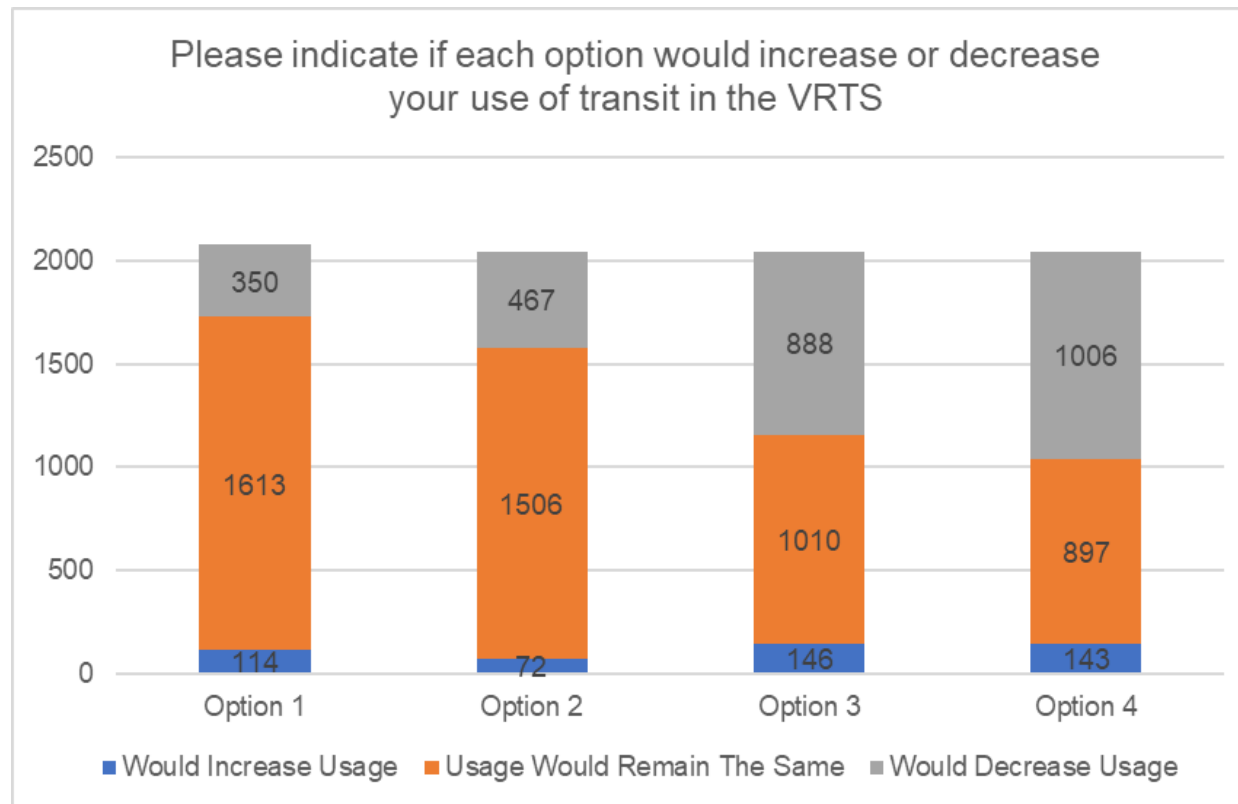
- Option 1 was selected as the most “Fair and Equitable”, followed by Option 2, Option 3, and Option 4.

*Which fare change will have the greatest impact on improving transit in the VRTS?*

- Option 4 was selected as the option to have the greatest impact on improving transit, followed by Option 3, Option 2, and Option 1.

# Public Consultation – Online Survey

*Which fare change would have the biggest impact on ridership?*



# Public Consultation – In-Person Engagement

- In-Person Engagement Events:
  - Commonwealth Recreation Centre: November 14, 2023 10am – 12pm
    - 30 Participants
  - Central GVPL (Downtown): November 15, 2023 3pm – 5pm
    - 32 Participants
  - Juan De Fuca Recreation Centre: November 16, 2023 1pm – 3pm
    - 16 Participants
- Key Take Aways
  - Majority of participants were not frequent transit users
  - Participants were predominantly at the locations for other business, and not to engage with BC Transit
  - General sentiment at the Commonwealth and Juan de Fuca Recreation Centres was increases to fares were appropriate, while the GVPL conversations revolved around affordability and a desire to keep fares the same as they currently are

# Fare Options Qualitative Assessment

| Qualitative Assessment of Fare Options                                                   |          |          |          |          |
|------------------------------------------------------------------------------------------|----------|----------|----------|----------|
| Yes, strongly: +2   Yes, slightly: +1   Neutral: 0   No, slightly: -1   No, strongly: -2 |          |          |          |          |
|                                                                                          | Option 1 | Option 2 | Option 3 | Option 4 |
| Compared to the existing structure, is the new fare structure                            |          |          |          |          |
| More consistent with BC Transit Guidelines?                                              | 0        | +1       | +2       | +2       |
| Priced fairly and equitably for the residents that fund the VRTS transit system?         | -1       | 0        | +1       | +1       |
| Improving cost recovery in the VRTS?                                                     | +1       | +1       | +2       | +2       |
| Increasing the sale of pre-paid fare products?                                           | 0        | -1       | -1       | -2       |
| According to the public engagement, is the new fare structure                            |          |          |          |          |
| The most fair and equitable for the public that fund transit?                            | +2       | +1       | -1       | -2       |
| Providing the greatest impact on improving transit in the VRTS?                          | -1       | 0        | +1       | +2       |
| Increasing ridership in the VRTS?                                                        | 0        | 0        | -1       | -1       |
| Grand Total                                                                              | 2        | 2        | 3        | 2        |

# Recommendation

It is recommended that the Victoria Regional Transit Commission **APPROVE** Fare Change “Option 3” for implementation on April 1, 2025.

| Fare Type              | Current Fares | April1, 2025 | Fare Strategy Variance |
|------------------------|---------------|--------------|------------------------|
| Single Ride            | \$2.50        | \$3.00       |                        |
| DayPASS                | \$5.00        | \$6.00       |                        |
| Adult 30-Day Pass      | \$85.00       | \$85.00      | -                      |
| Concession 30-Day Pass | \$45.00       | \$55.00      | -35% (-\$17.25)        |