



# Electronic Fare Collection System

Victoria Regional  
Transit  
Commission

# Why Electronic Fare?



**End of Life  
Technology**



**Increased Costs  
And Challenges**



**Limited Data  
Collection**



**Expectations  
of our Riders**



**Marketplace  
Alignment**

# Selected Vendor



- A global leader in public transportation fare collection services
- Over 20 years of experience in British Columbia through partnerships with TransLink including the Compass Card program
- Continued innovation of fare collection products and services

# Solution Overview



**Umo**®

- Multi-tenant Software-as-a-Service platform
- Built as a mobility solution, not just a fare collection tool
- Designed to be accessible for all users
- Provides riders with choice for how they wish to pay

# Mobile App



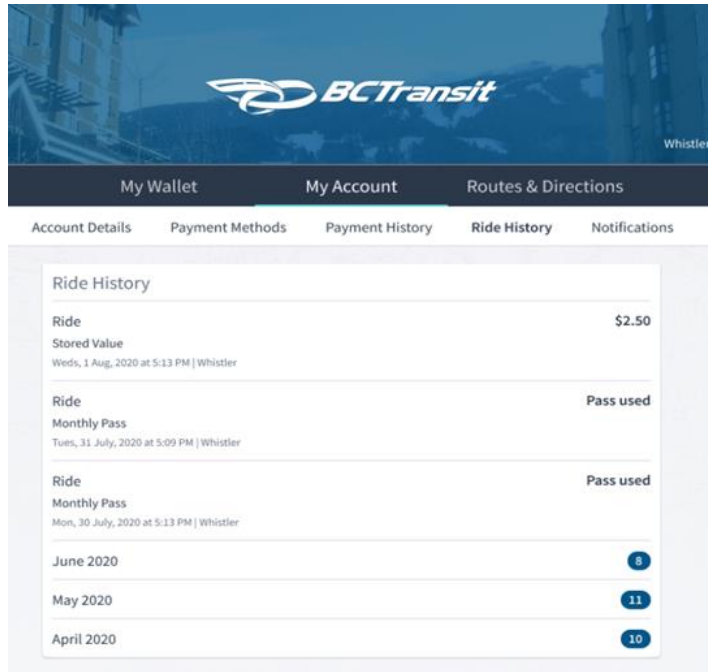
- Rider account creation and management
- Supports existing fare products and enables new stored value purchase
- Fare validation using a dynamic QR code
- Real-time bus location and trip planning functionality
- Push notifications (i.e. service alerts)
- Customer experience feedback and rating features
- Loyalty rewards and incentives program
- Enables future mobility-as-a-Service partnerships

# Physical Fare Media



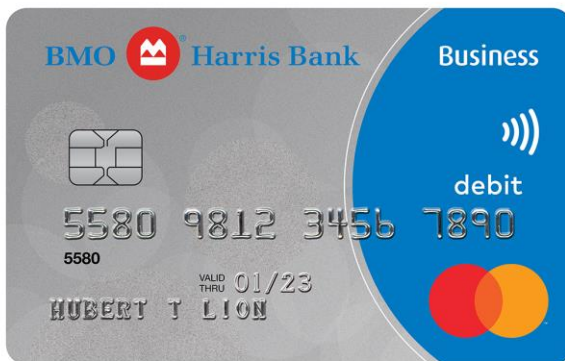
- Reloadable smart card
  - Distribution through a retail vendor network
  - Supports both fare products and stored value purchases
  - Can be managed and reloaded through web portal for increased convenience
- Paper tokens
  - Single use paper tokens with QR code
  - For use in subsidized transit programs
  - Recyclable

# Web Portal



- Account creation and management
- Enables linking of reloadable smart card to account to protect against lost or stolen cards
- Purchase of fare products or stored value to card

# Credit, Debit and Mobile Wallet Payments



- Increased convenience by allowing riders to use something that they already carry
- Enables onboard payments for single rides
  - Fare capping feature allows for daily taps to be capped at the DayPASS fare rate
- Credit card open-loop functionality to be tested and released first, followed by Debit card and mobile wallet



# Onboard Fare Validator



- Accepts mobile and printed QR codes, reloadable smart cards and third-party contactless cards (i.e. U-Pass student ID or BC Bus Pass)
- Accepts open-loop credit and debit card tap transactions
- Fare validations are approved or declined with intuitive visual and audible notifications
- Connected to cellular network through an embedded SIM card

# Backend Tools



- Significantly increased data on fare purchase and usage and travel behaviours
  - Inform recommendations to the Commission on fare policy and service delivery
- Comprehensive reporting suite
- Streamlined administration of fare programs such as U-Pass and ProPASS

# Data Security and Compliance



- With the solution's introduction, BC Transit is required to become Payment Card Industry Data Security Standards compliant
- Review technologies and processes to ensure rider information is always secure
- Solution adheres to provincial-standard data and privacy schedules
- All onboard transactions are encrypted and tokenized
- All customer information is encrypted and anonymized

# Customer Support



- Dedicated customer support centre for all Umo-related inquiries
  - Contracted to Cubic
- Separate from existing VRTS customer support centre and available to riders across the province
- 1-877 number for calls plus support through digital live chat and message centre
- Assist with account issues and support for fare product purchase

# Project Pilot and Deployment



- VRTS selected to pilot solution and to be the first transit system to have Umo fully deployed
- Validator installations to begin mid- to late-summer
- Friends and family pilot to test the mobile app and reloadable smart card functionality
- Following successful pilot, will fully roll out solution to public in fall
- Open-loop credit card tap functionality to be piloted in months following deployment of mobile app and reloadable smart card and to be made available in early 2023

# Customer Engagement



- Education focus
- Help riders to understand their best option within the new solution
- Multi-phased and multi-channel approach
- In-person events to be held leading up to and coinciding with solution launch
- Will target specific audiences with catered messaging to their needs
- Change management support for existing fare programs



**Thank You**