
TO: Transit Select Committee

FROM: Darren Marshall
Manager, Transit Operations

SUBJECT: DayPASS Fare Product Update

MEETING: July 12, 2018

FILE: 8500 01 - DPFP

RECOMMENDATION

That the Board receive the DayPASS Fare Product Update for information.

SUMMARY

The introduction of the DayPASS-on-board program in the Regional District of Nanaimo Transit System is reviewed. An overview is provided as to how the program was implemented at the Regional District of Nanaimo Transit System.

BACKGROUND

On June 27, 2017, Regular Board meeting, the following motion was approved:

It was moved and seconded that the Board approve a Conventional and handyDART fare change as shown in Appendix 'A' Option 1, including the expanded 'Kids Ride Free' program, university monthly passes at \$50, and removal of the paper transfer system to be implemented on September 3, 2017.

As part of this motion, the DayPASS-on-board program was introduced in the Regional of Nanaimo Transit System on September 3, 2017. There were two important factors when considering the DayPASS-on-board program:

1. The subjective nature of transfers and the subsequent abuse of them was regarded as the single greatest source of incidences of conflict between transit operators and customers
2. The abuse of transfers meant that there was unrealized revenue in the transit system, which could be collected through improved policies and practices

The DayPASS-on-Board program is similar to previous transfer programs. However, instead of being provided with a paper transfer, customers receive a dated paper DayPASS that allows for travel throughout the current calendar day when they pay twice the base fare (\$5.00) with cash or two (2) tickets.

Upon Board approval, BC Transit and RDN staff began the implementation process that included public consultation and education.

There was a marketing and communications plan initiated to inform the public of the changes to how they pay for and use of the new fare product. Further components of the marketing and communications plan can be seen in the attachment (DayPASS-on-Board Case Study).

There were two key outcomes to the implementation of the DayPASS reduced operator conflict and increased revenue. Fare-related conflicts have been reduced greatly, as opposed to an almost daily occurrence prior to the DayPASS implementation. Further, total revenue increased by four percent (4%) with cash revenue increasing by nine percent (9%) and monthly pass revenue by ten percent (10%); further details on page four in the attachment (DayPASS-on-Board Case Study).

ALTERNATIVES

1. That the Board receive the DayPASS Fare Product Update for for information.
2. That the Board provide alternate direction.

FINANCIAL IMPLICATIONS

With the implementation of the DayPASS program the RDN Transit System total revenue increased by four (4%) percent with cash revenue increasing by nine (9%) percent and monthly pass revenue by ten (10%) percent.

STRATEGIC PLAN IMPLICATIONS

The fare review and current fare structure supports the Focus on Service and Organizational Excellence "*The RDN will deliver efficient, effective and economically viable services that meet the needs of the Regional District of Nanaimo*".



Darren Marshall
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June 21, 2018

Reviewed by:

- D. Pearce, Director, Transportation and Emergency Services
- P. Carlyle, Chief Administrative Officer

Attachment

1. DayPASS-on-Board Case Study