

## UNIFORM FARE STRATEGY

1. **Single Cash Fare** – The adult fare category would be the only amount accepted for cash fare payment. A fare card will be needed to qualify for discounts.
2. **Cash Fare Vs e-Purse Fare** - There would be a pricing differential between the Adult cash fare and the Adult e-purse fare, with the cash fare at a premium.
3. **Concession Fares** – Fare discounts would only be accommodated on the Fare Card
4. **Fare Category Definitions** - The following parameters will be used to define the four common fare categories:
  - a. Adult, the default fare category
  - b. Child, by age
  - c. Student, by student ID - different pricing can be established by different student categories (i.e. elementary, secondary, college and university)
  - d. Senior, by age
5. **Uniform Fare Categories** An attempt will also be made to make concession fare categories uniform, which would, for example, allow a senior citizen in one system to qualify for a discount senior's fare in another system.
6. **Elimination of Multiple Ride Purchases** – Passengers will not be allowed to pre-purchase multiple rides on the Fare Card.
7. **Loyalty (Discount) Program** - The loyalty program will be points-based within a defined period, with one point being accumulated for each fare payment transaction (except transfer fares). At the beginning of each period (i.e. calendar month), the points counter on the Fare Card will be reset to zero. The loyalty program will be Service Provider specific and as such, York Region Transit can set its own pricing policies (e.g. the more you use YRT, the bigger the discount).
8. **Period Pass** - Any period pass products will be accommodated through the loyalty program. There will be a loyalty program choice that includes a zero fare payment and an end date similar to a monthly or weekly pass. Fare transactions against this loyalty option will not accumulate loyalty points.
9. **Transition Period for Implementation** - Consideration will be given to transitioning the e-purse based concession fares to a loyalty points basis; to be implemented with the initial rollout of the system or to be included in the design for implementation at a later date.

10. **Special Fares** - Provision will be made to accommodate special fares for specific trips based on quality of service (i.e. express or local) and time of day. These could either be keyed in by the operator or built into the system based on route & run number.
11. **Intersystem Fares** – When a person transfers from one system to another, there will be based on the co-fare model, where the transfer fare on the second system will be a pre-defined value, which, in the case of transfers to Brampton, is set at zero.
12. **Intersystem Transfer** – This is an option that would not allow cash-paying customers to transfer to another system without paying the full cash fare on the second system. This option is available to encourage migration to the Fare Card.
13. **Time-based Transfers** – Rather than having a time and direction-based transfer, as is the case with York Region Transit, there would be a time-based only transfer that would allow transfers to any route and any direction.
14. **Mobility Plus** - Consideration will be given to municipal systems that wish to include specialized transit in the GTA Fare Card System.
15. **Multiple Fare Payment** - Provisions will be made to deduct multiple fares from the Fare Card. For example if a customer is traveling with their child and their elderly parent, the corresponding three fares will be deducted from the Fare Card. Only the first fare will be counted towards the loyalty program.
16. **Zone Fares** - Consideration will be given to those systems who wish to implement zone fares into their system (Conventional and/or Specialized