

4.1.6 Strategy 3: Frequent Rider Discount

The third and final decision package is referred to as the Frequent Rider Incentive package, as the fare levels in this package are adjusted such that the cost of the monthly pass is maintained at current levels while all other fare products are increased at the rate of inflation. A summary of the existing fare structure, the resulting fare structure in 2023, and the change in fare structure as a result of adopting this decision package are shown in Exhibit 4-3.

Exhibit 4-3: Frequent Rider Incentives (Strategy 3) Fare Levels and Structure

Fare Class	Existing Fares				2023				Fare Increase (% Increase)			
	Cash	Ticket (each)	Daily Pass	Monthly Pass	Cash	Single Fare**	Daily Pass	30-Day Pass***	Cash	Single Fare	Daily Pass	30-Day Pass
Adult	\$ 3.00	\$ 2.53	\$ 9.00	\$ 95.70	\$ 3.30	\$ 2.79	\$ 9.95	\$ 95.70	\$ 0.30 (10%)	\$ 0.26 (10%)	\$ 0.95 (11%)	\$ 0.00 (0%)
Senior	\$ 3.00	\$ 1.98	\$ 9.00	\$ 48.40	\$ 3.30	\$ 2.19	\$ 9.95	\$ 48.40	\$ 0.30 (10%)	\$ 0.21 (10%)	\$ 0.95 (11%)	\$ 0.00 (0%)
Youth (13 to 19 years)	\$ 3.00	\$ 1.98	\$ 9.00	\$ 66.00	\$ 3.30	\$ 2.19	\$ 9.95	\$ 66.00	\$ 0.30 (10%)	\$ 0.21 (10%)	\$ 0.95 (11%)	\$ 0.00 (0%)
Student	\$ 3.00	\$ 1.98	\$ 9.00	\$ 66.00	\$ 3.30	\$ 2.79	\$ 9.95	\$ 95.70	\$ 0.30 (10%)	\$ 0.81 (41%)	\$ 0.95 (11%)	\$ 29.70 (45%)
Child (5 to 12 years)	\$ 3.00	\$ 1.98	\$ 9.00	\$ 66.00	\$ -	\$ -	\$ -	\$ -	\$ -3.00 (-100%)	\$ -1.98 (-100%)	\$ -9.00 (-100%)	\$ -66.00 (-100%)
APP (Affordable Pass Program)	\$ -	\$ -	\$ -	\$ 48.40	\$ -	\$ 1.41	\$ 5.00	\$ 48.40	-	-	-	\$ 0.00 (0%)

* Post-secondary student passes are included in tuition costs

** Smart card or mobile payment to replace tickets

*** Rolling 30-Day Pass to replace existing Monthly Pass

As shown in Exhibit 4-3, this strategy:

- Maintains current discounts for senior fares;
- Eliminates discounts for post-secondary student fares (replaced by U-Pass for UWindsor students);
- Eliminates discounts for post-secondary student fares (replaced by U-Pass);
- Extends the kids-ride-free policy for up to and including 12 year olds when accompanied by an adult;
- Replaces paper tickets and passes with equivalents carried on the smartcards and mobile ticketing;
- Replaces the monthly pass with a rolling 30-day pass;
- Introduces single-ride and daily pass options to APP;
- Freezes the cost of the monthly pass at 2018 levels; and
- Increases the cost of all other fare products by 2% per year over 5 years.

NOTE: The statistical information is provided from the 2016 Canadian Urban Transit Association (CUTA) statistical data.