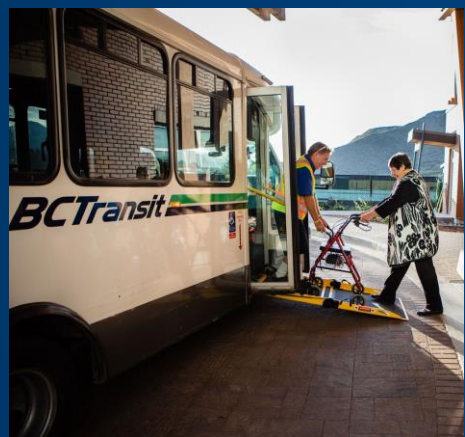


Fare Review Salt Spring Island Transit System

November 20, 2025



Fare Review Objective

- Utilize BC Transit's recommended Fare Strategy to account for inflation and operational costs in proposed fare recommendations

Maximize revenue

Attract and retain ridership

Consider affordability

2025 Fare Review Objective

- Increase Revenue
- Align with BC Transit Fare Guidelines
- Consider a multi-year fare change schedule

Salt Spring Island Transit Fare History

Bank of Canada's Inflation Calculator estimates a **\$2.25** fare in 2012 to be equivalent to **\$3.04** in 2025

Fare Product	Audience	September 2008 – June 2010	July 2010 – June 2012	June 2012 – April 2017	May 2017 – September 2021	October 2021 – Present
Single Ride	Children	Free under 5	Free under 4	Free under 4	Free under 4	Free under 12
	All	\$2.00	\$2.00	\$2.25	\$2.25	\$2.25
DayPASS	All	-	-	\$5	\$4.50	\$4.50
Tickets (10)	All	\$15	\$15	\$20.25	\$20	\$20
Monthly Pass	Adult	\$50	\$50	\$50	\$50	\$50
	Student / Senior*	\$40	\$40	\$40	\$40	\$40

*Reduced fare with valid ID for persons 65 or over and students in full-time attendance to Grade 12

Fare Strategy Guidelines

Fare Type	Fare Strategy Guidelines	Salt Spring Island Fare	Variance
Single Ride (Cash)	Base Fare	\$2.25	-
DayPASS	2 times Base	\$4.50	Aligned
Tickets (10)	9 times Base	\$20.00	8.9x times base, 25 cents variance
Adult 30-Day Pass	20 – 30 times Base Fare	\$50	Aligned, 22.2 times base fare
Concession* 30-Day Pass (Student, Senior, College Student)	Adult 30-Day Pass less 15%	\$40 for concession	20% discount, 5% variance

Transit System Fare Comparisons

Average Adult Cash Fare in 2023 for 102 Transit Agencies across Canada is **\$3.50**

Transit System	Population Served*	Ridership*	Adult Cash Fare	Adult Pass	Concession Pass**
Salt Spring Island, BC	8,792	110,417	\$2.25	\$50.00	\$40.00
Merritt, BC	8,644	65,383	\$2.50	\$50.00	\$42.50
Agassiz-Harrison and Hope, BC	15,108	33,596	\$2.50	\$50.00	\$43.00
Nelson, BC	16,459	339,402	\$2.25	\$60.00	\$45.00
Moose Jaw, SK	33,665	183,954	\$3.25	\$80.00	\$54.50
Whitehorse, TE	32,197	734,352	\$3.00	\$75.00	\$44.50
Stratford, ON	33,000	551,160	\$3.00	\$70.00	\$60.00

* Statistics from 2023 Canadian Urban Transit Association Report

** Where multiple Concession Pass fares are available an average was used

Salt Spring Island Transit Current Fare Structure

Fares

subject to change

Cash

Adult/Student/Senior	\$ 2.25
Child, 12 and under	free
<i>Please have exact cash fare ready.</i>	
<i>Drivers do not carry change.</i>	

Note: Paying fare through Umo card and Umo QR code are not accepted in Salt Spring Island Transit.

Tickets (10)

Adult/Student/Senior	20.00
----------------------	-------

DayPASS

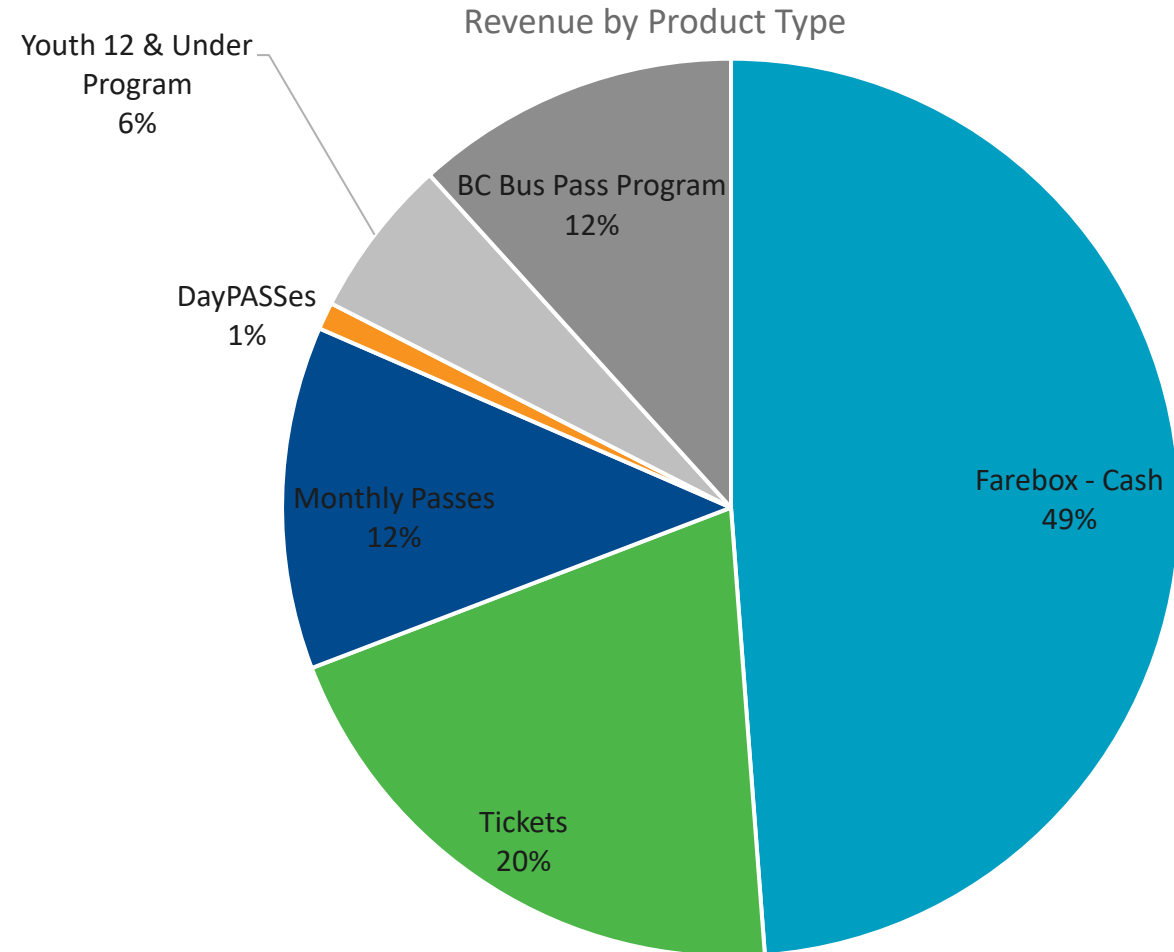
Adult/Student/Senior	4.50
----------------------	------

Note: DayPASS can only be used in the transit system where they were purchased. It is available for purchase from the bus driver.

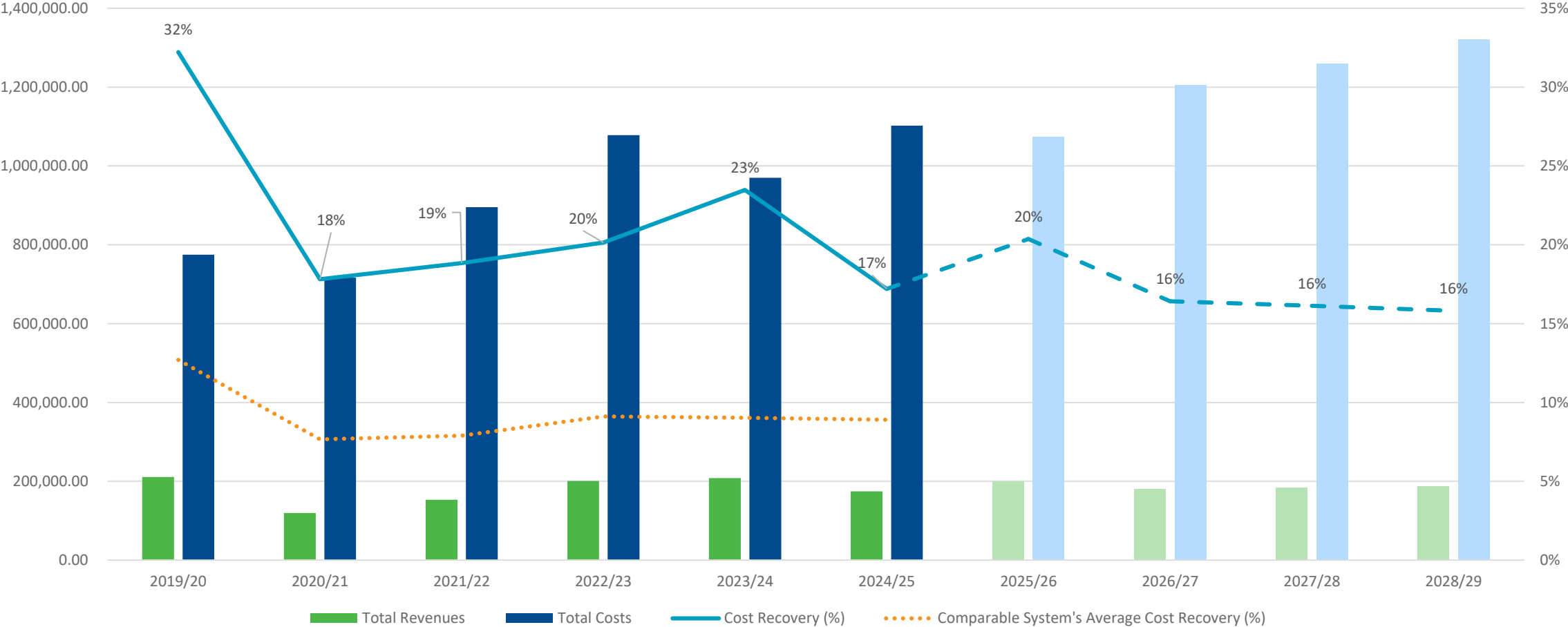
Monthly Pass

Adult	50.00
Student/Senior*	40.00

* Reduced fare with valid I.D. for persons 65 or over and students in full-time attendance to Grade 12.



Salt Spring Island – Cost Recovery



Option 1 – Gradual Increase to Align with Inflation

Fare Product	Current (24/25) Effective June 2012	2026/27	2027/28	2028/29
Single Ride	\$2.25	\$2.50	\$2.75	\$3.00
DayPASS	\$4.50	\$5.00	\$5.50	\$6.00
10 Tickets	\$20	\$22.50	\$24.75	\$27.00
30 Day Pass – Adult	\$50 22.2x	\$55 22x	\$60 24.8x	\$65 22x
30 Day Pass – Students 13-18 and Seniors 65+	\$40 20% discount	\$47 15% discount	\$51 15% discount	\$55 15% discount
Projected Fare Revenue*	\$143,730	\$156,894	\$168,917	\$180,731
Projected Impact to Revenue	-	\$13,164 (9%)	\$12,023 (8%)	\$11,814 (7%)
Projected Impact to # of Rides	-	-2,586 (-2%)	-2,052 (-2%)	-1,870 (-2%)

*Projected Revenues excludes revenues from Youth 12 and Under Program and the BC Bus Pass estimated at ~\$30,456

Option 2 - Align with Inflation

Fare Product	Current (24/25) Effective June 2012	2026/27
Single Ride	\$2.25	\$3.00
DayPASS	\$4.50	\$6.00
10 Tickets	\$20	\$27.00
30 Day Pass – Adult	\$50 22.2x	\$65 22x
30 Day Pass – Students 13-18 and Seniors 65+	\$40 20% discount	\$55 15% discount
Projected Fare Revenue*	\$143,730	\$179,650
Projected Impact to Revenue	-	\$35,920 (25%)
Projected Impact to # of Rides	-	-7,043 (6.6%)

*Projected Revenues excludes revenues from Youth 12 and Under Program and the BC Bus Pass estimated at ~\$30,456

Option 3 – Larger Single Ride Increase, More Discounted Passes

Fare Product	Current (24/25) Effective June 2012	2026/27	2027/28
Single Ride	\$2.25	\$2.75	\$3.00
DayPASS	\$4.50	\$5.50	\$6.00
10 Tickets	\$20	\$24.75	\$27.00
30 Day Pass – Adult	\$50 22.2x	\$55 20x	\$60 20x
30 Day Pass – Students 13-18 and Seniors 65+	\$40 20% discount	\$47 15% discount	\$51 15% discount
Projected Fare Revenue*	\$143,730	\$166,865	\$178,675
Projected Impact to Revenue	-	\$23,135 (16%)	\$11,810 (7%)
Projected Impact to # of Rides	-	-4,302 (-4%)	-1,912 (-2%)

*Projected Revenues excludes revenues from Youth 12 and Under Program and the BC Bus Pass estimated at ~\$30,456

Fare Review Timeline

Fall 2025

- Introduce Fare Review to the Commission – November 20, 2025

Winter 2025

- Open House – January 23, 2026

Spring 2026

- Engagement Summary Presented to LCC and Final Approvals – February 19th, 2026

Summer 2026

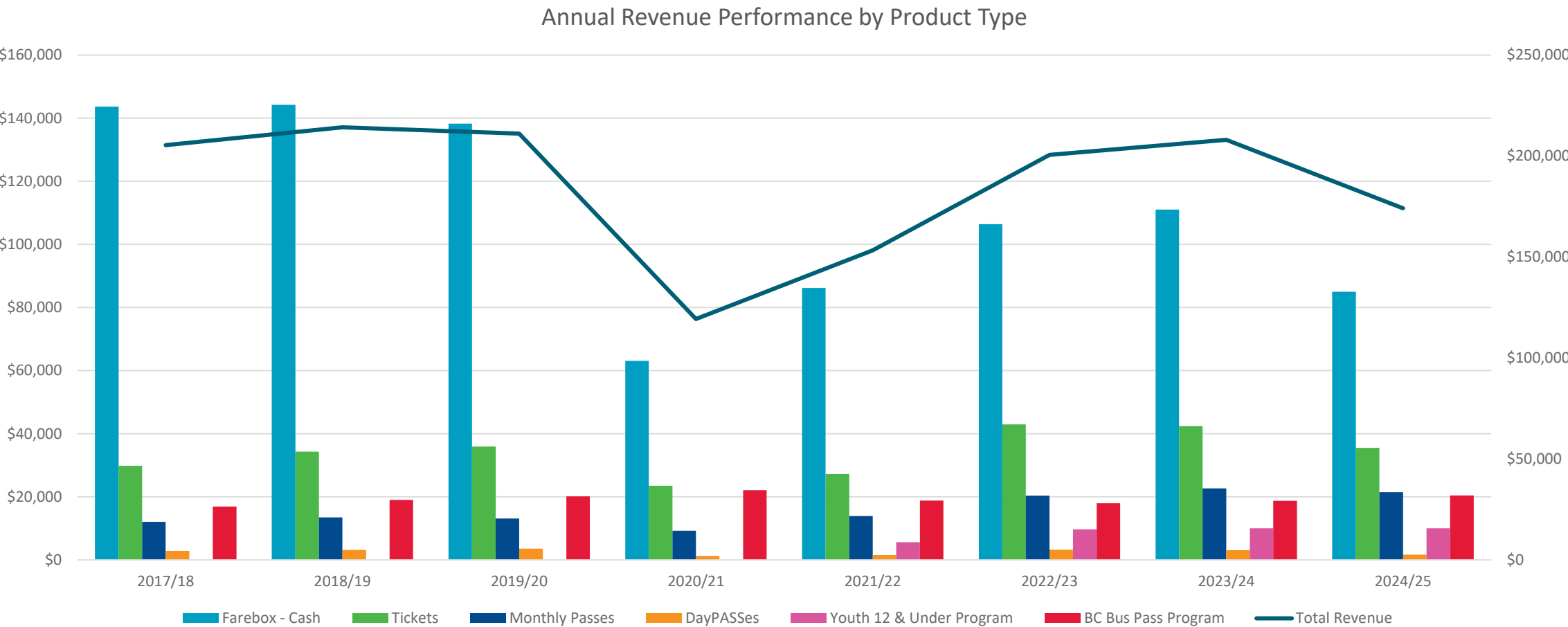
- Marketing campaign to notify riders
- Fare change in-effect – May/June 2026

Option 2 – Small Price Increase

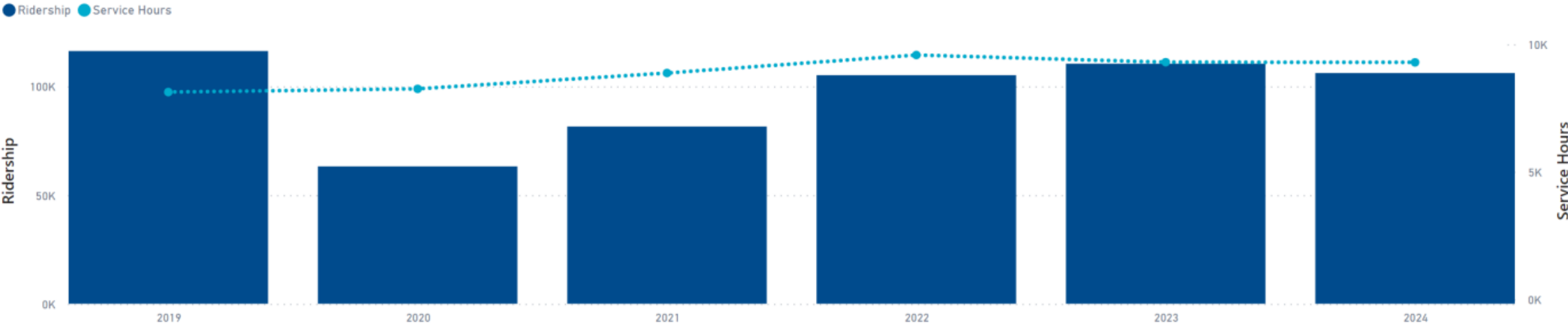
Fare Product	Current (24/25) Effective June 2012	Option 1 Effective June 2026
Single Ride	\$2.25	\$2.50
DayPASS	\$4.50	\$5.00
10 Tickets	\$20	\$22.50
30 Day Pass – Adult	\$50 22.2x	\$60 24.8x
30 Day Pass – Students 13-18 and Seniors 65+	\$40 20% discount	\$51 15% discount
Projected Fare Revenue*	\$143,730	\$158,456
Projected Impact to Revenue	-	\$14,726 (10.25%)
Projected Impact to # of Rides	-	-2,977 (-2.8%)

*Projected Revenues excludes revenues from Youth 12 and Under Program and the BC Bus Pass estimated at ~\$30,456

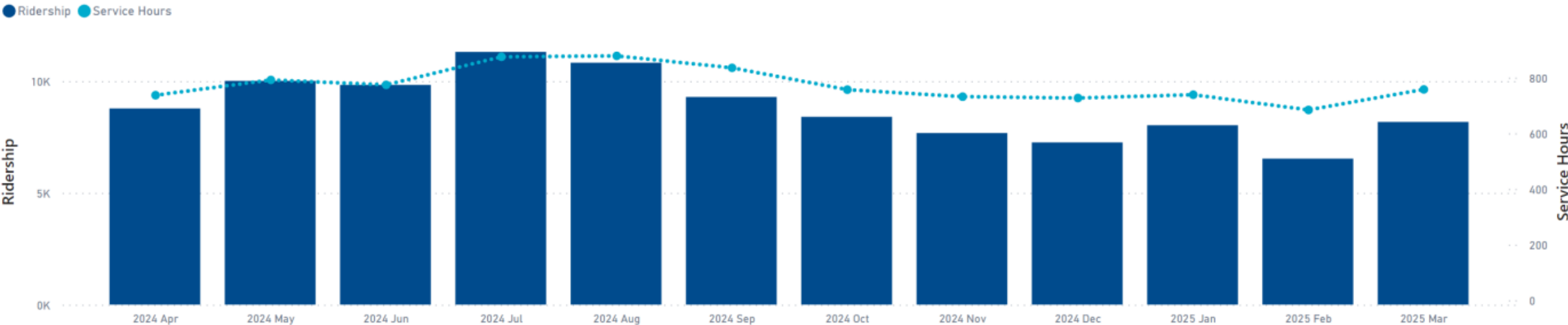
Salt Spring Island Annual Revenue Performance



RIDERSHIP AND SERVICE HOURS BY FISCAL YEAR



RIDERSHIP AND SERVICE HOURS BY MONTH



New Pre-Paid Fare Programs - ProPASS

- **ProPASS**

- **Annual program** available to employees through employer facilitated payroll deductions
- To qualify employers must have at least five employees willing to enroll for a one-year period.

- **Recommended pricing:** Adult Pass Rate less 15 per cent

Enrolled employees receive unlimited travel in their local transit system at a discounted rate, to further incentivize transit usage

Employers reduce parking demands and costs, demonstrate action on climate, and improve recruitment and retention

