Electronic Fare Collection System (Umo)

City of Prince George
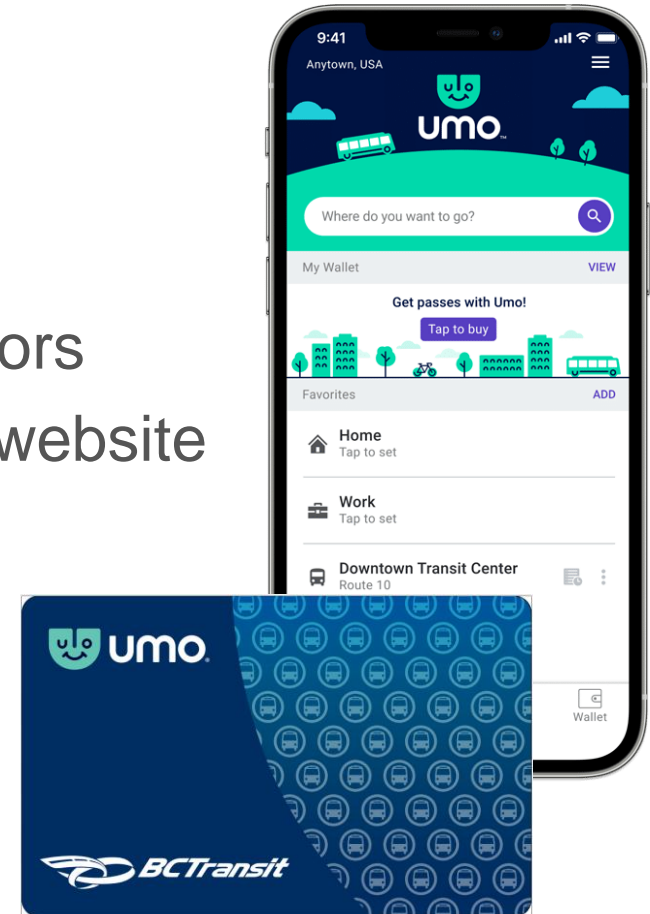February 26, 2024

Umo Project

- Project Overview
  - Introduce new ways for riders to purchase and use their bus fares
  - Replace dated and costly technology
  - Emphasis on self-serve approach
  - Increase and improve data collected
- Project Outcomes
  - Make choosing transit more convenient to increase ridership
  - Cash remains as a payment option

Customer Experience

- Customer-Facing Components
  - Umo mobile app
  - Reloadable card
    - Available through retail vendors
    - Managed through customer website
  - Validator onboard all buses
  - Future acceptance of credit and debit tap payments
  - Dedicated customer call centre to support riders

Fare Policy Changes

- Three new universal policies being introduced to:
    - Maximize the customer benefits within the new system and create a consistent customer experience.
    - Align policies to the configuration capabilities of Umo.
- For information
    - Universal refund policy
        - Refunds available for unused fare products. Refunds not available for partially used or expired fare products. Refunds available on stored value amounts of greater than $10.00.

Fare Policy Changes

- For information
  - Universal expiration policy
    - Pre-purchased packs of 10 rides (previously tickets), or portions thereof, and DayPASS fare products will expire after 365 days from the date of purchase.

Fare Policy Changes

- For information
  - Cash Balance
    - A Cash Balance is a sum of money loaded to a rider's Umo account that gets deducted from as additional trips are taken.
    - Umo will cap the Cash Balance payment method after the second trip of the day, meaning that customers never pay more than the value of a DayPASS when using a Umo payment method.

Fare Policy Changes

- For approval
  - 30-Day Pass
    - Change from current date-bound monthly pass
      - I.e., March 1 to March 31
    - Customer benefits of 30-Day Pass
      - Can be purchased at any point in the month and used right away
      - Can also be set up to be automatically repurchased