

**York Region Transit/Toronto Transit Commission
5-Year Fare Policy and 10-Year Fare Collection Outlook Update**

Fare Policy Goals

Customer

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| Affordability & Equity | The price of public transit should reflect customers' ability to pay, minimizing cost as a barrier to travel wherever possible. |
| Simplicity & Accessibility | Fares offered to customers should be easily understood by all users. Customers should be confident they are being charged an appropriate fare for their journey. Advancements in technology should not leave customers behind. |
| Integration | Travel around Toronto and York Region should be as intuitive as possible, regardless of the operator of the services that customers decide to use. |
| Mode of Choice | Public transit is a key part of a liveable city and should be the favoured mode for a variety of journeys. Encourage existing customer loyalty and new markets to use public transportation. |

Community

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| Maximizing Benefits | Fares should stimulate growth in demand where and when there is sufficient capacity to accommodate and enable greater access to destinations. |
| Collaboration & Transparency | The process of establishing fares will be conducted publicly to ensure agency accountability and enhance public trust. Rationale for policy should be clear to customers. Data will be publicly-owned and used for planning, monitoring and reporting. |

Financial

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| Financial Sustainability | The Fare Policy and all aspects of its implementation should ensure fiscal sustainability and improve resiliency so that customers and the public can maximize the service benefits they receive. |
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