

Like Your **U-PASS**



Vote Yes
on Nov. 4 & 5!



U-PASS provides **unlimited access** to transit at a significant discount – approximately four months for less than the price of one.

What is a U-PASS?

The Universal Bus Pass (U-PASS) is a mandatory program from September-April for all UBC students who are members of the UBC Students' Union Okanagan (UBCSUO) and have been assessed the UBCOSU fee. The U-PASS entitles holders unlimited access to the Kelowna Regional Transit System at a significant discount – approximately four months for the price of one.

Where did the U-PASS come from?

In September 2007, a Universal Bus Pass (U-PASS) was implemented at University of British Columbia Okanagan Campus (UBC) based on approval through a student referendum.

How much do I save with U-PASS?

A U-PASS for one semester costs approximately 25 per cent of the Kelowna Regional Transit rate for an adult monthly transit pass, which means that UBC students get four-months for the price of one.

	CURRENT U-PASS*	PROPOSED Beginning Sept. 2016 U-PASS*	TRANSIT FARES as of September 1, 2015		
			Cash fare @ \$2.50	Tickets @ \$2.25	College Pass*
Gross cost/semester	\$60	\$70			
10% subsidy from UBC	\$6	\$7			
Net cost/semester (what student pays)	\$54	\$63	\$400**	\$360**	\$176
Net cost/month (what student pays)	\$13.50	\$15.75	\$100***	\$90***	\$44

* unlimited trips ** average commuter trips per 4 months *** based on 40 trips per month **NOTE:** \$3 is returned to your Student Union for administration fees

Why is Kelowna Regional Transit proposing a fee increase?

Fare increases are necessary to fund transit improvements and better meet student needs. The proposed U-PASS rate increase matches an increase in transit fares system-wide. Increasing fares from time to time (the last increase was four years ago) helps to cover some of the increases in operating expenses and allows transit service to keep improving.

Without the increase, students risk losing their U-PASS (and having to pay regular transit fares), possible transit service reductions, increased traffic, less available parking and potentially increases to parking fees.



Vote YES

November 4 & 5, 8 a.m. to 5 p.m.
University Centre Building (UNC 105)
Bring your student card to vote

What is the referendum question?

QUESTION: Are you in favour of increasing the mandatory U-PASS fee (currently \$60 per student per term, less a 10% subsidy from the University of British Columbia) to \$70 per student per term, less a 10% subsidy from the University of British Columbia?

Note: In the case of a “no” vote majority, Kelowna Regional Transit may exercise their right under Article 13.3 of the U-PASS agreement to terminate the U-PASS or reduce service levels. Any changes would be effective September 2016.

What does this question mean?

This question asks whether or not you are willing to continue to pay less than one quarter the cost of an adult monthly pass for a semester’s worth of transit.

If the referendum results in a “no” majority, students risk losing their U-PASS (and having to pay regular transit fares), possible transit service reductions, increased traffic, less available parking and potentially increases to parking fees.

Why would I want U-PASS if I drive a car?

U-PASS means more students will use transit, resulting in fewer cars on the road. It translates into shorter commute times and more available parking. You might not take the bus all the time, but even if you take the bus only six times per month, you’ve already paid for your U-PASS... and then some. Other opt-out options exist. Find more information at

<https://www.ubcsuo.ca/u-pass-opt-out>

What improvements have been made? 2007–2015 Highlights

More Service

- Express bus service between downtown and UBC
- Major expansion between Kelowna and West Kelowna - 22 new buses added
- More weekday and Sunday night service on major routes
- More service on routes 1, 7, 23, 21, 7 Glenmore/UBCO
- Rapid Bus Implementation in 2010 with more expansion underway
- Improved service on 23 Lake Country direct to Kelowna International Airport
- Regional service to Vernon on route 90 Connector
- New route 4 UBCO/Pandosy Express implemented
- New Quail Ridge 13 service added
- Late night 97 Express weekend service between UBC and Queensway
- 97 Okanagan RapidBus am and pm peak service period expansion in 2014
- Full 97 Okanagan RapidBus service operating on Highway 97 between UBC and Westbank Centre
- New 5 Gordon Drive route introduced between Mission Rec. Exchange and Downtown Kelowna
- Re-alignment of the 8 University to improve service to Kelowna General Hospital

Meeting Customer Needs

- Buses added to serve ridership demand on the 97 Express and 8 University
- Introduction of mid-sized buses to match capacity demand on select routes

Better Bus Stops

- On-street information at more than 50 locations
- Improved transit shelters and benches at UBC and various locations
- 57 stops upgraded with shelters and accessibility upgrades
- Phase 1 Rutland Exchange officially opened in 2013 (including Hwy 33 transit stations)
- New 97 Okanagan RapidBus exchanges on the Westside
- 97 Okanagan RapidBus stations added at Richter and Gordon
- New Queensway Exchange and new RapidBus stops added in 2015
- New Okanagan College Exchange in 2015
- New Mission Centre Exchange in 2015

New Technology

- Mag-strip pass system implemented region-wide
- Transit trip planning introduced
- Digital Bus arrival time displays added to all RapidBus stops
- Automated stop announcement added on RapidBus line

For more information, visit Kelowna.ca/transportation



Like Your **U-PASS** 

On November 4 and 5, you will be asked to vote to keep your U-PASS at a new fee.

Vote Yes! 

November 4 & 5, 8 a.m. to 5 p.m.
University Centre Building (UNC 105)
Bring your student card to vote