

Like Your **U-PASS**

Vote Yes
on March 3–6!



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

What is the referendum question?

QUESTION: Are you in favour of linking the mandatory U-Pass fee to the Kelowna Regional Transit System 30-Day Adult Pass rate, less a minimum 11.25% subsidy from the University of British Columbia, beginning September 2026?

This would result in the U-Pass fee students pay increasing from \$63 to \$71 per student per term.

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 2026.

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. As well, to avoid the requirement of frequent U-PASS referendums in the future, the referendum is looking to link the U-PASS fee to the Kelowna Regional Transit Adult 30-Day fare (less an 11.25% UBC subsidy). This would ensure that U-PASS will remain for years to come, and students will continue to receive the benefits and savings of U-PASS.

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, busier parking lots on campus and potential increases to parking fees.

	CURRENT	PROPOSED	TRANSIT FARES	
	U-PASS*	Beginning Sept. 2026 U-PASS*	Cash fare @ \$3.00	College Pass*
Gross cost/semester	\$70	\$80		
UBC Subsidy	\$7 (10%)	\$9 (11.25%)		
Net cost/semester (what student pays)	\$63	\$71	\$480**	\$208
Net cost/month (what student pays)	\$15.75	\$17.75	\$120***	\$52

* unlimited trips **Average commuter trips per 4 months, assuming 40 trips per month

Why is Kelowna Regional Transit proposing a fee increase?

Fare increases are necessary to fund transit improvements and better meet student needs. In October 2025, transit fares were increased system-wide for Kelowna Regional Transit. The proposed U-PASS rate increase matches this system-wide increase. Increasing fares from time to time (the last increase was a decade 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) and possible transit service reductions.

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 Students’ Union Okanagan of UBC (SUO of UBC) and have been assessed the SUO 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.



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Where did the U-PASS come from?

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

How much do I save with U-PASS?

A U-PASS for one semester costs approximately 1/4* of the Kelowna Regional Transit rate for an Adult 30-Day Pass, which means that UBCO students get four-months for the price of one.

* On a monthly basis, the U-PASS provides students a significant discount compared to the adult 30-day rate (a \$62.25 savings per month).

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 seven times per month, you've already paid for your U-PASS and then some opt-out options exist.

Find more information at suo.ca/u-pass-opt-out

Transit achievements since U-PASS began

Quick Facts

	Annual Ridership	Annual Service Hours
2014/2015	4.85 million	189,000 hrs
2024/2025	6.434 million	220,850 hrs

Since U-PASS began, there have been significant investments made in the Kelowna Regional Transit System including:

► New technologies

New technologies have greatly enhanced the bus-riding experience in Kelowna, making riding a bus more convenient than ever. This includes:

- NextRide real-time bus tracking
- Onboard, automated announcements call out stop names

- Electronic fare payment system with the Umo app or Umo card (with the credit and debit card payment upcoming)
- OnDemand service

► RapidBus line 97 Okanagan

RapidBus was implemented in 2010 in Kelowna as the 97X. In 2014, the route expanded to the Westside, along with new bus stations added in Kelowna. In 2020, more stations were added at Sexsmith Rd/Hwy 97.

► Transit exchange updates over the years

Major exchanges have been constructed and upgraded, including new exchanges in West Kelowna (Westbank/Elliott, Boucherie), Lake Country (Berry Road), Kelowna (Mission, UBCO Exchange), and significant exchange renewals in Kelowna (Queensway, Pandosy and Okanagan College). More enhancements are being delivered in the next two years at Rutland, Mission and Okanagan College Exchanges.

► Operating centre upgrades

Transit operating centre upgrades are underway now to support continuous investments in service in the region and support the transition to low-carbon fleet.

► Transit Service to UBCO

UBCO is easily accessed by transit from the UBCO exchange, which connects students to the region with rapid and frequent service routes providing 15–30 minute frequency.

► Bus stop infrastructure

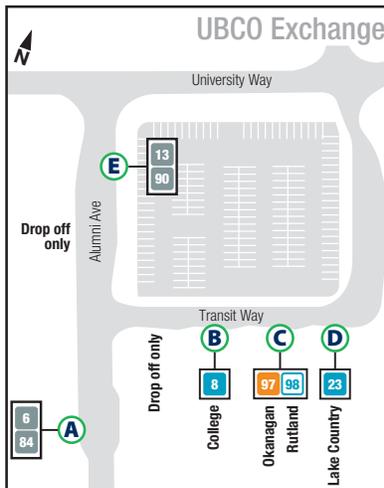
New and upgraded bus stops region-wide to improve accessibility and add amenities, such as benches and shelters.

► Service improvements effective January 2026

- Over 18,000 additional hours of service and 6 new buses in the region
- Expanded service on the **98 Rutland/UBCO Express** with 20-minute service during peak times on weekdays
- Restructure of the Rutland and Mission area networks
- Additional service on select trips on the **97 Okanagan**
- OnDemand new service zone in the Lower Mission neighbourhood

► Longer-term investments

Subsequent investment proposals call for over 12,000 additional new service hours, supporting a variety of improvements, including increased weekday and Saturday service on Route 13 Quail Ridge and Route 84 Academy Way.



Learn more at suo.ca/referendum-question-2025-2026-u-pass-information



Like Your **U-PASS**

On March 3–6, you will be asked to vote to keep your U-PASS.

Vote Yes!

Transit Info
250-860-8121 • bctransit.com

In partnership with: University of British Columbia Okanagan and the Student Union of UBC Okanagan.

City of Kelowna
City of West Kelowna
District of Lake Country
Westbank First Nation
District of Peachland
Regional District of Central Okanagan

