



## STAFF REPORT INFORMATION ONLY

### PRESTO/TTC Farecard Project - Status and Implementation Overview Presentation

<b>Date:</b>	December 16, 2015
<b>To:</b>	TTC Board
<b>From:</b>	Chief Executive Officer

#### Summary

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The purpose of this presentation is to provide an overview of the PRESTO system and update the Board on the current status and implementation of the PRESTO electronic fare collection system at the TTC. The presentation will include a brief overview of the PRESTO program at the TTC, and identify the timing and key deliverables for implementing PRESTO on streetcars, buses, Wheel-Trans and within the subway.

#### Financial Summary

This report has no financial impact beyond what has been approved in the TTC's Capital Budget.

#### Comments

The implementation of PRESTO at the TTC is a key component of the TTC's Five Year Plan to modernize the TTC and enhance the customer's transit experience.

#### Contact

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#### Attachments

Presentation to follow.



# PRESTO ON THE TTC

Board Update  
December 2015



# WHAT IS PRESTO?



- Regional smartcard system
- GTHA + Ottawa
- Overhaul and automate TTC's fare collection
- Cornerstone of TTC's modernization objectives
- PRESTO will revolutionize the customer experience
  
- Makes paying for transit EASY



# HOW DOES PRESTO WORK?



- **PRESTO technology stores funds in a secure account linked to card**
- **When customer taps card on fare payment device, electronic chip embedded in card calculates the fare and deducts from customer balance**
- **Customer can load value (e-purse) or pass products to card**
- **When the card is registered its contents are protected for customer**



# TTC/METROLINX (MX) AGREEMENT



## Managed Services Business Model

- **MX required to design, procure, build, install, operate, service, and maintain PRESTO**
  - MX will own system and equipment
- **TTC to pay MX based on fixed % of TTC fare revenues (5.25%)**
- **At full implementation, overall costs of fare collection expected to remain at/below current costs of fare collection (i.e. 7% to 8%)**
  - Based on TTC Business Requirements
- **Currently 2.4% of ridership**



# CONCEPT OF OPERATIONS



**Once PRESTO is fully implemented:**

- **PRESTO media will replace tickets, tokens, passes and paper transfers**
- **Cash is still accepted at machines on subways and streetcars and fare box on buses**
- **Possible inclusion of other City services**
- **Fare policies and products**
  - Support existing with flexibility for new



# CUSTOMER EXPERIENCE



1. **Buy a PRESTO card**
2. **Load value onto card**
3. **Pay fares with card**



# 1. BUY A PRESTO CARD



## Multiple channels available to customers:

- **PRESTO website/call centre**
- **Transit agency customer service centres**
- **Self-service devices in subway stations**
- **Select Gateway newstands**
- **Third party retail network (to be developed)**





## 2. LOAD VALUE ONTO PRESTO CARD

**Convenient options to be available for customers:**

- **Autoload**
- **PRESTO website/call centre**
- **Transit agency customer service centres**
- **Self-service devices in subway stations**
- **Third party retail network (to be developed)**



Self-Serve  
Reload Machine



# 3. PAY FARE WITH PRESTO CARD



**Customer taps on readers located on vehicles and at subway station entrances. Technology does the work**





## **Complete implementation and adoption of PRESTO system on all TTC modes**

- |  |                            |
|--|----------------------------|
| <ul style="list-style-type: none"><li>• <b>New streetcars</b></li></ul>                      | <b>As they arrive</b>      |
| <ul style="list-style-type: none"><li>• <b>26 Subway Stations</b></li></ul>                  | <b>Completed July 2015</b> |
| <ul style="list-style-type: none"><li>• <b>Complete existing streetcars</b></li></ul>        | <b>December 2015</b>       |
| <ul style="list-style-type: none"><li>• <b>Complete Buses and Wheel Trans</b></li></ul>      | <b>December 2016</b>       |
| <ul style="list-style-type: none"><li>• <b>All subway stations PRESTO enabled</b></li></ul>  | <b>December 2016</b>       |
| <ul style="list-style-type: none"><li>• <b>Transition from existing fare media</b></li></ul> | <b>2017</b>                |



# SURFACE - STREETCARS



All streetcars will have PRESTO readers by end of year

- Fare & Transfers Machines on board new streetcars
- On street at busiest locations
- All door boarding of streetcars from December 14th



# SURFACE – BUS



- **Card readers to be installed at all doors**
- **Pilot underway – March completion**
  - 10 bus types to be tested
- **Rollout to all buses to begin Spring 2016**
  - Completed by year end 2016
- **Options being developed for cash solution**



# SURFACE – WHEEL TRANS



- **Design underway**
- **Mobile/hand-held solution**
- **Complete December 2016**





- **All passenger entry/exit points will have PRESTO devices**
  - 26 Stations currently and all by end of 2016
- **Eliminate existing fare media as PRESTO nears full implementation**
- **Collectors no longer required for fare sales**
  - Working on migration/mobile strategy
- **Provide customer service throughout station**



# SUBWAY – SELF SERVE MACHINES

- **Reload Machines**

- Add value to “e-purse”
- Currently at 23 subway stations
- All stations by end 2016
- Accept credit/debit

- **Full Serve Machines**

- Purchase PRESTO card
- Add value to e-purse
- Check card balance
- Transaction history
- Accept cash and credit / debit
- Flexible “limited use” card
  - Single trips
  - Multi-day passes etc.







## KEY BENEFITS

- Improved capacity and performance
- Standard and accessible aisles
- Replace current access gates and crash gates
  - Many coming to end of life
- Gates can be configured for entry/exit, entry only, exit only
- Fraud detection and reporting
- Second reader on paid side
- Improved fault identification and management





- **Many other elements to successful implementation**
  - Increase functionality (2016-2018)
    - Open payment, multi-day passes, weekly/monthly loyalty
  - Development of third party sales network
  - Convenient customer support services
  - Effective customer/employee communication and education
- **PRESTO and TTC developing transition strategies and plans to coordinate with device implementation**
- **Transition period will be challenging**





- **Communications to customers**
- **PRESTO may not be the right choice for some customers in 2016**
- **Transferring between vehicles/stations with PRESTO to those without PRESTO**
- **Potential inconvenience to customers during replacement of turnstiles with faregates**
- **Ensuring TTC employees are aware of PRESTO status**
  - Consistent message to customers





# Questions?

