Fare Compliance Update

Josie La Vita – Chief Financial Officer
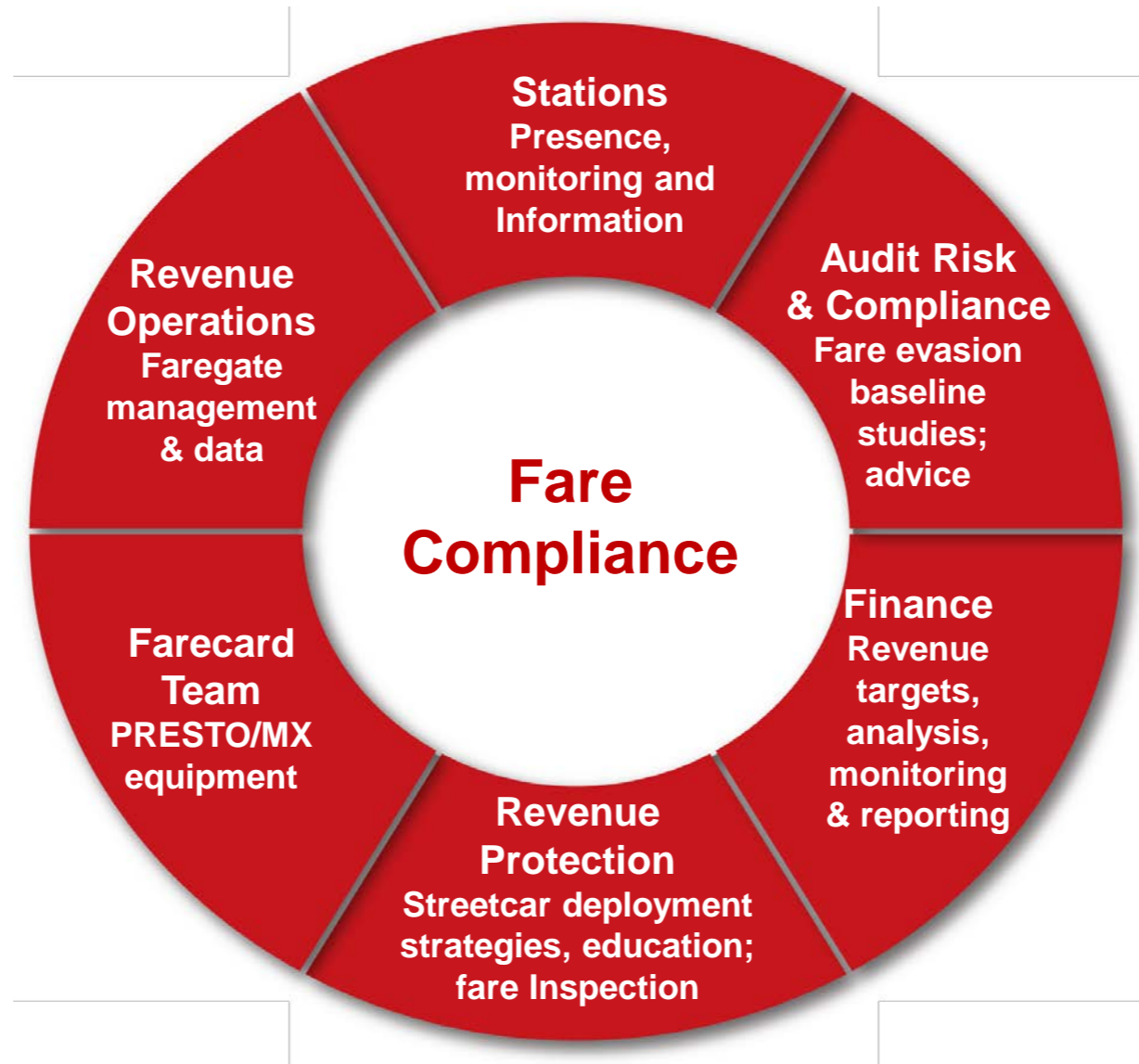**Wendy Reuter – Chief Strategy and Customer Experience Officer (A)**
Jamal Richardson – Head of Stations

TTC Board Meeting - February 22, 2024

Fare Compliance Roles within the TTC

Fare Compliance

- **Stations** — Presence, monitoring and Information
- **Audit Risk & Compliance** — Fare evasion baseline studies; advice
- **Finance** — Revenue targets, analysis, monitoring & reporting
- **Revenue Protection** — Streetcar deployment strategies, education; fare Inspection
- **Farecard Team** — PRESTO/MX equipment
- **Revenue Operations** — Faregate management & data

Fare Inspection

Strategic Deployment Strategies
- Using ridership data and fare gate to strategically allocate resources
- Advanced deployment schedules March - to increase inspection times, maximizing coverage during peak periods and high-demand locations to improve operational efficiency

Recruitment
- Fare Inspector recruitment is complete
- 100% complement now filled
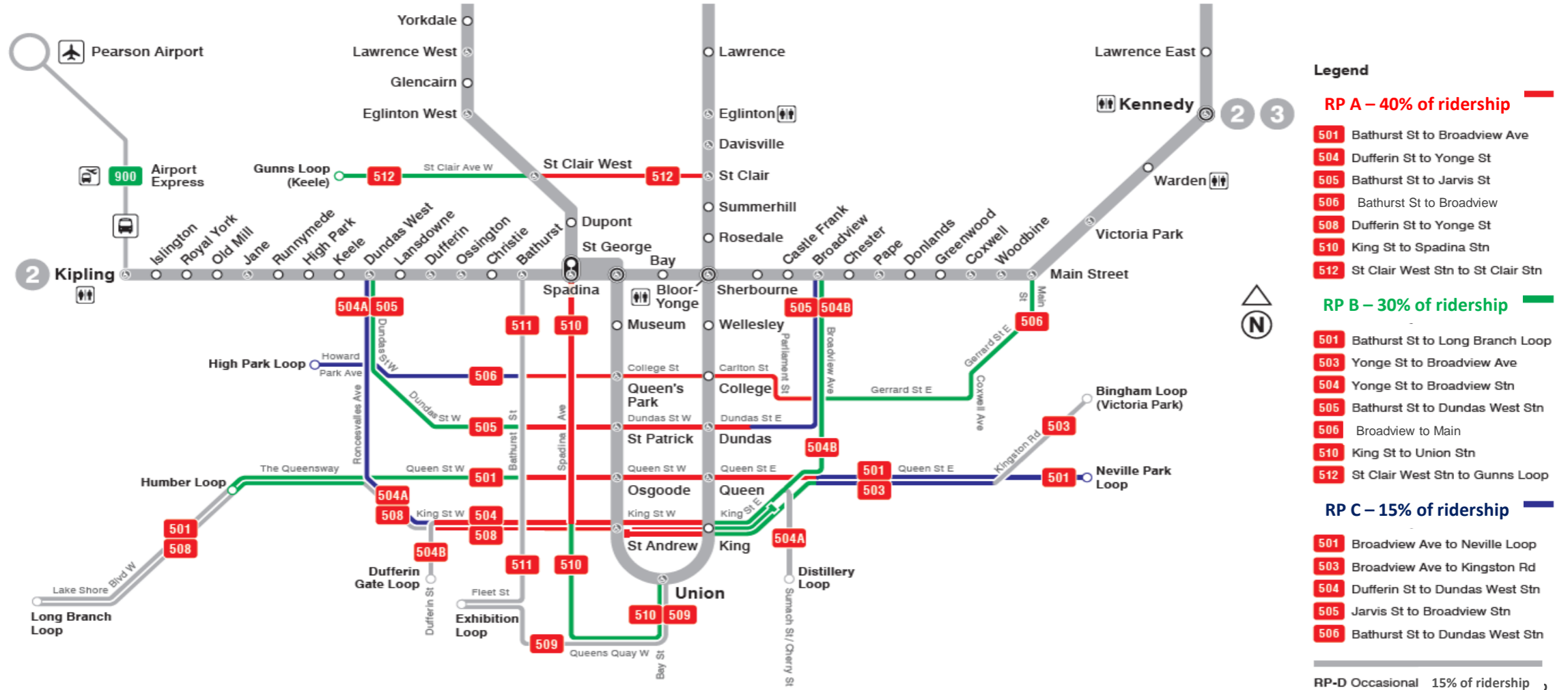- Broader coverage across the streetcar network

New Technology for More Effective Deployment
- Device Refresh Program
- Mobile Ticketing Pilot
- Automated Reporting

2024 Graduation Ceremony

Fare Inspector Deployment Map

# Priority Actions Taken: Strategic Deployment of Customer Service Agents In Stations

- Increased number of Customer Service Agents in our stations to improve our customer's sense of **Safety, Security and Wellbeing.**

- The additional CSAs promote **enhanced customer service and their presence assists in deterring fare evasion.**

- New CSAs strategically deployed to **37 secondary entrances across 33 stations** along the subway network.

CSAs Deployment Map During Operation Hours

Number of newly added CSAs, deployed to second entrances

Priority Actions Taken: Strategic Deployment of New Station Supervisors

- Station Supervisors are responsible for **incident response, employee engagement, and customer service.**

- **20 new Station Supervisors help extend coverage to 36 locations during peak hours** and strengthen our roving coverage of all subway stations during off-peak hours.

- **10 new Operations Supervisors** (5) Bus Transportation and (5) Streetcar Transportation – **deployed to end terminal stations and transit hubs provide support to bus and streetcar operations.**

- Increased Supervisory presence and strategic deployment in stations aimed at **reducing response times to subway emergencies and act as a deterrent to fare evasion.**

Station Supervisors Deployment Map During Peak Hours
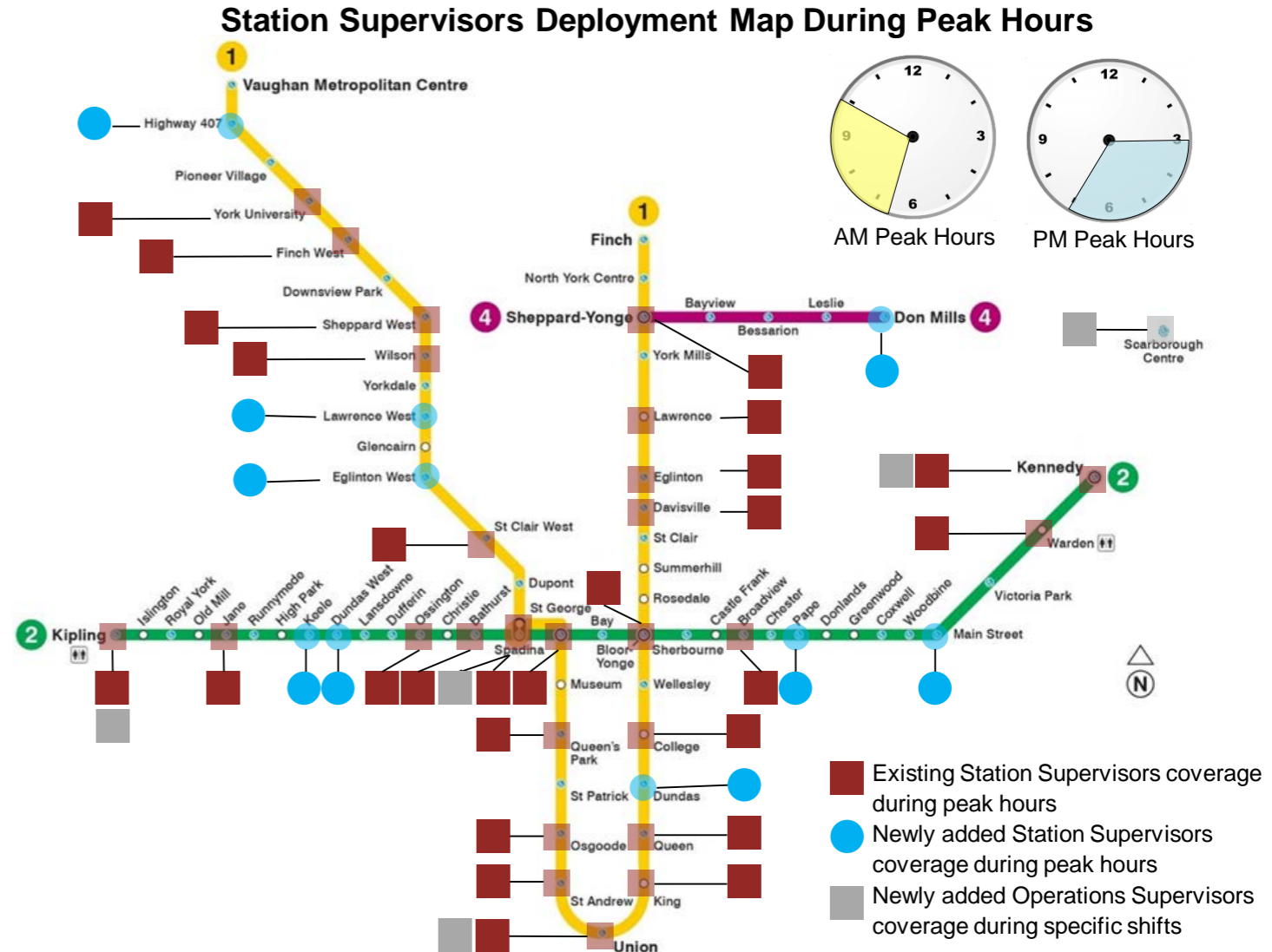
Early Results of additional Station Staffing: 130

All customer satisfaction metrics increased in January 2024 compared to October 2023
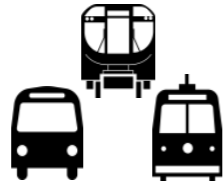
Customer Satisfaction

January 2024:
- Overall 70% (+1%)
- Subway 71% (+5%)
- Satisfaction with safety 61% (+7%)

Net Promoter Score

January 2024:
- Overall 11 pts (+11pts)
- Subway 13 pts (+18 pts)

Pride in TTC

January 2024:
- Overall 61% (+5%)
- Subway 60% (+6%)

Staff Helpfulness

January 2024:
- Overall 65% (+6%)

Customer Effort/ Ease Score

January 2024:
- Overall 80% (+3%)
- Getting Help When Needed 69% (+5%)

Safety/ Offences

January 2024
- Overall offences against customer (-10%)
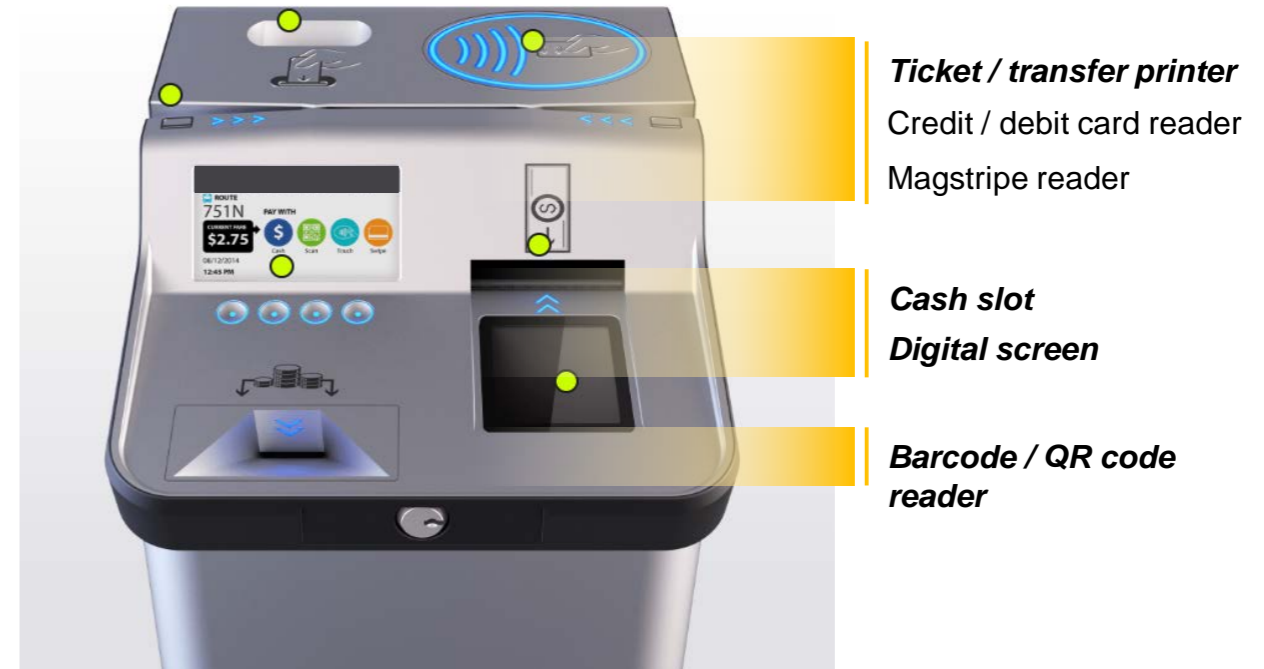- Station offences 147 (-11%)

Registered Farebox Review

- Initiative underway to evaluate opportunity for registered fareboxes
- The introduction of a registered farebox on TTC buses can limit revenue loss by tackling some of the fare evasion tactics used:

    - Can reduce fare evasion by accurately counting cash fares in near real-time to reduce customers paying the incorrect cash fare

    - Can limit operator onus by enabling customers to pay and automatically receive a transfer, reducing the need for operator interaction

    - Can print transfers (including machine-readable) limiting manual error of improper cutting

    - Cashbox technology can be connected to VISION system to announce audible messages
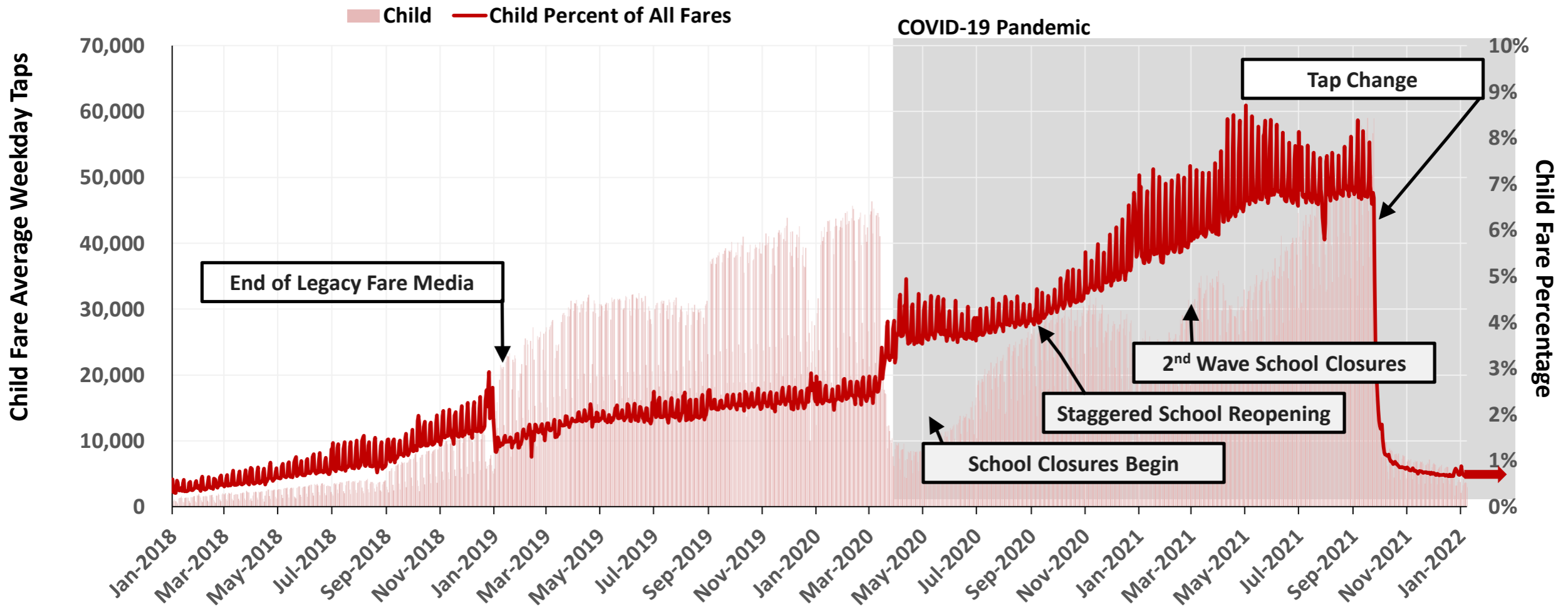
Current Farebox on TTC bus

Ticket / transfer printer

Credit / debit card reader

Magstripe reader

Cash slot

Digital screen

Barcode / QR code reader

Example - Registered Farebox

Fare Compliance using Technology – Taps by Child Cards

Fare Compliance Campaign

Tap with integrity

Paying your fare keeps our transit system thriving.

Failure to pay your fare may result in a fine of $235.00 to $425.00.

On the move together.

Fare Compliance Campaign

Tap for connection

Paying your fare allows us to build new connections and routes throughout the city.

Failure to pay your fare may result in a fine of $235.00 to $425.00.

On the move together.

Fare Compliance Campaign

Tap with ease

Don't be caught without proof-of-purchase.

Failure to pay your fare may result in a fine of $235.00 to $425.00.

On the move together.

Fare Compliance Campaign

Can't afford to tap?

Visit **toronto.ca/transitdiscount** for more information on our Fair Pass program.

Failure to pay your fare may result in a fine of $235.00 to $425.00.

PRESTO

METROLINX

On the move together.

Priority Actions Taken: Fare Compliance Campaign

Key Messaging:

- Paying your fare helps us protect and invest in transit service

- Avoid embarrassment of not paying

- Be Honest; Have Integrity

- The Fair Pass Program is available

Priority Actions

Current

- Resumed ticketing

- Mobile ticketing pilot

- Fare Evasion workshops

- Fare Inspectors and station staff recruited and trained to provide additional coverage.

- Strategically deploying resources to target hot spots.

- Evaluating opportunity for registered fareboxes

- Continue to promote Open Payment

Immediate Next

- Initiate Fare Compliance Campaign - March

- Advanced deployment to support Fare Compliance - March

- Monitor improvements to customer sentiment and fare compliance

- Engage Front Line Employees and Unions

- Evaluate all-door-boarding and impact on service

Upcoming

- Review use of Child and Youth cards annual expiry

- Evaluate Proof-of-Payment for whole network

- Use of Fare Evasion button on Buses integrated with Vision.

- Phase out legacy fares, evaluate phase out cash, transfers and closing legacy faregates

- Review fine structure and ticketing administration

- Partner with City on Fair Pass Program Expansion