



Hamilton

PRESTO Adoption

February 3, 2020

Public Works Department
Transit Division

- Provincially led GTHA transit smart card fare system – 10 Transit Agencies plus Ottawa
- Contractual obligation to qualify for Gas Tax Funding - ~\$11M annually
- 2006 - original 10 year agreement
- 2011 – operational in Hamilton
- 2016 – one year contract extension
- 2018 – finalized 10 year agreement renewal 2017-2027

PRESTO Agreement

- Status Outstanding items from previous contract
 - Third party vendor network – Loblaws
 - U-pass solution
 - Self service devices – GO Centers
 - Limited Use Media (LUM) – available on TTC
 - Specialized transit solution - App

PRESTO Agreement

- Requirements under new agreement
 - PRESTO cost will increase:
 - 2017 - 2% commission ~ \$422,000
 - 2027 - 9% commission ~ \$4,098,000
 - New device installation completed by September 2020
 - Achieve 80% adoption by September 2021

Customer Benefits - Value

- Cardholder Purchase Price \$6
 - Cost of card recovered after 8 rides
 - 5 year warranty – no expiry
 - Value Card
 - Register card – protect value loaded
- Card Balance (e-purse) will allow for seamless travel through the GTHA
- Replicates Council's Fare Policies
- Customers pay the lowest fare when utilizing PRESTO
 - Ticket price calculated at tap-on with 2 hour transfer written to the card
 - Weekly Loyalty program – ride free after the 11th paid ride Monday to Sunday
 - PRESTO transfer valid on Burlington Transit
 - Co-fare between HSR and GO Transit automatically deducted when paying with card balance

Customer Channels

- Web access
 - Auto load / Auto renew
- Customer Service Locations
 - 36 Hunter Street East
 - City Hall
 - Stoney Creek Municipal Centre
 - Dundas Municipal Centre
 - Ancaster Municipal Centre
 - Shoppers Drug Mart (30)
 - Fortinos (9)
- PRESTO app for Android phones

Customer – Adoption

- 53% Adoption Rate
- Customer Groups include:
 - All Seniors – single rides, monthly pass, annual pass, Golden Age
 - All qualified applicants of the Affordable Transit Pass program
 - McMaster Full Time Undergraduate and Graduate students - U-pass program
 - Redeemer University College Full Time students - U-pass program
 - Mohawk College Full Time students - U-Pass program
 - Adult ticket and pass customers use PRESTO for 56% and 36% of the rides taken.
 - Student ticket and pass customers use PRESTO for 35% and 27% of the rides taken.

Customer Experience

- Recent improvements
 - Removal of minimum \$10 load requirement –
in person transactions

Customer Experience

- Future functionality for improved experience
 - Stored value
 - Open payment / Mobile payment
 - Mobile ticketing
 - Bar code / QR code capability
 - Account based ticketing

- Strategy for Legacy Paper Media Removal
 - Notice periods
 - Education and marketing materials

Strategy for Legacy Paper Media Removal

- Remove all paper passes and tickets from vendors effective September 1, 2020
 - Provide 10 months notice
- Approximately 100 vendor locations impacted

Strategy for Legacy Paper Media Removal

- Remove paper passes effective June 1, 2020
 - Provide 4 months notice
- Remove paper tickets and day passes effective September 1, 2020
 - Provide 6 months notice
 - Continue to accept tickets and day passes until December 31, 2020
- Introduce special purpose ticket effective September 1, 2020
 - Provide 6 months notice
 - Removed once functionality is available from PRESTO



QUESTIONS?