




Hamilton

# INFORMATION REPORT

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	January 22, 2021
<b>SUBJECT/REPORT NO:</b>	PRESTO Adoption (PW17033(f)) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Nancy Purser (905) 546-2424 Ext. 1876
<b>SUBMITTED BY:</b>	Debbie Dalle Vedove Director, Transit Public Works Department
<b>SIGNATURE:</b>	

## COUNCIL DIRECTION

N/A

## INFORMATION

As part of the Operating Agreement with PRESTO, there is a requirement to achieve an 80% adoption rate one year after the installation of the new equipment. As of November 27, 2020, the fleet has now been upgraded to the new equipment. This equipment has been designed to be future proof and allow for additional fare payment options including:

- Account-based ticketing
- Mobile Payments
- E-Tickets
- Open Payment
- Bar or QR Codes

On July 17, 2020, Council approved report PW17033(e) eliminating paper tickets and paper passes effective November 1, 2020, which will allow the City to achieve the required target adoption of 80%. Since PRESTO has not completed a solution for social agencies, special purpose tickets were introduced for agency and school board use and available for purchase at Hamilton GO Station to individuals in quantities of two (2). These special purpose tickets will remain available until a suitable replacement is created by PRESTO.

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The removal of paper tickets and paper passes was communicated using several different channels including, direct mail to vendors and social agencies, social media, advertising on buses, and the website, and in-person at the Hamilton GO Station and Municipal Service Centres.

We saw an immediate increase in adoption from July, 49% to August, 56% and it has continued to increase through October up to 64%. With tickets no longer available in November, adoption has now reached 77%.

Since November 1, 2020, no tickets have been sold at the Hamilton GO Station. All customers who have requested to purchase tickets have been converted to a PRESTO card.

PRESTO E-Tickets launched in Hamilton on September 1, 2020. The timing of this product release allowed Hamilton to offer another fare payment option to our customers that was contactless. The uptake of PRESTO E-Tickets has been steady, with approximately 2,000 weekly uses. Additional functionality released in December, allowing PRESTO E-Tickets to be emailed has given Social Agencies another avenue to provide transit to their clients in a safe manner by removing the requirement for the client to come to their office.

Future enhancement for 2021 includes electronic validation of PRESTO E-Tickets, which should allow social agencies to print a barcoded ticket for their clients. Open payment for credit and debit cards is being rolled out beginning with a Pilot in January for UP Express. Hamilton is currently scheduled to start rolling out this functionality in September 2021.

PRESTO is working towards a solution for Hamilton's specialized transit service; PRESTO functionality on DARTS is expected to be available in early 2021.

With the removal of paper tickets and paper passes, an array of interim choices has been made available for Accessible Transit Service (ATS) clients until they can tap a PRESTO card to pay for their trips on DARTS.

Three options are available to ATS clients:

**OPTION 1: Paper Tickets**

ATS clients can continue to purchase paper tickets for use on DARTS only, from the HSR Customer Service Centre (36 Hunter St.), or by mail from Accessible Transportation Services. DARTS Seniors tickets will continue to be available to purchase from DARTS drivers. Paper tickets will continue to be valid on DARTS until PRESTO equipment is available.

Paper tickets will no longer be sold at any other locations.

**OPTION 2: PRESTO E-Tickets**

ATS clients who have a smartphone and a credit card can pay with the PRESTO E-Tickets mobile app. PRESTO E-Tickets cost the same price as paper tickets and allow for a 2-hour transfer window.

**OPTION 3: Monthly Pass on PRESTO**

Clients who ride often can purchase a Student, Adult, or Senior monthly pass on a PRESTO card. Since the card cannot be tapped, clients are currently required to call ATS to verify that a pass was purchased.

ATS Customer Care Representatives report that, to date, while clients are initially a bit confused when they call to ask about PRESTO, the options we are presenting are clear for them and allow them to make the most practical choice for their circumstances.

Communication efforts to ATS clients advising of the above options included:

- Updated out front messaging on the ATS Customer Service line (905-529-1212).
- Updated messaging on the DARTS “hold” line and DARTS website.
- Updated messaging on the HSR PRESTO information web page.
- Information bulletin detailing options for payment mailed directly to new ATS clients with their approval letter, ATS clients who purchase fare by mail, all clients who have been active in 2020, all programs and agencies on the ATS high-volume DARTS user email list.
- Information bulletin provided to all City of Hamilton customer service locations including HSR Customer Service Office (Hamilton GO Centre), all Municipal Service Centres, and the Customer Contact Centre.
- “Take one” information cards distributed by DARTS Operators to clients as needed.
- These updates were communicated to Accessibility Committee for Persons with Disabilities (ACPD) at their November 10 meeting.

HSR staff continue to work with PRESTO and DARTS to facilitate as smooth a transition as possible to PRESTO for ATS clients by providing the above interim fare choices.

The solution that PRESTO is developing will be provided in the form of an “App”. This solution allows for the distribution of the software to devices already used by DARTS and its sub-contractors.

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The introduction of PRESTO on DARTS will allow for Hamilton to be fully compliant with AODA transportation standards, as DARTS customers will pay the same fare and have the same payment options as those available on HSR.

**APPENDICES AND SCHEDULES ATTACHED**

None.