Public Works Department
PRESTO Implementation

Transit Day - Committee of the Whole
October 29, 2009
Print Version: 27Oct09

Providing services that bring our City to life!

To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities!
Introduction – PRESTO Implementation

• GTA & Hamilton wide transit fare card initiative
• Previous approval and updates in 2006-2008
• Contractual obligation to qualify for Gas Tax Revenues
  – ~$11M annually
• Complex project
  – Connects Hamilton to Metrolinx & other Service Providers
• Multi-stage project
  – Initial launch – Oakville, November 2009
  – Hamilton, September 2010
• Major Business Transformation underway
  – Fare media, vendor network, internal processes
Hamilton is represented on all major sub-committees
PRESTO Roll-out Schedule

- **Stage 1:** Union, Oakville & Bronte Rail Stations
  - **Nov 2009**

- **Stage 2:** Lakeshore West, Milton & Georgetown Lines
  - **May 2010**

- **Stage 3a:** Lakeshore East, Barrie, Richmond Hill Rail Lines, GO Bus Services
  - **Sept 2010**

- **Stage 3B:** Stouffville Rail Line, remainder of GO Buses
  - **Jan 2011**
PRESTO – What the Customer Sees

- Fare Payment Device
- Card swipe access
- Displays Fare & Balance

- Driver Control Unit
- Prints transfers
- Displays Fare & Balance
- Provides query capability

* As seen on Oakville buses – 2009 – similar to current HSR vehicles
“How do we get there?”
Major Business Transformation

- Phased Reduction of Fare Media
- Reduce Vendor Network
- Increase Fare Payment Accessibility & Enhanced Community Partnerships
- Modify Internal Financial Processes
Phased Reduction of Fare Media

- Tickets, Passes, Cash
- Student, Senior, Golden Age
- Day Passes, Transfers

Current

Sept 2010

- Add PRESTO Card – e-purse
- Stop selling tickets
- Continue to honour tickets

2012+

Business Transformation goal –
Reduce Fare Media to PRESTO card plus cash

PRESTO Implementation
Reduce Physical Vendor Network & Increase Fare Payment Accessibility

- 190 Vendors City Wide
- Municipal Centres
- Community Service & Institutions

**Representative Bank**

*Example Third Party Agents*

Business Transformation goal –
Reduce Physical Vendor Network
Increase Accessibility to Fare Payment
## Modify Internal Financial Processes

### Current
- Internal financial reconciliation
- Resource intensive
- Hamilton assumes fare system risks
- Largely internal processes

### Sept 2010 & Beyond
- Internal financial reconciliation
- Reduced/shared fare system risks
- Connection to PRESTO Central System
- External financial reconciliation required

---

**Business Transformation goal**
- Reduce Fare Media tracking & reconciliation
- Develop connectivity to PRESTO financial network
What are the Business Transformation Benefits?

• Reduce Fare Media to PRESTO card plus cash
  – Increases flexibility of fare products
    • loyalty, period passes
  – Opportunities to introduce other fare products
    • e.g. destination fares
  – Reduced/shared financial risk

• Reduce Vendor Network & Increased Fare Payment Accessibility
  – Increases effectiveness for delivering product to customer
  – Third Party Agents can be easily added as required
  – Maintain and enhance service to agencies and institutions
What are the Customer Benefits?

- **Single payment method**
  - Integration with other Service Providers / Metrolinx

- **Flexible payment**
  - On-line, Phone Access, Automatic Loading
  - Load “e-purse” up to $1000
  - Local agents

- **Flexible Travel Plans**
  - Loyalty programs
  - Period Passes
  - Single ride

- **Secure**
  - Similar to credit cards
  - Lost cards can be blocked & balances transferred
  - Reports & receipts
Next Steps/Conclusion

- Continue Business Transformation – Fare, Vendor & Internal Processes

- Monitor PRESTO Project progress across other municipalities

- Hold Public Information Sessions to increase awareness of PRESTO

- Prepare for September 2010 launch