

# MaaS: Public Transit Fare Card Perspective

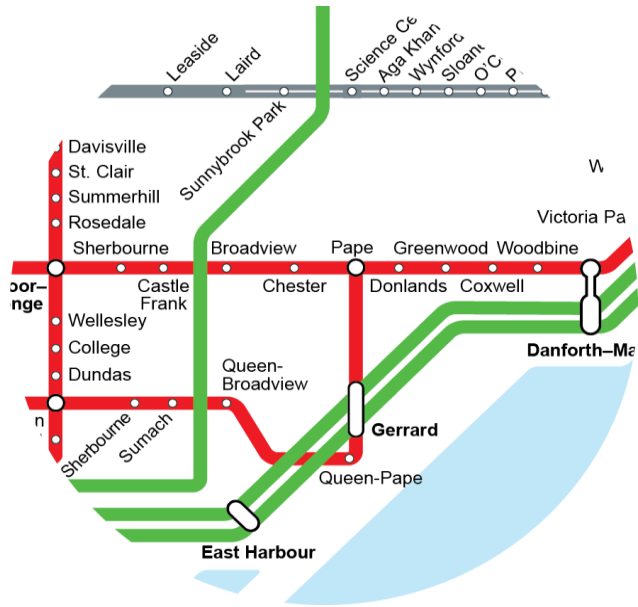
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# WHAT IS METROLINX

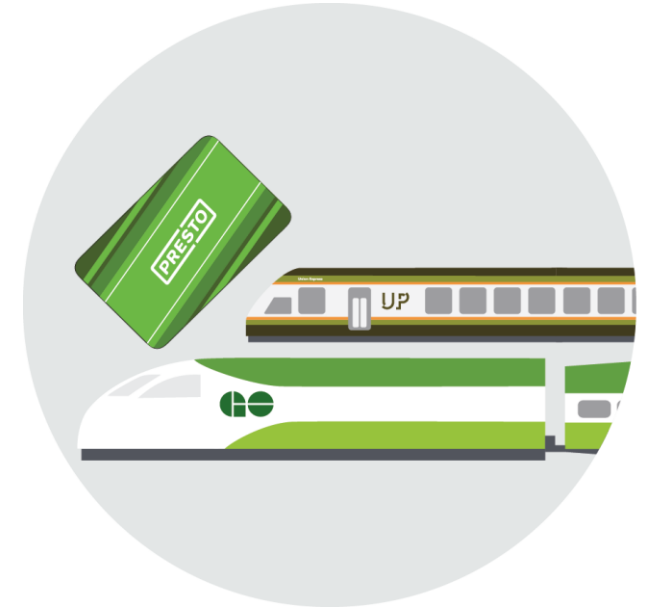
## PLAN



## BUILD



## OPERATE



# OVER \$30B IN INVESTMENT IN THE GTHA'S RAPID TRANSIT NETWORK



## EXPANDING GO TRAIN SERVICE

- **More service** on all lines
- Electric trains, **every 15 minutes or better** in both directions, for most GO customers
- **23 more stations and line extensions** to serve new markets



## 74 KM OF NEW LIGHT RAIL TRANSIT

- Under construction:
- **Eglinton Crosstown**
- In procurement:
- **Finch West**
  - **Hurontario**
  - **Hamilton B-Line**
- In design / planning:
- **Sheppard East**



## 68 KM OF NEW BUS RAPID TRANSIT

- Partially in-service, with remainder under construction:
- **Viva** in York Region
  - **Mississauga Transitway**
- In design / planning:
- **Hamilton A-Line**



## CONNECTING IT ALL TOGETHER

- Expanding and revitalizing **Union Station**, the heart of the regional network
- **PRESTO** now in use across the region

# REGIONAL TRANSIT EXPANSION - A NEED FOR SEAMLESS PAYMENT

- Working towards building an integrated transit system as reflected in Metrolinx's Regional Transportation Plan
- PRESTO is the preferred means for seamless and efficient transit fare payment for both riders and transit agencies across the GTHA and Ottawa
- PRESTO offers customers greater convenience, savings, security, and enhanced service, and is a core component of the Regional Transportation Plan



# PRESTO OVERVIEW

- **15,000 PRESTO Devices in market**
- **2.5m activated cards, anticipating 5m active cards in 2018**
- **Closed loop payment card**
  - Value stored on card , not in real-time; updates happen at device level
- **PRESTO responsibilities include:**
  - Fare Collection, Reconciliation and Payment to Agencies
  - Manages all fare polices, e.g., loyalty programs, discounts/concessions, period passes
  - Provides inter-operability among agencies
  - provides network, installations, maintenance

**PRESTO does not set Fare Policy, this is done by the Transit Agencies**

## WHAT'S AHEAD FOR PRESTO

- **Full-service vending machines at stations and retail network elsewhere**
  - Purchase cards, add value to cards, purchase single rides
- **Mobile app to load cards**
  - In addition to robust website which currently exists
- **Open Payment, starting with TTC**
  - Pay with credit cards; eliminates need to load payments to PRESTO card
- **Device Refresh throughout 905**
  - Makes PRESTO 100% online
  - Opens opportunities for account-based PRESTO & Open Payments in 905

# MAAS EXPERIENCES

## Different degrees of Integration

- **Basic**

- provide subscription discounts: Example BIXI, Communauto and OPUS in Montreal.

- **Intermediate**

- subscription discounts and common payment card: STIB in Brussels with Cambio a car sharing company; also BIXI and OPUS pilot

- **Advanced**

- single online application that integrates information and invoices, enables discounts and payments by one card for various transportation modes: EMMA in Montpellier France is a good example of transit, bike sharing, car sharing, parking, trip planning

- **Customer Specific**

- the future direction of MaaS - adds individual tailor made pay as you go options to advanced integration: Helsinki Whim, SMILE in Vienna, Ustra and GVH in Hanover,

# MAAS CHALLENGES AND SUCCESS FACTORS

- **Challenges**

- Institutional structures, policies and procedures in the public sector
- Technology infrastructure of many large ticketing systems not yet account-based, real time; hence restricted ability to leverage emerging mobile technology opportunities
- Many Transit Agencies operate independently with respect to policies, services and governance ; hence meeting the needs of the travelling public simultaneously is more complex in large regions where cross boundary travel is commonplace.

- **Success Factors**

- Reimagine mobility - more consumer choice and multiple service levels
- Private and public sector transit operate in parallel; supportive legislation and policy
- New business models, creative procurement options that support innovation with higher risk tolerances
- Leverage mobile devices, APIs and codes to deliver real-time, connected systems that harnesses data to drive efficiencies and improved client experience.