



# Presto Tapping Observations on Streetcars

Audit, Risk and Compliance

September 24, 2019



# Objective and Approach



## Presto Tapping Behaviours

- Observation of Presto tapping behaviour with and without uniformed Transit Fare Inspectors (TFIs) present.
- NOT a Fare Evasion study.
- Queen and King streetcar routes only.
- AM peak period (6:00 am – 9:00 am) and PM peak period (3:00 pm – 7:00 pm).
- Observations broken down by route, date, time, stop and door used by boarding customers.
- Observational data reconciled to Presto data (93% accuracy).



## Two-Phased Approach

### Phase 1:

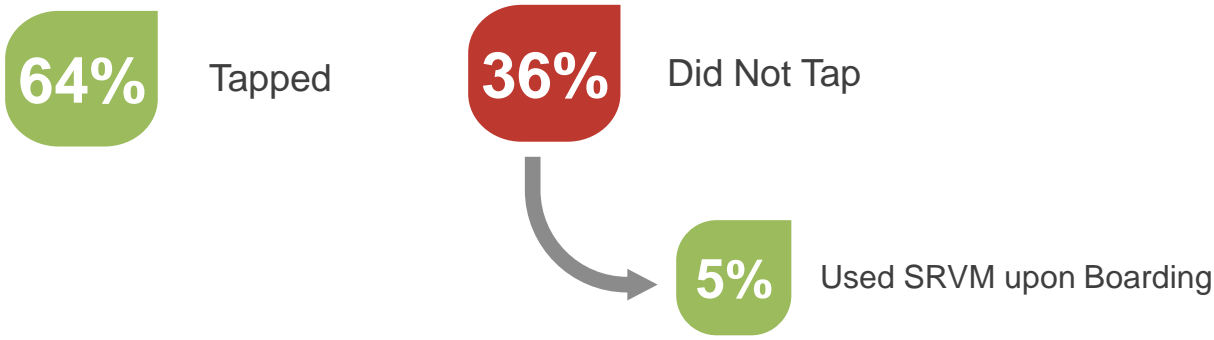
- Conducted between July 23 and July 25, 2019.
- Four Audit, Risk and Compliance (ARC) staff observed Presto tapping behaviour and Single Ride Vending Machine (SRVM) usage.
- 3,331 observations captured by riding 21 vehicles.

### Phase 2:

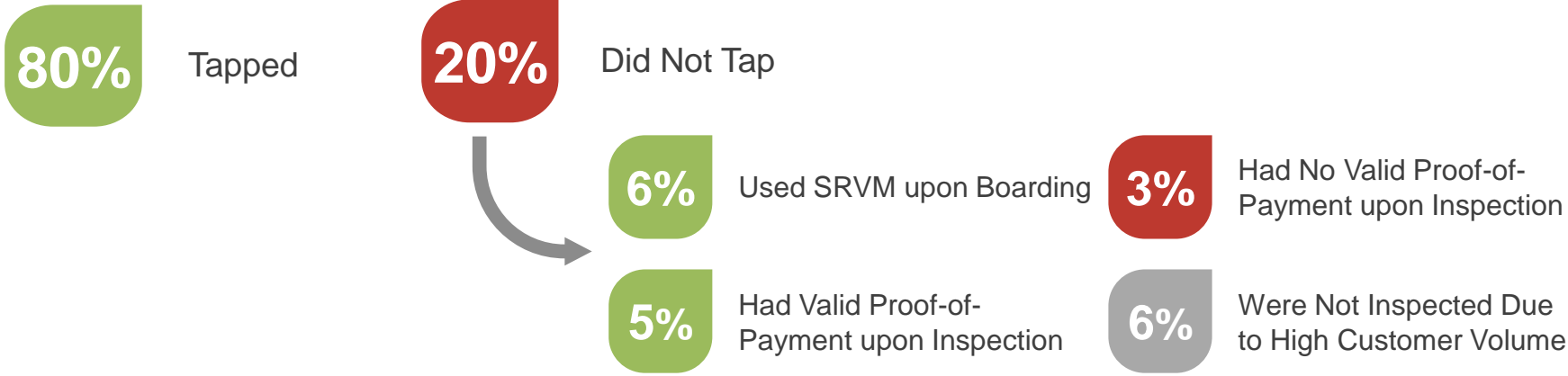
- Conducted between September 3 and September 5, 2019.
- Four ARC staff observed Presto tapping behaviour and SRVM usage.
- A uniformed TFI stationed at each door inspecting non-tapping customers; education only (no issuance of tickets).
- 3,024 observations captured by riding 20 vehicles.

# Overview – 25% Improvement in Presto Tapping

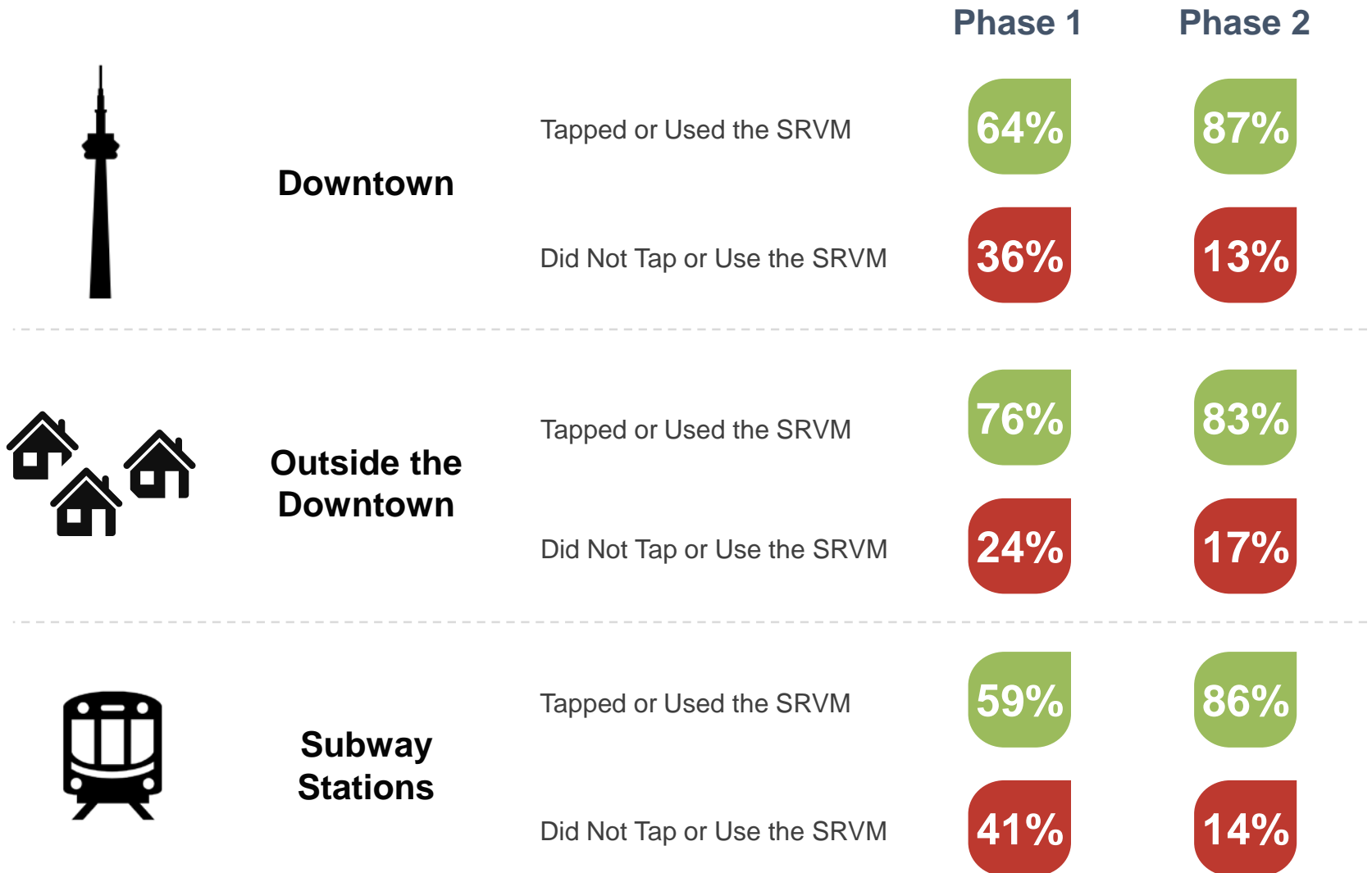
## Phase 1 - Without Uniformed Transit Fare Inspectors Present



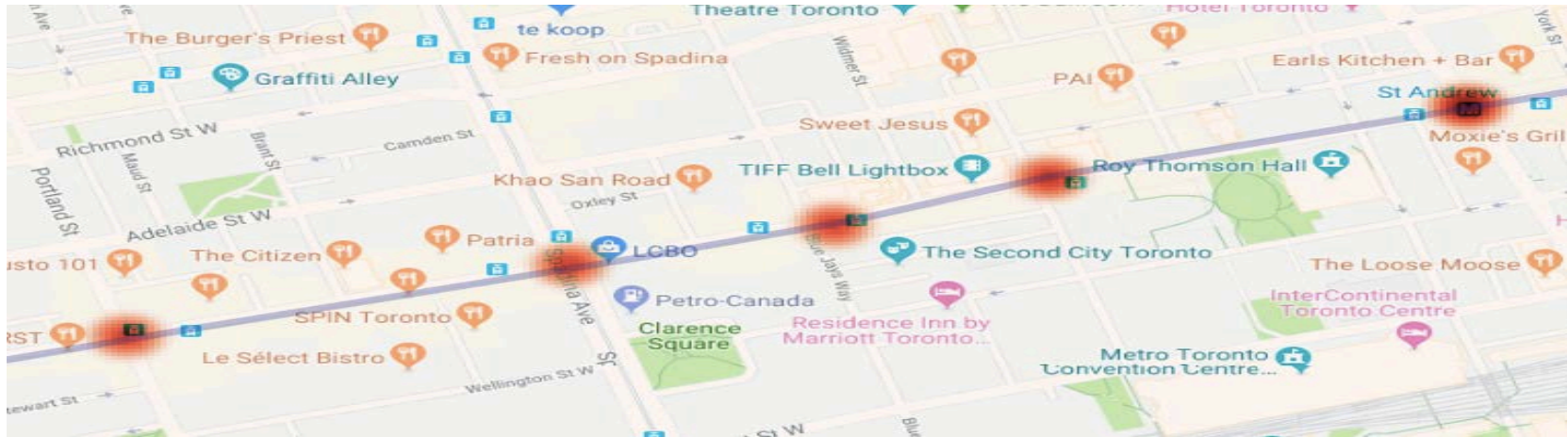
## Phase 2 - With Uniformed Transit Fare Inspectors Present



# Presto Tapping Behaviour by Boarding Location



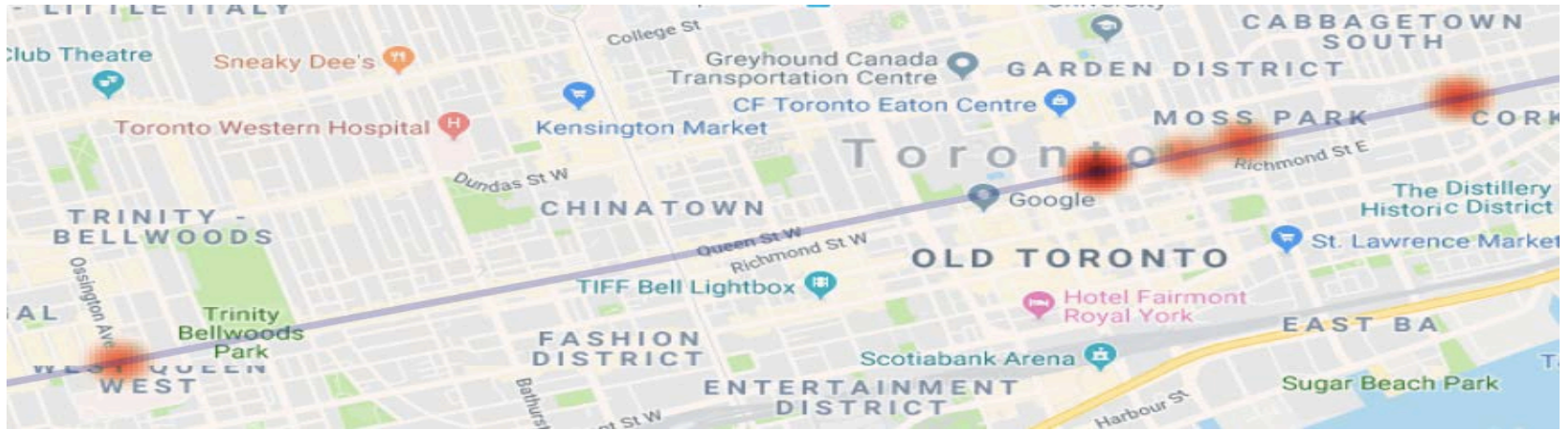
# 504 King - Heat Map



King Street

Hotspot Location (West to East)	Phase 1 Did Not Tap	Phase 2 Did Not Tap
King at Portland	45%	27%
King at Spadina	49%	9%
King at Peter	47%	3%
King at John	48%	3%
King at University	48%	14%

# 501 Queen - Heat Map



Queen Street

Hotspot Location (West to East)	Phase 1 Did Not Tap	Phase 2 Did Not Tap
Queen at Ossington	38%	16%
Queen at Yonge	37%	13%
Queen at Church	50%	16%
Queen at Jarvis	44%	8%
Queen at Parliament	50%	29%

# Presto Tapping Behaviour by Door



# Insight into Customer Tapping Behaviour

## Phase 1 - Without Uniformed Transit Fare Inspectors Present

### Impact of Vehicle Crowding

Customers made minimal effort on crowded vehicles to tap or pay at the SRVMs.

### Child Concession

No children were observed tapping. However, the Presto concession data showed that there were 10 child concession taps from 10 unique Presto cards.

### Declined Presto Cards

Most customers with a declined Presto card made no attempt to pay their fare using the available SRVMs.

## Phase 2 - With Uniformed Transit Fare Inspectors Present

### Impact of Vehicle Crowding

Customers made more of an effort to tap or pay at the SRVMs despite crushloads. However, vehicle crowding was still an impediment to payment.

### Child Concession

No children were observed tapping. However, the Presto concession data showed that there were nine child concession taps from nine unique Presto cards. Three child cards were confirmed to have been misused and “hot-listed”.

### SRVM Payments

During Phase 1 and Phase 2, customers were unable to pay their fare at 10% of the SRVMs as they were down. However, no instances were noted where both SRVMs on the same vehicle were down.



# Insight into Customer Tapping Behaviour

## Phase 1 - Without Uniformed Transit Fare Inspectors Present

### ● Standing by the Door

Customers that did not tap or use the SRVMs were often observed to stand by the door (with card in hand) or SRVMs in case a TFI were to board the streetcar.

### ● Short Trip Duration

Customers that did not tap or pay at the SRVMs were often observed to travel a shorter number of stops compared to customers that paid.

### ● Fake Tapping Motion

Some of the customers that did not tap or pay at the SRVMs made a tapping motion but did not contact the Presto reader.

## Phase 2 - With Uniformed Transit Fare Inspectors Present

### ● Immediate Impact of TFIs Boarding

18 customers were observed getting off the streetcar as TFIs boarded.

### ● Customer U-turns

105 customers were observed approaching the streetcar doors but did not board the vehicle upon noticing TFIs present.

### ● Reasons Given to TFIs for Not Paying

- Will reload Presto card at the connecting subway station.
- Did not know that the two-hour transfer only applies to Presto cards and not to paper transfers.
- Time lag after reloading Presto card online.
- Presto reader blocked by other customers.
- Presto reader or SRVM out of service.
- Carrying multiple Presto cards and used the wrong card.

# Summary

## Valid Proof-of-Payment

Based on Phase 2 observations, it was noted that at least 91% of the customers that boarded paid a fare, despite 20% of them not tapping.

## No Valid Proof-of-Payment

At least 3% of customers did not tap or pay at the SRVMs in Phase 2, despite the presence of Transit Fare Inspectors. The majority of customers that had no valid Proof-of-Payment upon inspection boarded using doors two, three and four.

## Hotspots

Downtown tapping behavior significantly improved with the presence of Transit Fare Inspectors.

## Insight

Tapping observations will inform streetcar fare inspection strategy.



September 24, 2019