



Why ITS at GO Transit?

November 11, 2004

GET ON THE



GET ON THE





What does ITS Add?

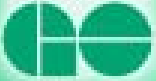
- Comprehensive, integrated view of technology developments
- Attention to consistency of design
- Attention to open-ness of systems



1988: “POP” Optical Fare Collection

- Replaced labour-intensive paper 2-part tickets
- Fare-by-distance system becoming too complex for paper system
- Provides complete data for revenue accounting and ridership analysis

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Cancel ride on
2 or 10 ride
POP ticket here.

Proof of Payment **PO P** Guide to Easy GOing

2-Ride	10-Ride	Transfer	Transfer

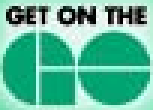
PO P tickets are valid for 90 days from the date of purchase. See station staff for details.

Cancel ride on 2 or 10 ride POP ticket here.

Proof of Payment **PO P**

Insert card here

PO P tickets are valid for 90 days from the date of purchase. See station staff for details.



5 RIDES THIS END

240901 13:55 0213T

TICKET
MUST BE
CANCELLED
TO BE
VALID

ADULT \$45.75

02-13 200901
 8512 9009

ADULT **A** ADULT
 PROOF OF PAYMENT
 ADULT **10** ADULT
 TEN RIDES

CANCEL
TICKET
BEFORE
TRIP
EACH

5 RIDES THIS END

K00

Sold subject to Tariff Regulations and upon cancellation will be valid for continuous passage on the first trip departing after cancellation. Retain as proof of payment and have ready for inspection at all times while on trains or buses or in fare paid areas of stations.



WARNING: IMPROPER USE MAY
RESULT IN A FINE OR PROSECUTION

GREATER TORONTO TRANSIT AUTHORITY



1988: “PICCS” Passenger Information System

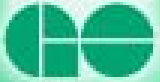
- Departures at Union becoming complex
- Removed barriers, needed crowd control method

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2000: Smartcard Fare Collection

- System replacement- proprietary and dated technology
- More flexible fare structure

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GET ON THE



demo
f a r e c a r d

 Ontario



2004: “PINS” Passenger Information System

- System replacement- dated technology
- Customer Service- increased expectation of service status information
- Increased vulnerability to delays as operation approaches capacity
- Value increment- more responsive user interface during delays; platform for signs at line stations; bus departures included



DEPARTURES

15:11

Time	Line	Platfm	Stopping at	Remarks
1610	Lakeshore W	4A	Clarkson...Oakville	Delayed 1620
1610	QEW Bus	Bus A	Hamilton	Exp. Hamilton
1613	Lakeshore W	5	Mimico..Long Branch..Port Credit..Clarkson..Oakville	
1615	Georgetown	1W	Bloor..Weston..Etobicoke..Malton..Bramalea..Brampton..Georgetown	
1625	Lakeshore E	2A	Pickering..Ajax..Whitby..Oshawa	Exp. Pickering
1630	Lakeshore E	3A	Danforth....Scarborough....Eglinton....Guildwood....Rouge Hill....P	
1630	Lakeshore W	4A	Clarkson..Oakville..Bronte..Appleby..Burlington..Aldershot..Hamilton	Exp. Clarkson
1630	QEW Bus	Bus A	Hamilton	Exp. Hamilton
1630	Milton	13	Kipling..Dixie..Cooksville..Erindale..Streetsville..Meadowdale..Milton	
1630	Richmond H	1East	Oriole..Old Cummer..Langstaff..Richmond Hill	
1640	Stouffville	Wait	Agincourt..Milliken..Unionville..Markham..Stouffville	
1643	Lakeshore W	Wait	Exhibition..Mimico..Long Branch..Port Credit..Clarkson..Oakville	Stops Exhib'n
1645	Georgetown	Wait	Bloor..Weston..Etobicoke..Malton..Bramalea..Brampton..Georgetown	
1647	Lakeshore W	Wait	Clarkson..Oakville..Bronte..Appleby..Burlington	Exp. Clarkson
1647	Bradford	Wait	Maple..King City..Aurora..Newmarket..Bradford	
1650	QEW Bus	Bus A	Hamilton	Exp. Hamilton
1650	Milton	Wait	Kipling..Dixie..Cooksville..Erindale..Streetsville..Meadowdale	
1653	Lakeshore E	Wait	Pickering..Ajax..Whitby..Oshawa	Exp. Pickering
1700	Richmond H	Wait	Oriole..Old Cummer..Langstaff..Richmond Hill	
1702	Lakeshore W	Wait	Clarkson..Oakville..Bronte..Appleby..Burlington..Aldershot..Hamilton	Exp. Clarkson

.....Buy your monthly GO pass.....



The ITS View

Operational
Monitoring



Incident
Management



Passenger
Information



2004: “ATLS” Train Location System

- Customer Service: Need better incident info to convey to passengers
- Train Control Systems not detailed enough



The ITS View

Operational
Monitoring



Incident
Management



Passenger
Information

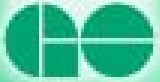


Future:

- Incident Management
- Bus Vehicle Location
- Both Customer Service Driven



Lessons Learned



Lessons Learned

- Integration needs consideration
- Plan level of technical and business effort
- Consider level of support/upgrades
- Replacement life cycle
- Human issues can be critical





Eve Wyatt, Manager, IT
416 869 3600 x 5425
Evew@gotransit.com