

Tap into an easier commute. Tap into



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PRESTO Update



Metrolinx Board

February 14, 2013

PRESTO At A Glance



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Metrolinx Expertise



PRESTO, a component of *the Big Move*, has been delivered across the Greater Toronto and Hamilton Area (GTHA). PRESTO will also extend completely across the TTC & OC Transpo.

Distribution Network



PRESTO continues to provide customer-focused solutions by designing & adding new kiosks, top-up machines and other options across the partnered transit network.

Seamless Integrated Transit



Whether it's the GTHA or Ottawa, PRESTO connects transit with one simple means of payment. PRESTO always calculates the lowest possible fare for customers.

Flexibility



PRESTO accommodates many fare rules and structures. Regardless of location, paying any transit fare requires only the tap of a simple, reloadable smart card. All in about 1/3 of a second.

Consumer Choice

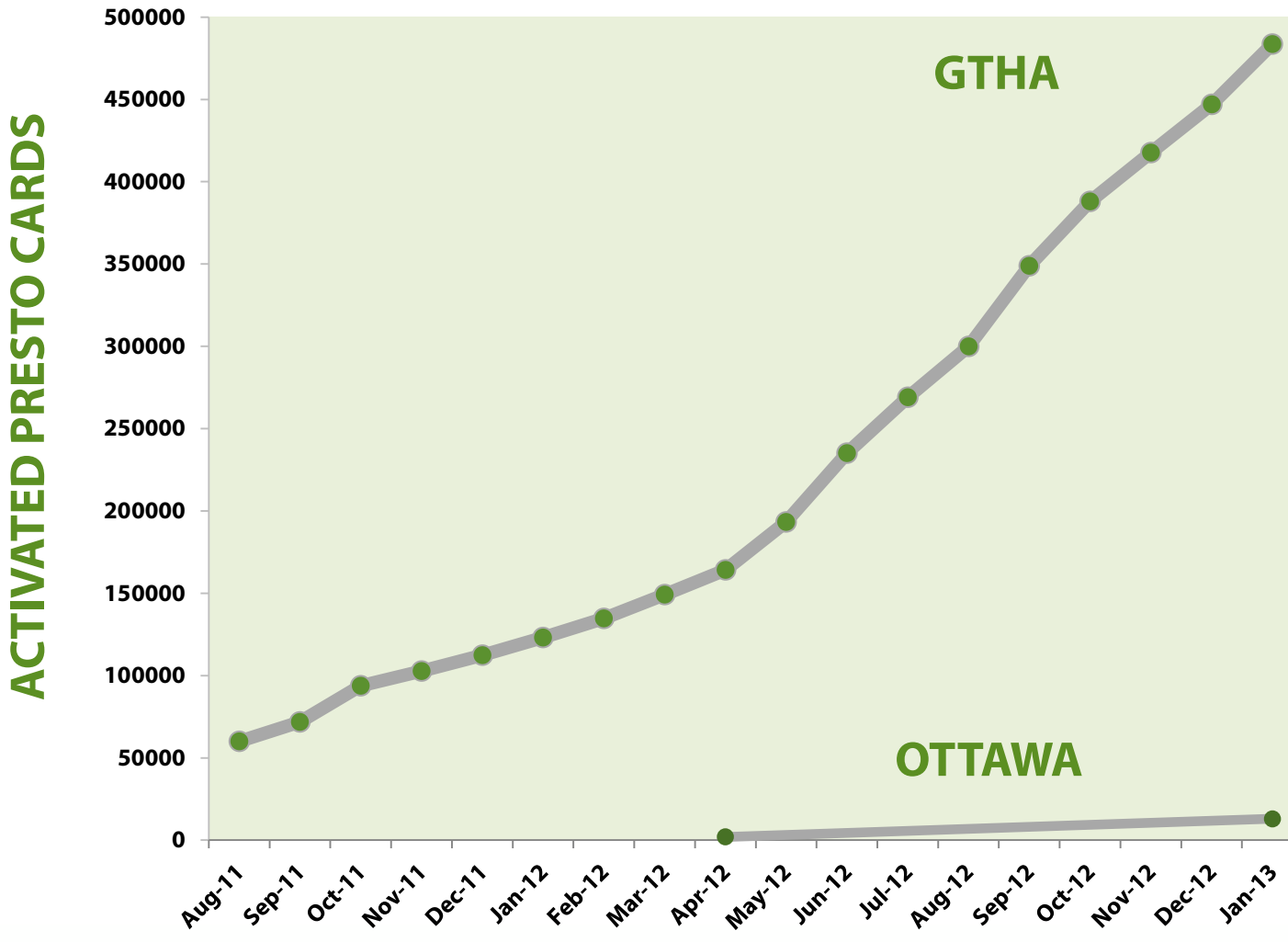


PRESTO continues to develop multiple means of fare payment and access points for consumers, including self-serve devices, mobile applications, enhanced online services and Open Payment options

PRESTO Card Growth



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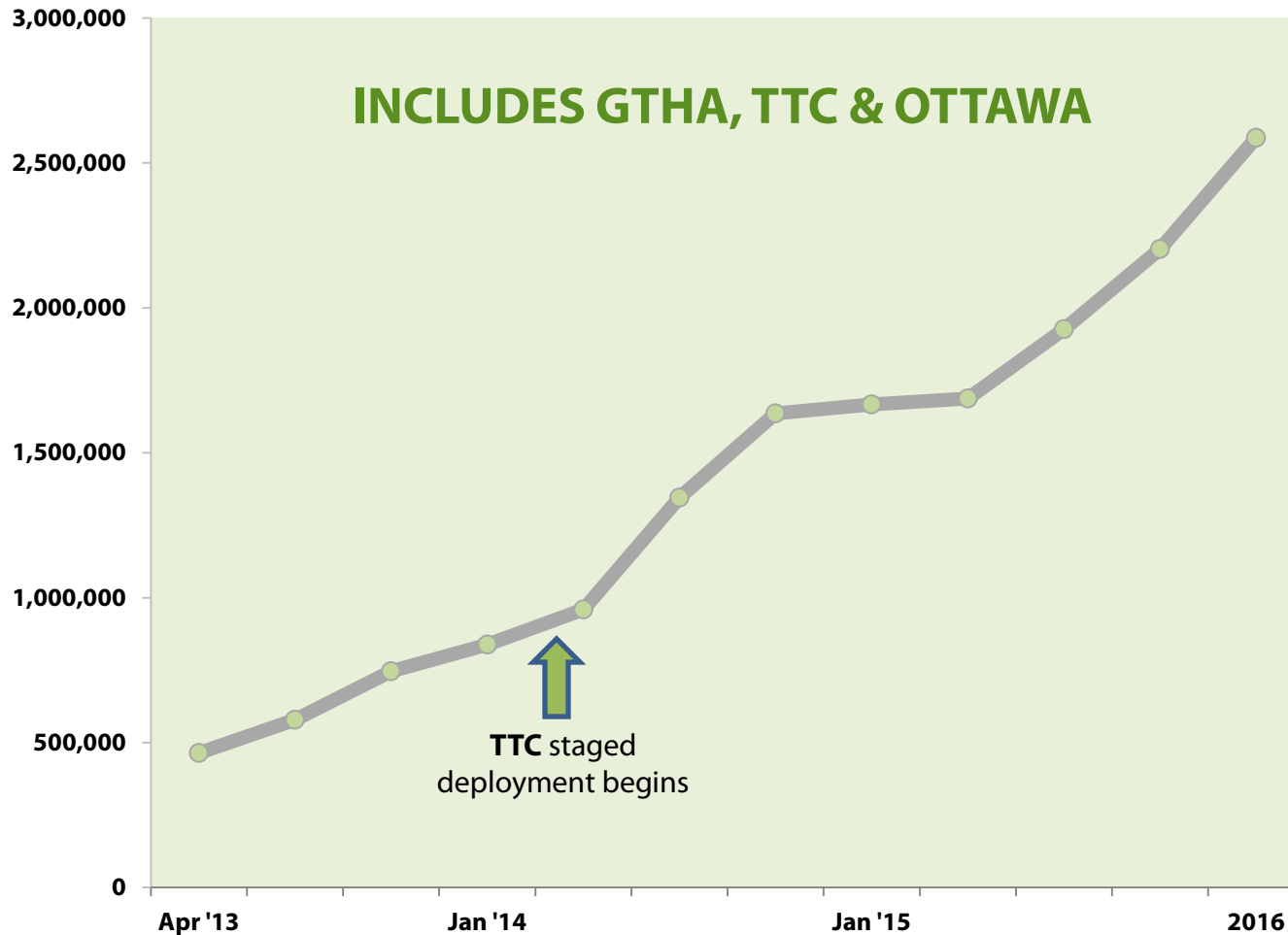
GTHA
Activated Cards:
over 470K as of
January 23, 2013

Ottawa
Activated Cards:
over 13K as of
February 1, 2013

Uptake Forecast (2013-16)



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Projection:
2.5M activated cards as of 2016

Forecasting:
Calculated @
approx. 5% growth rate

Usage to Date (GTHA)



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Total Taps To Date:
58M as of January 1, 2013

Fare Payments in Dollar Values:
\$238M as of January 1, 2013

Future Direction



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*Responding to our Customers:
Work is underway in 2013 to deliver an enhanced customer experience*

Customer-focused enhancements are being built into PRESTO, such as:

- **Easy navigation:** a more intuitive user experience, even fewer steps to setup and manage a PRESTO account online, customer-friendly language
- **Easy** ways to access PRESTO online – e.g., customer can choose own log-in ID and may have multiple cards under one account
- **Added convenience:** even easier and faster ways to top-up value

The screenshot displays the PRESTO website interface. At the top left is the PRESTO logo with the tagline "a world of possibilities". Below the logo is a navigation menu with categories: Online Services (Get a card, Activate your card, Register for an account, Log-in), PRESTO Explained, Entering Stations & Boarding Vehicles, Fares for Children, Students and Seniors, and FAQ. The main content area is divided into two columns: "Get a PRESTO card" (Order a card online, Activate your card, Buy a card at a customer service outlet) and "I have a PRESTO card" (Load your PRESTO card Value, Register your PRESTO card, Setup autoload, Report a lost or stolen card). On the right side, there are sections for "Registered" (Username, Password, LOG IN, Forgot your PIN?) and "Anonymous" (Card Number, LOG IN). At the bottom, there is a "New to PRESTO?" section with links for "PRESTO explained", "Entering Stations & Boarding Vehicles", and "Fares for children, students & seniors". Below that is a "Where is PRESTO Accepted?" section with a link to "Full PRESTO roll-out schedule" and a "Return to top" button.

GTHA Update



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474,526 PRESTO cards activated as of January 23, 2013.



Status Update:

Oakville, GO, Brampton and Durham have retired select legacy fare.
PRESTO Next Generation development is progressing.
PRESTO approaching 500,000 activated cards in circulation.



Major Milestones:

PRESTO continues to work with transit service providers on card uptake.
Expansion of load methods for easy of access, e.g., mobile (late 2013).

OC Transpo Update



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Moving forward with plan: System Deployment Readiness phase in progress



Status Update:

System monitoring and analysis continues to confirm positive results.

13,000 customers added for system deployment readiness phase, beginning January 2013.

Staged customer rollout strategy to be presented (April 2013).



Major Milestones:

1st tap success over 98% and trending upward.

Full public launch dates determined (April 2013).

Results presented to the OC Transpo Transit Commission (April 2013).

TTC Update



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Civil works assessments, detail design work & procurement initiatives underway.



Status Update:

Master Agreement signed between PRESTO & TTC (November 28, 2012).
Overall project plan in progress for completion (February 2013).
Detailed business and system design in progress.



Major Milestones:

New Streetcars PRESTO enabled for revenue service (Spring 2014).
Deployment to support Pan Am games (April 2015).
Target for completion 2016.

What's Next for PRESTO?



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Event	2013	Notes
TTC Project Planning		<ul style="list-style-type: none">Ongoing work to build PRESTO implementation into the TTC.
OC Transpo		<ul style="list-style-type: none">Continuation of phased rollout to allow volume in the PRESTO system to build in a controlled manner.
GTHA PRESTO Website Refresh		<ul style="list-style-type: none">Enhanced customer options and more intuitive processes developed.
Self-Service Kiosk (Proof of Concept)		<ul style="list-style-type: none">PRESTO is adding an additional SSK at Union Station.
Refreshed Business Strategy		<ul style="list-style-type: none">More choices for customers including more ways to load, mobile and other fare media

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