



**To:** Metrolinx Board of Directors  
**From:** Robert Hollis  
Executive Vice President  
PRESTO  
**Date:** June 28, 2016  
**Re:** **PRESTO Quarterly Report**

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### Recommendation:

That this report be received for information.

### Recent Highlights:

#### Increasing PRESTO Adoption

- Over the past year, the number of activated PRESTO cards has dramatically increased from 1.4 million to more than 2 million. To commemorate this milestone, Metrolinx began a campaign in May to say thank you to existing PRESTO customers, welcome new customers, and raise awareness about some of the great features PRESTO offers (e.g. Autoload/ Autorenew, and Self-Serve Reload Machines).
- Following the successful pilot of the new, modern fare gates at Main Street Subway Station in the spring, rollout began in full swing at remaining TTC subway stations that are not yet PRESTO-enabled. The new fare gates support the modernization of the TTC by offering standard or accessible aisle setup and card reader locations, and greater control of customer flow since gates can be configured for entry/exit, entry only, and exit only. More than 67,000 customers have tapped their PRESTO cards at the new fare gates since deployment began in March.
- Metrolinx has completed PRESTO deployment on buses at the first of seven TTC bus divisions (178 buses total). Rollout is continuing across remaining bus divisions, two divisions at a time, to ensure all 1,900+ buses are PRESTO-enabled by the end of 2016.

#### Enhancing the PRESTO System

- Metrolinx began a six-month pilot in December to sell pre-loaded PRESTO cards at seven Gateway Newstand stores located in Bloor-Yonge, Dundas, Bathurst, Spadina, and Broadview TTC subway stations. Since that time, over 3,500 PRESTO cards have been sold at these locations. Due to its success, Metrolinx is extending the pilot at these five stations for another six months, and is reviewing opportunities to expand the pilot to more subway stations to help customers acquire a PRESTO card as we continue rolling out across the TTC.
- To ensure Metrolinx remains a global leader in customer service excellence, the annual PRESTO Customer Satisfaction Survey was launched late last year to measure PRESTO's performance over 2015 and identify areas for customer experience improvement. The topline results showed that:
  - 90% of respondents are likely to continue using PRESTO
  - 76% of respondents prefer to use PRESTO compared to all other fare payment options
  - All aspects of the PRESTO experience (e.g. registration process, customer service, value for money) showed improvement over the 2014 results
  - The top three words respondents associate with PRESTO are: convenient, easy, efficient

## Evolving PRESTO's Business Model

- Metrolinx is seeking Strategic Partners for GO Transit and PRESTO in the Financial Institution, Quick Service Restaurant, and Grocery/Retail categories through an Expression of Interest procurement process. For PRESTO in particular, Metrolinx is negotiating with a prospective Grocery Retail partner to deploy in-store PRESTO card sales and loading services once an agreement has been reached, which will help expand the use of PRESTO across the regions we serve.
- With the current operating agreement between Metrolinx and the Greater Toronto and Hamilton Area (GTHA) and Ottawa transit agencies (excluding TTC) set to expire in October, discussions have been ongoing to develop a new operating agreement that builds upon the PRESTO platform and continues to deliver a modern, convenient, and smart fare payment system across the GTHA and Ottawa.

## Extending the PRESTO Footprint

- As part of the rollout on TTC, a commitment has been made to deploy PRESTO across the TTC's Wheel-Trans vehicles. Metrolinx has procured the PRESTO mobile fare payment devices for the field trial and pilot, and testing is anticipated to begin later this summer. The mobile fare payment devices, which were piloted on York Region Mobility Plus paratransit vehicles in 2015, allow the operator to interact directly with the passenger to pay their fare as they board the vehicle. Metrolinx is also working with its transit agency clients who support PRESTO to expand to paratransit services across the GTHA.

## Current Status:

- Card adoption across the PRESTO network continues to increase.
  - There are now more than 2 million activated PRESTO cards, an increase of over 600,000 since this time last year.
  - The top three transit agency adopters of PRESTO over the last quarter:
    - GO Transit (86.3% adoption rate)
    - Brampton Transit (83.0% PRESTO adoption rate)
    - Oakville Transit (81.2% adoption rate)
  - Approximately 6,500 card taps were made by customers who used a combination of at least one GTHA transit system and OC Transpo in Ottawa during the last quarter, and there were nearly 2.5 million cross-agency transfers recorded across the entire network in the last quarter.
  - PRESTO card taps per month:
    - February 2016: 16.2 million
    - March 2016: 17.5 million
    - April 2016: 17.5 million

*\*\*Taps refers to the total number of boardings by month for balance transactions, Period Pass transactions, and Transfers.*

## Coming Up in the Next Quarter...

- Two major upgrades are planned for 2016 to enable and enhance services for customers, position PRESTO for increased TTC volumes, upgrade infrastructure and begin to position PRESTO for open payment. The upgrades will occur in two deployments spread across two weekends each — the first deployment will occur over two weekends in August, and the second deployment will occur over one weekend in July and one weekend in October.

- By the next quarter (end of September), Metrolinx's aim is to have completed PRESTO rollout to:
  - 48 TTC subway stations (21 stations remain)
  - 4 TTC bus divisions (3 divisions remain)
  - all in-service streetcars

**Robert Hollis**  
**Executive Vice President**  
**PRESTO**