

PRESTO Update

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AGENDA

- PRESTO / Shoppers Drug Mart: Retail Partnership Update
- PRESTO Deployment on the TTC
 - Growing Volumes
 - Modernization Update
 - Device Reliability
 - Coming Soon
- Greater Toronto and Hamilton Area Initiatives
- PRESTO by Numbers
- Next PRESTO Upgrade
- Greater Toronto and Hamilton Area / Ottawa Client Agreements
- PRESTO and Privacy

PRESTO / SHOPPERS DRUG MART: RETAIL PARTNERSHIP

- Metrolinx's PRESTO retail partnership with Loblaw / Shoppers Drug Mart has been a resounding success.
- The eight-week field trial concluded at the beginning of July with over 5,050 PRESTO cards sold and having generated more than \$350,000 in value (card sales and loads).
- Zero hardware issues noted for the new PRESTO mobile sales device.
- Results from the data collected showed that customers were extremely happy with the program.
- Success criteria were met leading to the decision to commence the full Toronto roll out in late August.



PRESTO / SHOPPERS DRUG MART: RETAIL PARTNERSHIP

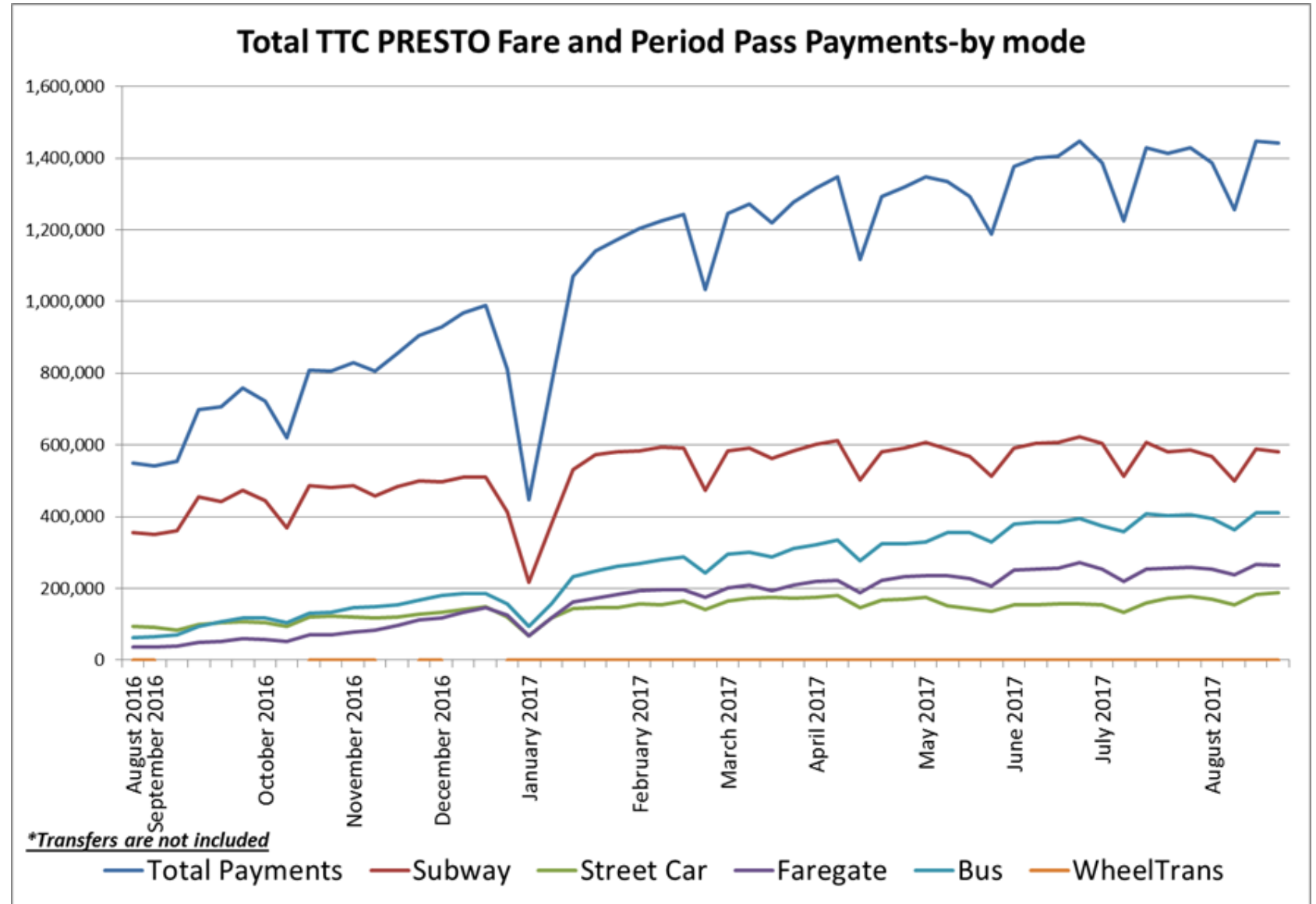
- Expansion is underway to enable additional Shoppers Drug Mart Toronto stores by the end of October.
- Currently, over 10,000 PRESTO cards have been sold and more than \$700,000 has been loaded (card sales and loads).
- TTC adult and senior monthly passes are also now available for purchase through the Shoppers Drug Mart locations.
- Negotiations are underway to extend the partnership to participating transit agencies in Ottawa and the Greater Toronto and Hamilton Area (GTHA) next year.



PRESTO DEPLOYMENT ON THE TTC - GROWING VOLUMES

- TTC is the agency with the highest PRESTO volumes over 1.4M transactions per week.
- Adoption rates will increase as TTC continues to introduce new features for customers.

* Please note: dips in volume are due to holidays.



PRESTO DEPLOYMENT ON THE TTC MODERNIZATION UPDATE

- Civil works are now underway on the first 26 subway stations originally equipped with PRESTO readers appended to legacy turnstiles, to accommodate the installation of TTC's new fare gates.
- A major system upgrade was launched in July that will enable future PRESTO features across the TTC including: Metropass Discount Plan, daily fare caps and time-of-day pricing, and premium fares for express bus routes. Metrolinx and the TTC are working together on the timing to introduce these features to customers.



PRESTO DEPLOYMENT ON THE TTC MODERNIZATION UPDATE

- The PRESTO education campaign, which ran over the summer months in partnership with the TTC, will be extended in the fall with a refreshed focus. The new campaign will aim to increase PRESTO adoption throughout Toronto and inform TTC customers which features and products are available through PRESTO, including the introduction of monthly passes.
- The Gateway Newstands card sales program continues to be successful, with over 111,000 PRESTO adult and seniors cards sold.



TTC - READER AVAILABILITY TRENDS - SUBWAY TURNSTILES AND VEHICLES

- Ongoing efforts will continue throughout 2017 to realize and maintain our goal of reaching 99% availability on all 5,000 readers in service.

As of week of August 14th, 2017

	7am	4pm
PRESTO Service Availability	99.5%	99.4%
Surface Vehicles	99.5%	99.4%
Bus	99.5%	99.4%
Legacy Streetcar	99.8%	99.6%
New Streetcar	100.0%	100.0%
Station	100.0%	100.0%
	Weekly Average	
PRESTO Service Availability	99.45%	

	7am	4pm
PRESTO Reader Availability	97.0%	97.2%
Surface Devices	97.0%	97.1%
Bus Devices	96.7%	97.0%
Legacy Streetcar Devices	98.2%	98.3%
New Streetcar Devices	98.4%	98.1%
Station Devices	99.0%	98.8%
	Weekly Average	
PRESTO Reader Availability	97.09%	



- TTC fare gate metrics available from the TTC.

**Reader Availability - The total percentage of PRESTO card readers that are in working order in all 26 stations and in-service vehicles

* Service Availability - The total percentage of the 26 subway locations and in-service vehicles that have at least one working PRESTO card reader

TTC - COMING SOON

- PRESTO to be available throughout the Toronto York Spadina Subway Extension (TYSSE) for a December 2017 opening.
- Ongoing civil works and TTC fare gate installation will continue at the original 26 subway stations equipped with card readers on turnstiles.
- Additional PRESTO/TTC products, functions and channels available via a major fall release to further drive adoption.
- Second generation Self-Serve Reload Machines (SSRMs) will undergo rigorous field trials within selected TTC stations in early fall prior to full deployment.



TTC - COMING SOON

- Device rollouts:
 - Next generation of Self-Serve Reload Machines following lab and field testing and incorporating lessons learned, functional improvements and customer feedback from the initial launch of 75 kiosks.
 - New Fare Media Vending Devices field trial, in support of the TYSSE launch.
 - Allows customers to buy, load, query their PRESTO cards. Functionality to purchase single ride smart electronic tickets in future.



GREATER TORONTO AND HAMILTON AREA INITIATIVES

- The PRESTO enabled University pass (UPASS) program coming this fall will offer an automated solution for discounted fares to university students within their jurisdiction.
 - In the interim, Metrolinx assisted Hamilton Street Railway (HSR) with 27,000 PRESTO cards preloaded with the post secondary concession and the pass product associated with McMaster and Redeemer University. Every qualified student will receive a PRESTO card to travel easily throughout HSR for the school year while using their PRESTO card.
- Roll out of the full GO Transit retrofit of their Ticket Vending Machines with PRESTO capabilities continues; 183 machines will have PRESTO card-loading capabilities and query options, and 31 machines will dispense PRESTO cards when complete.



GREATER TORONTO AND HAMILTON AREA INITIATIVES

- In celebration of reaching 3 million PRESTO cardholders, a digital and social media campaign will be launched this September.
- The campaign will celebrate this milestone achievement by engaging with customers online through our digital and social platforms while further promoting PRESTO adoption by encouraging customers to “join the club, join the movement! Get your PRESTO card today!”.



PRESTO BY THE NUMBERS

6.6M+ PRESTO boardings on TTC each month

Weekly TTC bus taps with PRESTO exceed 547,000
*(*As of August 25, 2017)*

1.1M TTC streetcar and subway taps with PRESTO
*(*As of August 25, 2017)*

285,000 weekly fares paid at TTC's fare gates using PRESTO
*(*As of August 25, 2017)*

More than 3M activated PRESTO cards - of that 1.9M cards have been registered



Top 3 transit agency adopters of PRESTO:

GO Transit - 84.8% adoption rate
Brampton Transit - 84.4% adoption rate
Oakville Transit - 82.9% adoption rate

More TTC customers are using PRESTO than any other transit agency

2.8M cross-agency transfers across the network

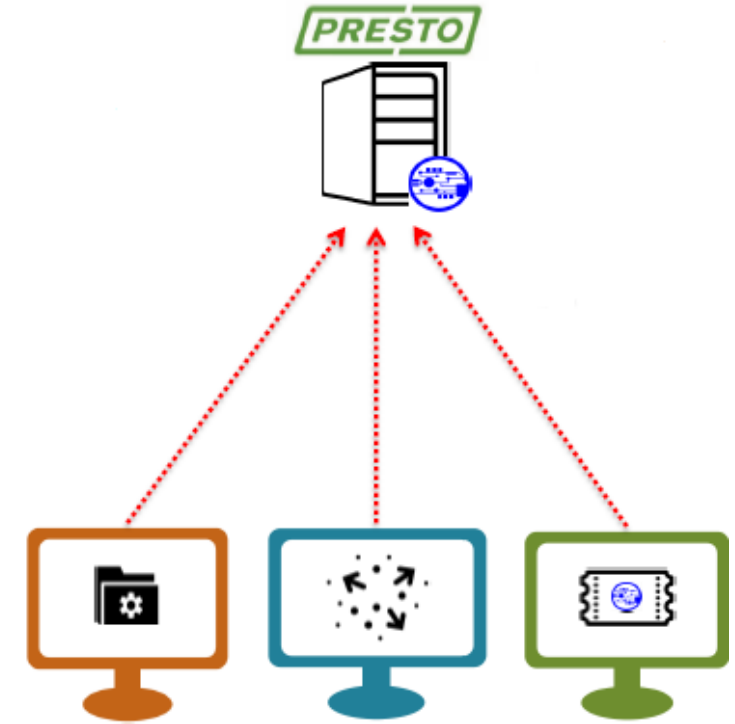
4,800 customers used a combination of 1+ GTHA transit system and OC Transpo in Ottawa during each month

PRESTO Card taps per month:

June 2017: 24.9M
July 2017: 23.3M
August 2017: 19.8M*
**Up to Aug. 25th*

NEXT PRESTO UPGRADE

- A November 2017 planned PRESTO upgrade will deliver new capabilities to support TTC products including:
 - New options for the Monthly Discount Program.
 - Enhanced system capacity to accommodate volume increases with the retail partnership rollout.
- UPASS program core functionalities enabled as part of PRESTO Vouchers solution.
 - UPASS program will provide discounted fares to university students in their respective districts through their local transit agency and universities.
 - Students will be able to electronically load discounted passes onto their cards through the PRESTO Customer Website, and universities can add eligible students through the PRESTO Vouchers portal.



GTHA / OTTAWA CLIENT AGREEMENTS

- Metrolinx has negotiated a tentative 10-year agreement with the GTHA, Ottawa and GO Transit/UP Express transit agencies for the continued operation of the PRESTO system, subject to Board and Municipal Council approvals.
- Highlights of the agreement include establishing:
 - Service portfolios
 - Service level agreements
 - A new pricing structure
 - A new governance model



PRESTO AND PRIVACY - CONSULTATION PLAN

- Since June 2017, staff have been working on reviewing Metrolinx's policies and protocols on responding to law enforcement requests for PRESTO information.
- This has included reviewing the policies and protocols of other transit agencies, telecommunications companies, and banks.
- We have prepared a consultation plan, which will be shared with the Information and Privacy Commissioner (IPC). This consultation plan includes opportunity for public and key stakeholder input.
- Through metrolinxengage.com, we will be seeking public feedback on:
 - potential changes to how we respond to law enforcement requests
 - potential changes to how we communicate with customers about our policy, and
 - proposals for how we could report on the information we share with law enforcement agencies on a regular basis

PRESTO AND PRIVACY - STAKEHOLDER ENGAGEMENT

- We are also organizing a focussed stakeholder session to receive feedback on our proposed changes.
 - A broad group of stakeholders will be invited to attend a roundtable discussion on data privacy policies. We are interested in seeking a balanced perspective on the privacy and safety and security issues engaged by this issue. This group will include privacy experts, academics, law enforcement, and transit agency representatives.
- We expect to begin public consultations and hold the stakeholder session later this month.
- We will report back to the Board in December on comments received and recommendations.
- Following Board input, we will report back to the IPC.

