

Tap into an easier commute. Tap into



PRESTO Update

Metrolinx Board

February 16, 2012



Summary



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PRESTO Usage to Date



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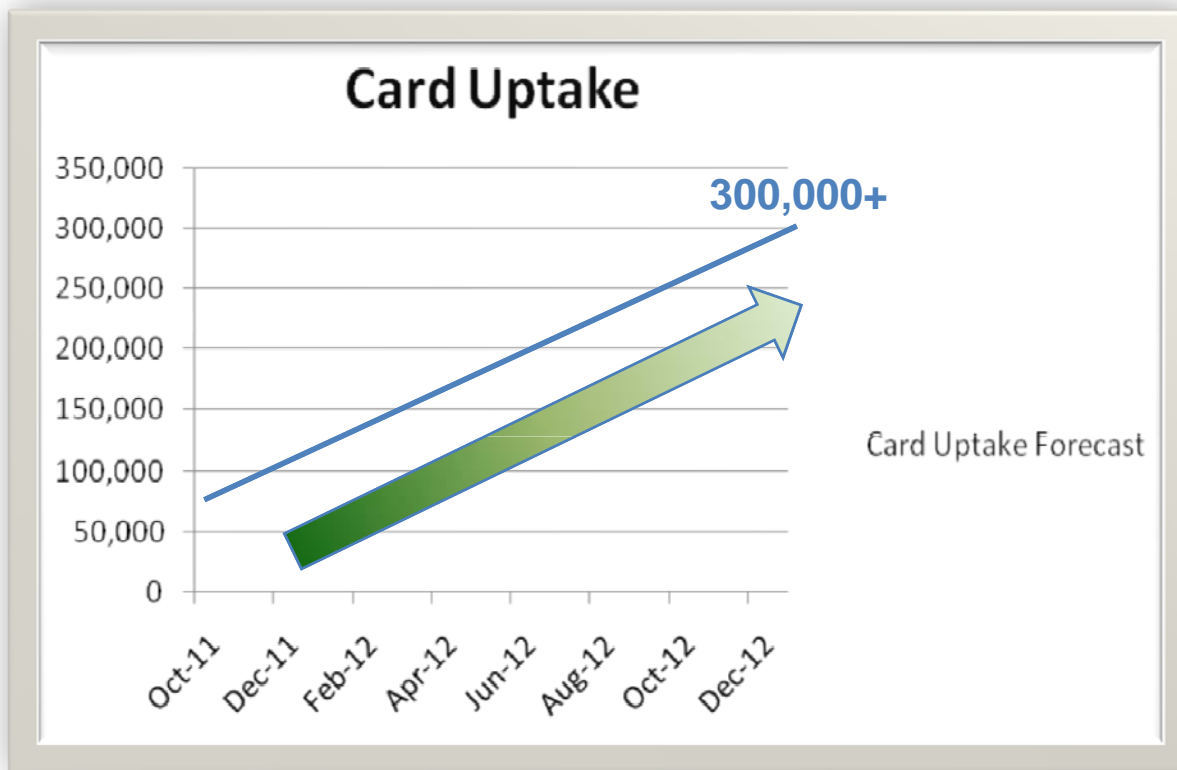
	<i>Nov 01, 2011</i>	<i>Dec 31, 2011</i>	<i>Change %</i>
Total Cards Issued:	92 500	113 000	22%
Total Cards Registered:	58 100 (63%)	72 000(64%)	24%
Total e-Purse Value Loaded to date:	\$49.1 million	\$66 million	35%
Total Fare Payment Value to date:	\$46.6 million	\$61 million	30%
Total Fare Payments to date:	9.9 million +	13 million	31%



Card Uptake Forecast



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- **300,000 cards targeted for December 2012**
- **Ottawa ramp-up begins in June 2012**

2012 PRESTO Goals



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1. Complete Ottawa Rollout

- PRESTO to launch across OC Transpo system in early summer 2012, including all buses and O-train stations using PRESTO Next Generation (PNG)

2. TTC Agreement Finalization

- TTC agreement to be completed

3. GTHA PRESTO Next Generation Introduction

- PNG, featuring enhanced customer options and the Open Payment pilot to be introduced into the GTHA in 2012

4. Continued Service Enhancement

- PRESTO continues to improve the customer experience (including IVR refresh, software enhancements, introduction of a mobile app and a PRESTO website refresh)

Through our values of Commitment, Service, Working together and Innovation, PRESTO will continue to evolve as Ontario's e-fare solution

Self-Serve Kiosk (SSK)



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PRESTO's Proof-of-Concept SSK is now in service at Union Station

- **Live for 10 weeks**
- **Successful pilot for the future**
- **Flexibility – customers can load e-purse using their debit/credit cards and check balance**
- **Public reception has been favourable**



Updated PRESTO card



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PRESTO will introduce a graphic-refreshed card, coinciding with the software release in Ottawa (early summer) and the GTHA (late fall)



PRESTO Today



PRESTO Tomorrow



- The revised card contains new RFID chip technology
- Offers new security and new functionality (period passes)
- Account information is easier to read with increased font size and spacing
- Maintains consistency of logo as PRESTO moves towards brand-centric visual cues

Website Refresh



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Based on our customer's feedback, PRESTO will deliver an enhanced and refreshed prestocard.ca in 2012

- **New website will be available for Ottawa by summer 2012, followed by delivery to GTHA customers in late fall 2012**

- **Enables management of multiple PRESTO cards under one user account**
- **Improved navigation and ease of use**
- **Capability to load period passes online**
- **Simplified login process, revised layout**

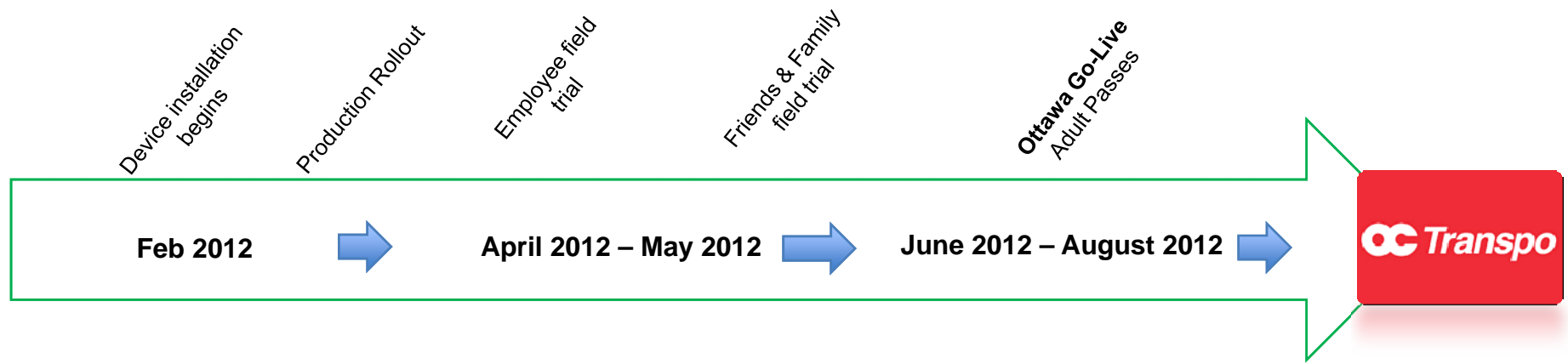
The screenshot displays the PRESTO website interface with the following elements:

- PRESTO logo** and tagline: *a world of possibilities*
- Online Services** menu: Get a card, Activate your card, Register for an account, Log-in
- PRESTO Explained** menu
- Entering Stations & Boarding Vehicles** menu
- Fares for Children, Students and Seniors** menu
- FAQ** menu
- Get a PRESTO card** section: Order a card online, Activate your card, Buy a card at a customer service outlet
- I have a PRESTO card** section: Load your PRESTO card Value, Register your PRESTO card, Setup autoload, Report a lost or stolen card
- Registered** login section: Username, Password, LOG IN, Forgot your PIN?
- Anonymous** login section: Card Number, LOG IN
- New to PRESTO?** section: Description of the system and links for PRESTO explained, Entering Stations & Boarding Vehicles, and Fares for children, students & seniors.
- Where is PRESTO Accepted?** section: Information on where the card is used (GO Transit, Burlington Transit, Oakville Transit, MiWay, TTC).
- Full PRESTO roll-out schedule** link
- Return to top** link

OC Transpo Update



- Project is currently on budget and on schedule
- OC Transpo begins using PRESTO summer 2012
- Delivery in Ottawa encompasses 975 buses, 5 O-Train stations and new LRT (upon completion)
 - OC Transpo requirements offer increased customer functionality, i.e. multiple period pass options
 - Next generation PRESTO (P2) card reader, cards and kiosks to be used



TTC Update



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TTC implementation must be efficient and cost effective

- Full participation in PRESTO approved at November 23rd TTC Commission meeting, subject to the development of suitable agreements with the Province
- Target approval at March TTC meeting to grant staff contract authority
- Two additional TTC Subway Stations (York Mills & Yorkdale) to be added to the PRESTO pilot February 2012
- Initiatives underway:
 - Open payment strategy
 - Civil works planning
 - TTC requirements detailing
 - Software development
 - Mobile payments



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