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**To:** Metrolinx Board of Directors  
**From:** Robert Hollis  
Managing Director & Executive Vice President  
PRESTO  
**Date:** June 27, 2013  
**Re:** **PRESTO Quarterly Report**

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## Background

PRESTO has been in continuous operation since its May 10<sup>th</sup>, 2010 launch.

PRESTO is an available service on:

- Burlington Transit
- Brampton Transit
- Durham Region Transit (DRT)
- GO Transit
- Hamilton Street Railway (HSR)
- MiWay (The new Mississauga Transit)
- Oakville Transit
- York Region Transit (YRT)
- 14 TTC Subway Stations
- OC Transpo

## Recent Achievements - (March 2013 to June 2013)

- On April 17, 2013, Ottawa's Transit Commission unanimously approved full PRESTO deployment in Ottawa on OC Transpo. Ottawa's OC Transpo has begun initial public deployment of PRESTO, with over 82,000 customers currently tapping on to an easier commute. The roll out program continues through to the fall, as 200,000 total cards will be distributed.

- As of June 3<sup>rd</sup>, PRESTO successfully implemented a major system upgrade for its customers. This platform enhancement delivered a refreshed website to the GTHA, as well as a more seamless customer experience online.
- The system enhancement was designed to serve customer needs and respond to our customers input and our transit agency partners. Additionally, it allows the system to move towards the next generation of PRESTO. Enhanced features of this enhancement include:
  - **Prolonged transaction expiry window: transactions now expire after 30 days rather than 7 days**
  - **Auto-clearing of overdraft when cards are loaded online**
  - **Account Management: customers can select personalized usernames and passwords, as well as manage up to 10 PRESTO cards under 1 account**
  - **Accounts can be transferred to new cards, including concessions and registration**
  - **non-registered cardholders can now enjoy concession fares**
  - **Period passes can be loaded on new cards, as an alternative to a minimum e-Purse balance**
- PRESTO has completed reporting for the 2012 Customer Satisfaction Survey which was run in the fall. Results from the survey will help benchmark the system as we aim to enhance PRESTO moving forward. Notable results from the survey included:
  - **69% overall satisfaction with PRESTO**
  - **87% likelihood of continuing to use PRESTO**
  - **75% likely to recommend PRESTO**
  - **76% agree that PRESTO makes it easier to travel across transit systems**
- PRESTO has also completed an online customer panel, similar to GO Transit's "Let GO Know". This program, known as The PRESTO Panel, will launch in early summer, with a test group of registered PRESTO customers who completed the 2012 PRESTO Customer Satisfaction Survey.
  - The PRESTO Panel will allow for customer feedback and insight into PRESTO as we work to continuously enhance the system, with customer needs as a major driver behind the changes.
- PRESTO successfully concluded its first ever customer appreciation campaign and contest in March. With a goal of celebrating and recognizing our first 500,000 customers in the GTHA, PRESTO awarded 10 lucky contest entrants (representing each GTHA transit agency with PRESTO, along with 1 grand prize winner) with vouchers to be loaded on their PRESTO cards. The contest gained more than 24,000 entrants.

- Transit riders have continued to embrace PRESTO and, as of June 17, 2013, the system had reached more than 650,000 activated cards in circulation.

## **CURRENT STATUS**

### **Business Strategy**

- PRESTO continues to focus on ensuring technological leadership and will continue to increase the quality and scope of functionality to improve the customer fare payment experience. Over time, PRESTO will expand scale of operations to new regions and add new services to its offerings.
- PRESTO's aim is to establish a flexible fare collection platform to enable new fare media choices and new partnerships. The new platform being implemented is innovative, flexible and can be used to provide additional customer benefits. The platform will allow for open payment (debit / credit cards), mobile applications, other fare media choices and enhanced device choices, such as self-service kiosks.
- Transit agencies can provide customers, through PRESTO, with discounted fares for transfers between connecting transit systems. By means of this feature, and the deployment of the fare payment system across the GTHA, PRESTO has established a platform to enable Metrolinx' fare integration mission. The PRESTO platform will enable future expansion of fare integration to other transit agencies as policies are established.
- PRESTO's business strategy and strategies for increasing card uptake, adding more ways to load value to cards, mobile, limited use media and a variety of other products and initiatives are under development for 2013 delivery of these strategies, as we continue to test and research best practice methods of development with our partners.

### **OTTAWA (OC TRANSP) – Project Close-out**

- On April 17th, PRESTO gained the full approval of the Ottawa Transit Commission.
- OC Transpo immediately commenced a distribution plan (April 18th), with UPASS students comprising the first target customer group. At present, more than 10,204 UPASS customers have converted to PRESTO.
- At present, more than 82,000 customers are using PRESTO in Ottawa, a customer group made up of Friends and Family, Next-On, UPASS and website online purchasers.

- OC Transpo will offer a reduced rate fare on PRESTO as of July 1st, when fares are increased. This reduced price is an incentive to convert to PRESTO.

## **TORONTO TRANSIT COMMISSION (TTC)**

- PRESTO continues to work collaboratively with the TTC to ensure a successful and timely rollout, and meet jointly agreed business objectives.
- A detailed integrated project plan has been developed by the TTC and PRESTO.
- As the TTC new streetcars arrive in fall 2013, they will be PRESTO-enabled and ready for introduction into revenue service for April 1, 2014.

## **PLANS FOR NEXT QUARTER**

- Continued support for municipal transit service providers who are moving towards offering online period passes through [prestocard.ca](http://prestocard.ca) toward the latter half of 2013.
- PRESTO and the TTC will have completed a project plan, including the TTC new streetcar project for spring 2014.
- Continuation of strategies builds to improve access and timeliness for loading card value, from a customer perspective.
- Both GTHA and Ottawa platforms will be unified in the near term, allowing for a singular [www.prestocard.ca](http://www.prestocard.ca) portal, regardless of region. This major enhancement will allow customers to use their card on any PRESTO-equipped transit system in the GTHA or Ottawa. Planning and development work for this project continues.
- Development of PRESTO's future state service offerings will continue, with goals of supporting a wide range of Para-transit programs, as well as to provide a more seamless travel experience across all transit for all customers.
- PRESTO will leverage the positive results of the 2012 Open Payment pilot program (89% of fare payments made were described as "easy" or "very easy") by developing design plans for system acceptance of contactless credit and debit cards as fare payment options, when tapping onto PRESTO.

Robert Hollis  
Managing Director & Executive Vice President  
**PRESTO**