

# PRESTO Update



A Division of METROLINX  
Une Division de METROLINX



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# Highlights

**24,000** customers entered PRESTO Half Million customer contest,  
**10** Winners & **+4,000** told us why they like PRESTO

**OC Transpo Commission** approves full PRESTO deployment

**GTHA PRESTO Next Generation** deployment begins

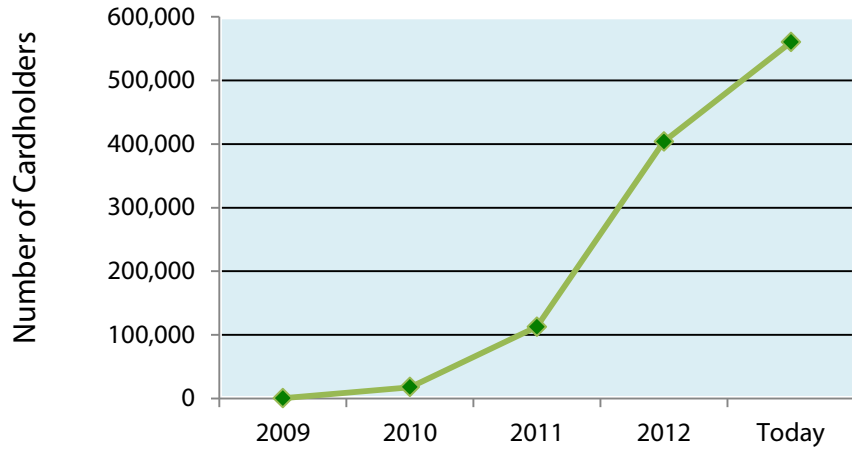
Averaging **7.6 Million** GTHA fare  
payments per month

Averaging **21,000** daily TTC fare  
payments with PRESTO

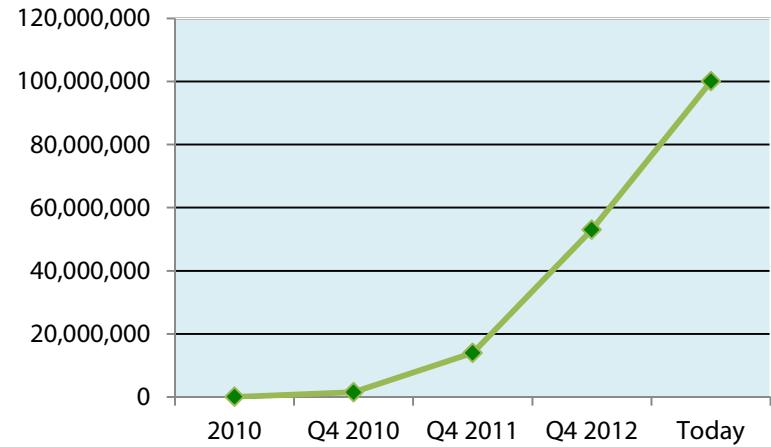
More than **\$400 Million** in fares paid with PRESTO

# Metrics

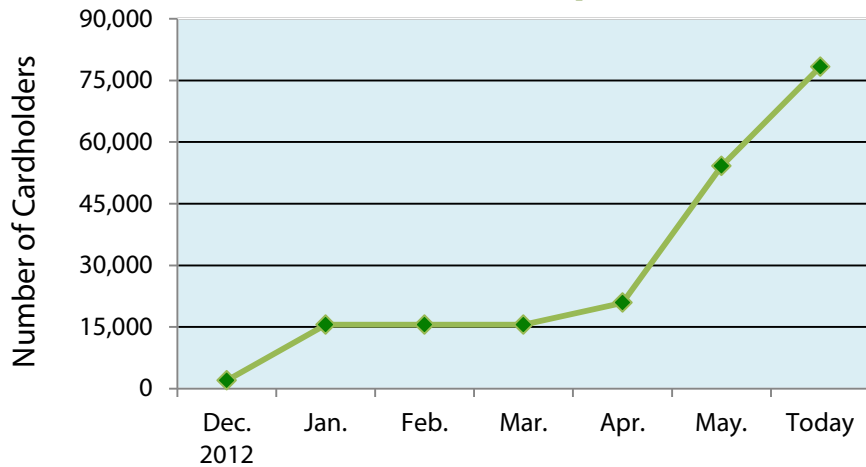
## GTHA PRESTO Uptake



## GTHA Payments with PRESTO

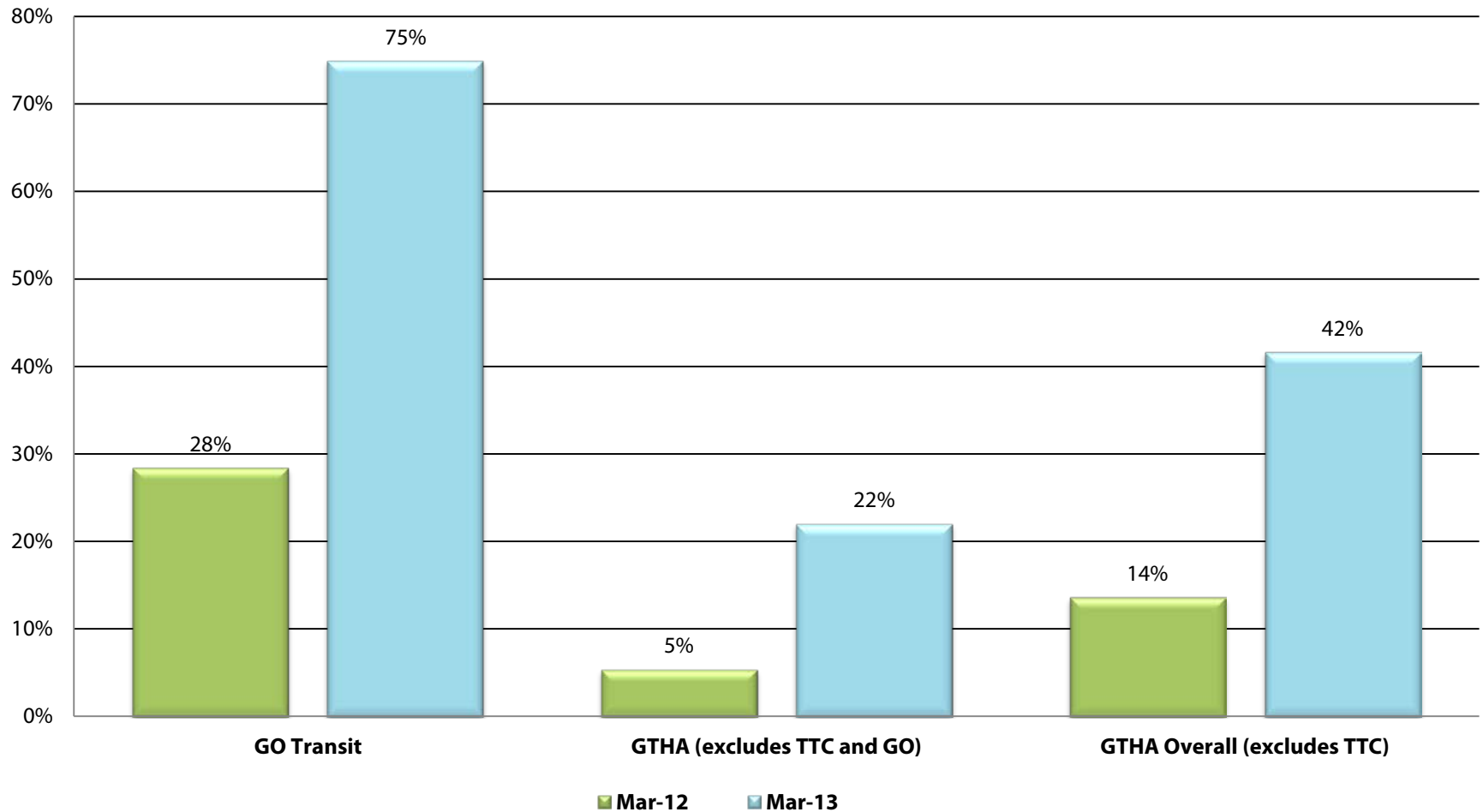


## Ottawa PRESTO Uptake



# Metrics

## GTHA Percentile Uptake



# Customer Feedback

## Hearing From Customers

PRESTO surveyed GTHA customers in 2012. Nearly 6,000 customers responded.

At least **69%** of respondents gave 'Top 3' scores for:

- Overall Satisfaction (**69%**)
- Likelihood to Continue Using (**87%**)
- Likelihood to Recommend (**75%**)

## Delivering For Customers

PRESTO Next Generation GTHA:

- New prestocard.ca for simpler online experience
- Easier sign-up for seniors & children
- Online clearing when in "overdraft"
- Online period passes (where available)
- Number of steps and waiting period to register card reduced

PRESTO Panel

PRESTO Mobile App



A word cloud graphic with the following terms and percentages:

- Seamless 69%
- Easy 86%
- Convenient 88%
- Stress-free 73%
- Solution 75%
- Efficient 83%
- Problem
- Inconvenient
- Difficult
- Stressful
- Inefficient
- Interrupted

# What's Next?



**Ottawa PRESTO fully deployed**

**Enabling new TTC Streetcars**

**GTHA and Ottawa Interoperability**

**PRESTO Panel**

**New card load devices**

**With partners, delivering models for:**

**PRESTO Self-Service Kiosks**

**PRESTO Parking**

**PRESTO Para Transit**

**PRESTO Open Payment**

# PRESTO Roadmap

