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To: Metrolinx Board of Directors
From: Robert Hollis
Managing Director & Executive Vice President
PRESTO
Date: September 10th, 2013
Re: **PRESTO Quarterly Report**

Recent Achievements - (June 2013 to September 2013)

- Through the summer months, transit riders continued to embrace PRESTO and, as of August 26th, 2013, the system had reached more than 750,000 activated cards in circulation. On average, we're welcoming 35,000 new PRESTO customers each month in the GTHA.
 - 75% of GO Transit riders are using PRESTO, making up the largest portion of the PRESTO customer base.
- Ottawa's OC Transpo continues its public deployment of PRESTO, with an average of more than 1,000 cards being distributed daily and over 167,000 total customers currently tapping on to an easier commute. The roll out program will run through October 2013, as 200,000 total cards will have been distributed to customers and the OC Transpo rollout will officially be complete.
 - OC Transpo began offering a reduced rate fare on PRESTO as of July 1st. This reduced price is an incentive for customers to convert to PRESTO.
 - As of Aug 15th, OC Transpo began charging the full \$6 issuance fee for PRESTO cards.
- PRESTO has also completed and launched The PRESTO Panel, a versatile and dynamic online market research tool. PRESTO began recruitment in August 2013, with a test group of registered customers who completed the 2012 Customer Satisfaction Survey.

- The PRESTO Panel provides customer feedback that can be used to generate a wealth of insights into the system, and drive improvements in a variety of areas.
- PRESTO successfully conducted a public awareness campaign through July and August 2013, with print marketing materials detailing 'ease of use' located across the 905-transit region in shelters, buses, GO Stations and GO Trains.

CURRENT STATUS

Business Strategy

- PRESTO's strategy refresh is currently underway as we gather input from all stakeholders to help shape the direction of the system. A first draft of the refreshed strategy will be shared with the Metrolinx Senior Management Team in September, 2013.

TORONTO TRANSIT COMMISSION (TTC)

- PRESTO and the TTC have agreed on launch business requirements and transition requirements.
- Implementations activities are underway for the Wave 1 launch:
 - New Streetcars will be PRESTO-enabled first (Q2 2014) along the 510 Spadina line, followed by the 511 Bathurst line, 505 Dundas line and the 509 Harbourfront line.

PLANS FOR NEXT QUARTER

- GTHA and Ottawa PRESTO platforms will be unified in the near term, allowing for a singular prestocard.ca portal, regardless of region. This next major system enhancement will allow for interoperability – customers will be able to use their card on any PRESTO-equipped transit system in the GTHA or Ottawa. Planning and development work for this project continues through the fall, with deployment scheduled for November 2013.
- Continued support for municipal transit service providers who are planning to introduce online period passes through prestocard.ca toward the latter half of 2013.
 - Brampton Transit will be no longer accept traditional paper fare media as of January 1st, 2014. Sales of the paper media will discontinue in the fall. An informational campaign is in place, with the purpose of converting pass holders to PRESTO.

- PRESTO continues to work on improving card access and timeliness of loading value for customers. These strategies include plans for pilot projects with packaged pre-loaded/activated cards available for purchase, business development of mobile solutions for card loads, as well as examination of *Limited Use Media (LUM) means of fare payment and transfer with PRESTO.
 - *Limited Use Media (LUM) will act as a short term pass, proof of fare payment or transfer with PRESTO, when a transit customer does not have a card.
- PRESTO will deploy its second Customer Satisfaction Survey in fall 2013. The survey assists us in measuring PRESTO system performance through the eyes of the customer.

Robert Hollis

Managing Director & Executive Vice President
PRESTO