



A Division of METROLINX  
Une Division de METROLINX

**To:** Metrolinx Board of Directors  
**From:** Robert Hollis  
Executive Vice President  
PRESTO  
**Date:** June 26<sup>th</sup>, 2014  
**Re:** **PRESTO Quarterly Report**

---

### Recent Achievements – (February 2014 to May 2014)

- In March, PRESTO completed its 1,000,000 customers recognition campaign, including a public facing contest to thank our first million customers. The campaign was promoted through transit print media and targeted social media throughout the GTHA and Ottawa.
  - The '1,000,000 customers' recognition campaign included a public facing contest, which awarded two grand prizes (\$500 PRESTO credit), along with secondary prizes (\$250 PRESTO credit) to two customers representing each of our transit agency partners, for a total of 22 PRESTO vouchers.
- PRESTO's '1,000,000 customers' milestone marks a major maturity point for the system, as we develop strong return on the provincial investment to build Ontario's integrated seamless smartcard system.
- PRESTO customers now enjoy full interoperability of the system across both the GTHA and Ottawa regions, which was introduced in January 2014. More than 1300 PRESTO customers used their card on both the GTHA and Ottawa transit systems through February, the first full month after the system upgrade.
- PRESTO took receipt of the first TTC prototype devices and customized TTC software in May 2014. Extensive testing will be done in preparation for the upcoming TTC rollout.
  - PRESTO completed the branding, naming and interface design for two key TTC fare devices:
    - The Self-Serve Reload station, which allows customers to check balances and load their PRESTO cards instantly.
    - The Fares & Transfers station, a new device for cash, token and credit/debit paying TTC customers. Located both on-board and off-

board new streetcars, this device is a central component of modernizing the fare payment experience for customers on the TTC.

- PRESTO will be lowering the Autoload threshold. Autoload allows for automatic value to be added a customer's card, when the dollar value in their account falls below a pre-set threshold. This initiative is based on customer feedback and will make Autoload both more affordable and accessible to many customers. These changes are planned for the summer of 2014 and will be communicated through [prestocard.ca](http://prestocard.ca) and social media, with support from our transit agency partners.

## CURRENT STATUS

- Card adoption across the PRESTO system continues to increase:
  - GO and Brampton Transit continue to experience the highest card uptake rates amongst PRESTO-equipped service providers, with penetration rates of 77% and 80%, respectively.
  - The average adoption rate across the system is 46.5%\* as of March 2014; up from 42.2\* in December 2013 and 29.0%\* in May 2013. \*Excludes TTC
- PRESTO is working collaboratively with our transit partners to further increase card uptake and adoption.
- As part of PRESTO's focus on supporting our partner transit agencies, PRESTO introduced business relationship managers, to act as liaisons in maintaining strong working relationships while strengthening system objectives.
- PRESTO will be providing PRESTO farecard and customized e-ticketing fare solutions for UP Express, giving UP Express' unique customer base additional choice to best suit their travel needs. Branding and fare selection screens for UP Express Ticket Vending Machines (TVM) are now complete, with new PRESTO devices for UP Express stations currently being developed.

## TORONTO TRANSIT COMMISSION (TTC)

- The TTC is PRESTO's major focus for 2014-15, along with maintaining reliable operations for existing customers and clients. We remain on schedule to begin deploying PRESTO on four downtown streetcar routes this fall, with subway station expansion (new devices, more locations) following suit as part of Wave 1:
  - Metrolinx and the TTC are working together to create a helpful and informative customer communication campaign for Wave 1. It will include materials and messages tailored specifically to the streetcar lines and subway stations being rolled out in a phased approach in order to manage customer expectations.
  - Installation of devices on streetcars will start with testing this summer.

- The Spadina and Bathurst streetcar lines and subway stations will be the first to get PRESTO-equipped, coinciding with the phased delivery of the new streetcars.
- Joint planning is underway with the TTC to install approximately 60 new, fully integrated fare gates (reader and turnstile units) in some of the 26 subway stations selected for Wave 1.

## Business Strategy

- PRESTO is completing its outcome-focused business strategy. PRESTO has now formulated and approved its Strategic Imperatives, and several initiatives are under way to ensure alignment between PRESTO's strategic direction, goals and outcomes. PRESTO will be reporting on progress on a regular basis.

## COMING UP IN THE NEXT QUARTER...

- Intensive testing of new TTC devices will continue over the summer, in advance of being introduced into streetcar service this fall.
- The RFP for UP Express e-ticketing is now closed and PRESTO is moving forward with the vendor selection process, in order to ensure implementation in time for the Spring 2015.
- Further discussions with our municipal transit partners on retiring their traditional fare media and enhancing their PRESTO product offering.
- PRESTO will be testing pre-loaded cards in the Hamilton market, at select retail locations for a limited period. Pre-loaded cards offer customers a chance to purchase ready-to-use PRESTO cards and load value at 3<sup>rd</sup> party retailers. Lessons learned from this test will be built into PRESTO's overall distribution and product offering in the future.
- PRESTO is formalizing plans to include 'system performance' metrics on [prestocard.ca](http://prestocard.ca). These figures will offer customers and stakeholders a snapshot as to the overall reliability and performance of the system.
- PRESTO continues to introduce user experience improvements to [prestocard.ca](http://prestocard.ca). Current efforts include the addition of simplified messaging, as well as a reduction in the number of steps to access and navigate PRESTO account options. Additionally, PRESTO has finalized its new digital strategy and recently completed an RFP to develop enhanced web and mobile solutions, with the overall customer experience top of mind.

Robert Hollis  
Executive Vice President  
**PRESTO**