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To: Metrolinx Board of Directors
From: Robert Hollis
Executive Vice President
PRESTO
Date: September 5th, 2014
Re: PRESTO Quarterly Report

Recent Achievements – (June 2014 to August 2014)

- In June, PRESTO began publishing its new Customer Service reports on prestocard.ca as part of its continued commitment to transparent and accessible information. The monthly reports feature key customer service metrics including call centre response times and customer sentiment analysis.
- In June, PRESTO invited members of the public to trial new devices specific to the TTC. Participants were presented with a series of scenarios to test the usability and accessibility of new streetcar ticket machines and fare payment devices ahead of the rollout on the TTC, starting in November.
- PRESTO has completed a refresh of its website, prestocard.ca. The inclusion of simplified messaging, streamlined navigation menus and additional content, including videos and illustrations, are part of ongoing work to improve the online customer service experience.
- In July, PRESTO launched its new on-line data warehouse that allows our partner transit agencies participating in PRESTO to collect and analyse how transit riders move across their network and adjoining transit agencies. Access to this data will aid transit agencies with ridership statistics, congestion management and infrastructure planning. Usage of data adheres to FIPPA ([*Freedom of Information and Protection of Privacy Act*](#)).

CURRENT STATUS

- Card adoption across the PRESTO network continues to increase. As of August 2014:
 - There were 1.2 million active PRESTO cards in use.
 - The average adoption rate across the system is 54%* up from 42.2* in December 2013. *Excludes TTC
 - More than 234 million taps and \$910 million in fare payments to date.

- GO Transit continues to have the highest level of PRESTO uptake across its customer base with more than 89% of GO riders now using PRESTO.
- Brampton Transit continues to have the highest card uptake rates among PRESTO-equipped municipal transit agencies, with a rate of 80%.

On September 15, PRESTO will upgrade its central system as it prepares for the start of a phased rollout across the Toronto Transit Commission in fall 2014. In August, PRESTO commenced communications to customers about temporary, planned interruptions to PRESTO services during upgrade work on September 13 and 14, 2014. During this time customers will be unable to access the website at prestocard.ca and transactional services through the PRESTO call center. However, customers will be able to travel and tap to pay their fares as usual. PRESTO devices on buses, subway and train stations will continue to operate during the planned upgrade.

COMING UP IN THE NEXT QUARTER...

- PRESTO launches the first phase of expansion on the TTC this fall. Customers will begin to see PRESTO progressively rolled out across the TTC network beginning with the 510 Spadina streetcar route and subway station. The first phase of deployment will include four streetcar routes and 26 subway stations.
 - o The September upgrade to the PRESTO system will allow PRESTO to begin field trials of new payment devices unique to the TTC and enable the initiation of the system-wide rollout.
 - o Joint civil works planning continues in preparation for the installation of new fully integrated fare gates at select subway stations across the TTC.
- PRESTO work for UP Express continues, with the development and testing of new fare payment devices to be installed at UP Express stations and platforms. PRESTO is also designing components to be installed in the UP Express Ticket Vending Machines (TVM) that will allow customers to purchase a PRESTO card or top up their e-purse.

Robert Hollis
Executive Vice President
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