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**To:** Metrolinx Board of Directors  
**From:** Robert Hollis  
Executive Vice President  
PRESTO  
**Date:** December 11, 2014  
**Re:** **PRESTO Quarterly Report**

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### Recent Achievements – (September 2014 to November 2014)

- On November 30<sup>th</sup>, PRESTO launched on new streetcars on the 510 Spadina streetcar line. The first phase of PRESTO expansion on the Toronto Transit Commission (TTC) will see PRESTO payment devices and new Fares and Transfers machines installed on new streetcars and at major stops in the downtown core. Streetcar routes marked for phase one include the 510 Spadina, 511 Bathurst, 509 Harbourfront and 505 Dundas.
- In October, PRESTO added a 15<sup>th</sup> subway station to its network of devices across the TTC. The installation of PRESTO readers at Spadina station marked the start of phase one of PRESTO expansion on the TTC. A total of 26 subway stations will be equipped or retrofitted with PRESTO as part of Phase One.
- In October, Hamilton Street Railway (HSR) and Fortinos began a PRESTO pre-packed card pilot. As part of the pilot project, transit riders are able to purchase PRESTO cards that are activated and preloaded with \$20 from select Fortinos stores in Hamilton. Customers can also visit select Fortinos stores to add value to their PRESTO card or set concessions. The results of the pilot will assist PRESTO as it investigates the feasibility of implementing similar pre-packed card projects in other areas of the GTHA and Ottawa.
- In September, PRESTO completed an upgrade of its central operating system. The upgrade supports new PRESTO devices to be used on the TTC and software changes to support TTC fares and policies. Field trials of the new devices to be used on the new TTC streetcars have then continued through the fall.
- PRESTO has launched several new customer support services and products to assist customers with the expansion of PRESTO on the TTC.
  - New information brochures are now available at select subway stations and on the new streetcars to assist our customers.

- PRESTO Customer Ambassadors are out in the field to assist customers and answer questions about PRESTO on the TTC.
- Customer service sites will be located at select subway stations for transit users to purchase PRESTO cards and load funds in person.
- PRESTO cards will also be available for purchase at TTC Metropass Vending Machines located at Union and Spadina subway stations, as part of a pilot project. For \$20, transit users will be able to purchase a \$6 PRESTO card pre-loaded with \$14 e-purse and adult concession set ready for immediate use.

## CURRENT STATUS

- Card adoption across the PRESTO network continues to increase. As of November 2014:
  - There were 1.4 million activated PRESTO cards.
  - The average adoption rate across the system is 48%\* up from 42%\* in December 2013. *\*Excludes TTC*
  - More than 266 million taps\* and \$1,032 million in fare payments to date. *\*Excludes period pass taps*
- PRESTO has completed a redesign of its cards following market and industry research and consultation with customers including members of the accessibility community. New design features include braille for orientation and identification, increased font size and a more-prominent card number. The cards will be available in early 2015.
- PRESTO has completed the first stage of design work for PRESTO payment devices on the new UP Express. The new devices will enter manufacturing in coming months with field trials to begin in early 2015. In total, 36 of these new next generation fare payment devices will be deployed at Pearson, Weston, Bloor and Union Stations for UP Express PRESTO customers, once the service launches in spring 2015. Customers will also have the ability to load funds instantly onto their PRESTO card with new self-service options to be located at UP Express stations.

## COMING UP IN THE NEXT QUARTER...

- In January, PRESTO will upgrade its central operating system in preparation of adding UP Express as the 11<sup>th</sup> PRESTO participating transit service. The upgrade will also deliver additional system enhancements for all customers. Advance communications to customers to prepare for any service related impacts resulting during the upgrade begins this month.
- The results of PRESTO's Customer Satisfaction Survey will be compiled and reviewed in early 2015. Upwards of 5000 registered PRESTO cardholders were surveyed in November 2014. Feedback from the survey will help enhance customer experience.

**Robert Hollis**  
**Executive Vice President**  
**PRESTO**