

To: Metrolinx Board of Directors

From: Annalise Czerny
Executive Vice President, PRESTO (Acting)

Date: March 8, 2018

Re: **PRESTO QUARTERLY REPORT**

Executive Summary

That this report be received for information.

PRESTO Accomplishments:

Extending the PRESTO Footprint

- In December, the TTC opened the six new Line 1 subway extension stations. Each station is outfitted with the TTC's new PRESTO-enabled fare gates, next-generation Self-Serve Reload Machines, PRESTO Fare Vending Machines, and card dispensers with pre-loaded \$20-PRESTO cards (\$6 card fee, \$14 load value). The only fare media available for purchase in these six new stations and the nearby Sheppard West and Wilson stations are PRESTO cards (i.e. legacy fare media is not available for purchase, but can be used to pay fare).

To ensure the best possible customer service during the first few weeks of opening, Metrolinx employed a third-party retail vendor to sell PRESTO cards from pop-up sales and service stands, and had Metrolinx's PRESTO Customer Service Ambassadors on site to answer customers' questions.

Increasing PRESTO Adoption

- Metrolinx's retail partnership with 93 Shoppers Drug Mart locations in Toronto has been highly successful with over 75,000 PRESTO cards sold to date. Details are being finalized to rollout PRESTO to locations across the GTHA and Ottawa in 2018.
- The TTC 12-Month Pass program on PRESTO was rolled out to a limited number of adult pass holders in December. Discussions are underway with TTC to determine a full rollout plan of the program in 2018. As well, the Autorenew program is available to customers wanting to have their TTC monthly pass automatically renewed each month. Customers who register their PRESTO card can easily recover their TTC Monthly Pass on PRESTO if it is ever lost or stolen; something they aren't able to do today if they lose their Metropass.
- Deployment of the new PRESTO Fare Vending Machines began late last year. Metrolinx initially launched these fully self-serve machines in the TTC's new Line 1 subway extension stations along with Sheppard West and Wilson stations this past December. These devices allow customers to purchase a PRESTO card with cash, credit or debit, add value or a monthly pass to their card, and check card balances or transaction histories.

Expansion to all remaining TTC subway stations will continue throughout 2018, with at least two machines expected at each station by the end of 2018.

- In January, PRESTO customers began receiving a discount when they use their PRESTO card to make a journey that combines the TTC with either GO Transit or UP Express. These customers now pay \$1.50 for the TTC leg of their journey when transferring within the eligible transfer time windows. With the implementation of this new program on TTC, all local transit agencies in the GTHA now have a discount program in place for customers who transfer to GO Transit using PRESTO.

Enhancing the Client and Customer Experience

- The customer service web chat program that launched on prestocard.ca in the fall has been highly successful with over 17,000 inquiries addressed through virtual assistance and live chat. In January, virtual assistance was expanded to 24-hour service, and live chat was expanded to weekends to match the PRESTO Contact Centre hours. PRESTO is the first smartcard system in the world to offer a virtual assistance and live chat program to its customers.
- Metrolinx continues with civil works construction to prepare remaining TTC stations for the new PRESTO-enabled TTC fare gates. Once civil works at each station is finished, the TTC completes fare gate installation and commissioning work before opening for public use. Civil works has been completed at 60 subway stations, and remaining civil works will be done by spring 2018.
- Concurrent with the rollout of the PRESTO Fare Vending Machines in TTC subway stations is the rollout of the next-generation Self-Serve Reload Machines (SSRMs). These new devices, which have improved performance, reliability, and responsiveness, were installed at the Line 1 subway extension stations in time for the December opening. Deployment to all remaining TTC subway stations has resumed and will continue throughout 2018. The next-generation SSRMs are also being piloted at select GO Transit stations beginning in April. Once the pilot is complete, the plan is to install at least one device at each GO station.

Evolving the PRESTO Business Model

- New 10-year PRESTO agreements with participating transit agencies have been finalized and came into effect in January 2018. As part of the agreement with the 905 transit agencies, planning is now underway to update PRESTO fare collection equipment, which will provide additional functionality that enhances our clients' and customers' experiences with PRESTO.

Current Status

- PRESTO Adoption:
 - 3.62 million activated PRESTO cards, an increase of over 1 million since this time last year
- PRESTO Usage:
 - The PRESTO adoption rate among the '905' and Ottawa transit agencies is 54.3%

- The PRESTO adoption rate on the TTC is 17.8%
 - Although TTC adoption rate is lower than the other transit agencies, they have the highest number of boardings per month with over 11 million PRESTO boardings in January; next highest transit agency boardings is GO Transit, which had approximately 5.4 million PRESTO boardings in January
- PRESTO card boardings (total includes monthly pass taps, e-purse taps, and transfer taps):
 - November 2017: 29.9 million
 - December 2017: 25.2 million
 - January 2018: 30.6 million
- PRESTO Card Availability (retail update):
 - Shoppers Drug Mart: Over 75,000 cards sold to date
 - Gateway Newstands: Over 178,000 preloaded PRESTO adult and seniors cards sold to date
- PRESTO Device Reliability on TTC (reporting from week of January 29)
 - Individual devices: 96.3% (goal 99.5%)
 - Overall service (meaning at least one device is available at that location): 99.6% (goal 99.9%)

Coming Up in the Next Quarter...

- Planning and testing work is underway for a PRESTO system update. Among the scope of work is functionality for the introduction of limited-use tickets on the TTC. These new PRESTO tickets will permit fare payment for single-ride, two-rides and short-term passes that can be tapped on fare payment readers just like a regular PRESTO card. They will be for sale at PRESTO Fare Vending Machines and Shoppers Drug Mart locations that sell PRESTO.
- Work is underway to deliver TTC's upcoming change from a directional-based transfer system to a two-hour transfer system, which was approved by their board in late 2017. Two-hour transfers will mean that PRESTO customers will pay one TTC fare, but can get on and off and travel in any direction within two-hours of the initial tap. Testing is planned over the spring, and the change will come into effect for customers in summer 2018.

Respectfully submitted,

Annalise Czerny
Executive Vice President, PRESTO (Acting)