

**To:** Metrolinx Board of Directors  
**From:** Annalise Czerny  
*Executive Vice President, PRESTO*  
**Date:** February 7, 2019  
**Re:** **PRESTO QUARTERLY REPORT**

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## **Executive Summary**

That this report be received for information.

### **PRESTO Accomplishments:**

#### **Enhancing the Client and Customer Experience**

- The PRESTO mobile app officially launched late January following a successful “beta” launch in December. The app provides a convenient channel for customers to manage and load their PRESTO cards and includes additional functionality, such as instant top-up, for Android users.
- The field trial for PRESTO Tickets, the single-ride, two-ride, and day pass alternatives to the PRESTO card, in Fare Vending Machines in TTC subway stations has been completed. Metrolinx is working together with the TTC to finalize the timing for public launch and a phased rollout plan for the spring.
- Customers can now add monthly passes to their PRESTO card from any of the PRESTO Self-Serve Reload Machines installed at TTC subway stations. This functionality comes in addition to the ability to add funds, check balance, and review transaction history at these devices, and makes PRESTO an even more convenient option following the retirement of the TTC Metropass this past December.
- Rollout of PRESTO Self-Serve Reload Machines continues across the GO Transit network. In addition to Union Station, these devices have been installed at select stations on every rail line, as well as high volume GO bus stops, including Square One, St. Catharines, and Jane/Hwy 407. Work will continue throughout 2019 to install Self-Serve Reload Machines at every station along the GO network.
- Over the fall, Metrolinx expanded the PRESTO Perks program, which provides customers with reduced admission at some of Toronto’s top attractions and events. In addition to a 20% discount on admission to the Royal Ontario Museum and 30% off Bike Share membership for the first year, showing your PRESTO card now provides 10% admission savings at Ripley’s Aquarium (and 20% discount in the gift shop), and 20% admission savings at the Art Gallery of Ontario, LEGOLAND, Hockey Hall of Fame, and the Aga Khan Museum (and a 10% discount in the gift shop at the Aga Khan Museum).

## Increasing PRESTO Adoption

- Metrolinx worked with Intel to provide their Commuter Program to staff via PRESTO beginning January 2019 following the retirement of the TTC's VIP program. More than 215 staff from Intel are participating in the updated monthly Commuter Program and will have funds pushed to their PRESTO cards at the beginning of each month through the PRESTO Vouchers program, which provides a flexible automated option for conveniently delivering funds, passes, and fare types to customers' PRESTO cards.
- Metrolinx and the TTC worked closely together to transition thousands of customers onto the PRESTO system following the retirement of the Metropass.

Through a coordinated effort, the two organizations pushed out digital advertising, provided postcards in stations, made in-station announcements, added information to the website, conducted media outreach, used social media to share information and address customers questions, had additional customer service staffing available for the anticipated additional influx of calls. Teams also staffed six high-volume TTC subway stations and four high-volume Shoppers Drug Mart locations to help sell PRESTO cards, set fare types (e.g. student, senior, etc.), add value/passes, share information, and address inquiries. More than 190,000 TTC PRESTO monthly passes were sold in January - up from 66,000 passes in November and 81,000 passes in December 2018.

## Current Status

- PRESTO Usage and Adoption:
  - PRESTO card boardings (total includes all taps: passes, e-purse, and transfers):
    - October 2018: 43.6 million (vs. October 2017: 28.8 million)
    - November 2018: 46.4 million (vs. November 2017: 29.9 million)
    - December 2018: 40.6 million (vs. December 2017: 25.3 million)

*\*\* December boardings are typically lower due to the holidays*
  - More than 1.6 million unique PRESTO cards used each month of the last quarter
  - The PRESTO adoption rate among the '905' and Ottawa transit agencies is 64.9%
  - The PRESTO adoption rate on the TTC is 40.9%
    - Although TTC adoption rate is lower than the other transit agencies, they made up more than half over the overall boardings in December with over 21 million of the 40.5 million overall.
- PRESTO Card Availability (retail update):
  - Shoppers Drug Mart: Over 450,000 cards sold to date
  - Gateway Newstands: Approximately 275,000 preloaded PRESTO cards sold

*\*\*please note, the Gateway Newstands partnership to sell PRESTO concluded in December 2018 and will no longer be reported on in future Board reports.*

- PRESTO Device Reliability on TTC (reporting from week of January 14)
  - Individual devices: 98.9% (goal 99.5%)
  - Overall service (i.e. at least one device is available at that location): 99.8% (goal 99.9%)

### **Coming Up Next for PRESTO:**

- In addition to selling PRESTO Tickets from Fare Vending Machines at TTC subway stations, Metrolinx plans to sell the single-ride, two-ride, and day pass Tickets from its retail partner locations (i.e. Shoppers Drug Mart) beginning late spring.
- Metrolinx has been working with York Region Transit, Mississauga Transitway (MiWay) and the TTC on a PRESTO solution for customers who ride on the select bus routes that cross between York Region and Toronto or Mississauga and Toronto, and require two separate fares. Starting this spring, customers will be able to use their PRESTO card to pay both transit agency fares on these select routes.

Respectfully submitted,

Annalise Czerny  
*Executive Vice President, PRESTO*