

**To:** Metrolinx Board of Directors  
**From:** Annalise Czerny  
*Executive Vice President, PRESTO*  
**Date:** September 12, 2019  
**Re:** PRESTO REPORT

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## **Executive Summary**

That this report be received for information.

### **PRESTO Updates:**

- For the first time, in May, PRESTO achieved an average customer usage rate of over 70% across all 11 PRESTO participating transit agencies. It has since dropped slightly due to seasonal fluctuation. Factors driving this include increased use by TTC customers along with the retirement of legacy media, promotional activities, overall high awareness levels and positive experiences with PRESTO.
- The PRESTO payment readers used on GO Transit, UP Express and 905 transit agencies are being upgraded in phases: Phase 1 covers approximately 300 Station Point of Sale (SPOS) devices; Phase 2 involves upgrading approximately 2,750 bus devices and 1,000 station payment readers, plus new inspection devices. The first new SPOS devices were installed with GO Transit at Union and Burlington Stations in May, and others are now in various stages of installation with the transit agencies. The project is scheduled for completion in mid-2020.
- PRESTO Tickets, which began distribution earlier this year and are primarily meant for occasional use by customers who may not want to buy a card – are now available at all TTC stations as well as all Toronto Shoppers Drug Mart locations. More than 400,000 single-ride, two-ride and day pass tickets have been purchased/used to date. The TTC is also now working with social agencies to distribute PRESTO Tickets in bulk to support their clients with a token replacement.
- The cross-boundary fare solution, which allows customers to use PRESTO when traveling between the Toronto (TTC), York Region (YRT) and Mississauga Transit (MiWay) systems - is now complete. Starting in July, customers travelling on routes between MiWay and the TTC were able to do so using PRESTO, and the YRT/TTC service was enabled in late August. The same functionality also allows the TTC to use PRESTO on their premium express bus routes, which is also live.
- The PRESTO App, which was launched in January of this year, has accommodated over 775,000 loads worth over \$31 million in value (as of August 12th).
- The TTC Single Ride Vending Machines (SRVMs), which are typically found on the new streetcars, underwent upgrades to improve their reliability and bring them on par with other equipment, ultimately improving customer convenience. Installations were completed in July.

### **PRESTO Promotional Programs**

- This summer, PRESTO Perks partnered with GO Transit to promote Kids GO Free and provide discounts at popular venues. Kids 12 and under are allowed to ride GO Transit

for free and parents can show their PRESTO cards to get discounts at the ROM, Ripley's Aquarium and other top attractions in Toronto. The GO campaign has had 100,000 page views so far.

- There have been over 35,000 Perks redemptions in total to date, with the Aquarium and the ROM being the most popular.

## Current Status

PRESTO Usage and Adoption\*:

- PRESTO card boardings (total includes all taps: passes, e-purse, and transfers):
  - May 2019: 63.58 million (vs. May 2018: 35.26 million)
  - June 2019: 60.14 million (vs. June 2018: 34.06 million)
  - July 2019: 61.60 million (vs. July 2018: 33.32 million)
- Over 2 million unique PRESTO cards were in use, on average, as of July
- The PRESTO adoption rate among the '905' transit agencies was 67.4% in June
- The PRESTO adoption rate on the TTC is 65.8% as of June (vs. 39.8% in June 2018)
  - Although the TTC adoption rate is still lower than some transit agencies, they have the highest number of boardings - with over 40 million boardings in July

PRESTO Card Availability (retail update):

- Shoppers Drug Mart: Over 700,000 cards have been sold as of July 31st

PRESTO Device Reliability on the TTC (reporting from June)

- Individual devices: 98.7% (Target is 99.5%)
- Overall service (i.e. at least one device is available at that location): 99.73% (Target is 99.9%)

*\* As reported earlier, the number of boardings per month is the metric being used to measure adoption, versus the number of active cards, which was used previously. This includes boarding numbers from all types of PRESTO media (e.g. physical cards, PRESTO Tickets and mobile cards, once introduced).*

Note: Once the PRESTO devices across the 905 region have been refreshed, those performance statistics will also be included.

## Coming Up Next for PRESTO...

- PRESTO is in the final stages of enabling service on the TTC's contracted Wheel-Trans 'Sedan Taxi' providers (Beck Taxi and Co-op Cabs), including supporting transfers to/from other modes of TTC transit. Customers will be able to make their PRESTO fare payment through existing taxi tablets. Field trials and pilot programs were completed successfully in July and the service is planned for launch on the full fleet of 3,300 vehicles later this year.
- PRESTO continues to prepare for its part in the service launch of the Eglinton LRT in 2021, with several public tenders for structural work and devices underway.
- Triplinx, the official Metrolinx regional trip planner managed by PRESTO that supports 17 transit agencies, is now providing real-time information for GO Transit services, transit provider service alerts, plus enhanced accessibility features. Customers will now be able to plan their trips with more confidence and have the potential to receive notices on travel interruptions.
- Starting this October, the PRESTO Perks program will be expanded to include more attractions around the region. Metrolinx is also exploring other opportunities throughout the 905, Ottawa and Toronto. The team is seeking to improve Perks offers further to attract even more PRESTO customers.

- This fall, Metrolinx will launch a new campaign to recruit remaining TTC customers who have not yet switched to PRESTO. As legacy fare options come to an end on the TTC and other transit agency partners, campaigns will promote the many benefits of PRESTO versus tickets, tokens and cash.

Respectfully submitted,

**Annalise Czerny**, *Executive Vice President, PRESTO*