

To: Metrolinx Board of Directors
From: Annalise Czerny
Executive Vice President, PRESTO
Date: June 27th, 2019
Re: PRESTO REPORT

Executive Summary

That this report be received for information.

PRESTO Updates:

- The new PRESTO Ticket, which was created to help occasional riders and replace tokens on the TTC, started distribution in April at two TTC stations and two Shoppers Drug Mart retail locations. This has now expanded to 12 TTC stations and 12 Shoppers Drug Mart locations. PRESTO Tickets are available in one-ride, two-ride and day passes and are accepted on all TTC routes and stations, with customers also benefiting from the two-hour “hop-on, hop-off” transfer for one- and two-ride tickets. A wider rollout to all stations and select Shoppers Drug Mart locations in Toronto is planned for later this year. Metrolinx has also been working closely with the TTC to conduct public consultations to help users and stakeholder groups understand how the new ticket works, to discuss distribution aspects and allow a smoother introduction into service.
- The PRESTO App, which provides convenient account information for our customers using mobile devices, has had over 433,000 downloads as of June 3rd. The App originally launched on January 28th of this year.
- PRESTO recently installed two new Fare Vending Machines (FVMs) at Toronto Pearson International Airport. The devices were installed at Terminals 1 and 2 in the bus services area, where people connect with transit. Two more FVMs will be installed by June to further accommodate phasing out legacy TTC ticket media and to help travellers make use of local transit services with PRESTO.

PRESTO Promotional Programs

- Since the launch of the ‘PRESTO PERKS Program’ in August 2018, customers have been eligible for reduced admission at top local attractions and events. Recent PERKS discounts have included Ripley’s Aquarium, the Hockey Hall of Fame, the Gardiner Museum and the Elite Basketball League. The digital campaign results have been extremely positive, reaching over 1 million people, with 7 million total social media impressions (views). 48,000 of those went to the web page (www.prestocard.ca/perks) and there have been 22,000 redemptions.
- PERKS will also be in market over the summer to support the *GO Transit Kids Ride Free* campaign with a fun, digital campaign and an influencer/PR program, to build awareness of family activities around the region which offer PERKS.
- Starting in late May and running to mid-June, Shoppers Drug Mart is offering PRESTO customers special Optimum points promotions via coupons at their top 20 Shoppers Drug Mart GTA locations. More promotions are expected throughout the summer.

Current Status

PRESTO use and monthly adoption rates (latest information is as of April 2019, or as noted):

- PRESTO card boardings (total includes all taps: passes, e-purse, and transfers):
 - April 2019: 59.8 million (vs. 32.1 million in April 2018)
 - TTC boardings were 38.9 million – seven times any other agency and nearly double all the other agencies combined (20.8 million)
- Almost 2 million unique PRESTO cards were used in April, the highest number ever (the TTC alone has over 1.4 million unique PRESTO card users, about three times the number of GO Transit, the next largest user)
- The total monthly adoption rate in March 2019 across all partner transit agencies was 67%
- The PRESTO adoption rate on the TTC in April 2019 was 66.8% -- versus 23% in April 2018
 - Although the TTC adoption rate is lower than some other transit agencies (such as GO Transit and Brampton, who have over 90% adoption), adoption is forecast to continue to grow as remaining legacy fare media such as tokens are retired
- There was over \$108 million loaded onto PRESTO cards in April, \$26 million more than the same month a year ago

PRESTO Card Availability (retail update):

- Shoppers Drug Mart: Over 553,000 cards have been sold up until mid-May (vs approximately 400,000 up until January of this year)

PRESTO Device Reliability on TTC (reporting from the week of May 13th):

- Individual devices (weekly average of multiple devices): 98.6% – 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:

- Following the City of Toronto Auditor General’s (AG) report on fare evasion in February, the TTC CEO accepted all 27 recommendations, and Metrolinx supports the TTC in implementing any which involve PRESTO; Metrolinx is awaiting formal requests from the TTC with regards to specific next steps.
- PRESTO is working with the TTC’s contracted Wheel-Trans ‘Sedan Taxi’ providers (Beck Taxi and Co-op Cabs) to enable Wheel Trans riders to use PRESTO cards and Tickets, including supporting transfers to/from conventional TTC transit. Customers will be able to make their PRESTO fare payment through a mobile fare payment application and external card reader adapter which are compatible with the existing taxi tablet devices. The pilot project is scheduled to start in June and launch on all 3,300 vehicles by the fall.
- The cross-boundary fare solution allows customers to use PRESTO for fare payment when traveling between the Toronto, York Region and Mississauga transit systems. For example, customers riding a TTC bus between York Region and Toronto will tap their PRESTO card in York Region to pay a YRT fare and also tap once in Toronto to pay a TTC fare. The same functionality will allow the TTC to implement higher fares on their express bus routes as well. The project is scheduled to start with a phased approach by July with full fleet service by the end of the summer.
- PRESTO will be responsible for installing the fare collection equipment and supporting software and infrastructure on the Eglinton Crosstown Light Rail Transit project, which has a

go-live date of Sept. 2021. Work underway includes public tenders for fare card equipment and related work in the stations which will support PRESTO devices.

Respectfully submitted,

Annalise Czerny

Executive Vice President, PRESTO