

PRESTO's Modernization in York Region: An Update to Council

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AGENDA

-  **PRESTO in the GTHA & Ottawa**
-  **PRESTO in York Region**
-  **Enhancing the Customer Experience**
-  **Enhancing the Transit Agency Experience**
-  **Preparing for the Future**



PRESTO IN THE GTHA & OTTAWA



- PRESTO is an operating division of Metrolinx, the regional transportation agency under the Ministry of Transportation
- PRESTO was first introduced as a fare payment system over 10 years ago, and is now available on 11 transit agencies across the Greater Toronto and Hamilton Area (GTHA) and Ottawa
- PRESTO's mission is to enable and encourage greater transit ridership; supporting our transit agency clients is at the heart of this

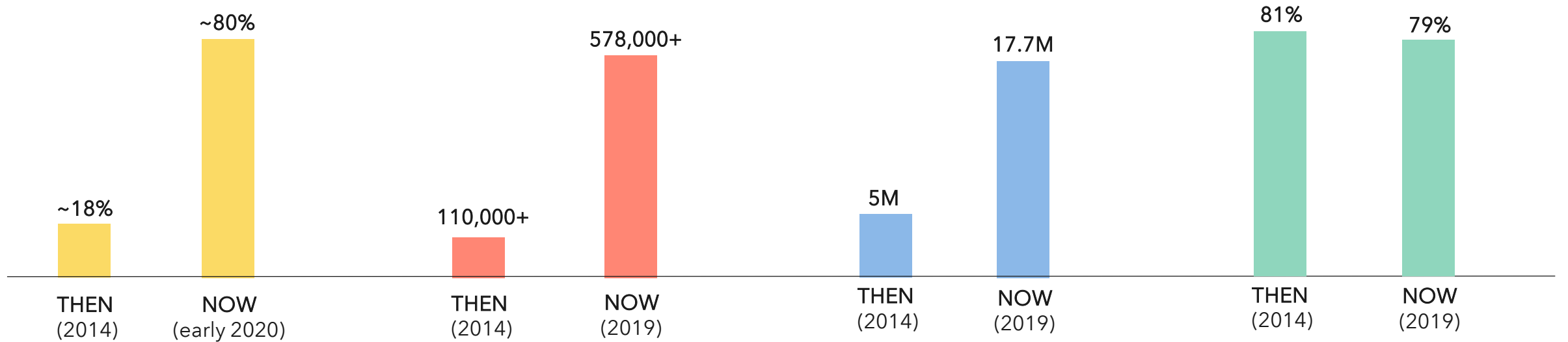


PRESTO IN YORK REGION: A RECAP

- PRESTO was rolled out in York Region in 2011 and Mobility On-Request in 2016 - the first paratransit service to adopt PRESTO
- YRT customers can add value to their cards or monthly passes to pay for transit, or they can sign up for Autorenew/Autoload
- PRESTO customers can transfer for free between other 905 transit agencies, and pay a \$1.00 YRT fare if they transfer to/from GO Transit within the two hour transfer window
- 50 retail locations and 12 Customer Service Outlets in York Region where customers can buy and load their PRESTO card for instant use; or they can buy and manage their cards (e.g. loads, set up programs, etc.) on prestocard.ca or load cards using the PRESTO app



PRESTO IN YORK REGION: BY THE NUMBERS



PRESTO Adoption Rate



Unique Cardholders



Annual Taps



Transit Rider
Customer Experience

PRESTO IN YORK REGION: CROSS BOUNDARY



- YRT - TTC cross-boundary fare solution was introduced in August 2019
- Since the service began, over 107,000 trips using PRESTO on the five YRT - TTC routes, with the busiest route being TTC 102 Markham Road to connect to YRT, with over 37,000 trips to date
- Work continues with YRT and other municipalities of the GTHA to enable greater fare integration. Efforts include aligning concession definitions, and standardizing concession setting protocols and fare product offerings across the PRESTO system

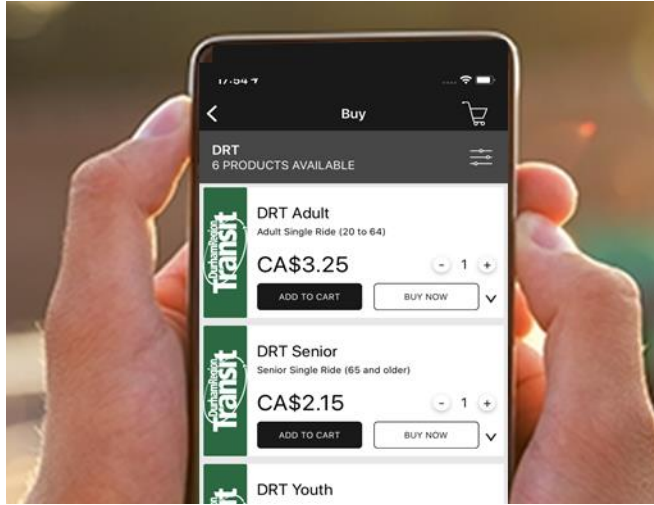
PRESTO IN YORK REGION: DEVICE REFRESH ROLLOUT



- PRESTO Device Refresh rollout is underway to replace near end-of-life devices with modern devices that support the introduction of new fare payment options in addition to the PRESTO card; to date:
 - 250 buses have new payment devices (205 still to be outfitted)
 - 6 outdoor payment devices installed along YRT bus rapid transit routes (237 devices still to be rolled out)
 - Fare inspection device piloted in August; total of 35 to be rolled out
- Devices have an updated design, including larger screens that display information in a clearer and more intuitive manner, enhancing both the user experience and accessibility
- Payment devices along rapid transit routes can show card balance and ride history through the query mode



INTRODUCING NEW WAYS TO PAY



***currently available on DRT and HSR*



- New and exciting PRESTO fare payment options are being developed for transit customers in York Region and across the rest of the system
- The delivery will provide modern fare payment choices for customers beyond the traditional plastic PRESTO card, such as:
 - E-Tickets
 - Payments with credit/debit (i.e. Open Payments)
 - PRESTO cards on mobile

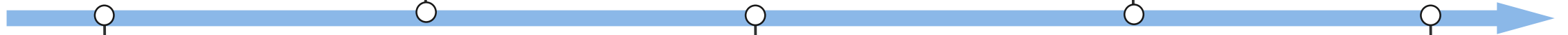


DIGITAL IMPROVEMENTS

In an effort to improve the PRESTO customer experience based on the results of the 2019 satisfaction surveys, Metrolinx has been working on digital improvements to ease the card loading process, resolve customer concerns in a timely and effective manner through all channels, and enhance customer communication channels.

Instant loading via the PRESTO app

Introduced customer care support via social media channels



Removed the previous minimum \$10 load required on PRESTO cards

Simplified registration via PRESTO website, and added more onboarding information for new customers

Added functionality to Webchat support services for real-time issue resolution

PRESTO PERKS

The PRESTO Perks programs provides PRESTO customers with discounts to memberships and attractions just by showing their fare card.



Bike Share -
Save 10% on membership



CAA On The Move -
Save 25% on membership



Toronto Zoo -
Save 20% on admission



Ontario Science Centre -
Save 20% on admission



Gardiner Museum -
Save 20% on admission



Royal Ontario Museum -
Save 20% on admission



Ripley's Aquarium -
Save 15% on admission



Hockey Hall of Fame -
Save 20% on admission

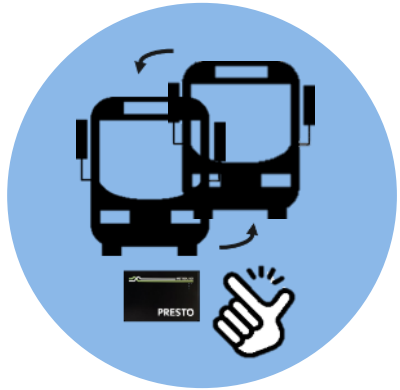


Aga Khan Museum -
Save 20% on admission



LEGOLAND Discovery Centre -
Save 30% on admission

SIMPLIFYING THE FARE EXPERIENCE



Analysis is underway on initiatives that will deliver better fare and service integration. The delivery of these will remove many of the complexities transit agencies and PRESTO face when trying to deliver excellent (and consistent) customer experiences on transit across the region.

Metrolinx has been working on a proposal for the Ministry of Transportation and transit agencies to gain support on the more transformative changes.

Short-Term

- Consistent fare categories across all transit agencies, providing a consistent experience from all channels

Mid/Long-Term Under Consideration:

- One-bus-one-fare
- Enhanced GO-905 co-fares
- Standard peak/off-peak definitions; regional concessions for low-income, post-secondary and support persons
- Regional fare table

IMPROVING TRANSIT AGENCY SERVICES

Metrolinx's focus on enhancing the PRESTO experience is not limited to its customers, work is underway to improve how we support transit agencies, through the COVID-19 pandemic and beyond.



Addressing agency-specific customer satisfaction issues



Ensuring agencies' transit strategic plans are at the heart of PRESTO's roadmap



Improving day-to-day responsiveness to operational issues



Supporting post COVID-19 ridership recovery and long term fare box revenue

PREPARING FOR THE FUTURE: PROCUREMENT AND INNOVATION

- PRESTO has initiated a program to have new agreements in place in time by 2022
- Metrolinx will take advantage of private sector innovation, e.g. bringing new technology and digital channel improvements, with the view of supporting regional transit and ridership growth
- We're also committed to working with YRT and PRESTO's other transit agency clients to ensure that lessons learned from the last ten years of operations will be incorporated into the new supplier agreements

