

Transit Services Department

PRESTO System Readiness Deployment Plan Update



Transit Commission
January 16, 2013

Agenda

1. November 21 Transit Commission - PRESTO system readiness deployment approval
2. Metrolinx update
3. Legal update
4. Update on roll out, customer facing elements, monitoring process, support to customers, Councillors, etc.

November 21, 2012 - Transit Commission

Commission agreed to a delay of the launch of the Presto Smart Card System

Commission agreed to System Readiness Deployment plan to test the loading of the system with up to 10,000 customers using the system in January 2013

OC Transpo and Metrolinx have agreed upon seven specific technical criteria (success factors) to measure the success of Presto:

1. Customer convenience features, such as auto load, auto renew and web access, telephone;
2. Pass Products available (including monthly passes for different categories and e-purse);
3. STO interoperability (seamless);
4. Robust back office (instant updates);
5. Fare inspection functionality;
6. Payment card industry (PCI) compliance; and
7. Ongoing bilingual support to respond to customer needs (call centre to support the product demand).

November 21, 2012 - Transit Commission (Con't)

April Transit Commission meeting Commission will receive:

- 1) Results of the technical system criteria
- 2) Results of the system functionality on the seven success factors
- 3) Details regarding recommendations on the feasibility to move to full system roll out

Until the decision to move to full system roll out has been taken, no funds will flow to Metrolinx

In recognition of the extended timeline for deployment and the role OC Transpo is playing as the first user of PRESTO Next Generation, Metrolinx will be reducing the municipal contribution towards the remaining capital costs by \$3 Million (effectively \$1M a month for the delay)

In the event system acceptance is not achieved by June 1, 2013, either party reserves the option to consider other directions for the program at that time, including the option to discontinue the deployment of the PRESTO program in Ottawa.

Metrolinx would make the City of Ottawa whole on its capital investment in the fare system, unless system acceptance is not achieved for reasons beyond Metrolinx's control

November 21, 2012 - Transit Commission (Con't)

§ Transit Commission approved the plan outlined in the update provided by Metrolinx with the timelines set out below:

1. Early January 2013:

OC Transpo communications begin around the expansion of the program up to 10,000 additional users;

2. Mid-January 2013: (January 18, 2013)

Initiate distribution of up to 10,000 cards and put into full production through the end of January;

3. Mid-January to April 2013:

Continue to monitor, conduct analysis and confirm positive results to inform broader public distribution; and,

4. April 2013:

Results will be presented to the Transit Commission to receive approval for continued deployment. At this time OC Transpo program implementation would be presented to outline the phased deployment plan to achieve full system rollout.

Update Submitted by Metrolinx

System Readiness Deployment Phase

The Readiness Criteria defined in the joint recommendation to the Commission at the November 21st meeting have been met:

- Stable devices – overall 98+% first tap success
- STO Interoperability functioning and stable
- Business requirements requested by OCTranspo to be available by January 31st
- Specific success criteria defined for the 7 critical factors

As such, Metrolinx supports proceeding with the System Readiness Deployment Phase

Update Submitted by Metrolinx

7 Critical Success Factors

All 7 streams are on track to meet metrics defined for the April Commission report back

- Payment Card Industry (PCI) compliance for credit/debit card processing
- Handheld Card Readers for Proof of Payment Enforcement
- STO interoperability
- Pass products available for use
- Robust back office
- Customer convenience features
- Customer care service levels met

Legal Update

- § Metrolinx to become Payment Card Industry Data Security Standard (PCI DSS) compliant “as soon as possible” but in any event “no later than March 31, 2013” and to provide evidence to the City of its compliance
- § Metrolinx, through its Presto division, by way of a letter to the City dated November 20, 2012 committed to a number of deliverables to the City for the PRESTO system

Next On With PRESTO

January 18 – February 1

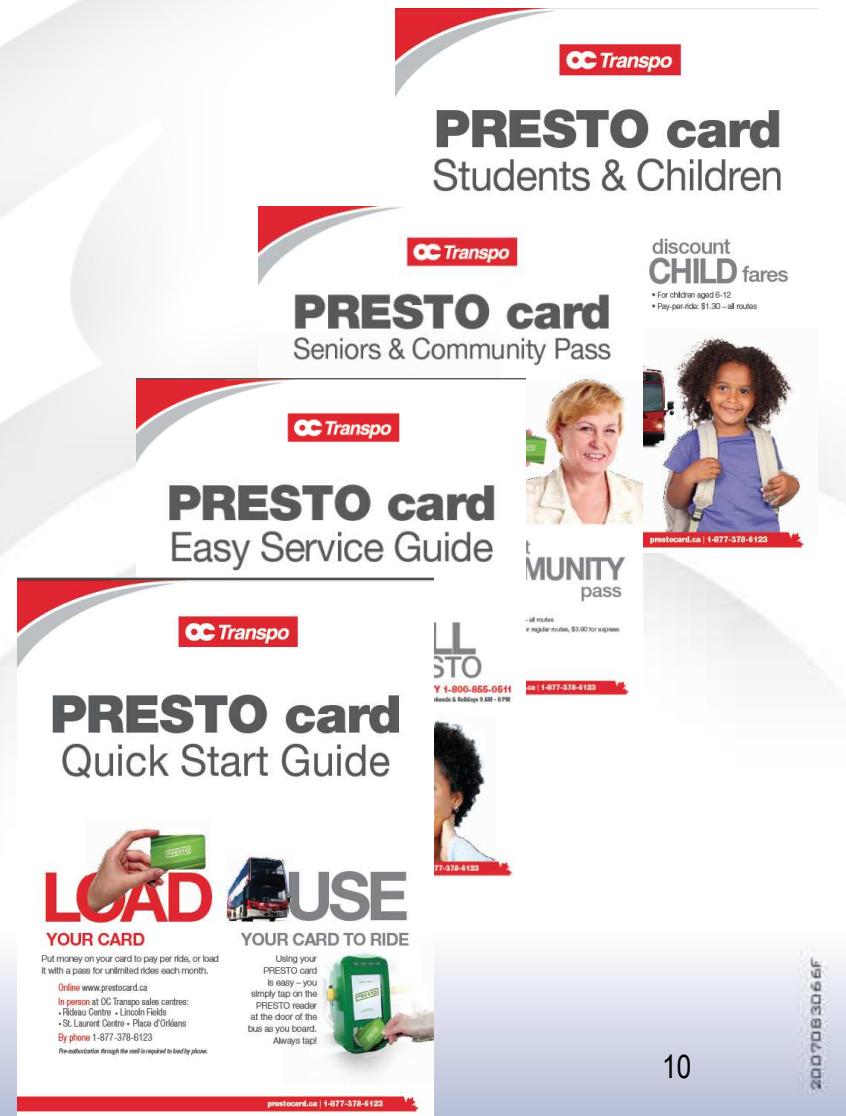
- § Plan to release up to 10,000 free PRESTO cards by February 1
- § Focus on regular and frequent riders, commuters & college students
- § Free card available to both pass and ticket users
- § Expect majority of cards to go to pass holders
- § Test future distribution methods
- § Continuous monitoring



Next On With PRESTO

Promotion & Marketing

- § Promotion activities began January 2, 2013
- § octranspo.com
- § prestocard.ca
- § Printed materials
- § Social media
- § Response to inquiries



Next On With PRESTO

Distribution

- § Commences Friday, January 18th at 7:00 am
 - In person: Four OC Transpo sales & information offices [Rideau Centre (8:30a.m.), St. Laurent, Place d'Orleans and Lincoln Fields stations]
 - Online: www.prestocard.ca
 - By phone: 1-877-378-6123
- § One day distribution at three Transitway stations: Hurdman, Baseline, Fallowfield
- § Additional focussed outreach to seniors and community pass holders January 29 & 30

Next On With PRESTO

Customer Service

§ Focus on customer service during distribution period:

- Enhanced presence at distribution locations and call centres
- Specially trained staff & PRESTO experts available to answer questions
- Documenting customer questions and ideas to improve processes
- Same-day follow up for Commission, Mayor and Councillor inquiries during distribution

Next On With PRESTO

Monitoring

- § Established targets for each distribution channel
- § Twice daily review of distribution metrics and processes
- § Ongoing review of customer & councillor inquiries
- § Monitoring of news & social media
- § Review of customer experience as 10,000 cards begin to be tapped

Next On With PRESTO

Monitoring

- § Staff will monitor all distribution, technical and back end processes extensively until February 28 and then move to regular operational monitoring
- § Increased staffing during entire release period to provide enhanced service to customers, councillors and residents
- § Monitoring centre operating at 1500 St Laurent throughout release period

Next On With PRESTO

Monitoring

- § Daily analysis will include:
 - Technical: Software & Hardware
 - Customer Service through web site, call centres, distribution points, sales offices and 311
 - Financial and back end systems: settlement and reconciliation
- § Councillor inquiries and Service Ottawa calls will be monitored, supported and responded to throughout release period

Next On With PRESTO

Training

- § Front line staff refresher training conducted from December to February for:
- Bus Operators (1600)
 - Sales & Information, Customer Service and Call Centre Staff (60)
 - Transit Fare Enforcement & Transit Law (60)
 - Supervisors & distribution staff (60-80)

Next On With PRESTO

Distribution Evaluation

- § Qualitative and quantitative metrics established to contribute to April 2013 Report to Transit Commission
- § Focus on distribution methods, customer experience, training elements, new learning, operator and staff feedback

PRESTO Card Refunds/Reimbursement

§ E-Purse Under \$50

- At OC Transpo sales office
- Refund form filled out and refund provided

§ E-Purse Over \$50

- Only PRESTO will provide
- Refund form filled out and refund provided by cheque through mail



§ Good will payments

- PRESTO may issue product value through a coupon redeemable at OC Transpo sales offices

OC Transpo Refunds

- § Customers requiring refunds for OC Transpo products will continue to use Sales & Information offices and existing processes
- § Refund requests may be escalated to Customer Service and are considered on a case by case basis according to established policy
- § Tickets and bus passes are sold and are non-refundable

Questions?