
CUSTOMER EXPERIENCE COMMITTEE UPDATE

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Chair, Customer Experience Committee

December 3rd, 2015

The Committee discussed several topics:

1. Customer Experience Advisory Committee Update

- Featured at the October meeting:
 - How GO is improving its communications by training staff to use clearer and less technical language
 - An update on the program to add automated on-board announcements on GO trains by late 2016, similar to what is on GO buses now.



2. GO Transit Update

- GO Transit had several topics including:
 - Customer feedback received during the Blue Jays playoff games.
 - How GO is preparing for this winter by improving current equipment, more standby trains, and preventing door-related delays.
 - Details on the first of 62 new train cars that started rolling out in Oct. The new cars are more spacious and designed to improve passenger comfort.



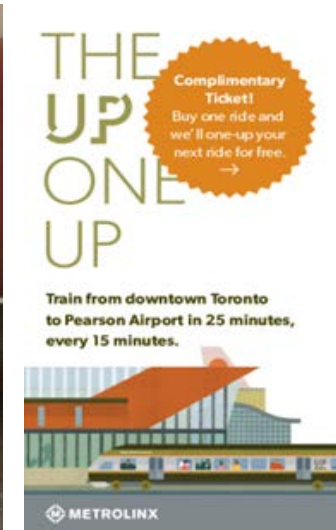
3. PRESTO Update

- PRESTO updated the Committee on its continued expansion, specifically:
 - PRESTO available on 11 new TTC streetcars and fare validators are currently being installed on legacy streetcars – with all legacy streetcars getting PRESTO by the end of 2015.
 - Installation of over 42 Self-Serve Reload Machines at 21 TTC subway stations.
 - Sale of pre-loaded PRESTO cards at Gateway locations at 5 TTC stations starting this month.
 - Continuation of the PRESTO para transit pilot on York Region Transit’s Mobility Plus vehicles.



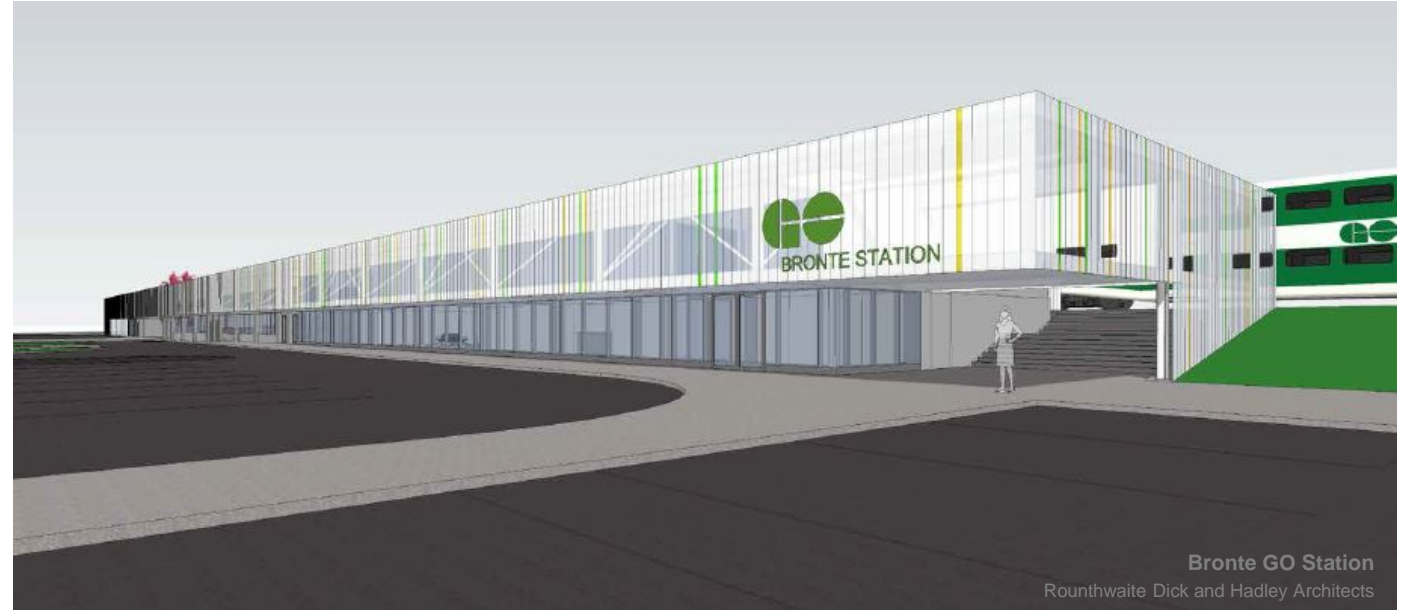
4. UP Express Update

- UP Express provided an update on its ridership:
 - October saw ridership at 79,010 riders, an increase of 7% versus August.
- And an update on its marketing tactics to drive awareness and usage of the service including its UP Express Ambassador program and its “UP One-UP” buy one/get one free promotion.



4. Design Excellence

- The Metrolinx Design Review Panel (MDRP) reviewed six GO Station projects at Richmond Hill, Mimico, Long Branch, Bramalea, Bronte and the Highland Creek Bridge.
- The Interim Design Standard, which forms the foundation for a harmonized passenger navigation system across the GTHA was completed. Proposed names for stations and stops along the Eglinton Line were created, reviewed and received public/stakeholder feedback.



**We look forward to updating you
again in February**

Thank you

