

# Customer Experience Committee Update

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# CUSTOMER EXPERIENCE ADVISORY COMMITTEE UPDATE

A number of topics were discussed during the May meeting:

- Insights were shared around non-users of GO and what could incent greater use of our system. The committee members provided suggestions around how to remove perceived barriers and encourage people to choose GO, such as a campaign highlighting the convenience of GO vs. car.
- Real-time next bus services and improved service communications to our customers were introduced (an example of a schedule with real time updates included at right). CEAC requested that alternate route suggestions be included as well as offering suggestions on how to market our new real-time channels to increase usage.
- A discussion around the importance of partnership between GO and passengers when it comes to safety took place. The members asked for more attention around platform crowding at Union, requested a parking lot etiquette campaign focused on safety and an update on Union Station Bus Terminal Safety.

The screenshot displays a mobile application interface for a bus trip. At the top, it shows the date 'today' and time '14:30'. Below this, a bus icon is shown with a red 'DELANED' status and a 'Departs in 5 min' notification. The bus route is identified as 'Lakeshore East - Eastbound' with a total duration of 58 minutes. A warning icon and text state: 'Sorry. This trip is not wheelchair accessible.' The route map shows the bus starting at 'Union Station' (Bay Street and Front Street) at 14:44 and ending at 'Oshawa GO' (Bloor Street West and Thornton Road South) at 15:42. A 'View Fare' button is visible. Below the main trip information, there are four additional bus arrival/departure cards, each with a bus icon, a red 'DELANED' status, and a 'Departs in' time.

Bus Icon	Route	Start Time	End Time	Status	Departs in
LE	Lakeshore East - Eastbound	14:43 - 15:41	14:44 - 15:42	DELANED	5 min
LE	Lakeshore East - Eastbound	14:43 - 16:13	14:44 - 16:13	DELANED	5 min
LE	Lakeshore East - Eastbound	15:15 - 16:13	15:15 - 16:13	On Time	36 min
LE	Lakeshore East - Eastbound	15:43 - 16:46	15:43 - 16:46	On Time	1h 4 min

# SAFETY UPDATE

- Platform crowding has been and will continue to be an area of focus for Transit Safety. Several initiatives have been introduced to help manage this safety risk during high volume periods. Increased Transit Safety Officer presence on platforms and taking a more assertive approach to crowd management have been well received by customers. We've improved our partnership with Rail Operations and Station Services to be more proactive with platform closures and sharing feedback.
- We took part in Rail Safety Week as an opportunity for rail leaders, safety organizations and law enforcement to work together to promote safety awareness. We participated in and led many activities including communications, simulations and presentations to schools.



# OPERATIONS UPDATE

- Ground breaking for the new Union Station Bus Terminal happened in June. There are many design elements being introduced that will enhance both traffic and passenger flow through the terminal.
- GO celebrated it's 50<sup>th</sup> anniversary on May 23<sup>rd</sup>. The occasion was honoured at the Toronto Railway Museum with the official opening of a new exhibit - a fully restored original GO Train coach.
- We continue to introduce new bus routes and expanded service on our rail corridors to move more customers across the region. Customers on the Stouffville corridor now have access to two-way midday and evening train service. Bus passengers now have access to more trips on the Niagara-bound route 12.



# OPERATIONS UPDATE

- We've successfully completed a pilot to test PRESTO capabilities on the Ticket Vending Machines (TVMs). The new functionality expands our customers' self serve options, allowing them to load and purchase PRESTO cards at TVMs. The retrofit of all GO TVMs now underway and expected to be completed in the Fall of 2017. A similar rollout for UP Express will soon commence.
- Building on the success of the corridor-specific Twitter handles, we're introducing new additions to our Twitter Program. @Gotransitbus will help to provide bus customers with relevant, timely information to keep them in the know.
- An enhanced GOTransit.com website is coming late 2017. Customers can expect better integration with our trip planning and real-time tools.



# PRESTO UPDATE

## Extending the PRESTO footprint :

- Metrolinx has completed the civil works necessary to allow TTC to install 500 new fare gates throughout subway stations, a major renovation project and essential to the TTC's modernization agenda.

## Enhancing the PRESTO System:

- Device reliability continues to improve as we work towards the target of 99%.
- We will be introducing PRESTO website improvements in July, making the self serve features more robust and improving the customer experience overall.

## Increasing PRESTO adoption:

- A field trial is now underway where customers can purchase and load PRESTO cards at 10 Shoppers Drug Mart locations in Toronto.





# DESIGN EXCELLENCE

- Detailed design for the wayfinding Pilot at the Finch, Hamilton and Pickering GO stations is nearing completion. Several new products are being introduced including Rapid Transit System and Station Facility maps.
- The Integrated Art Program is now included in 14 capital construction projects.



