

To: Metrolinx Board of Directors
From: Anita Sultmanis
Chief Customer & Marketing Officer
Date: September 14, 2017
Re: **Customer Experience & Marketing Quarterly Update**

Recommendation

That this report be received for information.

Overview

This report will focus on Customer Experience and Marketing's ("CEM") three priority areas:

1. Engaging the public on transportation builds/plans for the region
2. Increasing PRESTO adoption and satisfaction by TTC customers
3. Growing off-peak ridership

These areas have been identified to help inform and stimulate usage of transit initiatives.

1. Engaging the public on transportation plans/builds for the region

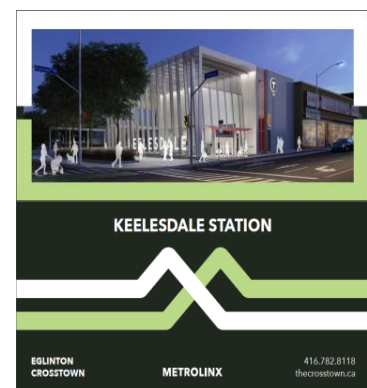
Capital information campaign

Using the theme "making our region greater", Metrolinx will commence an education program about transit plans for the region in the Fall 2017. Several key components are already being rolled out, including our Greater Toronto and Hamilton Area ("GTHA") construction hoarding program (see Figure 1 from the Eglinton Crosstown Light Rail Transit ("LRT") project).

Regional Transportation Plan Draft - Fall public engagement

CEM will drive the public to our Metrolinx Engage site to learn more about and provide feedback on the Draft Regional Transportation Plan after the September 14 Board meeting. Key strategies include direct mail, newspaper advertising, paid digital and social channels, Metrolinx.com, advertorials, Metrolinx assets, and providing the marketing tool kits for municipalities, business improvement associations, Regional Express Rail and Rapid Transit channels and community associations.

Figure 1: Sample of Hoarding



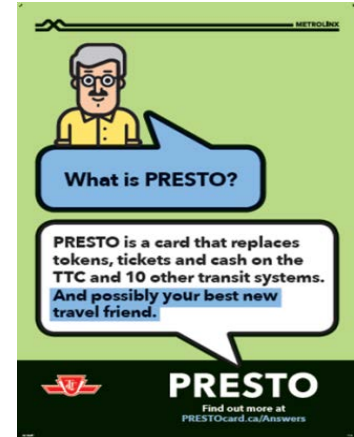
CEM will gauge success on these initiatives through increases in public engagement measured by: annual survey results on public perceptions and increased website and social media involvement.

2. Increasing PRESTO adoption and satisfaction by TTC customers

TTC education campaign

A campaign to educate TTC customers about PRESTO launched on June 14. Learnings from this campaign and customer insights are being incorporated into the current campaign, which has been extended through the rest of the fiscal year. CEM will also be promoting the sale of monthly passes on PRESTO, which will be available through the Shoppers Drug Mart retail network. Work is underway to expand PRESTO availability to additional Shoppers Drug Mart locations in Toronto. Please see figure 2 for a sample from the advertising campaign. This campaign has already been successful as a notable increase in card sales was observed over the summer months and traffic to the PRESTO website and social media have increased.

Figure 2: Sample Ad



3. Growing off-peak ridership

As we increase service, we need to increase ridership, especially off peak ridership. CEM is developing off peak ridership by studying current and potential customer needs and wants. Ridership activities include:

- ***GO ridership acquisition campaign:*** Launched June 1, the objective of this campaign is to engage current and prospective riders to take GO Transit services in and out of the city during off-peak hours. The campaign targets specific GO train lines. An example of this was on the Niagara line, where CEM partnered with local businesses and Niagara Parks Commission to promote weekend Niagara service. Overall ridership was up 46% throughout the summer (versus same period last year).
- ***Business partnerships that encourage taking GO Transit to events:*** Examples of this year's promotional partners include: Honda Indy Toronto, RBC Canadian Open, Canadian National Exhibition and the Royal Agricultural Winter fair.
- ***Increasing service offerings:*** CEM is developing partnerships to provide services that will improve the customer experience and encourage ridership:
 - ***Kilmer/Tim Hortons:*** The pilot project was launched at Oakville GO Station in June and Clarkson in August, with rollout to Ajax and Oshawa planned by early fall.
 - ***Wi-Fi:*** We have engaged with companies that participated in Metrolinx's expression of interest process for a partner to provide passenger wireless Internet service on GO Transit.

Metrolinx is committed to being a trusted planner, builder and operator of transit services. We are striving to achieve over 80% customer satisfaction across all services that we operate as we move toward integrated mobility across the region.

Respectfully submitted,

Anita Sultmanis