

Customer Service Quarterly Performance Report Ending December 2009



A Division of Metrolinx

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1 Highlights

1.1 On-time Performance

Bolstered by better weather conditions and initiatives such as the winter preparedness plan, quarterly on-time performance for both rail and bus improved over the same quarter last year. Rail had a 4.6% improvement over last year; achieving 91.4%, while bus experienced a 0.6% improvement and achieved 98.9%.

1.2 Customer Care

Daily focus on resolving customer concerns promptly through increasing employee empowerment has resulted in reducing the average length to close a customer complaint to 2.9 days. This is an improvement of 50.8% over the same quarter last year.

Passenger comments regarding reliability decreased 36.5% compared to the same quarter last year.

We received 33 inquiries regarding Presto, mostly related to the cost. As a result, the fare discount for Presto card holders will be improved in stage two of the roll out.

1.3 Ridership

Over the quarter, the average weekday bus and rail ridership for the quarter exhibited underlying growth of about 1% as compared to the fall 2008 quarter. Although average weekday ridership declined on rail services along both Lakeshore lines, system wide growth was achieved on the strength of ridership increases on all other rail corridors and all bus corridors.

2 Customer Service Initiatives

Over the past quarter, we completed a customer satisfaction survey, implemented our winter preparedness plan to mitigate reliability issues, enhanced our customer communications with the use of social media tools, and implemented a number of other initiatives to enhance services. More information about these initiatives and our other accomplishments are discussed below.

2.1 Reliability

Recent surveys and customer comments have let us know that reliability is a top concern for our passengers. As such, we strive to make enhancements to our system to drive increased performance. Specifically we accomplished the following this past quarter:



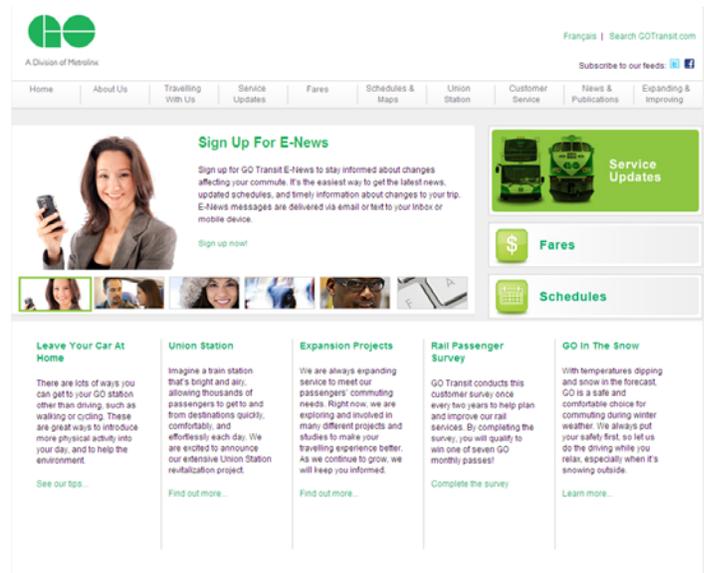
- In preparation for winter, Rail Operations implemented a Winter Preparedness plan which addresses protocols to minimize the effects of cold, snow, and ice on the railways and equipment.
- An Incident Response plan was developed and tested. This resulted in the enhancement of our operating protocols and the creation of Incident Response Teams. These initiatives will reduce delays and increase the speed of recovery related to major rail incidents.
- Our Rail and System Safety teams have coordinated with the Provincial Coroner's Office to expedite service recovery during a pedestrian incident. A pilot project is to start in March 2010.
- We installed 39 switch-clearing devices at Union Station and 54 on other lines, and replaced 19 switches as part of our 6 year switch replacement program. These upgrades are vital in ensuring proper train movement through the system and will assist in improving our on-time performance.
- In December 2009, Metrolinx purchased the lower portion of the former CN Newmarket Subdivision, giving Metrolinx end-to-end ownership of the 100 km long Barrie line.

2.2 Improving Customer Communication

We continued to provide communication to our passengers via a number of media; including our E-News notifications, website updates, live television broadcasts on CP24, station signage, as well as Facebook and Twitter social media networking tools. Over the past quarter we have worked at clarifying our content, ensuring it is informative and useful for our passengers. Key accomplishments are listed below:



- The implementation of our social media strategy started September 2009 with the launch of Facebook and Twitter. To date, the current number of Facebook fans is 789 and the number of Twitter followers is 222. These channels provide another option for customers to get, or access information related to GO.
- Effective November 2009. Customer Service Ambassadors (CSA) on board trains can receive detailed messages related to delays specific to their train or corridor. Feedback has been extremely positive from the CSAs on the helpfulness this tool has been in improving the quality of announcements on board the train.
- We launched an improved Union Station Revitalization web site together with a special GO News communiqué to keep passengers informed of the progress of the Union Station revitalization project. <http://www.gotransit.com/UnionStation/en/default.aspx>
- A refresh of the GO Transit website was completed and launched January 26th, 2010. It focused on refreshing and standardizing content and providing a new look and feel to the website. It will also simplify navigation for the customer in efforts to reduce the number of “clicks” to find information so customers can self serve easily. We will be enhancing our website further with the launch of the Google trip planner on February 16, 2010.



2.3 Enhancing Services

Key service enhancements implemented this quarter are detailed below:

- Stage One launch of Presto occurred November 2009 with 500 customers. We are collecting feedback from customers that enable us to address potential issues prior to Stage Two launch. To date we have received 33 comments from customers, the majority regarding the fare discount. As a result, the fare discount for Presto card holders will be improved for Stage Two. Soft skills training is being developed to compliment Presto training. It is being designed to enhance the customer service skills of the front line staff to better enable them to respond to customer inquiries and effectively sell the benefits of Presto based on individual customer needs.
- Metrolinx/GO Transit Accessible Customer Service Policy was approved and published to the public December 30th, 2009. The purpose of this policy statement is to reinforce GO Transit's commitment regarding the provision of safe and courteous accessible public commuter rail and bus services in a manner that respects the dignity and independence of customers with disabilities and also supports the principles of integration and equal opportunity.
- The first quarterly customer satisfaction survey was conducted in December 2009 and the final report is expected by the end of February 2010. The survey is designed to measure and evaluate the attitudes, opinions and satisfaction levels of our passengers so we can take action to enhance our service.
- GO Transit's Safety and Security division completed its second Parking Enforcement Blitz across the GO Transit network. The focus of the campaign was on problem parking locations identified through passenger feedback, station operations staff and front line Transit Safety Officers. The campaign focused on public education, voluntary compliance, and enforcement.
- In response to passenger demand, GO exceeded its target of 4500 parking spots by adding 5000 new spots in 2009. Significantly, several new parking structures are also nearing completion and will come on-line in 2010.
- Through cooperation with the Ontario Ministry of Transportation, we obtained agreement to move forward with a multi year plan to implement revised highway signage that will help drivers to find our stations more easily. The signage will also help reinforce the alternatives to driving that are available to commuters who are sitting in rush hour traffic.



3 Performance Summary

Measure	Target	Quarterly Performance This Year	Quarterly Performance Last Year	Year to Date Performance This Year	Year to Date Performance Last Year
On Time Performance Rail	92%	91.4%	87.4%	89.9%	88.4%
Number of cancellations and delays over 20 minutes	Less than 1%	0.9%	1.5%	1.0%	1.2%
Number of phone calls responded to within 20 seconds	80.0%	80.7%	72.5%	80.1%	73.5%
Average length to close a customer case/concern	4 days	2.9 Days	5.6 Days	3.6 Days	5.8 Days
Budgeted fiscal year ridership growth	4.5%			0.00%	

Above is a summary of our key performance measures compared to our targets as outlined in the GO 2020 Strategic Plan.

4 An In-Depth Look at Key Performance Measures

4.1 Rail On-Time Performance

Scheduled Arrivals

Our goal is to have 92% of all rail trips arrive within five minutes of their scheduled arrival time.

Target	Quarter Ended Dec 2009	Quarter Ended Dec 2008	Variance	Fiscal Year To Date This Year	Fiscal Year To Date Last Year
92%	91.4%	87.4%	4.6%	89.9%	88.4%

Rail OTP increased on a quarterly basis from last year by 4.6%, and improved year over year by 1.7%.

Improvements this quarter on 6 out of 7 corridors

	October 2009	November 2009	December 2009	Q ended Dec 2009 vs. Q ended Dec 2008	Fiscal YTD ended Dec 2009 vs. Fiscal YTD ended Dec 2008
Lakeshore West	91.0%	90.8%	91.0%	2.6%	-0.9%
Lakeshore East	92.4%	93.2%	93.3%	8.0%	3.2%
Milton	94.9%	92.2%	94.8%	4.0%	4.6%
Georgetown	86.5%	79.7%	88.0%	-3.4%	-0.7%
Barrie	88.7%	92.3%	91.5%	1.8%	2.2%
Stouffville	91.0%	89.5%	90.8%	4.0%	3.2%
Richmond Hill	95.2%	92.6%	93.0%	14.0%	11.0%
Overall	91.5%	90.8%	91.9%	4.6%	1.7%

Major work continues on the Georgetown line and has caused delays to trains. Although construction is planned in non-peak service times, slow orders and construction communications problems with the foreman in the area had a negative impact on service.

Incidents of vandalism on our rail corridors also contributed to late trains. System Safety is working closely with Toronto Police Services to address problems of continued vandalism close to our rail tracks.

In December, we experienced an increased number of delays as a result of rail equipment problems. Head end power engines negatively reacted to the dropping temperatures. We are working with the locomotive manufacturer to make a modification to the engine computer program that will allow a higher power drain threshold before the engine reduces to half power in extreme cold temperatures.

Cancellations and Delays over 20 minutes

Our goal is to have less than 1% of all weekday rail trips delayed over 20 minutes or cancelled.

Target	Quarter Ended Dec 2009	Quarter Ended Dec 2008	Variance	Fiscal Year To Date This Year	Fiscal Year To Date Last Year
less than 1%	0.9%	1.5%	-40.0%	1.0%	1.2%

The percentage of Rail delays for the quarter improved over previous year and is below target.

Bus On-Time Performance

Scheduled Arrivals

Our goal is to have 95% of all bus trips arrive within 20 minutes of their scheduled arrival time.

Target	Quarter Ended Dec 2009	Quarter Ended Dec 2008	Variance	Fiscal Year To Date This Year	Fiscal Year To Date Last Year
95%	98.9%	98.3%	0.6%	99.1%	99.0%

Bus on-time performance was consistently above our target and improved 0.6% over the same period last year.

	October 2009	November 2009	December 2009	Q ended Dec 2009 vs. Q ended Dec 2008	Fiscal YTD ended Dec 2009 vs. Fiscal YTD ended Dec 2008
Bus OTP	98.5%	99.2%	99.0%	0.6%	0.1%

Until a dedicated bus only lane is developed for GO Transit buses, on-time performance will continue to be subject to general traffic volumes and weather conditions. The increase we are seeing this quarter is primarily due to improved weather conditions over the comparable period in 2008.

4.2 Customer Care

Survey Response

Results from the current Customer Satisfaction survey are currently being compiled and will be available February 2010.

Response Level

Phone Response Level

Our goal is to have more than 80% of all phone calls responded to within 20 seconds. This target was achieved for the quarter.

Target	Quarter Ended Dec 2009	Quarter Ended Dec 2008	Variance	Fiscal Year To Date This Year	Fiscal Year To Date Last Year
80%	80.7%	72.5%	11.4%	80.1%	73.5%

Close Case Rate

Our goal is to have customer comments addressed within four days on average.

Target	Quarter Ended Dec 2009	Quarter Ended Dec 2008	Variance	Fiscal Year To Date This Year	Fiscal Year To Date Last Year
4 days	2.9	5.6	-48.2%	3.6	5.8

	October 2009	November 2009	December 2009	Q ended Dec 2009 vs. Q ended Dec 2008	Fiscal YTD ended Dec 2009 vs. Fiscal YTD ended Dec 2008
Average Close Rate	3.1	3.0	2.7	-47.9%	-42.0%

The daily focus on resolving customer concerns promptly through increasing the level of employee empowerment has resulted in an average close rate of 2.9 days over the quarter.

Customer Comments

Comment Rate

Our goal is to reduce the rate of customer comments per 10,000 passenger journeys by removing causes of customer dissatisfaction and complaints.

	October 2009	November 2009	December 2009	Q ended Dec 2009 vs. Q ended Dec 2008	Fiscal YTD ended Dec 2009 vs. Fiscal YTD ended Dec 2008
Customer comments per 10,000 passenger journeys	2.0	2.1	2.0	-24.7%	-2.6%

Customer comments totalled 2,642 this quarter vs. 3,301 last year, a decrease of 20%. We saw a dramatic decrease in the number of comments regarding reliability over the quarter as a result of on-time performance enhancements. We have received 33 comments since the launch of Presto. The most frequent reasons for comments are related to the fare discount and to understand the benefits to changing to Presto from current GO fare medium. As a result, the fare discount will be revised for Stage 2.

We received 142 commendations this quarter which is slightly lower than the same quarter last year where we received 148 commendations.

4.3 Ridership

Ridership Compared to Forecast

Our goal is to achieve a 4.5% growth in ridership in the 2009/2010 fiscal year.

	Average Weekday Ridership				Total Ridership	
	09-Oct	09-Nov	09-Dec	Q ended Dec 2009 vs. Q ended Dec 2008	Fiscal YTD ended Dec 2009 vs. Fiscal YTD ended Dec 2008	Fiscal 2009/2010 Goal
Overall	211,812	221,739	182,499	2.8%	0.0%	4.5%
Rail	184,722	183,808	156,197	0.7%	-1.1%	
Bus	39,090	37,930	26,302	15.6%	6.4%	

As of the end of December, our fiscal year to date ridership levels were the same as the 2008/2009 levels.

With the general economic decline and associated low growth in rail and bus ridership, fiscal year-to-date ridership is tracking below the budgeted ridership amount.

The average weekday bus and rail ridership for the fall 2009 quarter for all services except the York University buses grew by about 1% over fall 2008. The quarter's statistics were affected by the return of York University bus ridership to normal levels after loss of half our 407 bus ridership in November and December last year due to the York University strike, resulting in an abnormally high growth this year.

Over this quarter, the Milton, Georgetown, Barrie, Stouffville and Richmond Hill corridors generally experienced positive average weekday ridership growth, while the Lakeshore corridors continued to have lower average weekday ridership figures compared to 2008.

The recent addition of Niagara Falls, Peterborough and Kitchener-Waterloo bus services contributed approximately 3-4% of the average weekday bus ridership.

Service Development

Service improvements are implemented periodically throughout the year. These service changes typically address trip overloads through providing additional rail or bus capacity during peak periods, develop off-peak train bus services to complement the trains in rail corridors and increase service to address seasonal demand.

Key Service improvements since April 2009 included:

1. June 2009 - New a.m. and p.m. Milton peak period trains, increased to 7 trains in each direction
2. June 2009 - New summer weekend Niagara Falls excursion train service.
3. September 2009 - New Niagara Falls weekday and weekend train meet bus service, Niagara Falls to the Burlington GO station.
4. September 2009 - New Peterborough weekday and weekend train meet service, Peterborough to Oshawa GO Station
5. September 2009 - One pm peak Lakeshore West trip was extended from Burlington to Aldershot.
6. October 2009 - New Kitchener-Waterloo weekday and weekend train meet service, Kitchener-Waterloo to Milton GO Station and Square One in Mississauga

5 Conclusion

The initiatives highlighted in this update address attributes that are of most importance to GO customers; those being reliable service, promptness in responding to customer concerns, timely and meaningful communication, comfort and convenience. This past quarter we have realized an improvement in service reliability; reduced time to resolve customer complaints by half; increased parking in stations where we were over capacity, added new services where customer demand was most prevalent, continued to provide additional communication channels to keep customers informed of changes and launched a new fare medium option with Presto.

Overall our performance over the past quarter has shown consistent improvement year over year as a result of key initiatives focused on achieving strategic targets. As these initiatives are implemented, we will continuously enhance the customer experience and move us towards our objective of becoming a leader in customer service