

Customer Service Board Report May 31, 2010



A Division of Metrolinx

1 Key Performance Measures

On-Time Performance

In April and May 2010, Rail services on-time performance reached 94.2% which is an 8.6% increase over the same period in 2009. At the same time, Bus services reliability continued to be high at 99.1%.

On-Time Performance

	Rail	Bus
TARGET	92.0%	95.0%
Year to date May 31, 2010	94.2%	99.1%
Year to date May 31, 2009	86.8%	99.6%
% CHANGE	8.6%	-0.4%

Cancellations and Delays over 20 minutes for Rail

	Rail
TARGET	1.0%
Year to date May 31, 2010	0.7%
Year to date May 31, 2009	1.2%
% CHANGE	-40.4%

	April 2010	May 2010	Year to date ending May 2010 vs. Year to date ending May 2009
Lakeshore West	95.3%	91.8%	10.6%
Lakeshore East	96.3%	94.0%	10.7%
Milton	97.6%	92.5%	-0.4%
Georgetown	94.6%	95.0%	8.2%
Barrie	100.0%	91.8%	1.9%
Stouffville	96.2%	95.0%	3.7%
Richmond Hill	85.7%	92.2%	0.7%
Overall Rail	95.6%	92.8%	8.5%
Overall Bus	99.5%	98.7%	-0.4%

The modifications to schedules on April 3, 2010 and a decrease in the number of delays related to medical emergencies, trespasser events and police activity, positively impacted train on-time performance.

Although construction is planned around non-peak service, there was occasion in April where track maintenance activity impacted service on the Richmond Hill corridor.

2 Customer Service Initiatives

The following are some of the accomplishments that have been completed across the organization in April and May of 2010:

- Results from the February 2010 communication survey indicated that 71% of customers are satisfied with communications received regarding service updates, accessibility alerts, event notifications and construction notices. Satisfaction specific to our e-News communications has increased to 72% from 38% in 2009. Customer feedback will continue to help us identify and focus on areas of improvement to ensure passengers receive information in an efficient and timely fashion.
- May 3, 2010, we started broadcasting our train and bus service status updates on 680News during the morning and afternoon rush hour commutes. This partnership provides another convenient way for customers to get up-to-date information on our services.
- The Electrification study, Georgetown South project and Smart Commute web pages were launched to better inform customers and the public about these projects. These sites can be accessed via www.gotransit.com.

- Stage two of PRESTO launched in May. This will expand the PRESTO fare card to all of Lakeshore West, Milton and Georgetown GO Train lines as well as Oakville Transit, Burlington Transit and six stations for the TTC subway.
- A video was released to promote the PRESTO card and encourage our customers to Tap On with PRESTO. The concept was to have tap dancers perform impromptu routines at Union Station to create some excitement and sell the notion of tapping into an easier commute with PRESTO. The video can be seen here: <http://www.youtube.com/watch?v=TcnaQ3R3ej0>
- For Operation Lifesaver's Rail Safety Week (April 26 – May 2, 2010), Transit Safety partnered with others in the industry to reinforce our continued commitment to railway safety and, in particular, the safety of our passengers and the general public.
- To reach out to passengers and demonstrate appreciation for them, Customer Appreciation days were hosted at Cooksville (May 11, 2010), Oriole (May 13, 2010) and Rutherford (May 27, 2010) stations. An additional 11 customer appreciation days are scheduled to take place between July and October 2010.

Service Enhancements

- Beginning April 3, 2010, several system-wide train and bus service changes were made to bring schedules in line with actual travel trip times and to meet the needs of our growing ridership across the Greater Toronto and Hamilton Areas (GTHA). Since 2005 ridership has increased over 20%. As a result of the increased volumes, it is taking us longer to load and unload passengers at each stop.
- On May 21, 2010, the Niagara Falls weekend excursion service was reinstated and will run until September 26, 2010. In response to customer feedback, service enhancements have been made by adding trips on Friday evening and adding bike coaches to accommodate additional capacity for passengers travelling with bikes.
- A bus facility in Aberfoyle was opened which will help in maintaining bus service reliability. Previously coaches were stored outside. This new facility will also enable a more comfortable temperature in the bus for each trip.
- As we strive to increase seating capacity, Bus Services have added 14 bi-level buses to our fleet which will be used on trips where we have high demand.
- Rail Services have added 12 new MP40PH locomotives which will replace and supplement the current fleet. Our MP40 new diesel locomotives use the best, cleanest diesel technology available, meeting all EPA Tier 2 Emission Standards. This year, we will be initiating an RFP to modify the MP40 engines to Tier 4 Emission Standards.

3 Customer Care

Response Levels

Customer service is fundamental in our business and we strive to respond to inquiries promptly. As such, targets are set to ensure goals are met. In April and May 2010 over 100,000 calls were received and 84.1% of them were responded to within 20 seconds. 1,670 customer comments were received and on average, they were resolved within in 3.3 days.

Response Level

	Phone	Customer Comments
TARGET	80.0%	2 Days
Year to date May 31, 2010	84.1%	3.3
Year to date May 31, 2009	86.4%	3.5
% CHANGE	-2.7%	-5.4%

Customer Comments

In addition to surveys, feedback from passenger comments are valuable for conducting incident investigations and identifying trends and opportunities for customer service improvements. Our goal is to reduce the rate of customer complaints by removing causes of customer dissatisfaction.

Customer comments totalled 1,670 for this two month period compared to 2,244 over the same period last year, a decrease of 25.6%. The most significant decreases are related to:

- Receiving 30.8% fewer comments regarding service reliability, on rail and bus.
- Comments regarding parking decreased by 58.2% as we have added parking spaces at highly utilized stations.

Although the overall number of comments is down, we received an increased number of comments regarding:

- Inquiries and concerns regarding schedule changes which took effect April 3, 2010.
- Inquiries regarding the PRESTO launch on the Lakeshore West line.
- Customer Commendations. We received 116 customer commendations this period, which is 52.6% higher than the same period last year.

4 Conclusion

Our initiatives over the past two months have been focused on enhancing communications, launching Presto, while getting involved in communities. At the same time, we realized an improvement in our Rail service reliability. This has resulted in fewer customer comments and increased overall customer satisfaction.