



Customer Service Update

June 27, 2013

Nick Mutton
Chair, Customer Service Committee

Overall, the Committee
looked at 7 main topics:

1) PRESTO Update

- The voice of the customer is central to PRESTO and the team presented three programs to demonstrate this:
- First, the recent PRESTO upgrade in the GTHA, which included:
 - A more customer-friendly online experience
 - The ability to manage multiple cards under one account
 - Easier management of period passes for municipal transit users
- Next, the results from the 1st Customer Satisfaction Survey were shared. Overall satisfaction is at 69% and 76% agree that PRESTO makes it easier to travel across transit systems.
- Finally, the PRESTO Panel, which will be launched soon. This is a new way for customers to voice their opinions online and help PRESTO improve further.

2) Report on Technology & Information Roadmap

- A Roadmap for Technology & Information was presented and included many projects driven by customer needs.
- Accomplishments for this year include:
 - The roll-out of electronic station signs across all stations
 - And the launch of GO Tracker, a web app that shows real-time trip information
- There are also many new projects planned such as:
 - Easier to understand online timetables
 - An updated GO Mobile app that will have real-time data and more connection information
 - Improvements to the station announcement system

3) Metrolinx Design Excellence Program Update

- In recognition of the many buildings being built – whether they're new GO stations or new Crosstown stations - we want these facilities to represent excellent design.
- Thus, Metrolinx created an Interim Design Review Group (IDRG) in early 2013 to review major projects. This group will later become a permanent Metrolinx Design Review Panel.
- The Interim Design Review Group has reviewed 14 projects so far and 4 projects have completed the full design review process.
- So far, the expertise of the panel has advanced the design of these projects. For example, the final design for Whitby GO station is now more simplified, coordinates with the surroundings better, and presents an attractive facade to customers.

4) Operational and Capital Funding to Support Customer Service

- The Committee received a status update on funding to support customer service.
- The GO Transit funding approval from the Ministry of Transportation contained projects that would help to deliver on the 2013 – 2016 Customer Service Strategy and included:
 - Introduction of half hour headways on the Lakeshore line in the off-peak – starting June 29, 2013.
 - Increased parking across multiple stations
 - Improved GO Station platforms

5) Customer Security on GO Transit

- GO handles 65 million passenger trips a year and it remains very safe for our customers.
- As GO acquires more of the train corridors in which we operate, it also has inherited some areas more prone to graffiti and trespassing.
- GO is managing this through better awareness and issue reporting by front-line staff, and increased presence and more deployment of Transit Safety Officers.
- GO will continue to measure itself against other transit agencies in North America

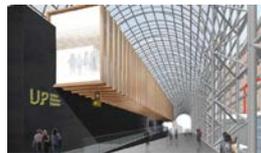


6) Update from GO's Customer Service Advisory Committee

- The Customer Service Advisory Committee, chaired by Board member Richard Koroscil, met last month. Members provided feedback into many key projects including PRESTO changes, the recently announced Investment Strategy, and GO Transit's new Mobile Website.

7) Union Station Revitalization

- There is an high level of construction taking place while a quarter million passengers continue to use the station daily
- The route for GO customers around the ongoing TTC second platform construction changed May 21, relieving a 'pinch point'. This is because of ongoing co-operation between the TTC and GO Transit.
- A major achievement will occur when UP Express station construction begins July 2013



Much more to report when we
meet again in September