



# **Customer Service Update**

## **September 4, 2014**

Nick Mutton

Chair, Customer Service Committee

**The Committee discussed several  
topics:**

# 1) Update from GO's Customer Service Advisory Committee

- Featured at the July meeting:
  - Enabling real time bus information
  - Improving regional transit traveller information and
  - PRESTO self-serve initiatives under consideration



## 2) PRESTO

- Marketing and communications to promote and support the rollout of TTC on new streetcars in Fall 2014 will include:
  - Transit media/advertising across the TTC and printed brochures on streetcars and stations in fall 2014.
  - PRESTO ambassadors to assist customers onsite at select locations and on board streetcars.
  - Call centre TTC.
  - Existing social media (Twitter and Facebook).



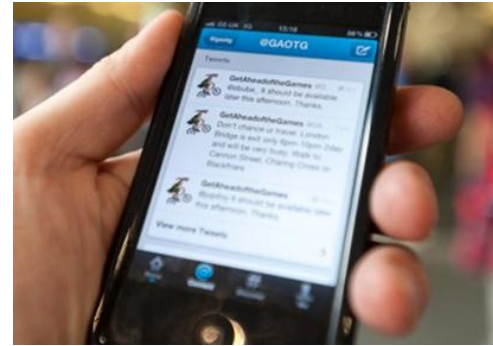
# 3) UP Express

- UP Express continues to progress leading towards Spring 2015 launch.
- Construction completion as of Sept 1:
  - Pearson 99%
  - Union 75%
  - Bloor 75%
  - Weston stations 75%
- 2 pilot vehicles arrived in Toronto; currently in early stages of testing. Teams are preparing for corridor testing in Fall including acceleration, deceleration & route speed,
- Remaining vehicles at various stages of build on the production line in Rochelle, IL.



# 4) Regional Transit Traveller Update

- Metrolinx is leading development of a Regional Transit Traveller Information System (RTTIS) in collaboration with 11 transit agencies in the GTHA, focused on developing a one-stop transit information hub for all GTHA agencies.
- Phase 1 (to be in place for Pan/Parapan Am games, July 2015) will provide transit travelers with:
  1. Multiple trip itineraries, door to door.
  2. Direct links to more detailed information on schedules, stops/stations, fares, etc.
  3. Available on website, mobile website, and mobile app.



# 5) Design Excellence Update

- The Metrolinx Design Excellence (DX) team is focused on architecture, landscape architecture, and urban design
- DX is presently advancing the following major initiatives:
  - Eglinton Crosstown LRT proponent team compliance with Design Excellence Requirements and related Integrated Development Guidelines
  - Design Excellence Requirements for Sheppard/Finch LRTs
  - GO Urban, Architectural, and Landscape Design Guidelines
  - Harmonization of GTHA Transit Wayfinding



**We look forward to updating you  
again in December**