



METROLINX

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2015 Pan Am/Parapan Am Games Debrief

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TORONTO 2015 Pan Am/Parapan Am Games

- 2015 Pan Am/Parapan Am Games were the largest international multi-sport event in Canada's history
- > 30 competition venues across 16 municipalities in the GTHA and beyond
- > 400 competition events, plus non-ticketed events, 'live sites' and local celebrations
- > 1m tickets sold; estimated 250k visitors
- > 30 partners, including Metrolinx, were brought together to plan and deliver Games-time transportation
- This report is an update on Metrolinx's transportation planning and delivery roles for the Games



Working Together

- **Unified Transportation Coordination Centre (UTCC)** included operational representatives from MTO, TO2015, ISU (Integrated Security Unit), GO Transit, TTC, municipalities and transit agencies
- **Transit Ticket Integration** – inclusion of transit fare in event ticket across 12 agencies provided substantial customer benefits and goodwill, and helped with front-line logistics
- Metrolinx and the TTC worked closely to train and deploy **ambassadors** at stations throughout the GTHA for the Games period; 200 Metrolinx volunteers supported the customer experience for spectators and commuters
- Metrolinx ambassador coordinators were embedded in the **GO Transit Control Centre (GTCC)**, ensuring rapid incident response and communication
- Metrolinx coordinated regional paratransit participation in **Call One**, providing one-stop booking for accessible transit throughout the GTHA



GO Transit

- Extensive planning for spectator transportation to venues across GO Transit's network, coordinating with local agencies for last mile services
- Lakeshore line and GO bus services were key features of the Games Transit Network
- **Extra trips** run in support of the Games:
 - 375 extra GO Rail trips (Lakeshore)
 - 500 extra GO Bus trips (network-wide)
 - Stand-by trains and buses were deployed to accommodate larger than expected crowds (e.g., at Exhibition Station)
- **GO Bus customers and operations benefited from temporary HOV network**
 - with some buses arriving 10-20 minutes ahead of schedule



GO Transit

- Early analysis shows significant increase in ridership on Lakeshore corridor – ridership on the corridor was up >25% over last year, with ~370,000 trips attributed to the Pan Am Games
- >40,000 trips across the remaining GO corridors (Milton, Kitchener, Barrie, Stouffville, Richmond Hill, Highway 407) were attributed to the Games, primarily via GO Bus services



UP Express

- UP Express was successfully launched on June 6, in time to serve Games visitors and showcase the region's transportation options
- On July 10, UP Express proudly carried the Pan/Parapan Am torch from Toronto Pearson Airport to Union Station
- UP Express participated in the Games by providing transportation for Games clients (media and technical officials) between Toronto Pearson and downtown Toronto



Customer Experience

- **Triplinx** provided comprehensive, Games-specific transit planning information and was connected to MTO and TO2015 websites
 - Significant increase in usage during the Pan Am Games
 - Prior to July 10, Triplinx saw an average of 3,700 users per day and grew to an average of over 10,000 users per day during the Games
- GO station **wayfinding and signage** maintained a consistent Games-time look and feel across the GTHA – installed prior to and removed immediately after venue closures
- Metrolinx staff went beyond expectations in delivery of exceptional customer service, which was noted by media outlets and by GO customers themselves on social media



AUDIO | GO Transit saves the day for two lost Pan Am fans

Grandmother flew 4,000 kilometres from Mexico to see her granddaughter, then got on the wrong bus

CBC News | Posted: Jul 21, 2015 5:02 PM MT | Last Updated: Jul 22, 2015 11:26 AM MT

News / GTA / Transit & Commuting

GO proves a winner during Pan Am Games

The busy GO Lakeshore lines attracted 25 per cent more riders, including spectators and commuters, during the Games.

Transportation Demand Management

- Smart Commute partnered with MTO and TO2015 to provide Games-time Transportation Demand Management support for GTHA workplaces
 - Workshops, information packages and individual outreach to 335 member workplaces / >730,000 employees
 - Results included additional carpool parking and temporary telework/flexible work arrangements across the network
 - 200 workplaces applied for Games-specific services, representing >140,000 employees
 - Metrolinx encouraged and adopted Games-time travel options including increased telework/flex-time
 - Online ride-matching tool saw bump of 2,500 new registrants at start of Games – stemming from interest in carpooling – bringing total registrants to 25,600

We've been training for this too.



With the TORONTO 2015 Pan Am and Parapan Am Games almost here, there's never been a better time to let Smart Commute help you or your business explore your options and support your travel planning.

To find out more visit:
smartcommute.ca/gameservice

See ontario.ca/games2015 to find out about temporary traffic changes.

TORONTO 2015

Pan Am Games - July 10 to 26
Parapan Am Games - August 7 to 15



Plus des renseignements en français, visitez notre site www.smartcommute.ca/fr

Emerging Lessons Learned

- **Multi-sport event travel patterns are unique** – challenge of meeting Games demands on network required flexibility
- **Importance of efficient communication between delivery partners**
 - Coordination by GO Bus, Rail and Station Operations, the GTCC and TTC enabled athletes in wheelchairs to travel between the Athletes Village and Niagara Falls
 - Consistent communications between the UTCC, GTCC, Operations and ambassadors enabled responsive services and real-time customer communications
 - Continuous coordination between conventional transit and Call One was needed to enable cross-boundary accessible transit

Emerging Lessons Learned

- Contingency planning was vital to meet variable customer demand and accessible service commitments
 - Pre-planning for stand-by buses and accessible vehicles enabled rapid responses to specific customer needs
- Advanced logistical planning was key to manage customer impacts of priority stations during ongoing construction
 - Construction, signage, wayfinding and ambassador efforts at Union, Exhibition and West Harbour GO stations enabled positive customer experiences



Legacy Opportunities

- Build on regional experience with **transportation behaviour change**, including learnings from temporary HOV network
- Continue **collaboration among agencies**
- Use **Call One** experience to develop improved cross-boundary accessible services, including connections to GO
- Further integrate **legacy projects** into the transit network – Triplinx, UP Express, West Harbour GO Station
- **Leverage expanded customer service capacity** across Metrolinx demonstrated by successful ambassador program

Thank you
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