



To: Metrolinx Board of Directors
From: Greg Percy
Chief Operating Officer
Date: June 28, 2016
Re: **Operations Quarterly Report**

Recommendation

That this report be received for information.

Overview

UP Express on-time performance averaged a strong 98% in the quarter and also finished the 2015/16 fiscal year at 98%. GO train on-time performance had its best quarter since fall 2013, finishing the 2015/16 fiscal year on target at 94%. GO bus on-time performance also improved and surpassed its target. To meet the growing needs of customers, GO introduced a new rush-hour train trip on the Richmond Hill corridor and announced two major bus service expansions to Brantford and Cambridge. GO also opened a new 70,000-square-foot bus maintenance/service facility in Hamilton and completed improvements at the Square One Bus Terminal, which included a new station building and other enhancements. UP celebrated its first anniversary, introduced a new fare structure that more than doubled weekly ridership^[1], and improved awareness with increased communication initiatives. Traveling was made easier for all customers with new UP signage/wayfinding and free Wi-Fi service at Union Station.

Major Highlights

Operations

UP Express ran 10,108 trips in the quarter and on-time performance averaged a strong 98%. Since launch, monthly on-time performance has met or exceeded 96%, and UP finished the 2015/16 fiscal year at 98%.

In the past quarter, GO ran 20,398 train trips and on-time performance had its best quarter since the fall of 2013, averaging 95%, and increasing by 2.6% versus the previous year. A strong performance in the last half of the year allowed GO to finish the 2015/16 fiscal year at its 94% target and improve by 0.2% versus the previous year. A total of 185,932 bus trips were run and on-time performance averaged 95% in the quarter, a 0.5% year-over-year improvement. GO surpassed its 94% target for bus on-time performance by a full 1% in the fiscal year with consistent performance each month.

In response to customer demand and increased ridership on the Richmond Hill corridor, GO added one peak afternoon trip that began in June. The trip provides over 1,500 more seats for customers each day and gives them an additional evening rush-hour option.

^[1] Prior to the March 9 price change, average daily ridership on UP was approximately 2500. Post March 9 to June 2016, average daily ridership is approximately 6000 (subject to further validation by Metrolinx Revenue Accounting).

GO bus service was the subject of three major expansion announcements, introducing new service to Brantford and Cambridge and expanded express bus service to Kitchener beginning in the fall. GO will introduce 44 new bus trips between downtown Brantford and Aldershot GO station, along with 12 new trips from downtown Cambridge to Milton GO station. Expanding GO bus service will give residents and visitors more ways to connect to work, school, family and friends.

Train shed and platform work will continue to take place at Union Station over the next two years, and these activities will result in reduced platform and track capacity. In order to maintain service levels and to accommodate passenger volumes, GO adjusted schedules in June on the Stouffville and Lakeshore lines, along with changes to GO bus schedules and local transit services.

Customer safety is always a priority and, during the planning of the schedule changes, we reviewed all of our safety procedures for managing customer volume and movement on platforms. With increased ridership, Metrolinx safety teams are also working to manage increased passenger volume on UP platforms.

Metrolinx made it easier to get to and from its Union UP Express station by implementing new signage/wayfinding in the Skywalk and at the 20 York Street entrance (lower level). The new signage and wayfinding identifies, directs and informs customers of existing transit options, key hospitality buildings and attractions linked to the Skywalk.

Ridership

Over 240,000 riders used UP Express in the past quarter, with the March 9th price announcement growing ridership by 87% versus February. Since March, UP's weekly ridership has more than doubled^[1], with 80% of ridership representing airport travellers and the remaining 20% being daily commuters or occasional transit riders looking for a quick way to get downtown.

Overall GO ridership totaled 16.7 million in the quarter, with 13.1 million customers riding our trains and 3.6 million boarding our buses. Ridership increased 0.1% versus the previous year, with the growth coming from a 5% increase in bus customers.

Network

In February, GO opened a new 70,000-square-foot GO bus facility in Hamilton for future transit growth in the region. The new facility is strategically positioned to provide easy access to the highway network, making it easier for GO to provide timely, reliable and efficient service. The garage is capable of storing 40 buses and has indoor service bays for inspection, fuelling, washing, cleaning and maintenance. The new facility will service Niagara, Hamilton and the recently announced Brantford routes.

Improvements at the Square One Bus Terminal were completed in March, making public transit an easier option for Mississauga residents and customers. Improvements include a new modern, accessibly designed terminal building and three new Ticket Vending Machines. These improvements will help GO provide the best possible customer experience to the tens of thousands of customers who visit its second-busiest bus facility each day. Union Station Bus Terminal is our busiest bus facility.

During a 21-hour interruption of UP Express service in April to accommodate the replacement of the Lansdowne Bridge, Metrolinx provided bus service from Union to Pearson and posted guest service representatives at Bloor and Weston stations to provide riders with taxi vouchers as needed. The majority of feedback received showed that riders were understanding and appreciative of the alternative transportation provided.

Customer Service

After being delivered on time and on budget, UP Express is now an integral part of our regional transportation network. The first year of operations was full of learning, growth and transformation, resulting in the introduction of a new fare structure in the past quarter that made travel to and from the airport, or even within the city, even better for travellers. Customer awareness of UP Express improved with a focused digital strategy and with increased signage that included a stronger presence on GO property and at the airport. The increased presence was very effective, with 50% of airport travelers seeing our communications and 43% using UP because of that initiative.

The thousands of GO and UP customers who ride to and from Union Station each weekday now benefit from free Wi-Fi within the York Concourse and the York East Teamway, a service made possible through a partnership with the City of Toronto, Metrolinx, and Osmington (Union Station) Inc., the company managing the retail redevelopment at Union Station on behalf of the City. Metrolinx is continuing to roll out free Wi-Fi to all remaining stations by late summer 2016, through its partnership with its advertising sponsor, IMA Outdoor.

In May, GO's marketing team won the Canadian Urban Transit Association's (CUTA) Corporate Leadership Award for Communication and Marketing. This award acknowledged a unique social media-based campaign that resulted in summer ridership increasing by 9% between Union and Barrie. Finally, GO asked customers what discourteous behaviours they would like to see less of aboard our service and they responded with feet on seats, loud talking, littering, door blocking and improper use of priority seating as their top irritants. Using this feedback, GO developed a customer awareness campaign to show the impact of poor etiquette on other passengers, resulting in a 1,000% increase in social media conversation about GO Transit. The campaign has been a hit with our customers, with the #etiquettefail hashtag getting 1,700 mentions and the video getting over 20,000 views and 800 shares.

GO Passenger Charter Key Performance Indicator Report Card

Measure		Target		2015/2016 Fiscal Year	2014/2015 Fiscal Year
On time	We will run 94% of trains within five minutes of the scheduled time.	94%	✓	94%	94%
	We will run 94% of buses within 15 minutes of the scheduled time.	94%	✓	95%	95%
Safety	We will have 30 or fewer complaints per 1,000,000 boardings regarding safety.	30	✓	27	23
Keeping you in the know	77% of our customers will be satisfied with GO Transit's communication as measured by our customer satisfaction survey.	77%	Not yet met	70%	72%
	We will have 30 or fewer complaints per 1,000,000 boardings regarding service status communication.	30	✓	24	18
Comfortable experience	We will have 30 or fewer complaints per 1,000,000 boardings regarding comfort in stations, trains and buses.	30	✓	22	21
Helpfulness	We will ensure 85% or more of customer inquiries/concerns are resolved the first time they contact us.	85%	✓	97%	97%

Metrolinx is currently reviewing Key Performance Indicators (KPIs) for UP Express, so that progress and performance can be measured and monitored, to better enhance the customer experience.

Respectfully submitted,

Greg Percy
Chief Operating Officer