
CUSTOMER EXPERIENCE COMMITTEE UPDATE

Marianne McKenna

Chair, Customer Experience Committee

September 9, 2016



METROLINX

An agency of the Government of Ontario

The Committee discussed several topics:

1. Customer Experience Advisory Committee Update

- The Committee met in July and discussed the impact of the June service changes. Mitigation included:
 - Extra coaches for three rail trips to reduce crowding
 - Additional meetings with Bombardier and others to discuss strategies to improve recovery time, and
 - Adding more Transit Safety Officers on platforms to enhance passenger safety.
- As well the Committee learned how Metrolinx is working with multiple transit agencies to develop a regional fare integration strategy that will simplify fares and bring consistency for customers in the GTHA.



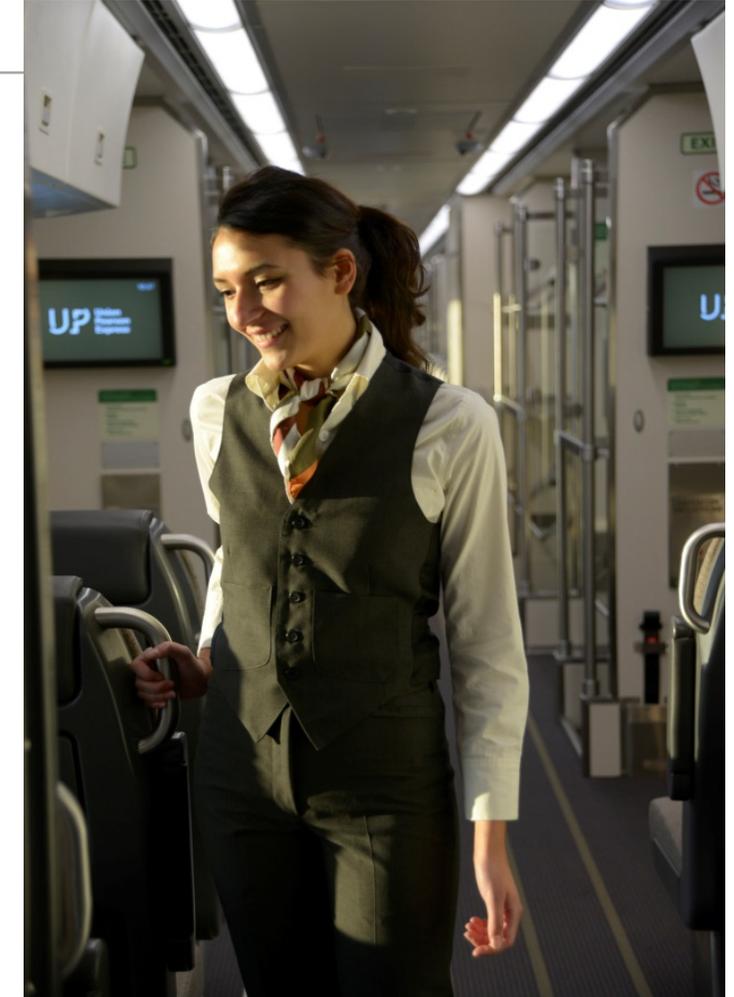
2. Operations Update

- Metrolinx continues to expand service by adding 253 new, fully accessible low-floor buses to the GO Transit fleet over the next 4 years.
 - The first of the new buses went into service in July and have lower floors, more gradual entrance ramps, a wider area for customers with wheeled mobility aids, and automated next-stop announcements.
 - Approximately 25% of the fleet is served by double-deckers but with this new order we'll move to 75% in the next four years and increased capacity across the GO network.



2. Operations Update cont.

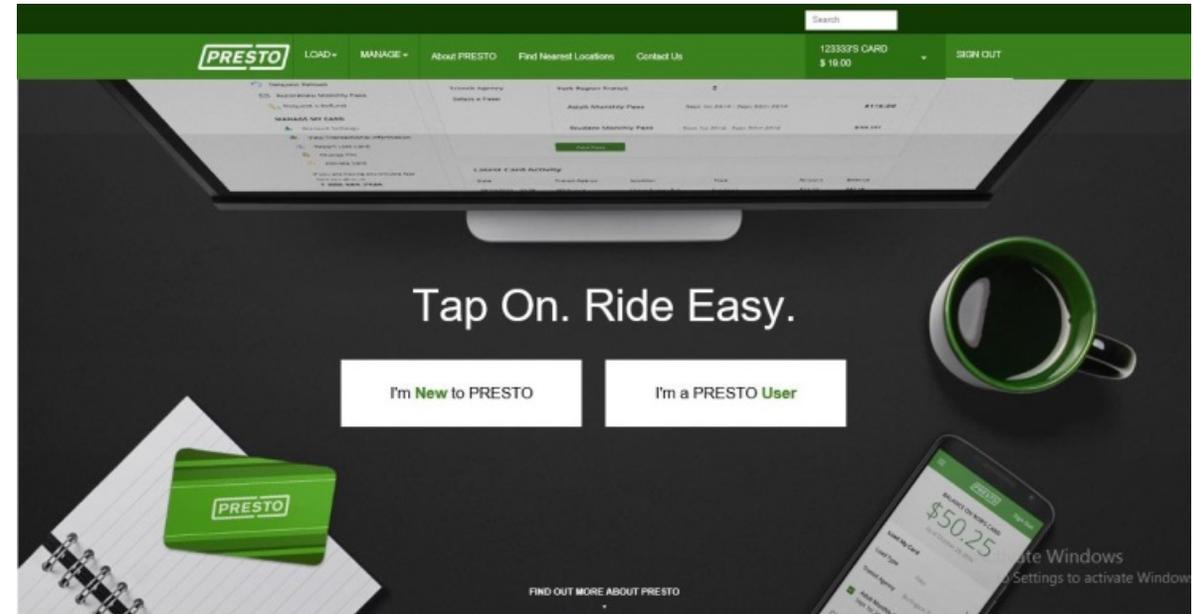
- Ridership on UP Express has grown 158%* since the new fare structure was put in place in March, and Metrolinx has modified some of our procedures to meet customer needs by:
 - Adjusting Guest Service Representative coverage on platforms and onboard trains to align with new ridership volumes and patterns, support fare collection, and to enhance safety.
 - Validating tickets prior to boarding to make fare inspection more seamless and manage crowds.
 - Exploring ways to improve customer access to ticket vending machines at UP Union Station to make it easier for customers to use self-serve options when purchasing.



*as compared to the last quarter of 2015/16

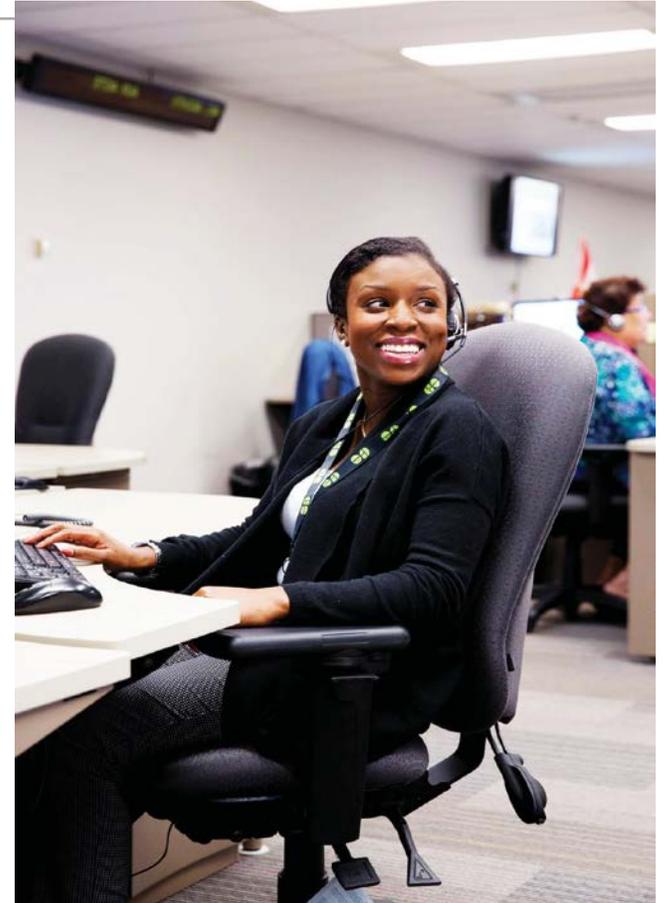
3. PRESTO Update

- PRESTO successfully updated its system in July and is planning another system upgrade in October. This future upgrade will provide customers with a refreshed website that will offer several new features including:
 - New website look and feel
 - Mobile-enabled website with an intuitive design
 - Easier to understand language
 - Improvements to the card replacement process
 - A shopping cart feature for purchases



4. I&IT Update

- I&IT provided an update on how they are working to improve the way Metrolinx communicates to customers by:
 - Releasing the GO application program interface (API) that allows 3rd party developers to create programs and apps based on real-time schedule information – making schedule information more accessible to GO customers.
 - Upgrading the current Public Address, or PA, system so that customers can hear important station announcements more clearly.
 - Installing new digital signs at stations to enhance wayfinding and provide more real-time information.



5. Design Excellence Update

- Work is underway for the preliminary architectural and landscape architectural designs of the Hurontario and Hamilton LRTs.
 - Metrolinx is working with city staff in Hamilton, Mississauga and Brampton to develop a shared vision on the design elements for these lines.
- Finally, the final artists and artwork concepts for the Eglinton Crosstown integrated art program will be announced later this year.



**We look forward to updating you
again in the Winter**

Thank you

