

Customer Experience Committee Update

Marianne McKenna

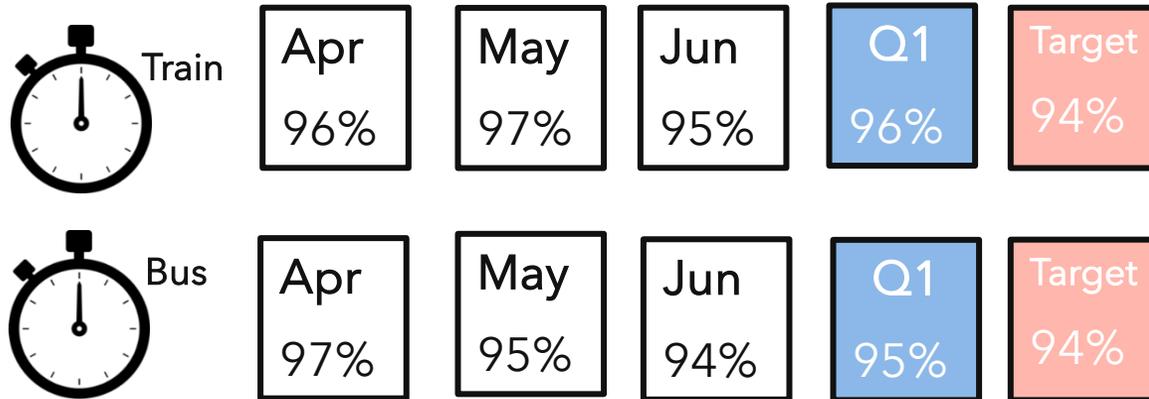
Chair, Customer Experience Committee

CUSTOMER EXPERIENCE ADVISORY ("CAEC") COMMITTEE UPDATE

- At the July meeting of the CEAC, an overview of the GOTransit.com refresh was presented. Highlights of the refresh were improvements that provide a more personalized customer experience through responsive design (which responds to the size of the screen or web browser one is viewing with). Website changes are anticipated to be delivered through a number of releases beginning in January 2018.
- The CAEC praised Customer Service Ambassadors who have recently been providing timely announcements reminding customers to check for service guarantee information on trips that qualify, as well as advising when the trip does not qualify.
- The CAEC also offered appreciation for the extra trains put in service when Blue Jay games end during rush hour periods.

OPERATIONS UPDATE

ON-TIME PERFORMANCE CONTINUES ABOVE TARGET



80% of customers rate on-time performance as their top priority.

NEW SERVICES INTRODUCED

We continue to introduce new bus routes and expanded service on our rail corridors to move more customers across the region.

Rail: Two new rail trips have been added to the Barrie line - one new AM and one new PM peak trip. In addition, two AM trips have been extended to start at Allandale-Waterfont.

BUS: Additional routes have been added to Burlington-Niagara, Guelph-Mississauga and Hamilton-Richmond Hill to support increasing rider demand.

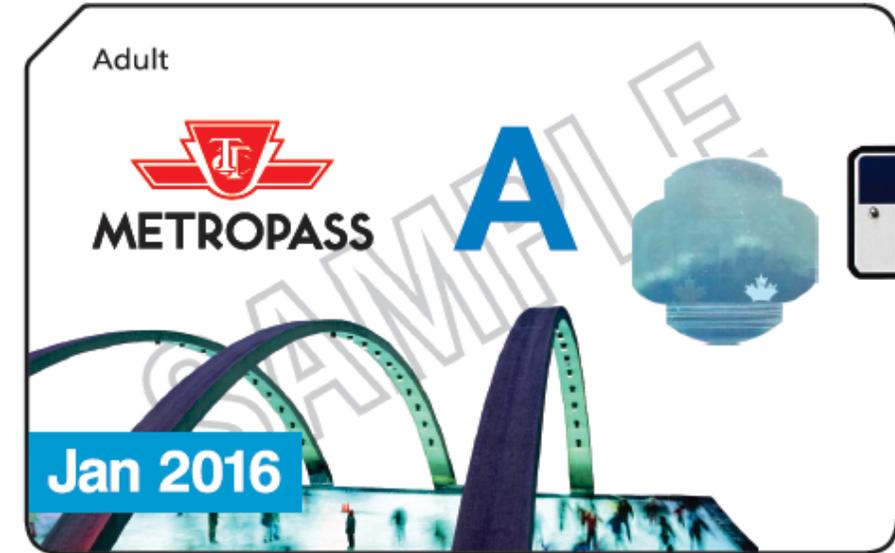
OPERATIONS UPDATE - DIGITAL SIGNS ON ACCESSIBILITY COACHES

- To make travelling on GO easier for everyone by providing consistent, timely and reliable information, automated announcements and digital signs onboard trains are being introduced in a phased approach. Customer Service Ambassadors will continue making trip-specific announcements and provide the helpful in-person service GO customers are accustomed to and expect.
- Automated announcements have been made on GO Buses since 2014, and expanded to trains, one line at a time, beginning in January 2017. Installation of digital signs in accessibility coaches began late last year, and on July 13, those signs were activated to display the station name upon arrival. Digital sign installation and activation on accessibility coaches continues with 50 more expected to be completed by the end of 2017.

PRESTO UPDATE

Increasing PRESTO Card Adoption

- In July the Shoppers Drug Mart Field Trial was completed. Results from data collected showed that customers were extremely happy with the program. Some of the top reasons for satisfaction were: the overall convenience and the availability of locations close to work, home or school.
- Adult and senior TTC monthly passes are now available for purchase on PRESTO cards at partnering Shoppers Drug Mart locations.

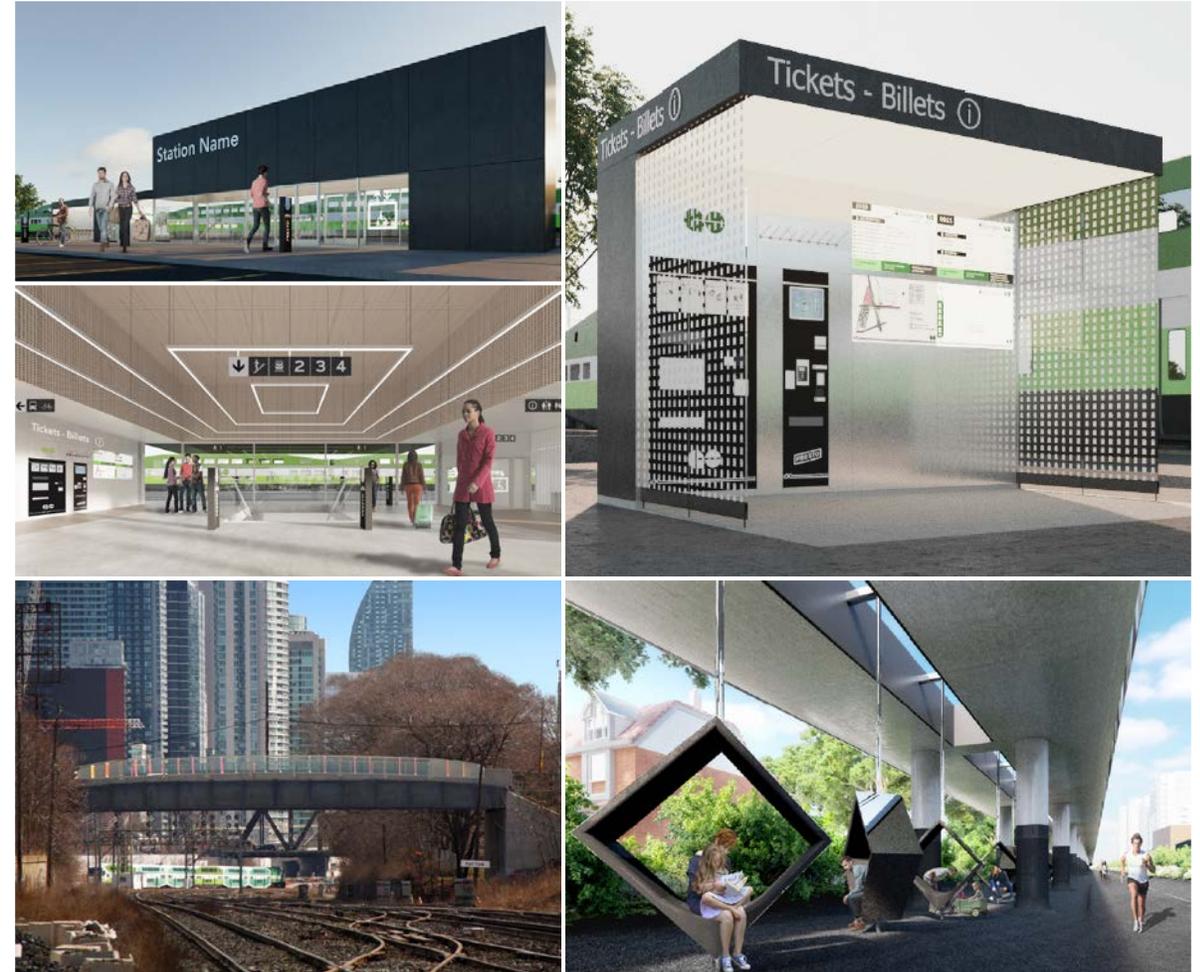


PRESTO System Upgrade to Improve the Customer Experience

- The July PRESTO system upgrade delivered enhancements to increase customer satisfaction with the online experience. This resulted in customers having the ability to update or change the nickname on their account, view information on historical transaction data, and have the choice to opt in/out of receiving transactional emails.
- Improvements to customer-facing transaction reporting were also made to enhance the customer experience and reduce call centre volume.
 - Customers can now view more of their transaction history information in formats that are best suited for their needs including 24 months of history (3 previously) and can sort by date and transactions.

DESIGN EXCELLENCE

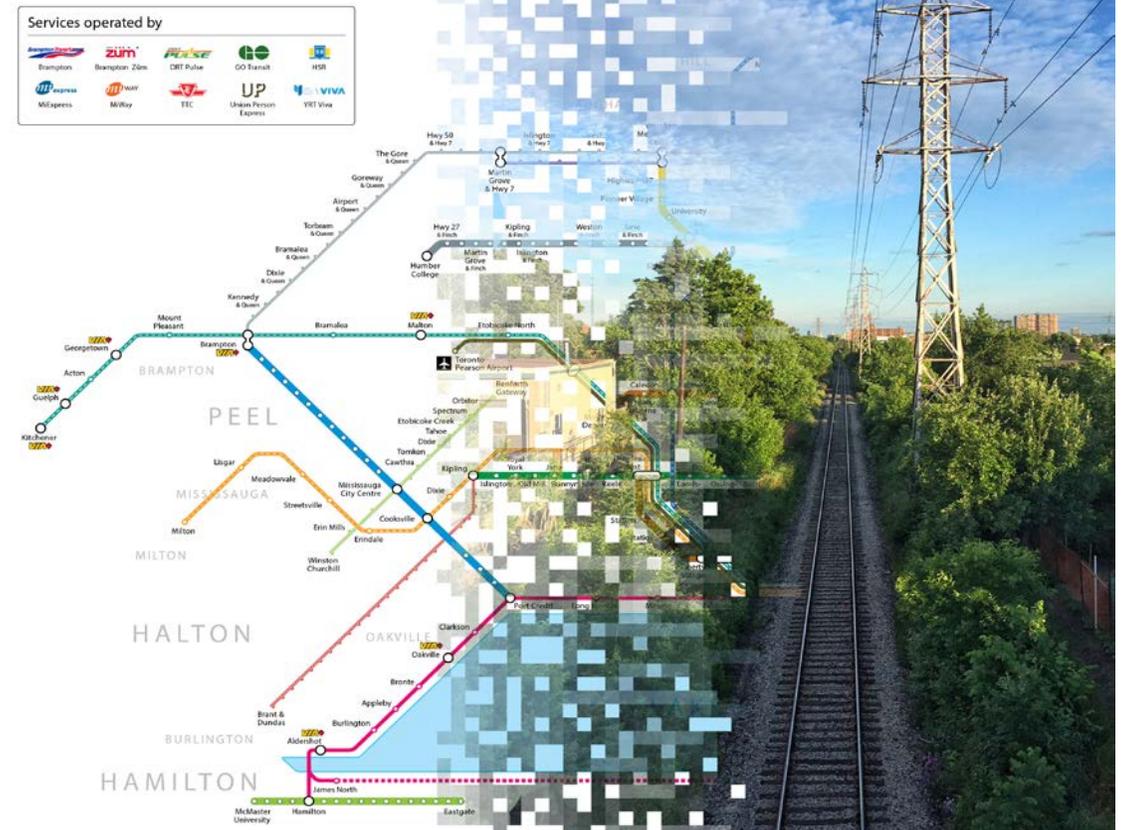
- Under the leadership of Customer Experience and Marketing, Design Excellence, along with the Capital Projects Group (CPG) and Customer Service, are working to develop a cohesive set of Customer Experience guidelines for stations, vehicles and customer service that will guide all capital projects.
- Planning & Policy and CPG have been working on establishing a harmonized design review process for qualifying Regional Express Rail (RER) and Rapid Transit (RT) projects.
- Work on policies and design guideline development is expanding beyond GO stations sites to encompass public facing on-corridor infrastructure projects.



DESIGN EXCELLENCE

- While expanding transit across the GTHA, Metrolinx must balance regional transit priorities with local community interests:
 - Leading with design is proving to be an effective strategy to secure municipal support for our projects and keep the RER program on track.
- Design Excellence is providing leadership and design direction during the preliminary design phase and the Transit Project Assessment Process for projects that significantly impact the public realm such as:
 - Union Station Rail Corridor East Enhancement Project;
 - Bridge barriers & Transit Power Substation Enclosures;
 - Corridor landscape design strategies; and
 - Noise and retaining walls adjacent to significant public amenities.

GTHA Rapid Transit Network 2031



CUSTOMER EXPERIENCE & MARKETING UPDATE

- Customer Experience & Marketing is supporting the public engagement of the Regional Transportation Plan through web support and promotions.
- Visitors can download the draft plan and provide feedback once the engagement and consultation period commences this fall.



TODAY

Talking about our past accomplishments, the current state of the region today, and how we can move forward from here



TOMORROW

Building not only for the future growth of the region, but for the future needs of world class communities and infrastructure



TOGETHER

Building seamless connections between communities, and creating a true regional experience and identity

