

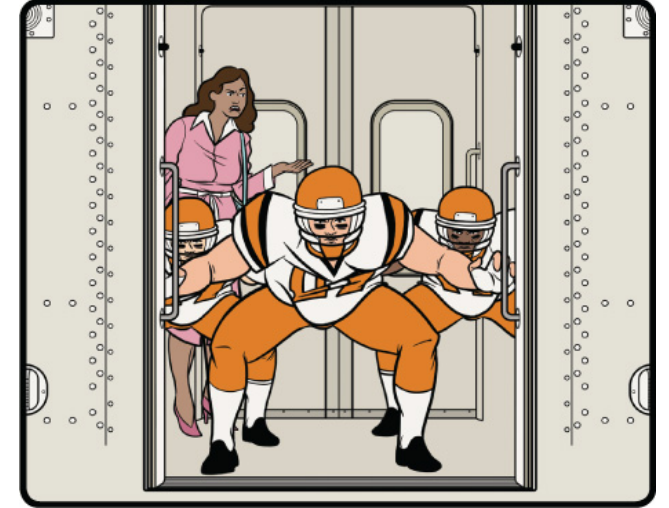
Customer Experience Committee Update

Marianne McKenna

Chair, Customer Experience Committee

CUSTOMER EXPERIENCE ADVISORY COMMITTEE ("CEAC") UPDATE

- At the November meeting of the CEAC, an overview of the GO Etiquette campaign was presented.
- The campaign uses humour to promote behavioural changes, which was appreciated by the Committee.
- The campaign has garnered media attention with the campaign being recognized by Twitter Canada for the most engaged poll of 2017 in Canada with over 50,000 engagements.

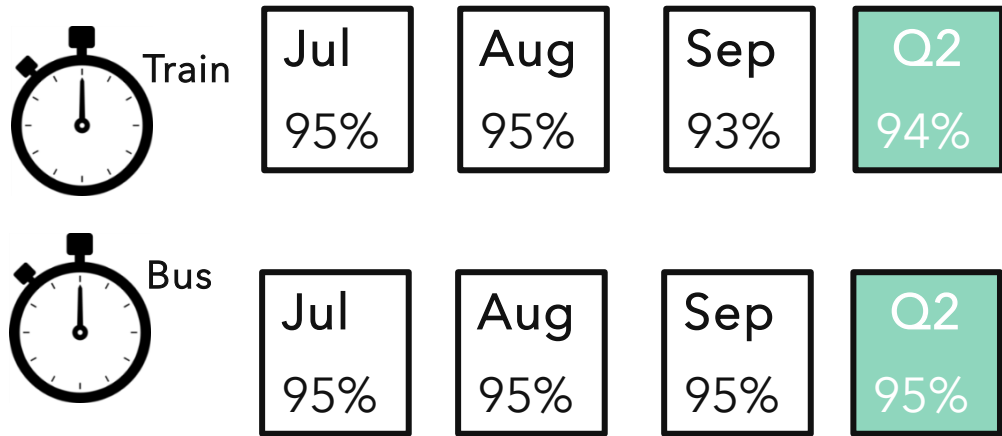


CUSTOMER EXPERIENCE ADVISORY COMMITTEE ("CEAC") UPDATE

- An audio sample of the new bilingual automated announcements were presented to the committee. This audio would be played on both trains and buses starting in spring 2018. The CEAC recommended additional safety messaging and slightly longer breaks between the English and French Announcements.
- CEAC also requested yellow platform lines be reviewed to ensure a fresh coat of paint was applied (specifically at Whitby Station) to help with safety and asked that GO investigate options to help with wayfinding and signage as the downtown Brampton bus terminal.

OPERATIONS UPDATE - GO BUS & GO TRAINS

ON-TIME PERFORMANCE CONTINUES ABOVE TARGET



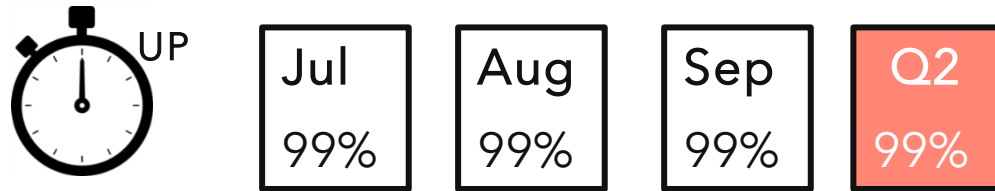
GO has attained its on-time performance targets for the fourth consecutive quarter.

In Q2, total boardings increased 3% from last year, as the number of rail trips increased more than 8%, to over 23,000 in the quarter. Bus on-time performance remained above target for the quarter, and maintained a 12-month rolling average of 95%. By September, 27 SuperLo Double Deck buses were received and placed into active service. GO expects to receive a total of 35 by the end of the year.

OPERATIONS UPDATE - UP EXPRESS

ON-TIME PERFORMANCE CONTINUES ABOVE TARGET

UP Express ridership continues to be strong. In August, UP Express ridership had its highest monthly total since service began, with more than 336,000 rides taken. Ridership is up 23% for the second quarter of 2017/18, compared to last year.



On-time performance continued above target, with a quarterly result almost a full percentage point higher, while supporting a passenger volume increase of almost 180,000 compared to the same time frame last year.



To ensure that we continue to provide excellent service to UP guests, while experiencing a greatly expanding ridership, we are looking at several new tactics that will help us to maintain our service commitments and high on-time performance.

OPERATIONS UPDATE SERVICE ADDITIONS

SERVICE ADDITIONS

Rail

- Additional rail service will be added in early 2018 to offer our customers more weekday, evening and weekend options.

Bus

- Customers on GO bus routes serving the Highway 407 Subway Station and Bus Terminal will benefit from new opportunities to connect to the TTC subway and new passenger pick-up/drop-off opportunities available at the station.
- The opening of GO's 66th station, Downsview Park, has the added benefit of being a GO-subway interchange that illustrates Metrolinx's focus on creating connections between GO and the broader rapid transit network.



OPERATIONS UPDATE SERVICE ADDITIONS

SPECIAL SERVICE

- GO Transit provided extra service after major sporting events, and several other special events this fall including Nuit Blanche, the Invictus Games Closing Ceremony, and WE Day.
- For the Toronto Santa Claus Parade, as in previous years, GO ran special train service on the Kitchener, Stouffville and Milton lines to provide an easy and comfortable alternative to driving, with special flat-rate group passes sold in advance to make it even easier for families to get downtown.
- Seasonal service to Niagara was offered this Thanksgiving. This service included both train and bus trips, including express bus service between Burlington and Niagara Falls GO Stations.
- As we do every year, we were pleased to offer free rides to veterans on Remembrance Day.

**NUIT BLANCHE
TORONTO**



PRESTO UPDATE

Increasing PRESTO Card Adoption

- PRESTO sales were successfully rolled out to 93 Shoppers Drug Mart Locations. Sales have been very positive. Metrolinx leveraged Shoppers Drug Mart promotional flyer to promote increased card adoption and higher load values in November.

Marketing Campaign to Promote PRESTO Features

- Monthly Passes are available on PRESTO for unlimited travel and protection (when card is registered).
- You can now Autorenew your Monthly Pass
- PRESTO is now available on all buses, streetcars, and subway stations, except for 11 secondary entrances.

PRESTO Support at New TTC Line 1 Extension

- New stations on Line 1 will be fully PRESTO enabled. Including new kiosks to sell and load cards. To support customers, PRESTO customer ambassadors will be at each station to provide information and help customers, and pop ups will be in place to sell cards.



DESIGN EXCELLENCE

- In support of Customer Experience and Marketing, Design Excellence, will be focusing on developing overarching design guidelines to unify the customer experience and design excellence across the network.
- CPG off-corridor group have been working with Technical Advisors to develop station design standards for qualifying Regional Express Rail (RER) projects.
- A design brief for design consultants have been developed for two public facing projects to inform the opportunities and aspirations. The projects are the Ordnance site on the junction of the Lakeshore East and Milton corridor and bridge barriers.



SAFETY MARKETING CAMPAIGN

- Annually, CEMD supports efforts by our Transit Safety teams by launching safety marketing campaigns.
- The objective of these campaigns is to ensure that customers keep safety at the top of mind along their journey, year-round. This applies to:
 - Safety around rail tracks and platforms;
 - In and around bus terminals and bus driveways;
 - Being aware of personal surroundings; and/or
 - While entering/exiting the parking lots.
- In 2018, customers will see the campaigns address the following topics:
 - See Something, Say Something
 - Rail Safety, Platform Safety
 - Sexual Assault & Harassment
 - Bus Safety



