

Customer Satisfaction Update

Trish Colley, Vice President Customer Service Delivery

Candice Troupe, Vice President Customer & Client PRESTO

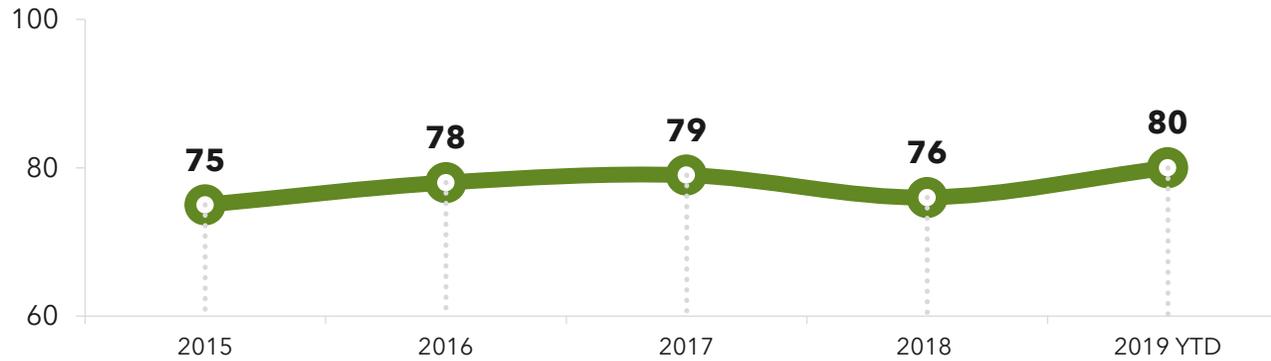
EXECUTIVE SUMMARY

- GO, PRESTO and UP Express teams are committed to delivering customer satisfaction actions and meeting key performance indicator (KPI) targets as established in the 2019/2020 strategic objectives.
- 2019 customer satisfaction results and customer insights have been reviewed to identify lead drivers and to validate future impact.
- Teams have developed action plans to deliver on the 2019 targets, including:
 - *Focusing on customer readiness for all changes relating to GO Transit;*
 - *Providing PRESTO customers with more ways to purchase; and*
 - *Improve customer flow and payment experience for UP Express*

CUSTOMER SATISFACTION UPDATE



Target 78%



Customers were satisfied with

- **Reliability** - satisfaction with on time performance, the top driver of satisfaction, is strong for train (80%) and bus (77%).
- **Safety** was at 88% in Sept and hit an all time high of 91% in August.

With significant changes to service over the last few months GO has continued to meet targets for overall satisfaction.

PRESTO

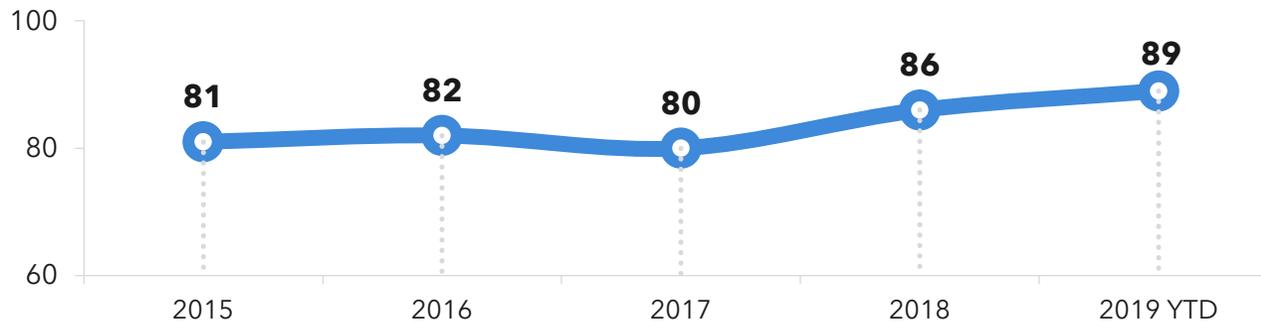
Target 81%



PRESTO customer satisfaction remains similar to 2016 and 2017 levels. The November survey is currently underway and results will be ready for early next year.

UP

Target 87%

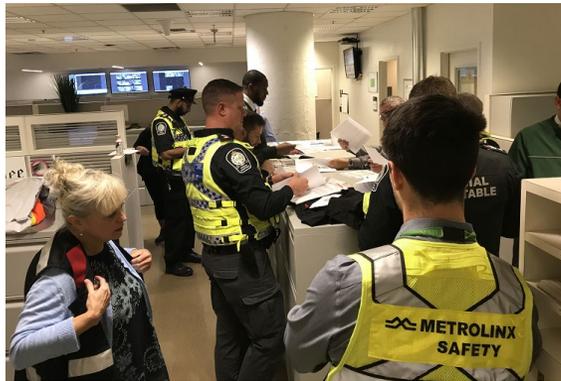


Key satisfaction areas for UP are performing strongly and the brand is on track to surpass target for the year. Customers highlight UP's

- **Convenience** - 96% say it's a convenient way to travel
- **Reliability** - about 90% are satisfied with on time performance
- and 87% are satisfied with **wayfinding** to stations

GO TRANSIT: MORE SERVICE, MORE PLATFORMS

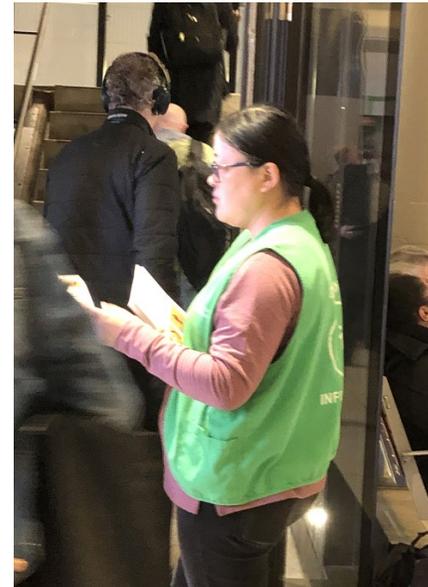
- After 10 years of construction in the train shed, we now have ALL platforms at Union Station open for business
 - This will significantly reduce congestion and platform crowding for our customers
- On November 2, we added 32 trips and modified another 8 trips
 - This brought us to 1500+ changes so far this year
- Continue to enhance our Customer's Readiness for change
 - Following each service change we gather customer feedback, perform lessons learned, review and adjust customer tactics



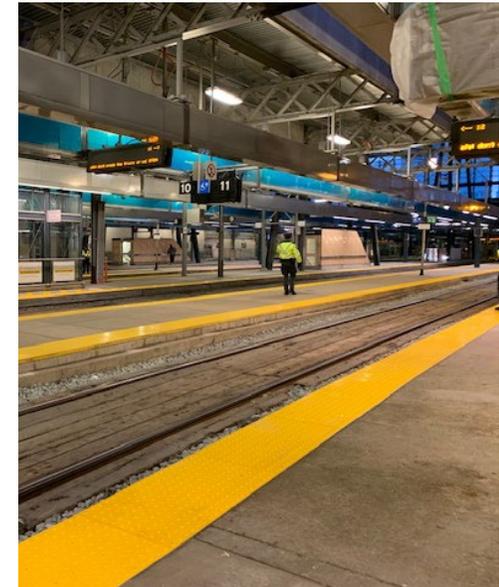
Incident Command Centre Staff Mtg



Platform Change Notice
Union Station PIN boards



Service Change Volunteer

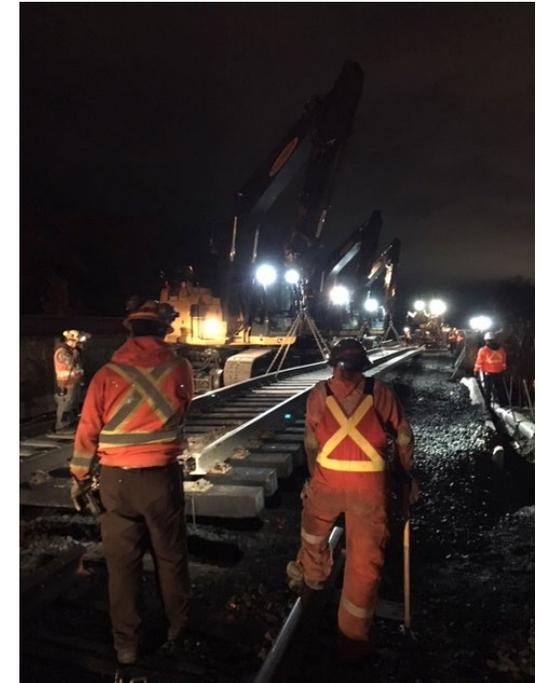
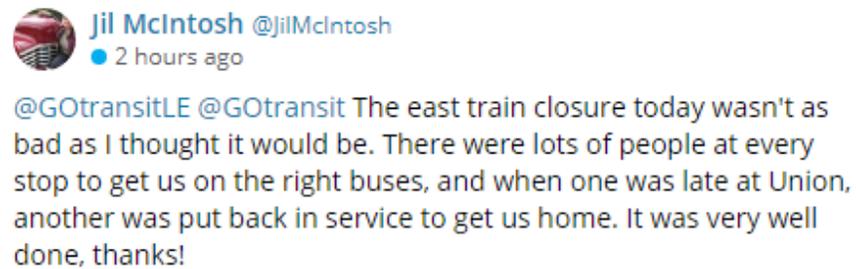


All Platforms Now Open

GO TRANSIT: LAKESHORE EAST CORRIDOR CLOSURE

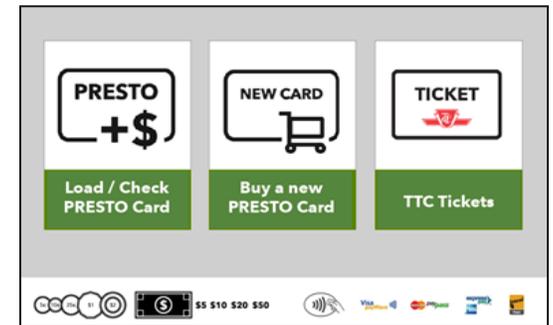
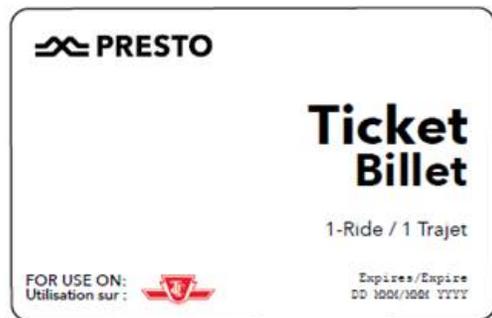
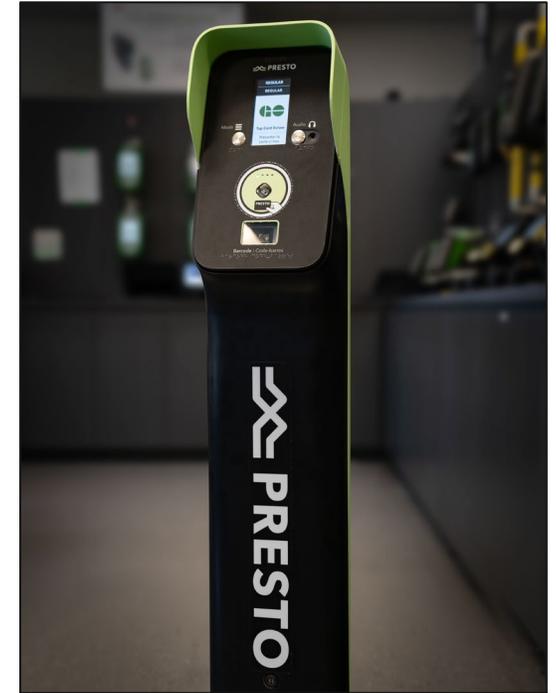
On the weekend of October 26th we suspended the Lakeshore East (LSE) rail service to accomplish critical infrastructure projects in one weekend instead of spreading over multiple weekends.

- Customers were provided bus replacement as well as alternative travel options, to ensure a seamless trip was still available
- Positive customer feedback received



PRESTO: ADDRESSING BARRIERS AND DRIVING FURTHER ADOPTION

- TTC PRESTO Ticket rollout completed (July 2019)
 - All TTC subway stations and Shoppers Drug Mart stores in Toronto
- PRESTO for TTC Downtown Express and cross-boundary routes (Sep 2019)
 - Cross-boundary connections with YRT and MiWay
- Reduced the PRESTO minimum load (Oct 2019)
 - From \$10 to \$0.05 for in-person loads
- Growth in self-serve channels
 - Customers increasingly load via direct (non-Web) self-serve channels (i.e. vending machines, Android NFC, Autoload). These accounted for 66% of transactions in Sept
- Coming soon
 - Enhanced in-station and bus devices to prepare for payment modernization (Soft launch late-2019)
 - TTC fare vending machine update to improve ease of use (late-Nov 2019)



UP EXPRESS: IMPROVING PASSENGER FLOW AND PAYMENT EXPERIENCE

Improved Customer Flow

- Updated departure clock to enhance customer experience. The “Departing Now” flash messaging now starts at 15 seconds rather than 2 minutes 30 seconds.
- Relocation of TVMs from Union terminal to the skywalk and brought more TVMs to Terminal 1 to further improve customer flow and promote self-serve.



Payment Experience

- New handheld devices and pre-loaded PRESTO cards that give customers even more easy and quick fare options.
- Removal of all GO tap devices on the platform to reduce customer confusion.
- Updated TVMs that accept all methods of payment - including coins and USD currency.



