

# Customer Safety Planning & Recovery

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## EXECUTIVE SUMMARY

The purpose of this report is to provide the Board with a progress update on the Health & Safety focused actions, the customer service and communication plan, and to reassure and attract customers back to our services post COVID-19.

- Health and Safety tactics now introduced to customers are proving to reassure them our network is a safe place to travel.
- We continue to monitor customer feedback and ridership to adjust service as needed.
- Customer ridership analytics, research and insights continue to validate that we are focusing on the right priorities.
- ‘Safety Never Stops’ marketing and communications message will continue to be integrated within brand campaign creative to ensure longevity.

# CONTINUE TO REASSURE OUR CUSTOMERS WITH SAFETY MEASURES NOW IN PLACE



- Provided frontline staff with appropriate PPE
- Mandatory face covering policy for customers and staff across network.



- Staff are now roaming stations to assist customers, providing support and information as required.



- 300 additional sanitizer dispensers installed across stations.
- New dispensers onboard trains at all entry/exit points continue to rollout throughout September.



- 26 Health & Safety kiosks have been implemented across 59 locations to educate customers on safe practices.



- High touchpoint cleaning across bus, rail and stations, providing a clean and safe environment to travel.



- Seat dividers on 30 buses and 30 coaches / 5 train sets installed in July.
- Rollout across all remaining vehicles continues throughout October.



- Directional signage across network providing assistance to guide customers.



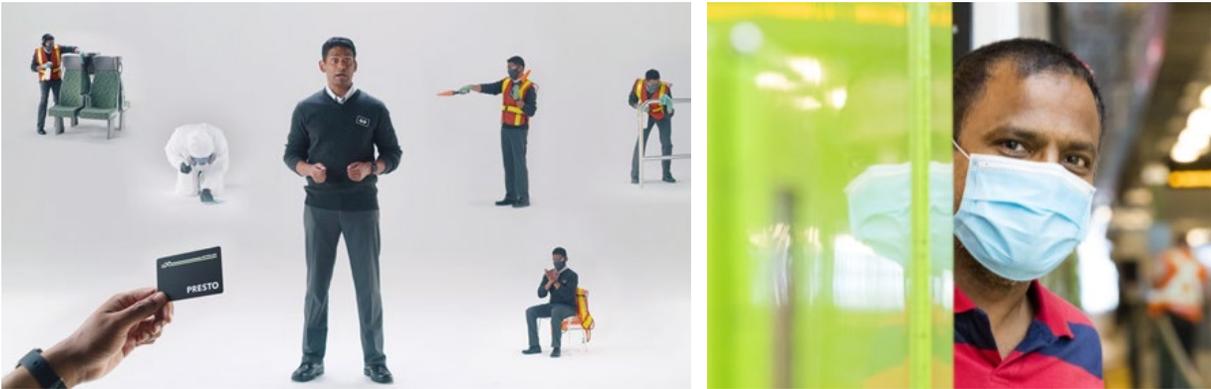
- Transit Safety and Revenue Protection Officers presence to educate customers on the need to ride with a proper fare and safety measures, such as mandatory face coverings.

# EDUCATING AND ENGAGING OUR RIDERS

Over 220 assets across the customer journey

15K+ facings

Beloved brand assets with 'edutainment' tone



METROLINX

**Face coverings love faces.**

Make their dream come true. Wear one.



Safety Never Stops



METROLINX

**We've cleaned even the hard-to-reach spots.**



Safety Never Stops

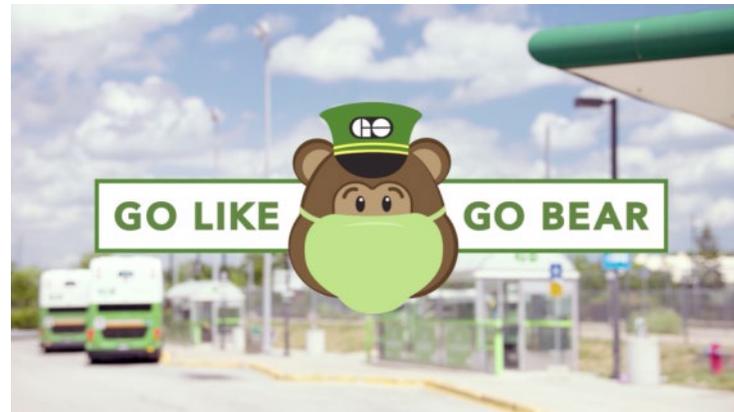
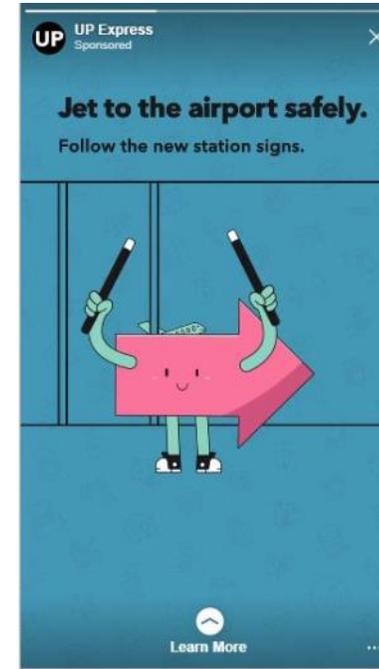


# KEEPING IT FRESH AND FRIENDLY THROUGH THE FALL

Strong early results across paid and earned media.

More to come including:

- Multilingual & UP campaigns
- Branded content
- Media integration with brand campaigns
- Surprise & delights





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