

Service Reinstatement and New Services

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EXECUTIVE SUMMARY

- Riders continue to rely on GO Transit; 18 consecutive weeks of ridership growth
- Off-peak and bus services are emerging as highly relevant options for customers
- Added +152 trips in September, on every rail corridor, supporting work flexibility for customers and visits to family & friends on weekends and evenings
- New services safely connect customers to communities across the region, from Niagara to Barrie, for local tourism, leisure or exploring the region for staycations
- Welcome customers back with enhanced customer experience: including promotions, amenities and retail offerings

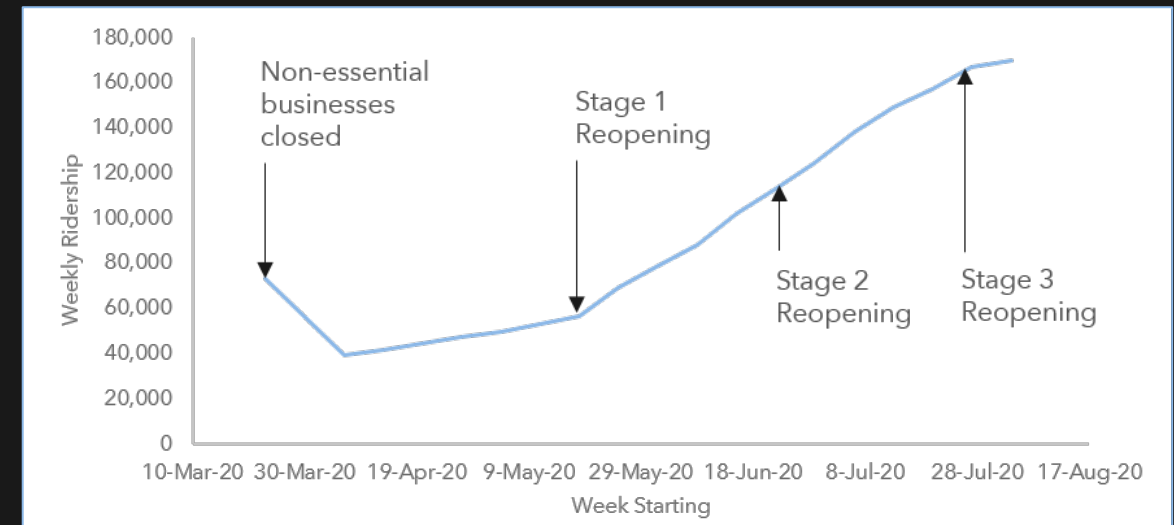


RIDERSHIP IS ON A GROWTH RECOVERY TREND

18 weeks of consecutive growth since April 6:

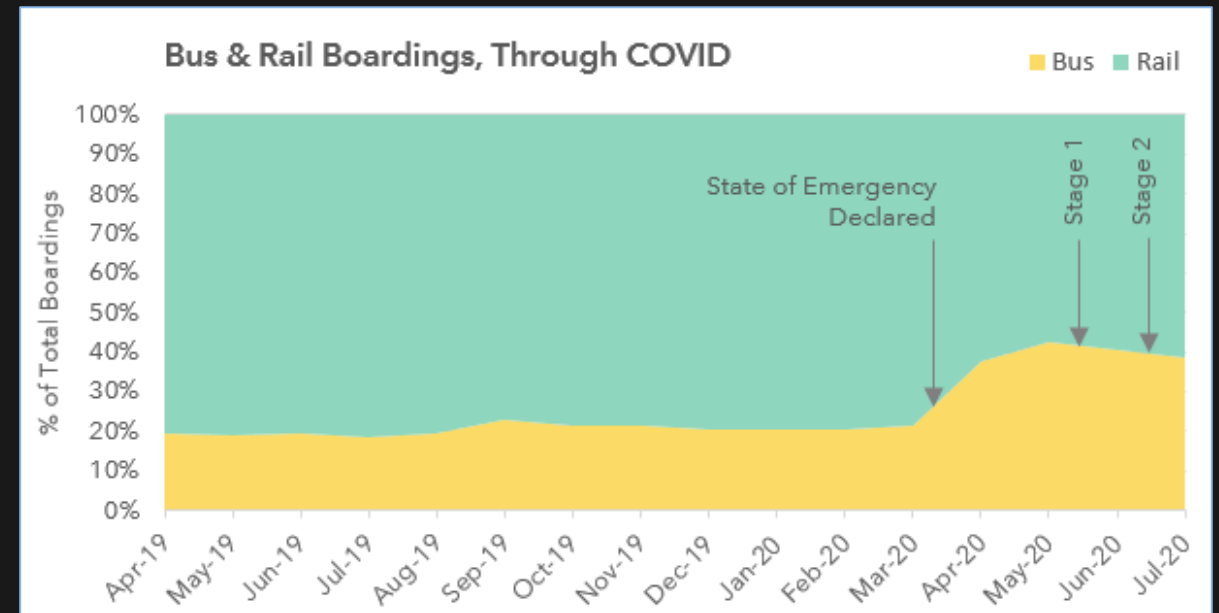
- +9.1% average week-on-week growth
- Ridership has recovered from 2.7% of 2019 in April, to 8.5% of prior year in July

GO & UP RIDERSHIP, THROUGH RECOVERY



GO BUS & OFF-PEAK RIDERSHIP ACCELERATED RECOVERY

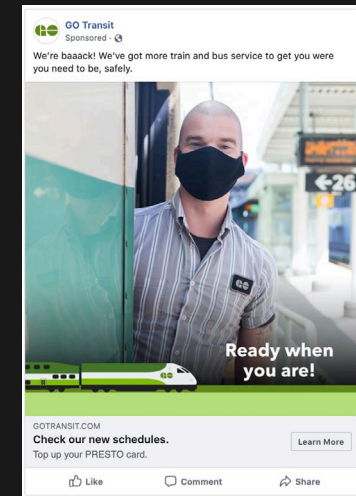
- Off-peak midday and weekend travel now represents the majority of ridership, 60% vs. 40%
- Bus is a greater share of overall GO ridership, 40% vs. 20%
- Peak travel in the morning is 30 to 45 min. earlier, with more essential service shift-work customers and fewer downtown core office commuters
- Customers are taking trips throughout the weekend day, no longer a 5pm 'peak' for large events



INCREASING SERVICE TO MEET CUSTOMER NEEDS

With the move to Stage 3 signaling a safe return to transit, new service plans anticipated customer demand for more frequent, off-peak and aligned bus services









- **Niagara service** launched August long weekend, exceeding pre-COVID ridership on family day weekend.
- September service re-instatement on **all corridors**, with **152 trips** during peak and off-peak services with more frequent service for a **flexible return to work and evening entertainment options**
- Weekend service for Barrie & Stouffville, Lakeshore East & West to support discretionary trip purpose **for a staycation to explore the region**
- Aligning bus schedules and introducing a faster, more convenient **bus connection** between Pickering and Square One via Yorkdale
- Fully integrated, high profile customer-centric communications and marketing plan, supported by health and safety messages



SEPTEMBER 2020 BOARD - SERVICE FREQUENCY

Changes from August to September:

- From 158 to 248 trains per day weekdays
- From 76 to 143 trains per day weekends
- +62% overall increase in weekly trips

	 	 		 	
AM / PM PEAK	15-30 minutes	30-60 minutes	30-60 minutes	Every 30-60 minutes	30 minutes
AM / PM COUNTER PEAK	30-60 minutes	Limited Frequency + Barrie & Stouffville Bus Service	Limited Frequency + Kitchener Bus Service	Milton Bus Service	30 minutes
MIDDAY	30 minutes	60 minutes	60 minutes	Milton & Richmond Hill Bus Service	30 minutes
EVENING	60 minutes	60 minutes + Evening service to Barrie	Evening service to Kitchener	Milton & Richmond Hill Bus Service	30 minutes
WEEKENDS	60 minutes (Niagara every 4 hrs)	60 minutes (Barrie every 3 hrs)	Kitchener Bus Service	Milton Bus Service	30 minutes

* Actual trip & station frequencies may vary due to scheduling logistics & operating restrictions

ENHANCING CUSTOMER EXPERIENCE

Customer trip purpose promotions, destination marketing, and new customer amenities to support GO & UP ridership recovery

- Off Peak Trip Purposes & staycation destinations
- GO Wi-Fi Plus entertainment
- Coffee before you board: Balzacs return to UP Express Union Station, and more to come
- Kids GO Free
- Sunday Funday \$10 for all day fare



