

# Let's Get Ready to Ride

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# PREPARING FOR A RETURN TO TRANSIT

- **Turning Customer Insights into Actions**
- **Delivering Continuous Improvements for Customers**
- **Welcoming Customers Back to GO Transit**



## EXECUTIVE SUMMARY

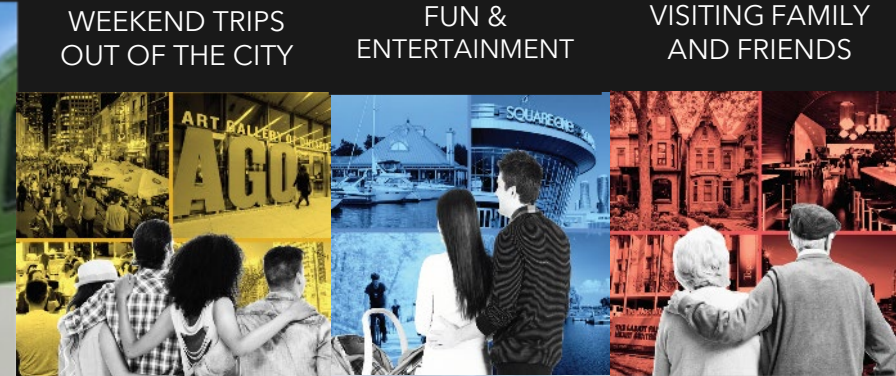
The purpose of this presentation is to share the latest customer insights and how we continue to deliver customer satisfaction.

Building on this foundation in anticipation of an enthusiastic customer return to GO, and in lock-step with COVID reopening guidance, we are ready with a phased communication, partnership and promotion plan to make the journey as enjoyable and safe as possible.

# CUSTOMER OPTIMISM, A DESIRE FOR MORE FREQUENCY AND NEW REASONS TO TRAVEL

## New ridership patterns, change behaviours and post-pandemic customer trip purposes

- Health & safety satisfaction
- Increased off-peak & bus travel
- Service frequency importance
- Desire for leisure travel trips
- Many customers yet to return



# TIME TO LOVE TRANSIT AGAIN

## We've been busy making customer improvements

- Continuing safety measures
- New station hubs
- Wi-Fi 100% complete
- New customer amenities




COOKSVILLE GO STATION

# EXPLORE THE REGION SAFELY WITH OUTDOOR ADVENTURES

## Find Your GO Time summer campaign

Promotion of new trip ideas and reminder of the benefits of on-board relaxation:

- Rouge Hill waterfront trails by bike
- Niagara for shopping, sights and sounds
- Barrie Allandale GO for waterfront fun
- **And more!**



METROLINX

Find  
your  
nap  
time

Read, sleep,  
watch, text.

Find  
your  
GO  
time

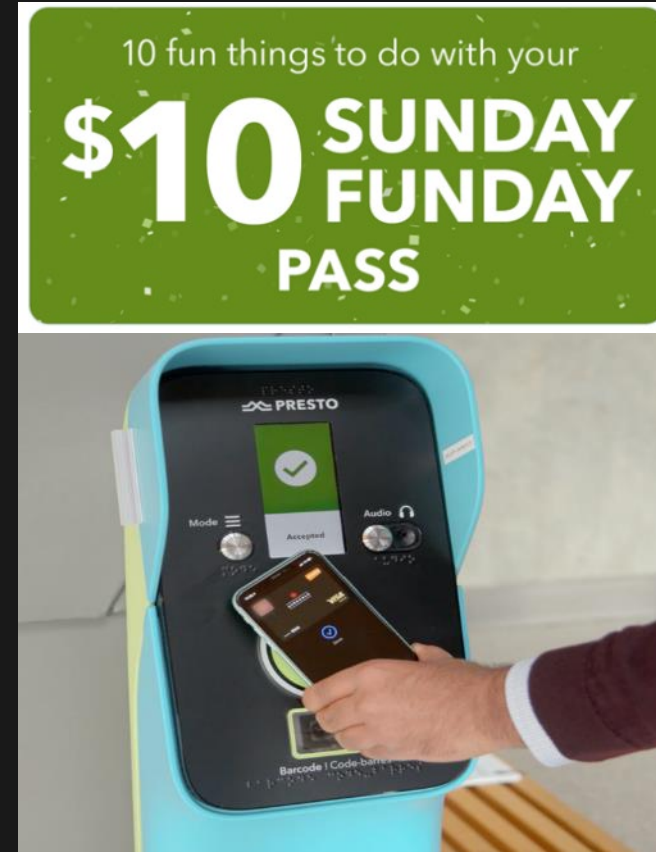
Plan your next trip  
at [gotransit.com](http://gotransit.com)



# SERVICES, PROMOTIONS & NEW PRESTO PAYMENT OPTIONS MAKE IT EASIER TO SAFELY RETURN TO TRANSIT

## Frequent and flexible options

- More weekend services
- Kids GO Free
- \$10 Sunday Funday eTickets
- Partner & destination offers
- PRESTO credit, debit & mobile wallet payment options
- *Safety Never Stops* communication



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