

# LET'S GET READY TO RIDE

## RIDERSHIP ACTION PLAN

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## PREPARING FOR MORE TRANSIT DEMAND

The purpose of this report is to:

- Provide an overview of high customer satisfaction and confidence in safety reassurance and encouraging early ridership returns, following a disruptive and challenging year;
- Summarize integrated marketing, customer communications and experience strategies to ensure an optimal, safe and familiar first ride back to GO Transit & UP Express, including PRESTO communications and client supports;
- Seek Board of Director strategic alignment and input to plans.



# AGILE ACTIONS DELIVERED POSITIVE RESULTS

Successfully stabilized customer satisfaction with focus on safety, cleanliness and essential services.

Projected ridership growth to come with vaccine rollout, and COVID case decline.

- Weekends key to summer ridership growth.

Despite a challenging year, met 83% customer satisfaction target.

- Personal healthy safety, **reliability**, convenience, cleanliness and reliability critical to customers.
- Met needs with 40+ health & safety actions.



20/21  
RIDERSHIP

8.9% of Prior Year



CUSTOMER  
SATISFACTION

83%  
All Brands

GO  
77%

PRESTO  
80%

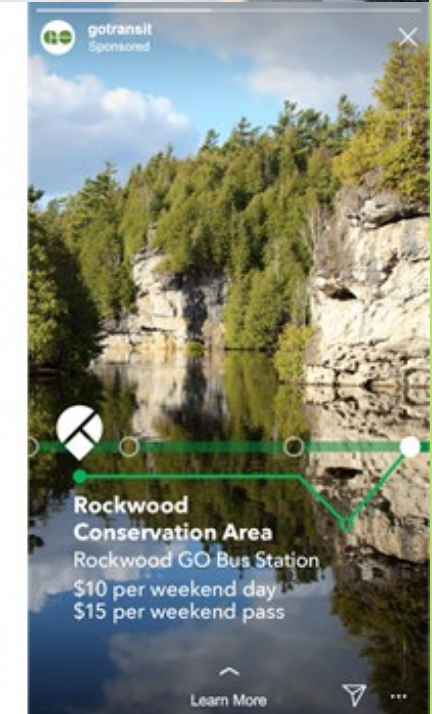
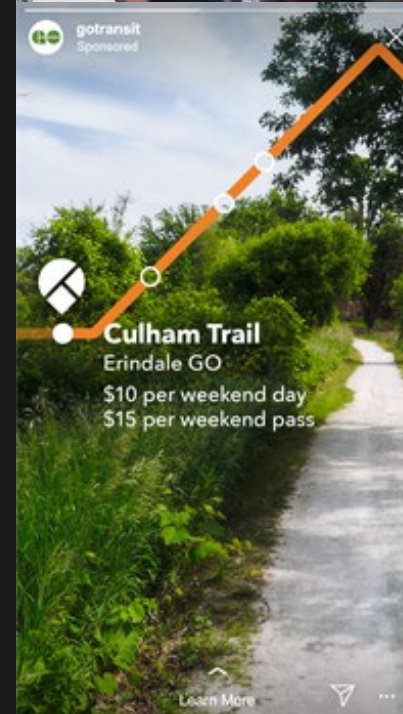
UP  
92%



# CUSTOMERS ARE EAGER TO TRAVEL AGAIN

Post pandemic research has validated new **reasons to ride** GO Transit and an enthusiastic intention to travel.

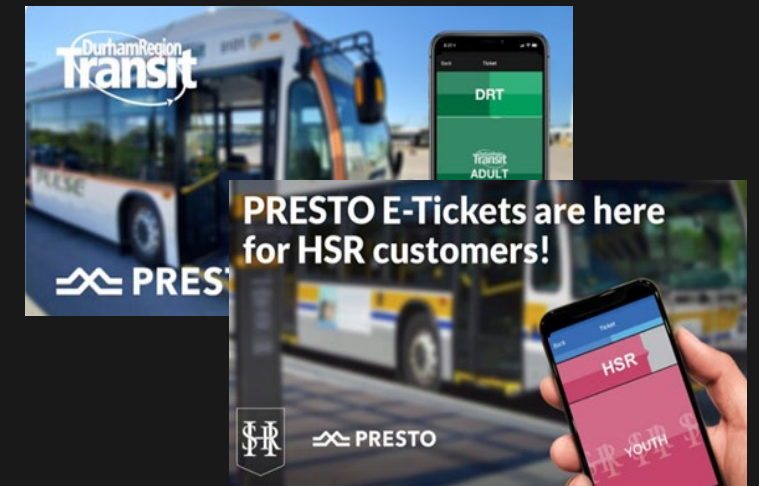
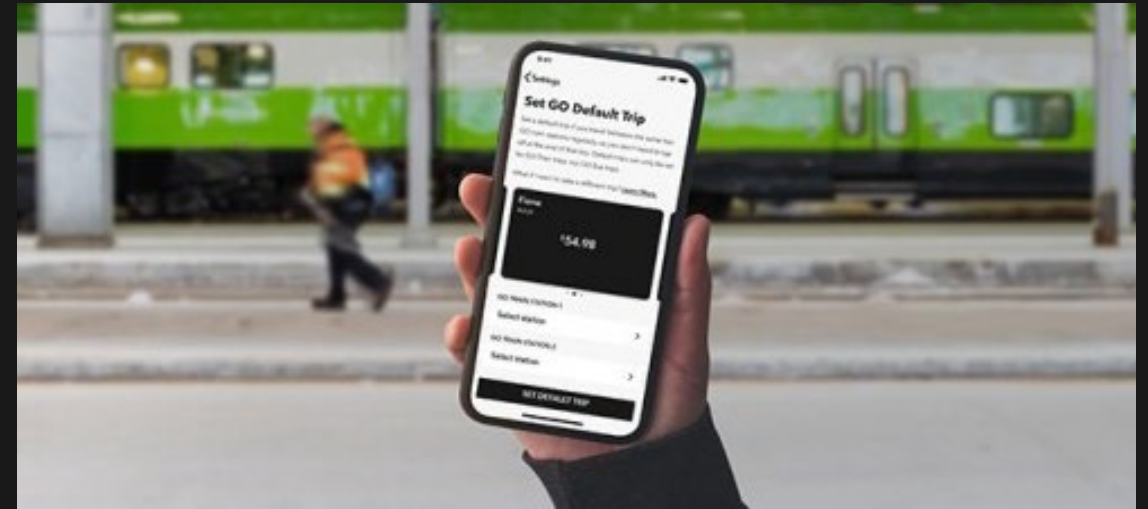
- 76% would consider taking GO Transit this year when restrictions are lifted.
- From business meetings, school, day trips to Toronto or Niagara, visiting friends and family, and exploring the province, customers have a long list of trips to take.
- Weekend GO e-ticket sales increasing week over week as weather improves.
- We continue to optimize the wealth of insights to shape our recovery communication plans.



# RETURNING TO A SAFE AND NEW TRANSIT EXPERIENCE

## Frequency of service, new connections, new retail and more ways to pay & ride safely.

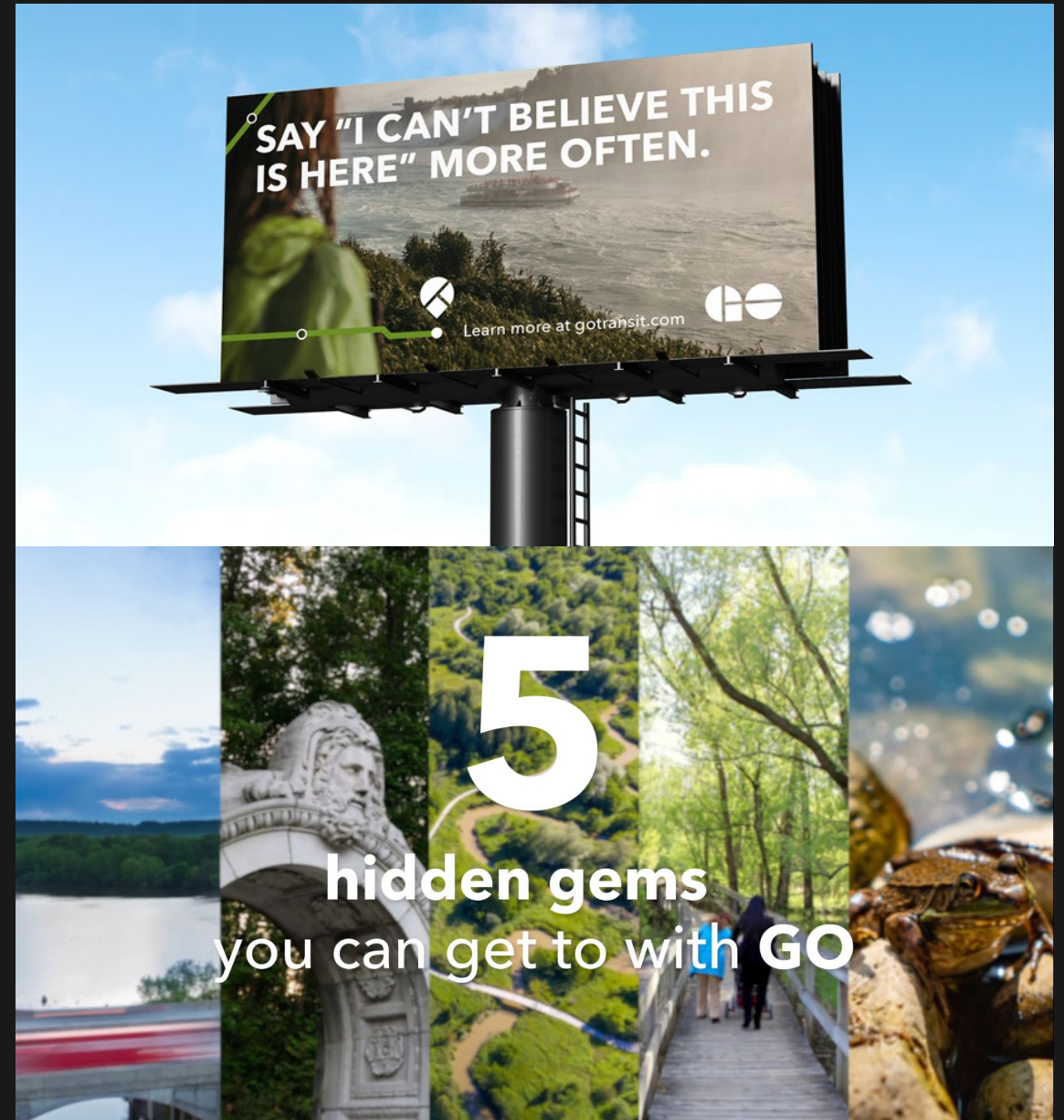
- Phased return of service to meet customer demand and enthusiasm for trips across the region.
- Bloomington Station opening.
- Self-serve options and refreshed wayfinding.
- Station Retail: Food and beverage re-opening, Union Station Bus Terminal, vending and customer events.
- Customer digital communications.
- Continued safety focus and enhanced cleaning.
- PRESTO product enhancements & contact centre.
- Customer 'how to' communication & frontline support.
- Transit agency and partnered communication.





# 2021 IS THE SUMMER OF THE STAYCATION AND WE HAVE YOUR NEXT TRIP READY TO GO

- Outdoor family fun – within walking distance of our stations.
- Content inspiration for best hiking, biking and hidden gems across the region.
- New and existing attractive pricing options for everybody, from toddlers with parents to seniors 65+.
- Branded and organic content.
- Integrated branded experience with tourism partnerships.



**PRESS *PLAY* ON OUR  
VIDEO PRESENTATION!**

