

# LET'S GET READY TO RIDE

## RIDERSHIP ACTION PLAN

Sharyn Byrne-Nearing, Vice President Brand, Digital & Product Marketing

September 9, 2021

## SUPPORTING A SAFE TRANSIT REVIVAL

The purpose of this report is to:

- Update on progress against strategic ridership recovery plans and strong early customer response to new trip purpose experiences and pricing offers leading to customer satisfaction and confidence in safety reassurance;
- Summarize innovation in customer experience, station events and partnerships, while listening to customer needs and adapting in a dynamic period of change
- Share upcoming integrated marketing and customer communication plans against recovery strategic framework
- Seek Board of Directors strategic alignment and input to emerging plans.





# RECOVERY BY THE NUMBERS

## RIDERSHIP

15.3%\*

of Pre COVID 2019 Levels

\*July 2021, GO

## CUSTOMER SATISFACTION - JULY

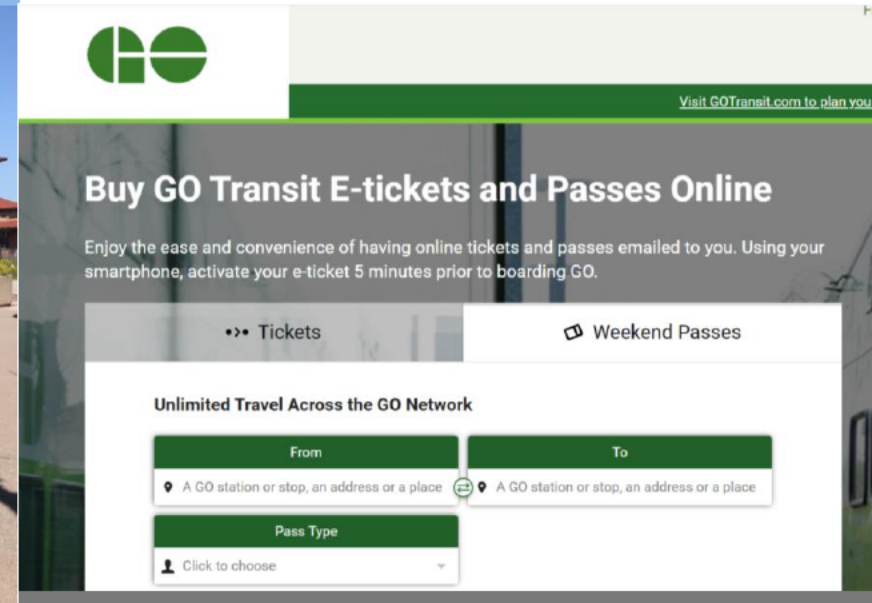
87%

## E-TICKET GROWTH

1.5% to 7.6%\*

of ridership

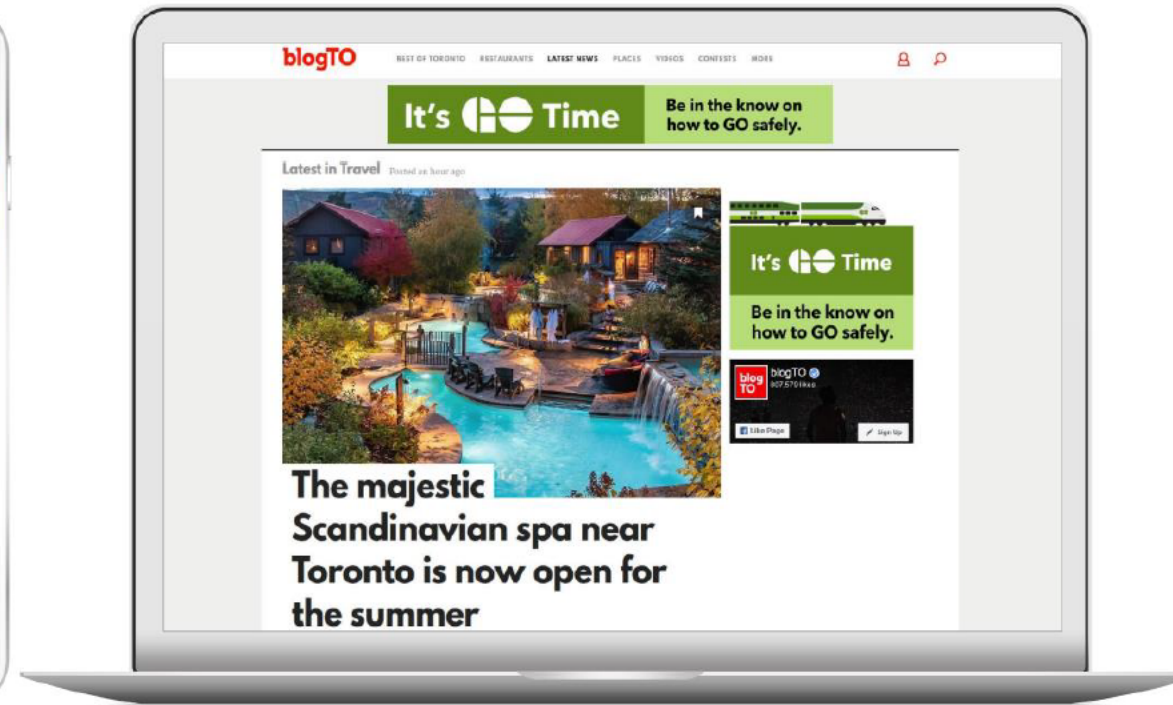
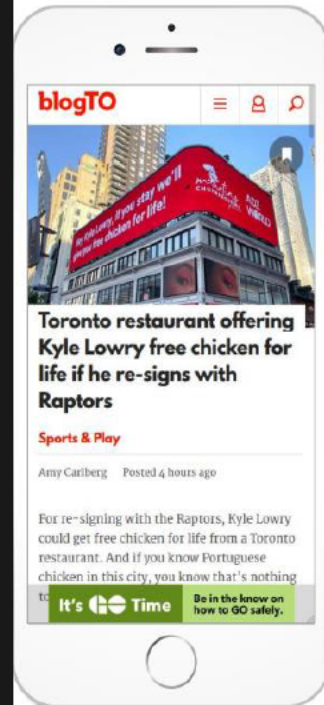
\*TO WEEK OF JULY 31, 2021



# SUMMER OF THE STAYCATION, AND GO TRANSIT CAN GET YOU THERE.

## Maintaining an emotional connection to our brands through meaningful partnerships and service offerings

- Launch of GO Beyond campaign
- Supportive BlogTO and Toronto Life sponsored editorial to prepare customers for a return to transit – helpful tips and direction to on-line resources
- Adapted services for summer fun including direct service to the Zoo and bike coaches to Niagara and Barrie
- Robust 360 marketing campaigns to inspire travel ideas





# THROUGHOUT THE SUMMER OUR STATIONS HAVE BEEN HUBS OF COMMUNITY ACTIVITY

## Supporting safe and local partnership events

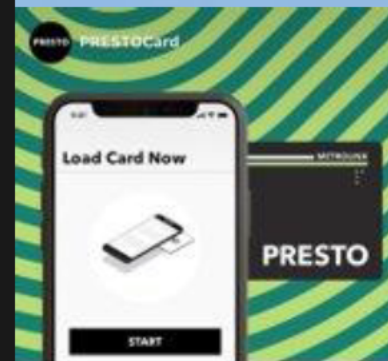
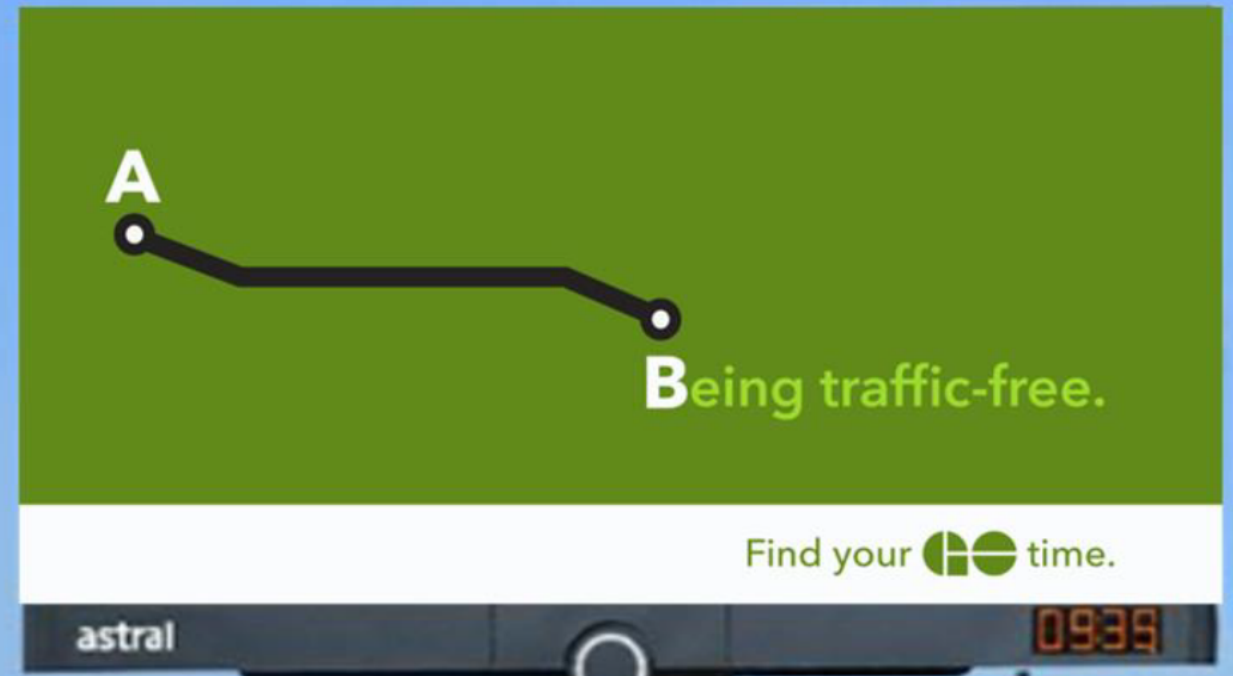
- Over 30+ events at GO Stations supporting local communities such as Tamilfest @Guildwood GO, Taste of Caribbean @Ajax GO, as well as family-focused experiences like Journey Into Enchantment @Mount Joy, Meadowvale and Richmond Hill GO
- Pride event at Guildwood GO Station
- Purolator pick-up and drop-off
- Fleets Mobile coffee trucks
- PC Express relaunch
- GO VAXX mobile bus



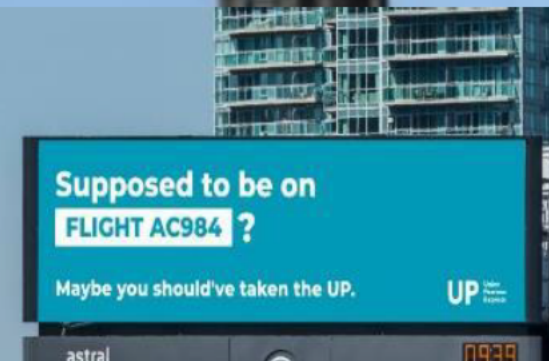
# NEW CUSTOMER CAMPAIGNS TO INSPIRE LOVE OF TRANSIT

## Supporting a phased return to workplace and airport travel from September through the Fall:

- Hello PRESTO app campaign to encourage download and promotion of new self-serve customer enhancements
- Find your GO Time for commuters
- GO Travel Agency activation
- New UP Express, *Keep Your Trip on Track* campaign at Pearson Airport, highway billboards, radio, new high impact on-line video



Instant ways  
to load your card  
and check your  
balance.





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

