

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: June 24, 2021
Re: Marketing Quarterly Update

Executive Summary

While the Marketing team has continued to support essential travel, plans have been prepared to be ready for increasing transit ridership in the coming months, with strong vaccination rollout and COVID case decline. Strategies to regain ridership are anchored in recent customer research and post-pandemic insights. Safety reassurance remains our continued focus, with 40+ health and safety measures in place. As the Province reopens, we will launch customer campaigns to again encourage GO travel to safe destinations, complemented with tourism partnerships and customer experience improvements. Despite a challenging year, customer satisfaction targets were achieved, and increased to 88% in May 2021, with appreciation of the health and safety measures, the reliability services and customer communication.

Ridership Recovery

Fiscal year-end ridership held at 8.9% of prior year. With the decline of COVID cases, increased vaccine rollout and reopening of the region ridership is showing early signs of recovery with sustained growth is expected through the year.

Throughout the pandemic, and in recent months we have had a continued focus to monitor and understand changing customer ridership behaviours and reasons for travel. Service recovery and brand 'Lets Get Ready to Ride' communication plans will reflect these customer trip purpose insights, with a focus on supporting customers readiness to return to GO & UP transit. Understanding that 75% of our customers are considering our services and 32% are considering travel around the region, plans will initially focus on leisure travel through the summer.

With many customers returning to GO & UP in the coming months after a long hiatus, continued focus on safety and customer experience will be a priority. Making the first trip back easy and enjoyable is key to sustained ridership growth.

Customer Experience

This past quarter we saw continued growth in our customer satisfaction metrics and were able to achieve 83% satisfaction for GO in February 2021. This trend continues as we head into the new fiscal year with a score of 88% for GO in May 2021. UP continues to maintain high satisfaction with customers and achieved 92% satisfaction for 2020/21 fiscal year.

Returning customers will experience many journey improvements and new amenities as they begin to explore and travel across the region:

- GO Plus Wi-Fi on all vehicles making journey time more enjoyable and productive, with 'Watch, Listen & Read' entertainment portal.
- The opening of the Bloomington GO Station on the Richmond Hill line.
- Refreshed wayfinding, and convenient customer self-service options.
- PRESTO product enhancements and 'how to' support.
- New retail including food and beverage at Union Station Bus Terminal, vending options and customer events.
- Continued safety re-assurance and enhanced cleaning.

As we anticipate a 'summer of the staycation', GO & UP look forward to inspiring your next trip to an outdoor destination for hiking, biking and hidden gems across the region. Let's Get Ready to Ride.

Respectfully submitted,

Mark Childs
Chief Marketing Officer