

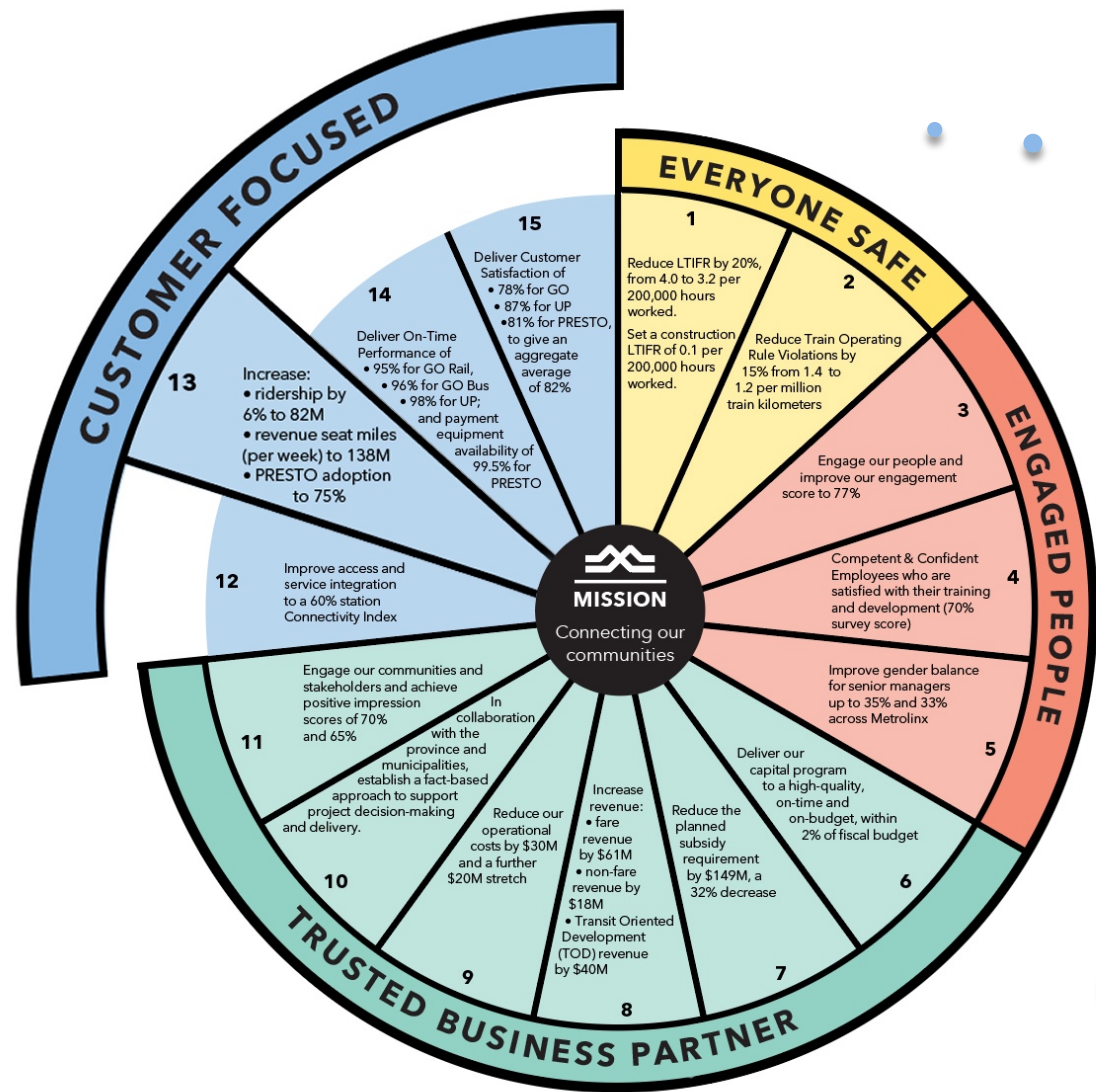
# **GO Service Expansion**

**SEPTEMBER 12, 2019**

**IAN SMITH, DEPUTY CHIEF OPERATIONS OFFICER**

**MARK CHILDS, CHIEF MARKETING OFFICER**

# INCREASING OUR SERVICES TO INCREASE OUR RIDERSHIP



## EXECUTIVE SUMMARY

- Since April of 2019, GO Train service has increased by 6.1%.
- On August 31, 2019, GO Transit started operating 84 more weekly rail trips, giving potential customers more reasons to try transit and for our regular users, more choices to get where they need to be.
- With more services coming online, there were impacts to schedules. To make it easy for customers to understand the changes we used several communication channels including: digital, targeted emails, and customer ambassadors at station level and platforms.
- We continue to make it easier to choose GO as a transit option by targeting where and when people want to go. With improved services and payment options like e-ticketing and PRESTO, we're giving customers more reasons to choose GO.
- There are more service expansions being worked up - by April 2020 we have plans that will expand services by a further 16.1% since April 2019.

# MORE TRAINS, MORE OPTIONS

We've introduced 84 new and 65 extended weekly trips to provide more trains for more customers  
*(That's 77,308 More Seats for GO Transit Customers Each Week)*



## Stouffville

- Reinstatement of two-way evening train service along the Stouffville line and extending the service to Mount Joy GO.



## Lakeshore East

- More two-way weekday afternoon service along the Lakeshore East line
- For those travelling east of Ajax GO, the 3:28 p.m. trip from Union Station helps to minimize a 45-minute gap in the existing schedule



## Lakeshore West

- Year-round two-way weekend service between Niagara Falls and Toronto - bringing service to Niagara Falls and St. Catharines seven days a week, 365 days a year.
- Select-stop Niagara service means more year-round weekend trips for Exhibition, Port Credit, Oakville and Burlington GO stations.
- More weekday peak service between West Harbour GO and Union Station, including one new weekday afternoon peak trip for Clarkson, Oakville, Bronte, Appleby, Burlington and Aldershot GO stations.



## Kitchener

- Introduced hourly two-way weekday evening train service between the City of Brampton and Toronto - with some service extending to Kitchener.
- A new evening weekday peak trip to Bramalea
- The previous 6:00 p.m. all stop to Kitchener GO is now express to Bramalea GO, getting our Kitchener customers home 20 minutes earlier



# BUSES FOR BACK TO SCHOOL

We've restored our post secondary bus trips to get our student riders to campuses across the GTHA

Route	From	Campus Served
15	Aldershot GO	Wilfrid Laurier (Brantford Campus) & McMaster University
15(a)	Aldershot GO	McMaster University
47	Hamilton & Hwy 407 Terminal GO Bus	McMaster University
46	Oakville GO and Hwy 407 Bus Terminal	Sheridan College
25	Waterloo & Mississauga GO Bus	University of Waterloo & Wilfrid Laurier
25(f)	Waterloo & Hwy 407 GO Bus Terminal	University of Waterloo & Wilfrid Laurier
29	Guelph/Mississauga GO	University of Guelph
31	Guelph /Toronto GO Bus Terminal	
33	Guelph GO & North York GO Bus	
48	Guelph/ Hwy 407 GO Bus Terminal	
51	Pickering GO / Hwy 407 GO Bus Terminal	Centennial College - Progress Campus & U of T Scarborough Campus
52	407 East GO Bus Terminal	Durham College & UoIT
93	Scarborough Town Centre	Durham College & UoIT Scarborough



# PREPARING OUR CUSTOMERS FOR CHANGE

Consistent communication helps our customers deal with service changes.

## How We Prepared

- ✓ Assessed customer impacts early
- ✓ Prepared staff to respond to questions
- ✓ Assigned additional staff during change weeks to assist customers

## What You See

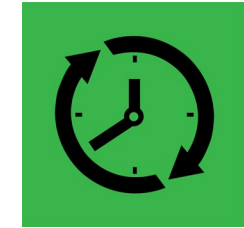
- ✓ More use of digital media channels to enhance communications
- ✓ More staff on platforms and at stations
- ✓ Geo located social media
- ✓ Use of iconography
- ✓ On the GO alerts

### Iconography for consistent notice of change

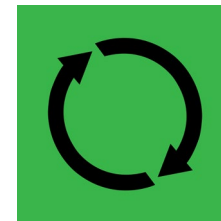
SCHEDULE CHANGES FOR BUS AND RAIL



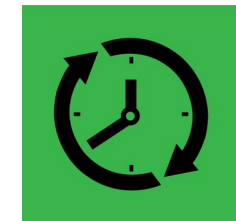
SCHEDULE CHANGES FOR BUS ONLY



PLATFORM CHANGES



SCHEDULE CHANGES FOR RAIL ONLY



# MARKETING MESSAGING

- Customer messaging is tailored to the corridor services are added. It promotes GO Transit benefits that:
  - Enables a more flexible work commute
  - Gets you in and out of Toronto for fun and entertainment during the week
  - Allows you to explore the region on the weekends (such a Niagara)



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More trains on Lakeshore East.

  
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**Dinner AND the late show.**  
New hourly evening trains between  
Brampton and Toronto.

  
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**GO Transit** @GOtransit · Just now  
🚆 More train service for Kitchener, Lakeshore West, Lakeshore East and Stouffville lines starting August 31st 🚆

- ✓ Niagara year-round weekend service
- ✓ More weekday rush hour trips
- ✓ More flexible work day options

Learn more here: [gotransit.com/ServiceIncrease](https://gotransit.com/ServiceIncrease)



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