

# Ridership Initiatives

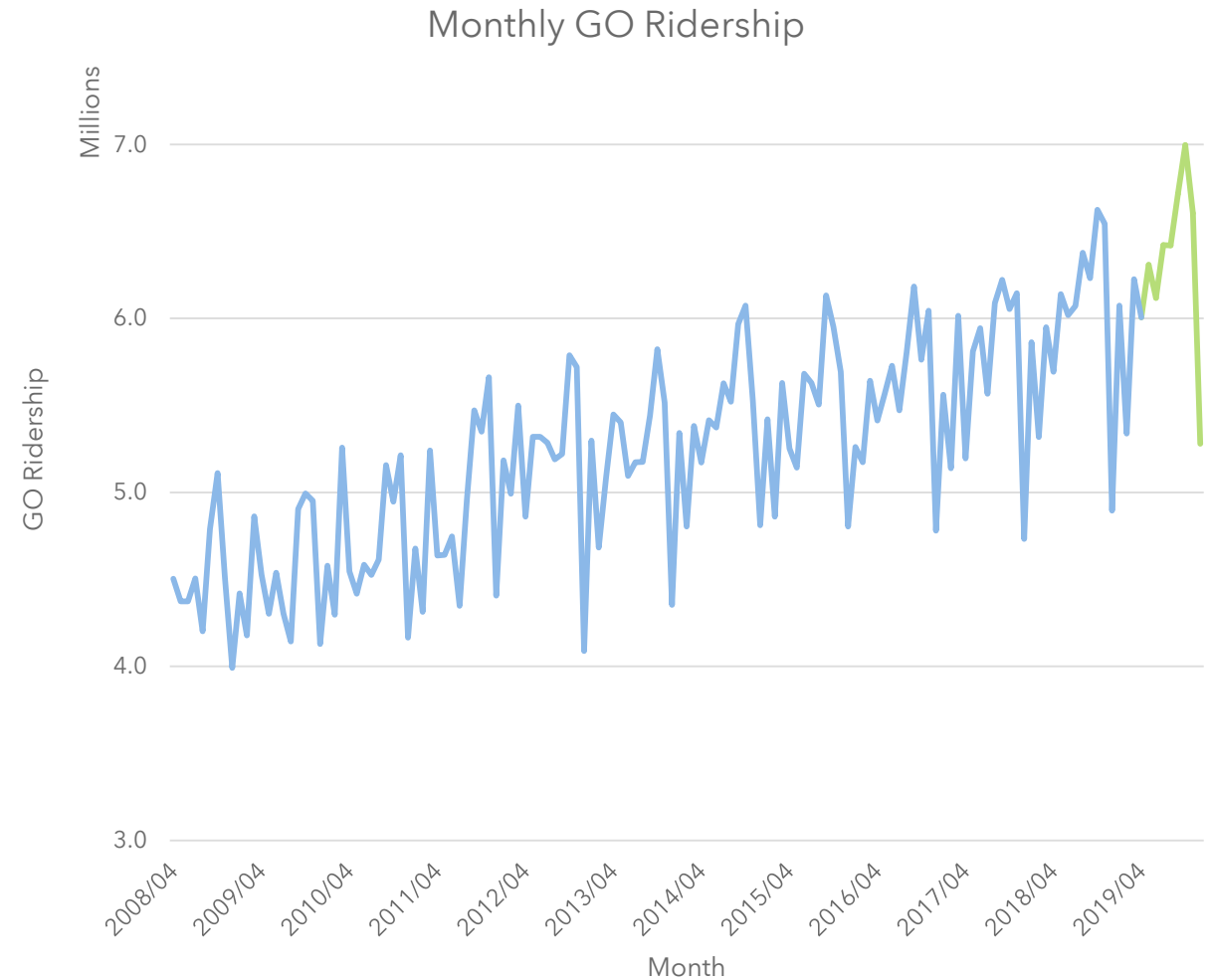
**February 20, 2020**

Ken Kuschei, Director, Customer Insights

Sharyn Byrne Nearing, Director, Brand & Digital Marketing

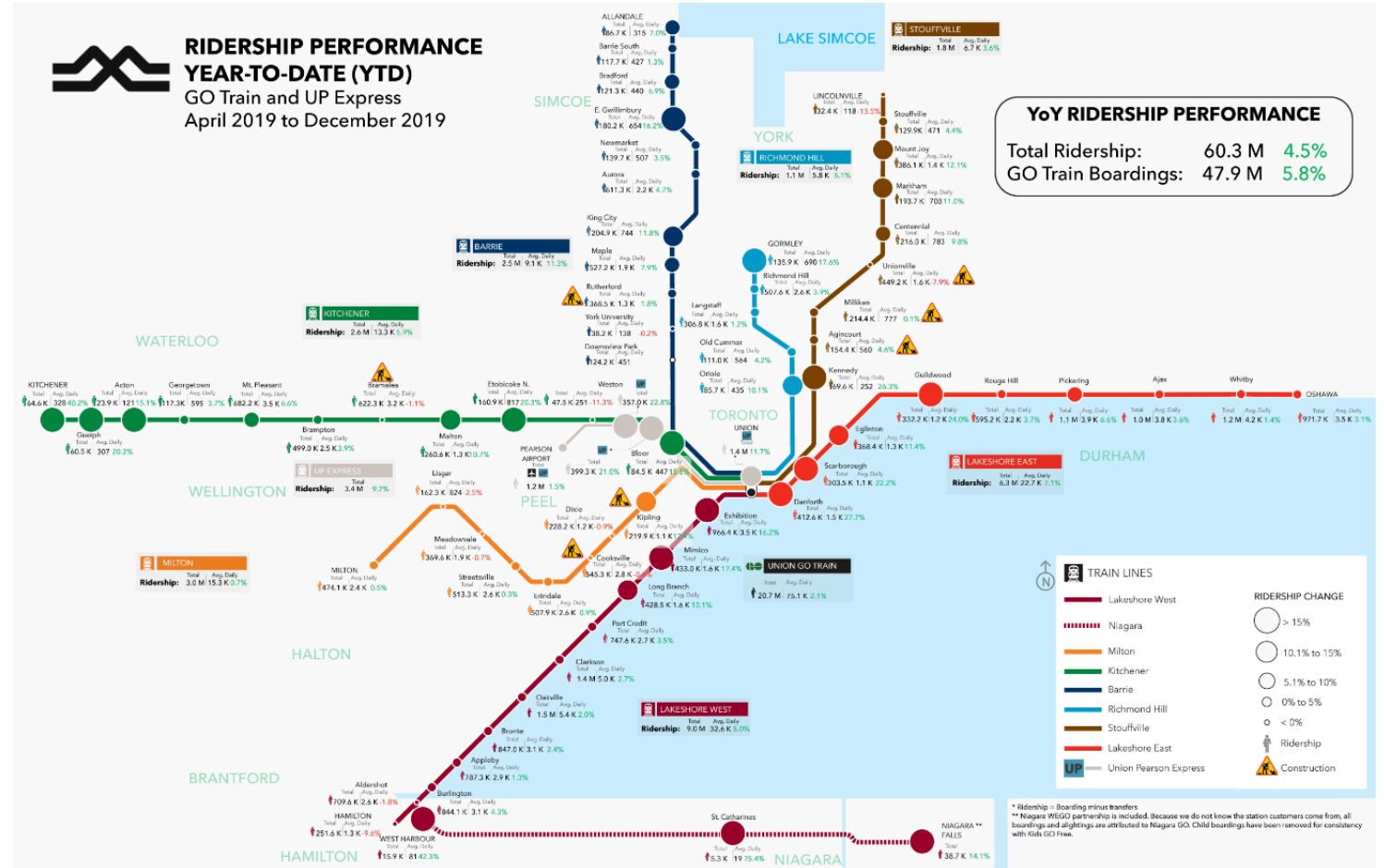
# EXECUTIVE SUMMARY

- Metrolinx (GO & UP) 3<sup>rd</sup> quarter ridership growth was +4.9%, and continues to outpace the latest North American commuter rail results (3.37%)\*
- Off-peak ridership key to achieving this growth, growing at 3.3x the growth of peak travel in Q3
- October achieved the highest GO ridership month on record, 6.997M riders
- E-tickets continue to see month to month growth
  - YTD tickets sold: 140,000



# RIDERSHIP INCREASES SEEN ACROSS THE NETWORK

- December saw strong ridership growth at +8.3%\*, YTD growth is +4.5%.
- During peak times YTD growth is +2.6%. Weekend and weekday off-peak growth is +8.6% and +8.7% respectively.\*\*
- While 60% of our ridership is from peak times, the growth in off-peak ridership supports our commitment to making weekend and evening travel easier and more affordable.
- We also see positive results for customer satisfaction and on-time performance, if this trend continues we expect to see continued growth.



# MAKING OFF-PEAK TRAVEL MORE AFFORDABLE AND CONVENIENT

**Strong ridership growth driven by Kids GO Free, lower fares for trips under 10km and new services that are getting more people to where they want to go.**

**The weekend ridership growth rate is up from +11.6% to +24.8% since the introduction of the new policies last spring, and the most recent services.**

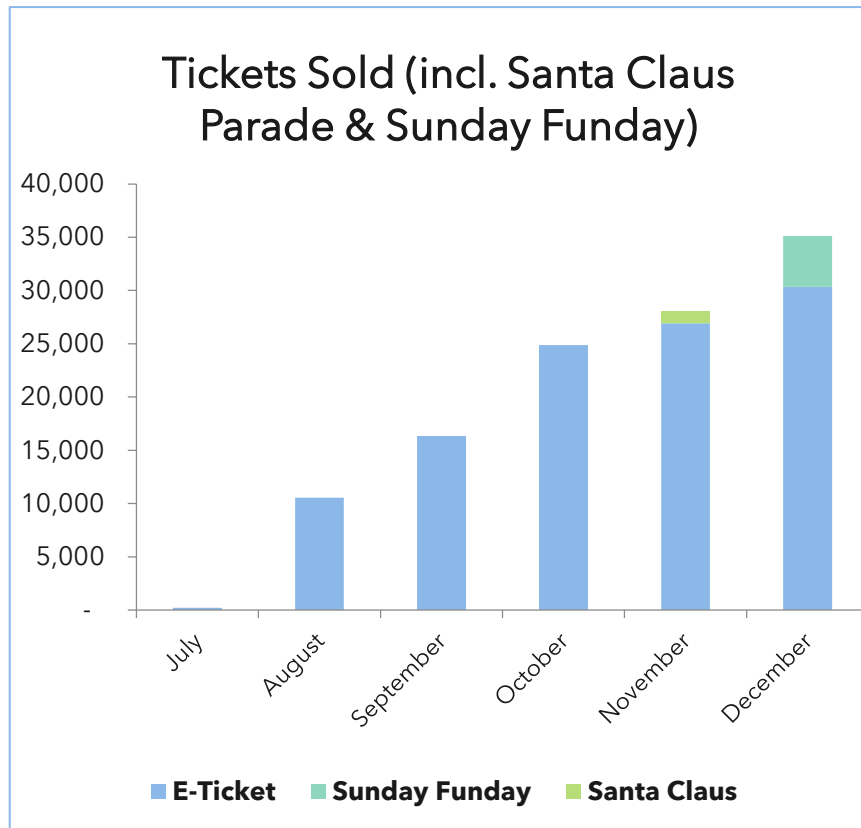
- **Kids GO Free:** Launched in February 2019 and has supported the increasing growth of weekend boardings.
- **Short Distance Trips:** In April 2019, we lowered fares for short distance trips under 10km to \$3.70 on PRESTO. As of December 2019, boarding growth for these trips was up +24.8% year over year. On weekends the growth rate is 28.5% (up from an average of +3.7%).
- **New services:** Added hourly weekend service on Stouffville in November 2019, plus 84 new trips were added in September 2019.



# MAKING OFF-PEAK TRAVEL MORE AFFORDABLE AND CONVENIENT

E-tickets continue to provide convenience and value for customers.

The Sunday Funday \$10 flat fare travel pass now represents 19% of weekly E-tickets, the highest E-ticket daily ridership

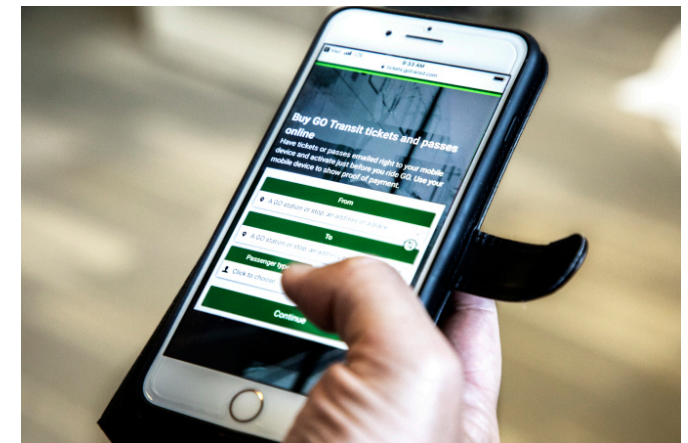


- Successfully launched new e-ticket product during Santa Claus Parade Sunday
- Reaching new customers with relevant messaging and a strong call to action
- Between 7pm to 10pm Monday to Saturday over a quarter of E-tickets are activated
- On Sundays 50% are activated between 2 to 5pm



E-tickets now available

[BUY NOW](#)



# BUILDING OFF PEAK REASONS TO RIDE

By continuing to focus on attracting new customers to seasonal events, 53% of our customers are traveling off-peak, with two trips on average per month. These events are supported by effective advertising videos, social media, on-site activations and earned media support.

## 'Happy Travel Days' winter campaign:

- Santa Claus Parade: +9%
- Royal Winter Fair: +2.0%
- Winter 'One of a Kind' Show: +168%
- Cirque Du Soleil new event



# COMING THIS WINTER AND SPRING

Our 'Find Your GO Time' campaign will continue to add new weekend events and partnerships to our popular roster of Trip Purpose marketing plans

- Auto Show
- Boat show
- Interior Design Show
- Spring 'One of Kind'
- Toronto Wolfpack
- Winterlicious
- Hot Docs Film Festival

