

# Item 11 – Customer Safety, Service Planning & Recovery

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# EXECUTIVE SUMMARY

The purpose of this report is to update the Board on the Health & Safety focused customer service and communication plan to reassure and attract customers back to our services post COVID-19

- It's using customer ridership analytics, research and global insights to inform health and safety actions.
- It's a demonstrated, documented commitment to a clean, safe environment our customers can trust.
- It's modular, scalable train and bus service that closely monitors on-board capacity and is adjusted as ridership demand increases.
- It's a comprehensive, integrated 'Safety Never Stops' customer communications and marketing strategy with 180+ touchpoints supporting these tactics, re-engaging and reassuring our customers not only that they are safe, but they can feel safe, too.

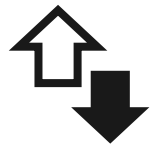
# WE HAVE DESIGNED A 3-PILLARED SERVICE RECOVERY STRATEGY



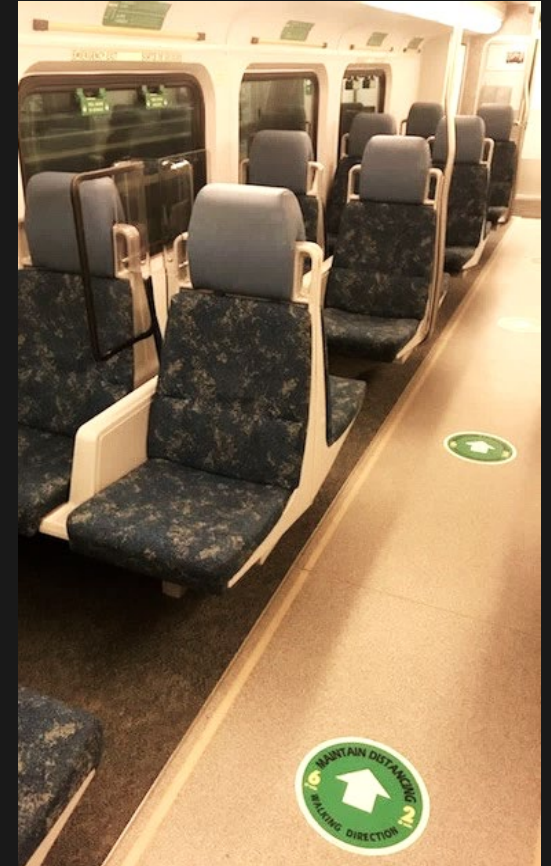
**Adapted for COVID**



**Customer Focused**



**Scalable Operation**

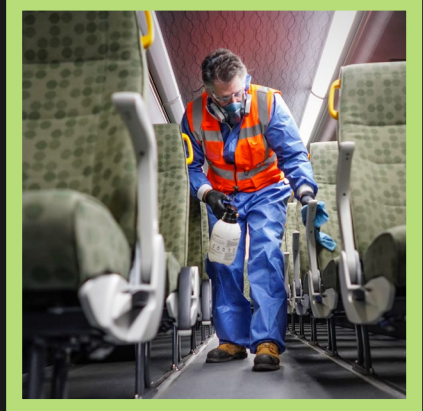


# FOCUSING ON 7 CORE TACTICS

Face Coverings  
& PPE

Hand Sanitizer  
Available  
Across Network

Visible,  
In-Service  
Cleaning



Wayfinding &  
Physical  
Distancing

Staff Roaming  
Stations to  
Provide Support  
& Information

Customer  
Health Checks

Seat Partitions  
on Bus & Rail



# VISIBLE CLEANING IS A CENTRAL PART OF OUR STRATEGY

## High Touchpoint Surfaces

### Train

1. Seatback grab handles
2. Seat Armrests
3. Buttons including side door and end door push buttons
4. Stanchions
5. Stair Rails
6. Washroom: Door handles, button, faucet, soap dispenser, door lock, support bars
7. Remove garbage and paper from the seats/floor and place in intermediate level bins
8. Seat dividers (when installed)

### Bus

1. Door Handrails / Grab Handles
2. Step Handrails / Stanchions
3. Seat Armrests
4. Empty Garage Bins, large items on seats, floor
5. Seatback Grab Handles
6. Overhead Luggage Bins MCI Buses
7. Discard any left-over masks, gloves
8. Stairwell Handles
9. Front Luggage Rack Handles
10. Upper Floor Front Row Crossbar - Double Deck Buses
11. Mobility Areas
12. Seat dividers (when installed)

### Stations

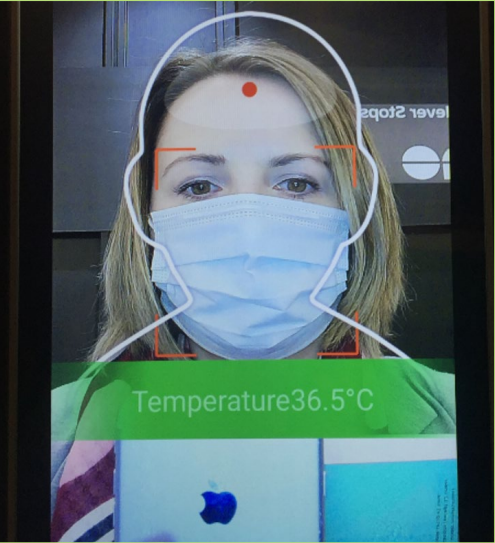
1. Door knobs, handles & locks
2. Elevator buttons
3. Escalator handrails
4. Banisters & stair railings
5. Light switches
6. Accessible Door Push Buttons
7. Payphones
8. Wicket Glass, Counter & Table Tops
9. Washroom: Light switches, Door handles, button, faucet, soap dispenser, door lock, support bars, dryers
10. Fare devices

# HEALTH AND SAFETY KIOSK: INTERACTION AND EDUCATION

Interactive information kiosks are placed throughout the network

1

Temperature screening



2

The importance of proper hand-washing




3

The effectiveness of cleaning products



4

The effectiveness of physical distancing





# MARKETING AND COMMUNICATIONS STRATEGY: SUPPORT RECOVERY WITH ONLINE AND OFFLINE TACTICS

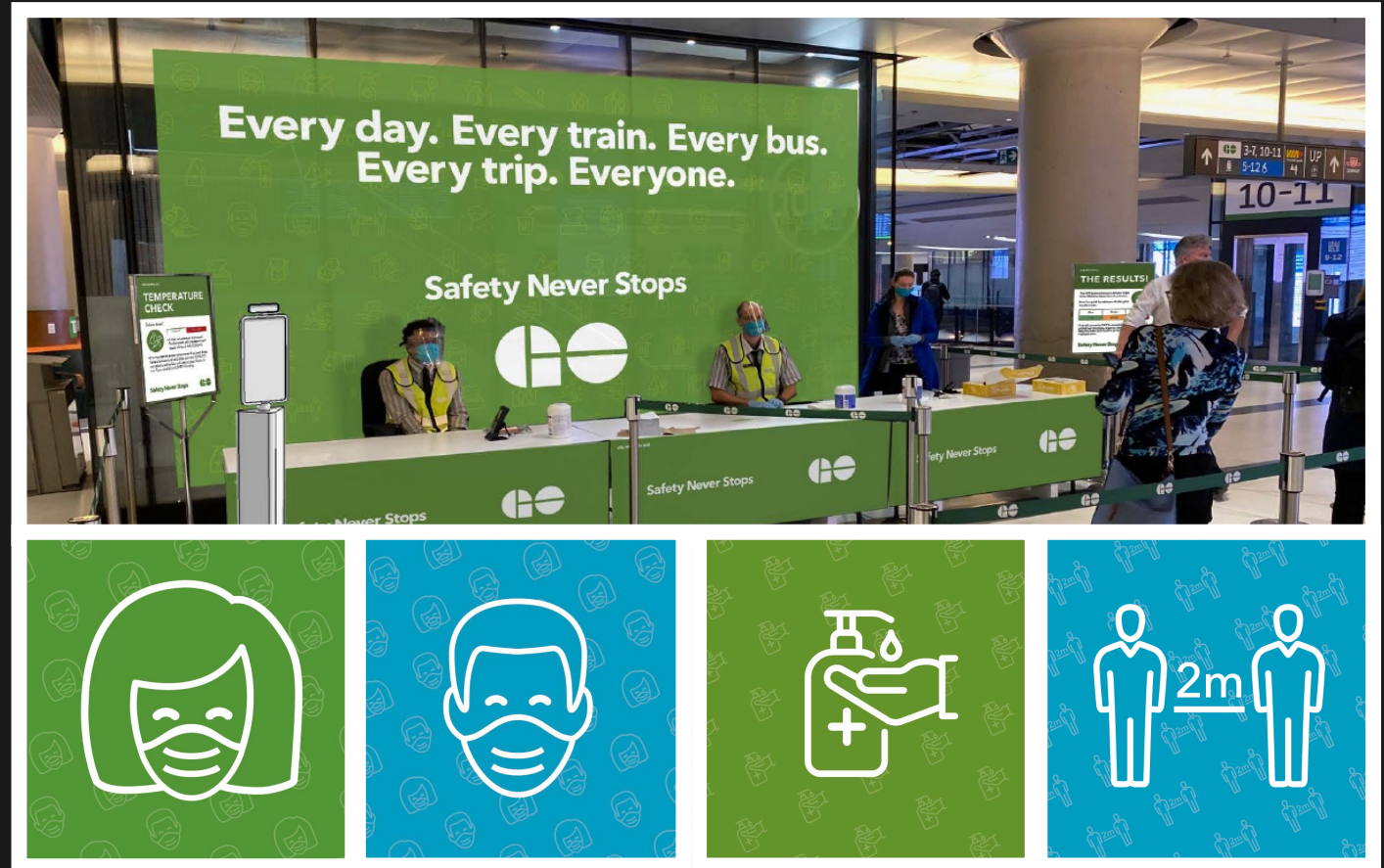
## Safety Never Stops

A customer commitment that brings:

- High impact creative
- Familiar brand tone of voice
- Longevity

Health & Safety message focus:

- Face Coverings
- Physical Distancing
- Hand Sanitizer



# THROUGHOUT THE CUSTOMER JOURNEY WE WILL PROVIDE A CONSISTENT COMMUNICATIONS EXPERIENCE

## Channel strategy:

- Customer communications
- Paid advertising
- Website
- Organic and branded content
- Media outreach
- Owned assets

