

Ridership, Safety & Customer Experience Update

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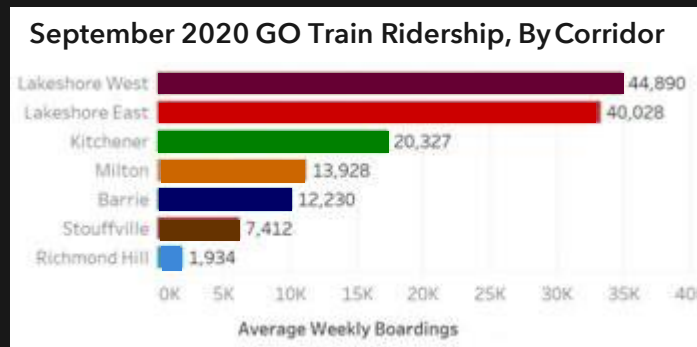
NOVEMBER 2020

EXECUTIVE SUMMARY

The purpose of this report - for information - to share a progress update on our ridership recordings and service offering through Fall 2020, our Health & Safety focused actions to build reassurance, and newly launched customer experience initiatives.

- Increased service offering in September to offer more flexibility during peak and off-peak, we continue to monitor customer feedback and ridership to adjust service as needed.
- Health and Safety tactics continue to be high priority to ensure increased safety for customers and employees
- Customers can expect enhanced customer experiences upon returning to GO; all busses are now enabled with Wi-Fi and a free entertainment portal, rollout continues on trains, the new Quiet Zone partnership with Audible provides free content to customers, a mobile Purolator offering launches at select GO stations so you can save time & ship on the GO, and Fleets mobile coffee launches at some stations.
- October CSAT rebounded to 78% (GO) as increases driven by feelings of safety and train service overall. In general customers are responding to a safe, on-time, and regular service that we are offering. There are strong trends around communications: 79% are satisfied with GO communications overall and 84% are satisfied website information.

- +149 rail trips in September supports ridership levels
- Lakeshore Corridor showing strongest ridership recovery in Sept., at 15.5% of prior year, and average weekly ridership of over 40K
- All day service offers customers needed flexibility, with changing work and travel habits
 - 82% of customers have used off-peak service through COVID
 - 61% of ridership is off-peak, vs. 39% pre-COVID



MAINTAINING CUSTOMER SATISFACTION

Customer Satisfaction has returned to pre-Covid levels supported by our focus on Customer Experience and reassurance of health and safety actions implemented.



78%

- Focus on safe, clean, reliable service and a comfortable ride.
- Staff are working non-stop and satisfaction with customer service is at 81% and 87% of customers are satisfied with overall safety on GO. As well, 84% are satisfied with the website and 79% with communications overall.

UP

92%

- Seen as a convenient, reliable and clean transit option to the airport and around the city
- Along with GO at least 40 safety measures implemented

PRESTO

78%

- Focused on improving the experience in acquiring and loading a card
- Improving the way we communicate with transit riders in-app and on our website: make it easier to find information + live agent support



HEALTH & SAFETY PRIORITY

We continue to reassure our customers with safety measures that are now in place and remain 100% committed to doing whatever is necessary to slow the spread of COVID-19:

- Bus and train seat divider installation now complete
- High touchpoint cleaning on bus, trains and in stations
- Customers have adapted to wearing a face covering

Safety Never Stops campaign continues to cut through and deliver with a wink and smile – assuring our existing and latent riders it is safe to GO:

- Ongoing SNS campaign has netted 190.7M impressions and 960K incremental web visits since launch
- “See-through” buses launch across the network
- UP Express’ new video series playfully pays homage to our humble “Unknown Heroes” – the spray bottle, face coverings, and more.
- Tailored SNS campaign in a meaningful way for multicultural segments



GO WI-FI PLUS DELIVERS THE NO.1 REQUESTED CUSTOMER AMENITY

Enhancing customer experience with a curated content media portal:

- September launch results:
 - Media results profiled 79 stories, overall neutral to positive sentiment
 - Paid and organic social performed well
- Customer feedback monitored with one month in operation
 - “Loving the GO Plus Wi-Fi on GO Trains and buses.”
- Installation continues on rail fleet, targeting early 2021 completion
- A fully integrated campaign that highlights the entertainment portal to coincide with completion of the install completion



ENHANCING THE CUSTOMER EXPERIENCE THROUGH PARTNERSHIPS

Building partnerships for customer amenities that focus on Find your GO time

- A new partnership with Purolator which includes Mobile Quick Stop at 5 GO Station locations and Kiosks at 2 GO Stations.
- The Quiet Zone brought to you by Audible
- Fleets Coffee at select stations, continuing to expand through 2021
- Expanding consideration for retail offerings through a self serve vending program includes personal protective equipment
- GO Transit branded merchandise online store coming soon



