Drivers of Ridership and Revenue

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EXECUTIVE SUMMARY

- Customer PRESTO tap on/off[1] data analytics provide a valuable tool to inform and validate ridership growth opportunities.

- GO ridership growth has been experienced across all corridors to deliver a network gain of +5.8%. Increased customer service and station access highlight the growth momentum.
  1. Barrie service frequency and Kids Ride Free pilot increased satisfaction
  2. Increased Lakeshore midday service provides off peak customer value
  3. Station access, parking and Uber pilot encourage ridership frequency

- Ridership KPI and insight monthly reviews inform timely actions, identification and advancement of new customer initiatives.

RECOMMENDATION

RESOLVED:

THAT the Metrolinx Board of Director's endorse the insights, strategies and actions set out in the Director of Customer Insights February 7, 2019 report to drive customer insight-focused initiatives to drive ridership and fare sales on GO and UP Express.

FROM DATA, TO INSIGHTS

Ridership data dynamically generates summary maps that, together with new analytic tools, validates performance drivers and highlights key learning and insight to build future ridership

'KIDS GO FREE' & SERVICE IMPROVEMENT DELIVERS COMPETITIVE OFFERING

Increased Barrie Corridor service bolstered with Kids GO Free pilot have proven a model for adult ridership growth and customer satisfaction.

- Barrie Corridor Adult ridership grew from 0.6%[1] to 3.0%[2] with increased train frequency, and to 7.0%[3] with the Barrie Kids GO Free pilot

- The pilot contributed 63,000 incremental boardings

- More frequent service, and family friendly pricing, contributed to an 85% Barrie Corridor customer satisfaction score

ACTION:
Identify, pilot & validate new service & customer trip purpose opportunities.

Getting there is half the fun!

Kids 12 and under ride for free between Barrie and Toronto

Plan your trip at gotransit.com/barrie

OFF-PEAK SERVICE FREQUENCY DRIVES CUSTOMER TRIP PURPOSE RIDERSHIP

> Lakeshore Corridor off-peak frequency directly impacts ridership, evidenced by added midday service and weekend construction service.

- 43 new midday trips were added to the Lakeshore Corridor, increasing ridership by 30,000[3]

- Lakeshore Corridor construction led to 12,480 fewer customers per day on reduced service weekends

ACTION:
Expand off-peak service to build customer trip purpose opportunities, and strengthen construction service & communication mitigation plans.

STATION ACCESS AND COMMUNITY CONNECTIVITY DRIVE RIDERSHIP

Analytics validate a strong correlation between parking capacity, municipal service providers and station access design with ridership performance

- Mount Pleasant boardings increased 17.1% with improved bus service and community-friendly station design

- Cooksville construction reduced parking decreased boardings 7.2%, shifting customers to neighbouring stations and increasing transit use

- Aurora Station parking was at capacity in the am peak in 2017 and 2018, yet boardings still increased 30.5%

ACTION:
➢ Identify & pilot station access, parking and municipal service provider collaboration opportunities.
➢ Monitor new station ridership & station access performance (e.g., Guildwood Station).

TRANSPORTATION NETWORK COMPANY PILOTS EXPANDS TRANSIT REACH

UP Express Uber partnership and pilot validates the customer benefit for, and ridership growth impact of, alternate 'First Mile Last Mile' destination connectivity.

- Since the start of the Uber pilot, UP Express growth accelerated from 6.5% to 15.4%[6]

- Uber provides another way to access Weston Station where parking is at capacity

    - Proportionately, 3 times more customers used Uber to get to Weston Station vs. Union Station[7]

ACTION:
- ➤ Leverage Uber pilot learning to improve customer communication
- ➤ Identify expanded TNC opportunities, collaboration and pilots

Weston Station Uber pickup/drop-off
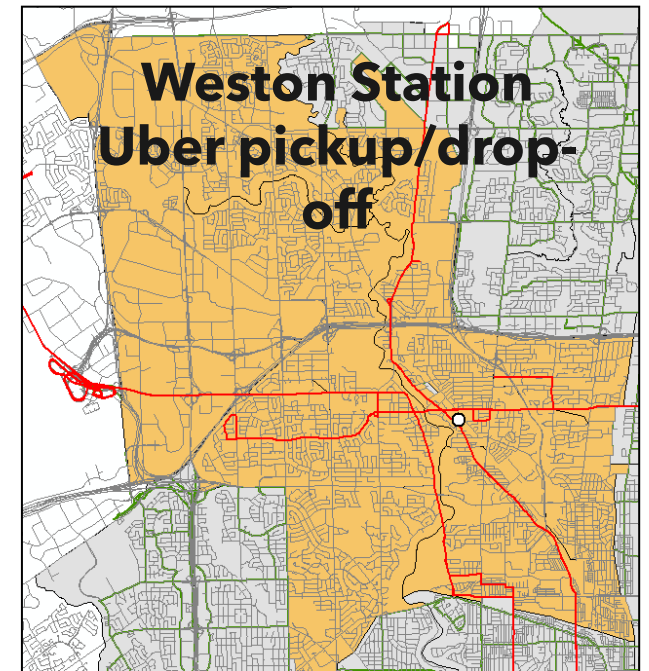
Top ten pick-up/drop off locations for Uber customers going to/from Weston Station

— Transit route with a direct connection to Weston Station