

Item 13: Enjoy the Ride

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IN JULY, GO TRANSIT RIDERSHIP RECOVERY TO 69% & UP EXPRESS TO 85%. MOMENTUM CONTINUES INTO FALL , WITH WEEKEND EVENTS, SPORTS GAMES, CONCERTS & FESTIVALS

- Weekend ridership at 125%
- Off-peak weekday ridership increased to 89%

NEW WEBSITE TRIP PLANNING TOOLS AND PRESTO CONTACTLESS PAYMENT ARE IMPROVING THE CUSTOMER JOURNEY EXPERIENCE :

- New GO Transit and UP Express websites highlight events and tourism destinations
- Weekend game day ridership at Union Station grew 48% and weekdays by 15 % vs. non-event days
- PRESTO Contactless launch on TTC

LOOKING AHEAD WE ARE FOCUSED ON SUPPORTING OUR CUSTOMERS RETURNING TO SCHOOL, WORKPLACE AND FALL EVENTS & PARTNERSHIPS:

- Gen Z campaign reaches Youth & Post Secondary students returning to campus 132% recovery
- Delivering customer amenities and experiences with integrated partners such as SCOOTY, Second Cup, and TURO
- Upcoming event PRESTO Perks: Just for Laughs, TIFF, and Royal Agricultural Fair

LEISURE TRAVEL WITH FESTIVALS, FALL ACTIVITIES AND GAME DAY



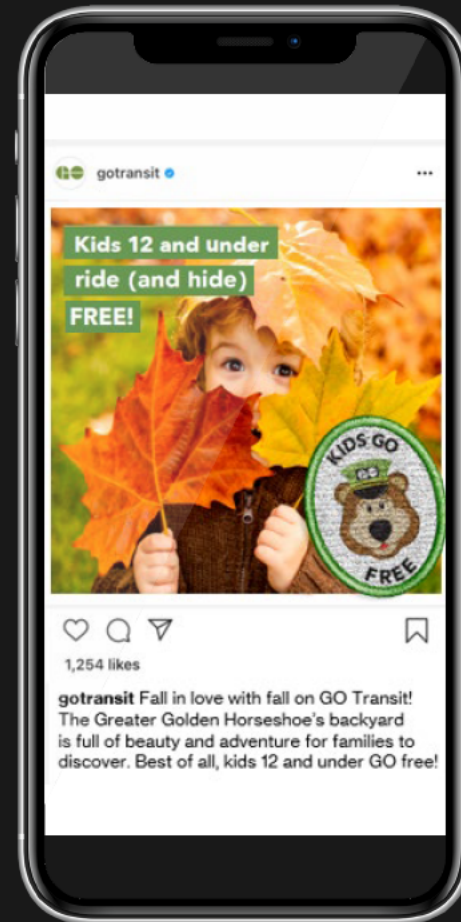
Never miss
a gametime moment.

Weekday Group &

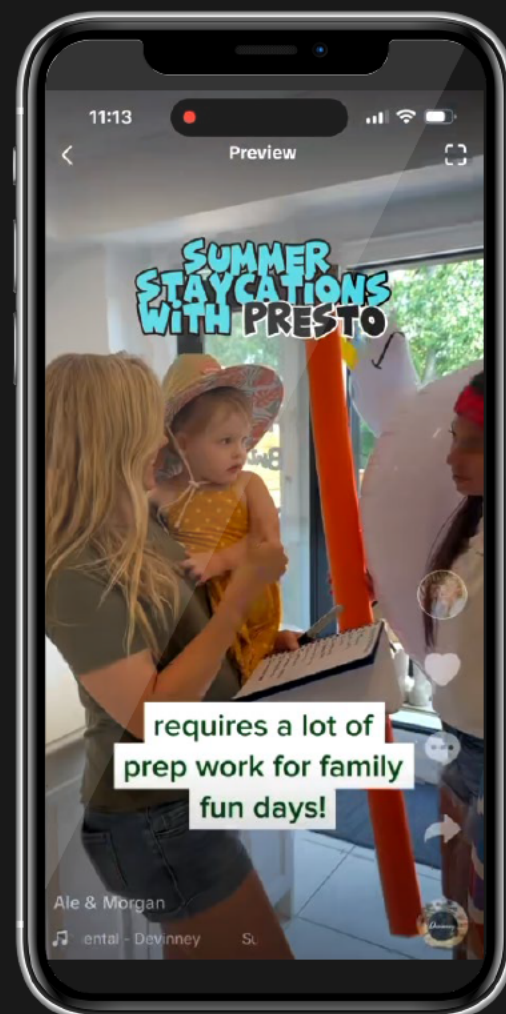
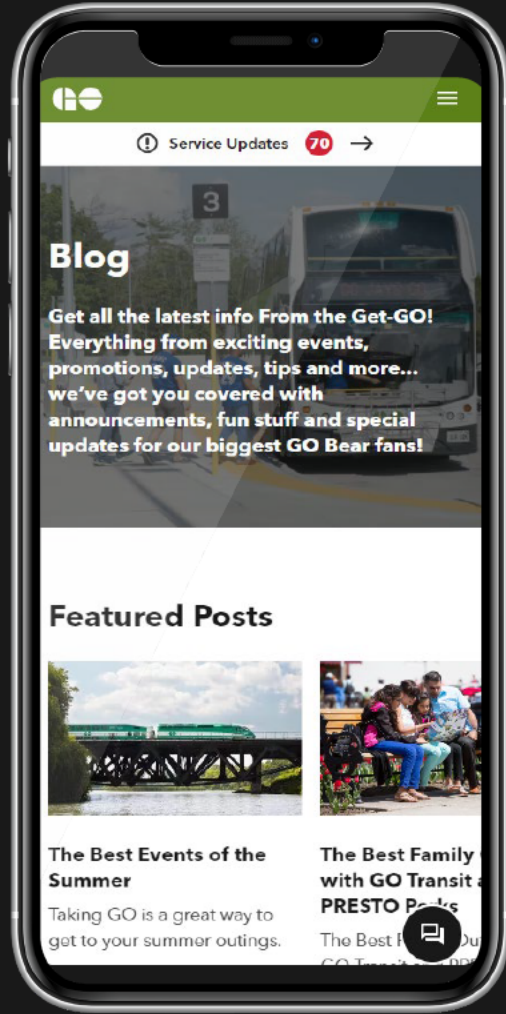
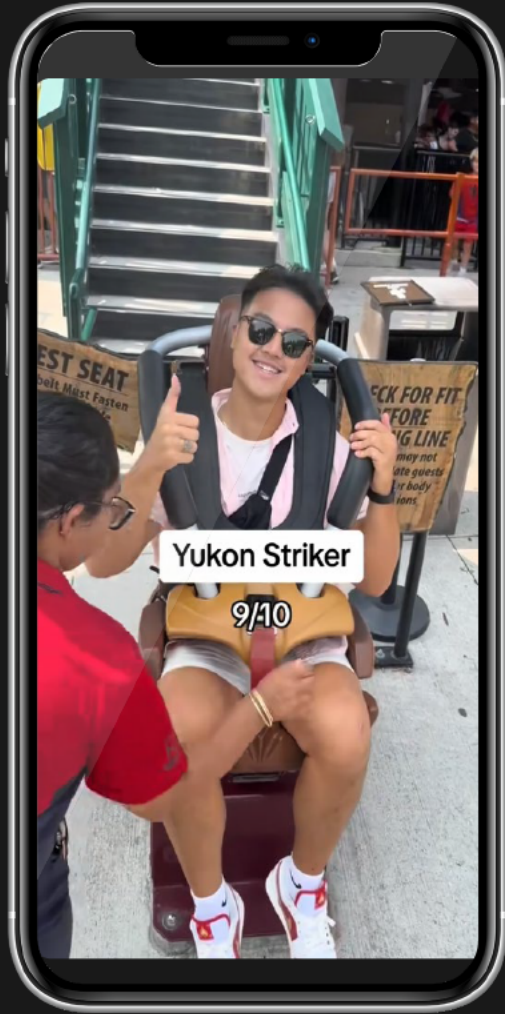
Weekend Passes from \$10.



Scan the QR code
to buy your tickets.



AUTHENTIC STORYTELLING BRINGS TO LIFE TRIP PLANNING IDEAS



WELCOMING CUSTOMERS RETURNING TO SCHOOL & THE WORKPLACE

HEY 😊

POST-SECONDARY STUDENTS

Save 40% on GO with PRESTO

We encourage
after-work
napping.
BYOBlanket.

Rest easy, we'll
get you there.

zzzz

GO

NEW CUSTOMER EXPERIENCES AND PARTNER AMENITIES

GRAND OPENING OF SECOND CUP COFFEE AT UNION STATION BUS TERMINAL



E-SCOOTER PARTNERSHIP RIDE SCOOTY LAUNCH AT BRAMPTON GO STATIONS



FIRST MILE / LAST MILE PARTNER TURO CAR SHARE LAUNCH



