

GO Transit and UP Express

Enhancing Our Customer Experience

Presentation by:

Martin Gallagher, Chief Operating and Safety Officer (GO & UP)

Mark Childs, Chief Marketing Officer

February 2024



EXECUTIVE SUMMARY

The transit landscape has transformed dramatically, with significant changes in ridership patterns and customer needs post-pandemic. In response, we have taken a data-driven approach to aligning services to new travel patterns to meet customer needs.



Change in traditional peak, business travel.

Business travellers move to a hybrid work environment, averaging three days in office



Increased, sustained demand for leisure travel.

GO Rail weekend recovery 140% vs. pre-COVID, with record-breaking Blue Jays, CNE, and Niagara Falls ridership



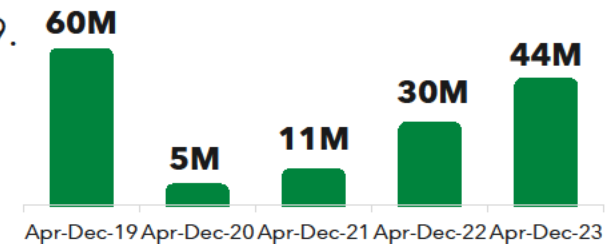
Significant growth in post-secondary students and youth riders.

+60% post-secondary student ridership compared to pre-pandemic levels

Fiscal year to the end of December, GO Transit and UPE ridership recovered to 44M from 60M in 2019.

In December 2023,

- GO Transit ridership recovered to 73.5% compared to December 2019, with GO Rail recovery at 67%, and GO Bus recovery at 97%.
- UP Express saw similar increases, with ridership recovered to 83.1% compared to December 2019.
- Customer satisfaction reached an all-time high for GO Transit at 89% and 91% for UP Express.



NEW AND REINSTATED GO & UPE

GO Transit & UPE services are aligned to match customer demand, meeting evolving commuter and discretionary (e.g., leisure travel) behaviours, validated by increasing ridership and record-high customer satisfaction scores.

Current service offerings exceed demand on all corridors except Lakeshore East, where additional services will be added when ongoing track work is complete. On the Kitchener corridor ridership now exceeds pre-COVID levels.

KITCHENER LINE - Weekend hourly service and weekday late night trip; train consist splitting on weekend service at Kitchener to better manage capacity.

UP EXPRESS - Reinstatement of 15-minute all day service; expanded service window from 23:00 to 01:00 (+ 14 weekday trips / +14 weekend trips); increased daily seating capacity by 19.7% to 40,560.

LAKESHORE WEST - Niagara weekday midday & evening service; 4xAM & 4xPM express trips between West Harbour / Aldershot, as well as complementing all-stops to Oakville; reinstatement of Niagara weekend service adjusted to align with Blue Jays gamedays and extra weekday trips to support travel to and from CNE.

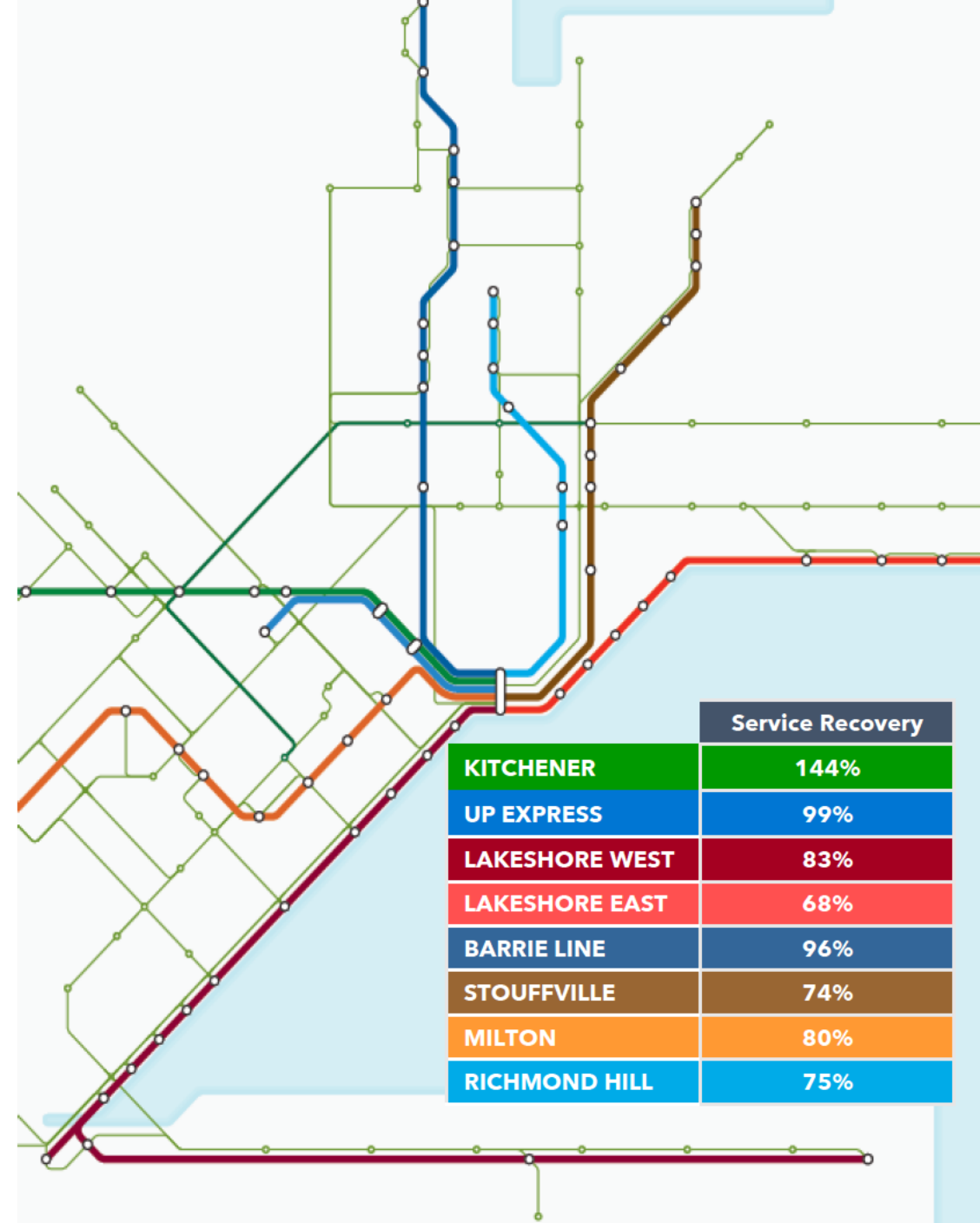
LAKESHORE EAST - 12 extra weekend trips for CNE; Reinstating PM peak outbound service; intermodal shifts on Lakeshore East to enable GO expansion works.

BARRIE LINE - Intermodal shifts to support travel to and from CNE and to enable GO capital expansion works.

STOUFFVILLE LINE - 1xAM & 1xPM service on the Stouffville Corridor between Union and Old Elm GO; intermodal shifts to support travel to and from CNE and to enable GO capital expansion works.

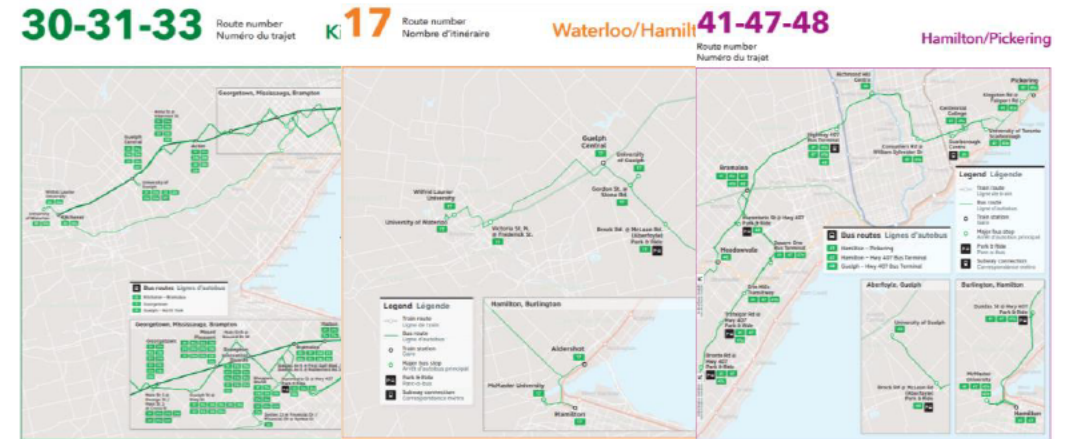
MILTON LINE - Reinstating Milton 2x weekday.

RICHMOND HILL LINE - 1xAM & 1xPM service between Union and Bloomington GO.



ACROSS OUR GO BUS NETWORK

- GO Bus services reached a **92% service recovery** by the end of 2023.
- Effective April 2023, Metrolinx launched the first phase of the Regional Express Bus (REB) strategy, transforming GO Bus into a high-frequency network that will enable “show-up and go” travel.
- Launched weekend GO Bus service on Route 30 (Kitchener / Bramalea), resulting in a substantial increase in ridership.
 - We increased service levels 3 times which has led to an **189% increase** in ridership on weekends & **88% increase** on weekdays.
- Launched weekday service on Route 17 (Waterloo / Hamilton). Improved connections bridging a north-south gap between Waterloo, Guelph, and Hamilton, eliminating the need for customers to backtrack to Mississauga / Brampton to complete their journey, resulted in a **133% increase** in ridership.
- With the increased frequency on Route 41 (Pickering / Hamilton), alongside being one of our core Hwy 407 services connecting multiple transit hubs, and post-secondary institutions along with connections to the TTC subway, ridership saw a **107% increase** on weekdays.
- Ridership on Route 32 (Brampton Trinity Common / North York) connecting Brampton with North York Centre and TTC’s Line 1 resulted in a **103% increase** on weekdays.



2023 GO BUS REINSTATED SERVICES:

- ✓ Expanded Route 94 Pickering / Square One to create direct services along Highway 401, connecting Pickering and Mississauga via Toronto Pearson Airport.
- ✓ Increased frequency on routes 12 Niagara Falls / Burlington, 30 Kitchener / Bramalea, 32 Brampton Trinity Common / North York, 40 Hamilton / Richmond Hill, 47 Hamilton / Hwy 407 Terminal, and 88 Peterborough / Oshawa to meet growing customer demand.
- ✓ More trips and new express options for post-secondary students on routes 15 Brantford / Aldershot, 41 Hamilton / Pickering, 47 Hamilton / Hwy 407 Terminal, 56 Oshawa / Oakville, and 88 Peterborough / Oshawa.
- ✓ All trips on Route 27 Milton / North York have been extended from Meadowvale to Milton GO, providing Milton customers with enhanced connectivity to the Line 1 subway, including off-peak and weekend service options.

CUSTOMER SATISFACTION (CSAT) & ON-TIME PERFORMANCE (OTP)

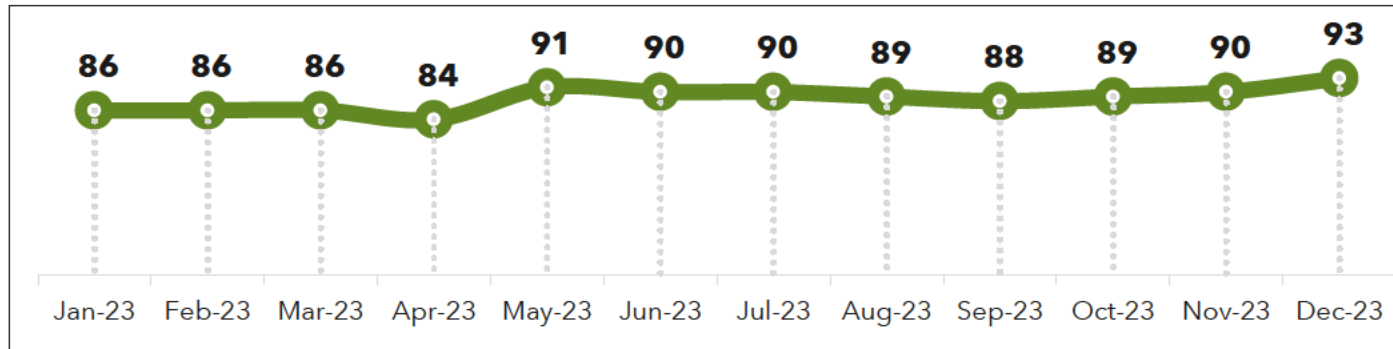
Our customers are responding positively to service reinstatements and enhancements, and we see this reflected in historically high customer satisfaction scores for both GO and UPE.

In December, **GO Transit** received an 89% satisfaction score against the corporate target of 84%. This is the highest satisfaction score since tracking began in 2009.

In December, **UP Express** achieved a CSAT score of 91%.

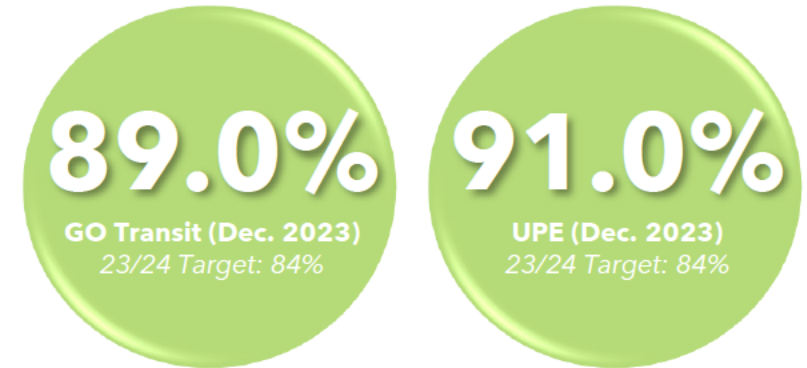
In 2023, GO Transit exceeded all three corporate objectives for the 12-month Moving Annual Average for On-Time Performance (OTP).

Priorities for our customers are reliable, affordable, accessible, frequent services that are safe to use. Customers have rated their feeling of safety on our network above 84% all year. With the highest score of 93% in December and an annual average of 88.5%.

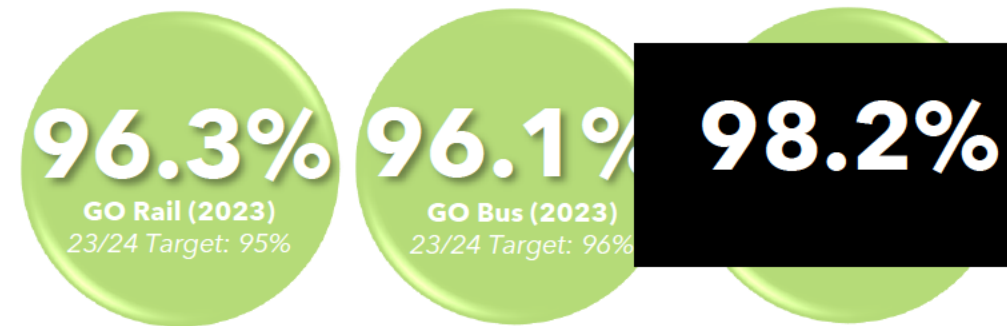


GO Transit Overall Safety Trend (2023)

Customer Satisfaction



On-Time Performance



IMPACT OF CONSTRUCTION, ENGINEERING & ASSET MANAGEMENT ON SERVICE AND OUR CUSTOMERS

- As part of the GO Expansion and Rapid Transit Capital Program, along with rail corridor maintenance and state of good repair work by Engineering & Asset Management, 17,335 work events were successfully planned and delivered in 2023.
- Along with, 46 major track closures including full weekend closures on LSW and LSE.
- Engineering and construction successfully delivered huge volumes of work with minimal disruption to customers and customer experience.
- Critical assets performed well with high levels of reliability throughout 2023.
- This unprecedented change in the way that GO Transit operates was also enabled by good customer communications, information, awareness, and support from Marketing, Communications, Payments, and Innovation & Information Technology.



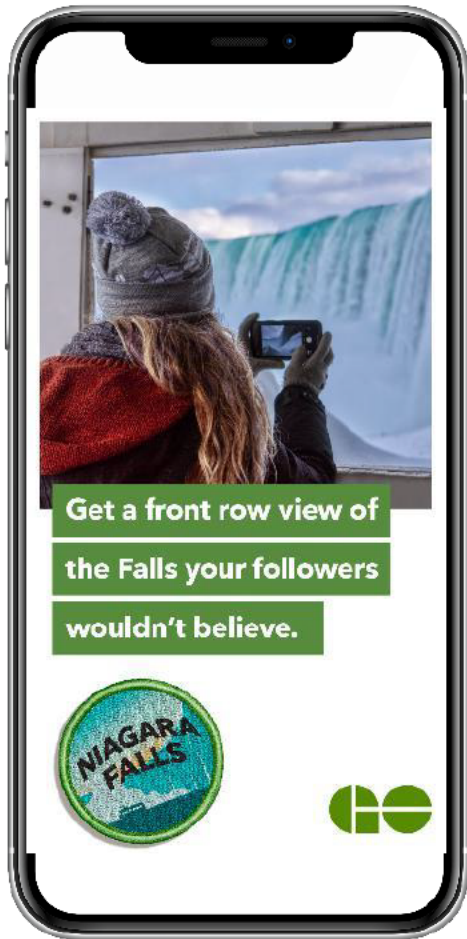
General contractor leading job safety briefing as per Metrolinx implementations.



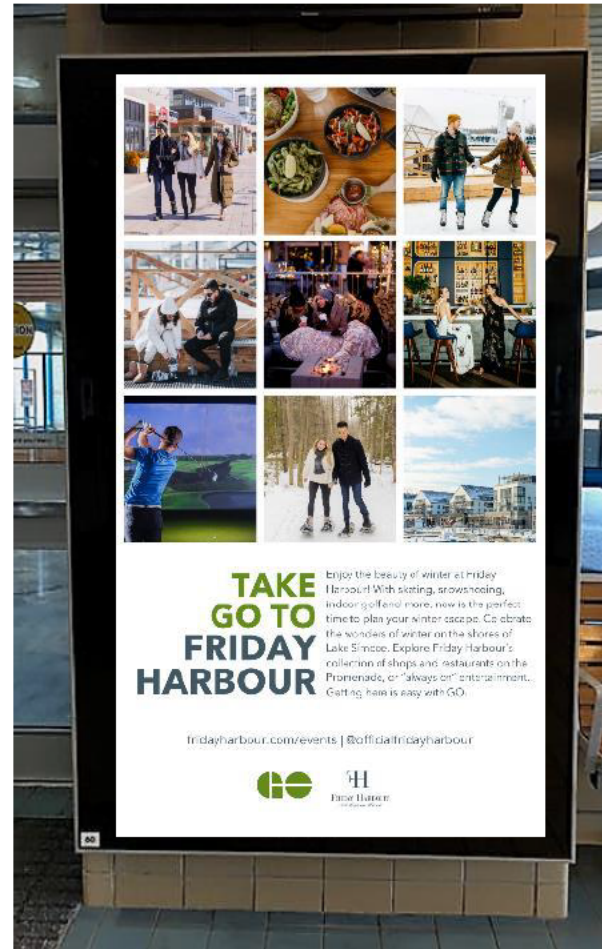
A&B rail installing a portable derailed rail in accordance with CROR-841 protection.

HELPING YOU PLAN AHEAD FOR SPRING ADVENTURES WITH INSPIRED GO & UPE LEISURE, EVENTS & TOURISM

GO Leisure Play & Stay Program



Escape to Friday Harbour

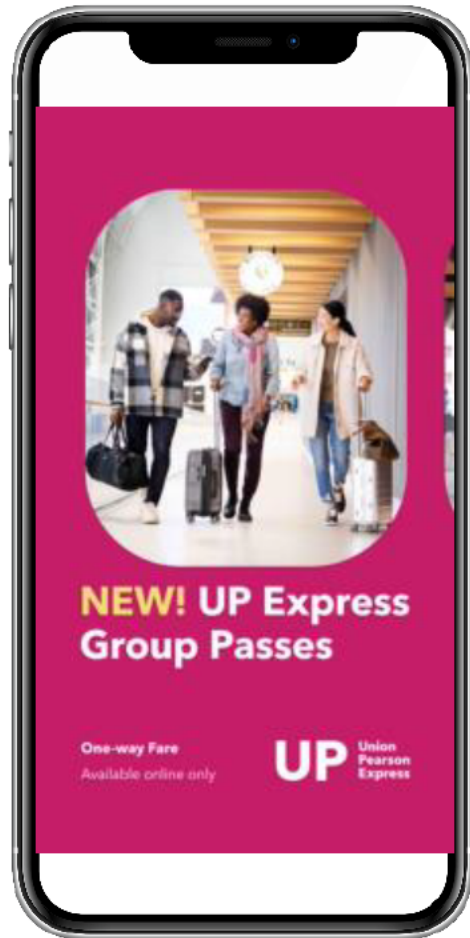


Hop on Board for the Blue Jays Home Opener

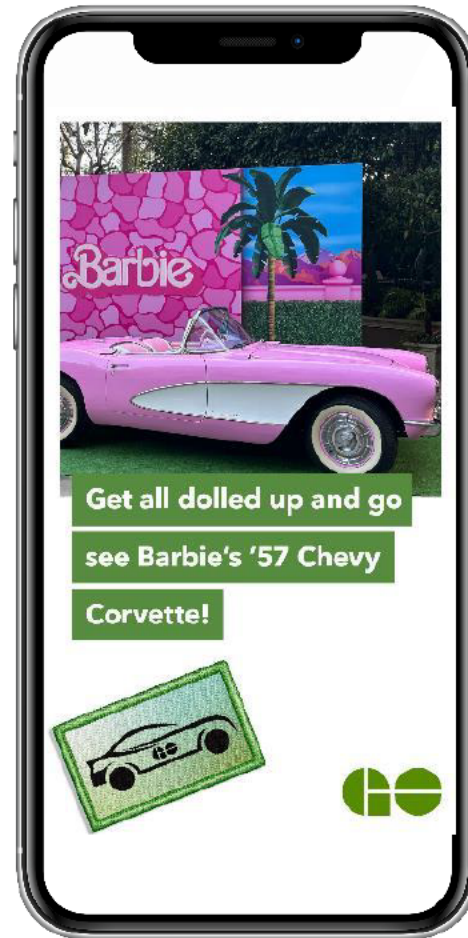


PROVIDING OFFERS WITH UP EXPRESS GROUP PASSES, GO COMBO TICKETS AND PRESTO PERKS DISCOUNTS

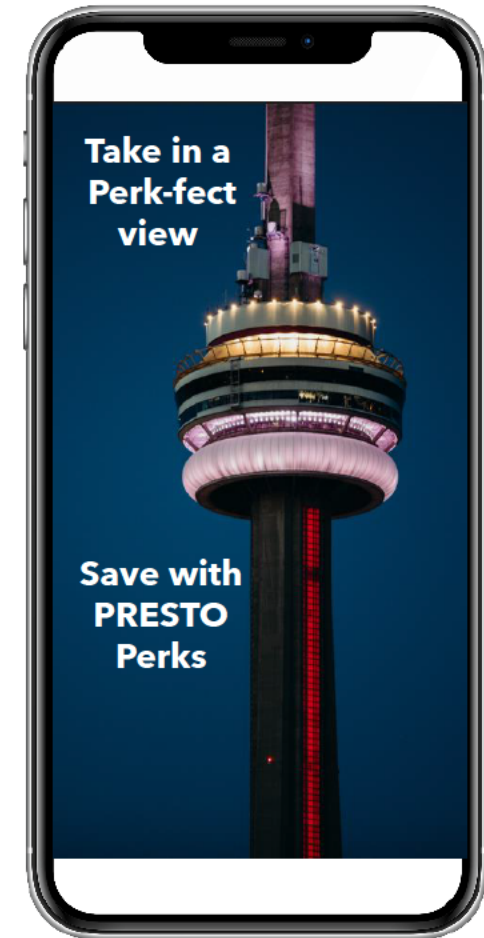
UP Express Group Passes



GO Combo Ticket to the AutoShow



Enjoy PRESTO Perks Discounts



ENHANCING YOUR JOURNEY WITH NEW AND IMPROVED AMENITIES AND EXPERIENCES

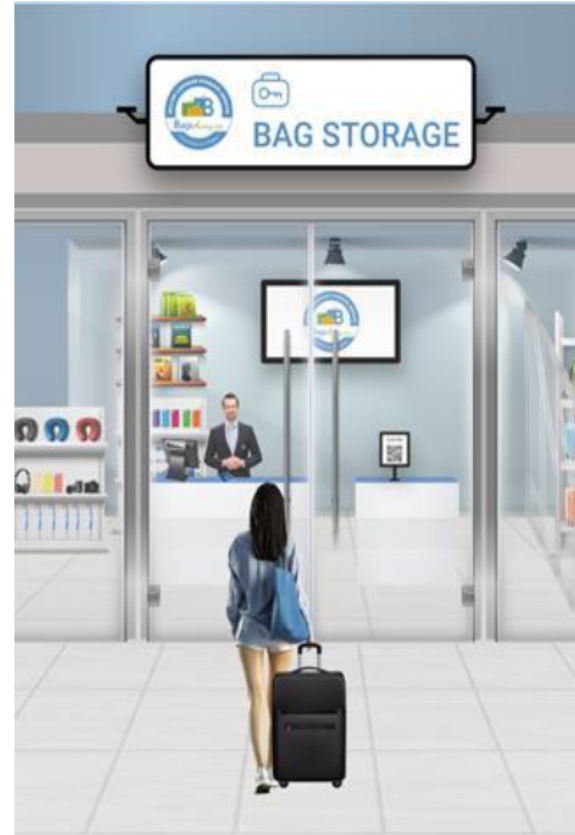
New PRESTO Perk Partners, including the new Jurassic Park exhibit



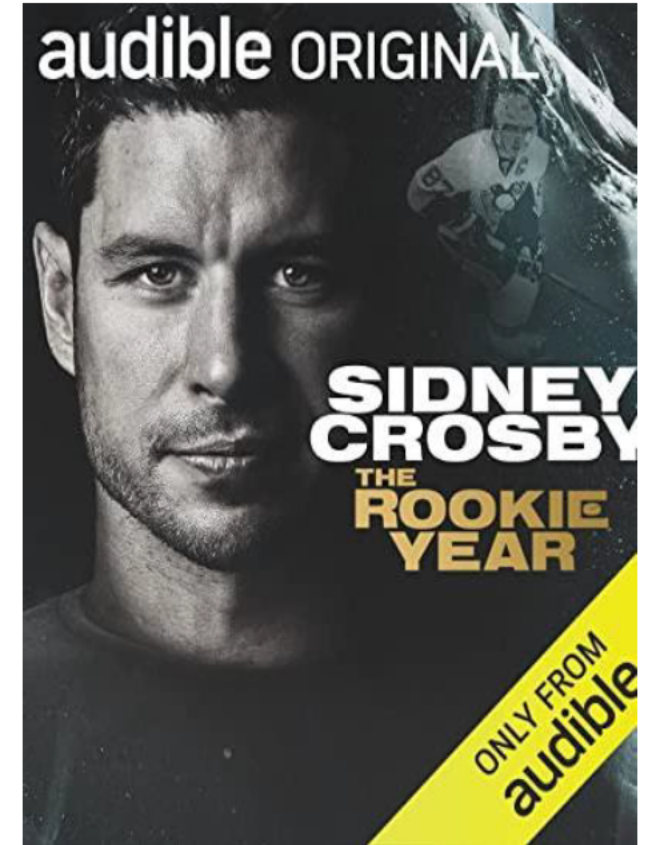
More GO Wi-Fi Plus Blockbuster movies



New retail experiences, including Bagsaway at UP Express



Audible partnership offer to enhance the on-board experience

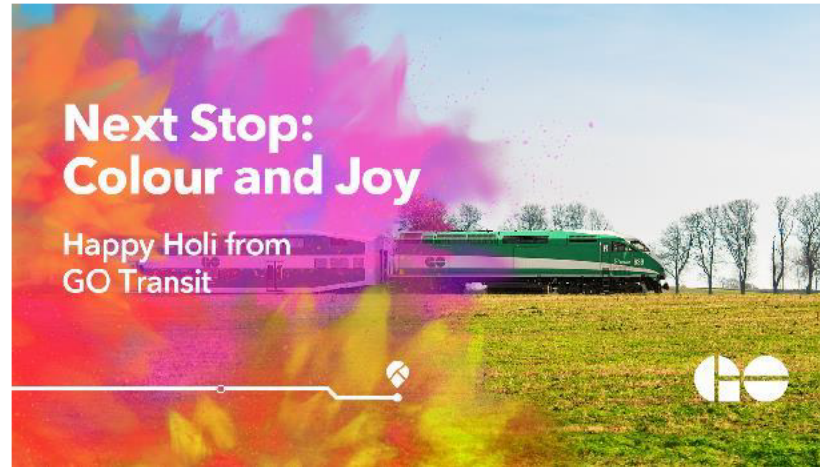


WELCOMING NEWCOMERS AND SUPPORTING CULTURAL CELEBRATIONS

Newcomer Campaign



GO Holi Celebration



UP Lunar New Year



