Our Passenger Charter. We promise:

- To always take your safety seriously
- To make your experience comfortable
- To do our best to be on time
- To keep you in the know
- To help you quickly and courteously
Letter from Mary Proc

Dear Customers,

This year, we celebrated the fifth anniversary of GO Transit’s Passenger Charter – a set of five promises to do our best to be on time; to always take your safety seriously; to keep you in the know; to make your experience comfortable; and to help you quickly and courteously. Each Passenger Charter promise has a Key Performance Indicator and we track how we’re doing through internal systems, surveys and your comments. This year we researched, re-evaluated and updated the KPIs to better reflect our promises and to give customers more objective and relevant measures. We strive to meet these targets and we update them every month on gotransit.com so you can see our performance and progress. Throughout this report you will see how we performed in the past year, and if we didn’t meet a target, we will explain what we are doing to reach it.

To keep our promises, we continue to improve the GO system, make it easier to travel with us and take steps towards Regional Express Rail (RER) – our plan to have all-day, two-way, every 15 minute, electrified train service on all the corridors owned by GO. In the past year we improved train on-time performance with several initiatives and maintenance programs, developed Triplinx, a new online trip planning tool that helps users plan their routes across the GTHA, and reached the first major milestone of RER by introducing 14 new weekday trips on the Kitchener corridor.

In this report, you’ll see major announcements and investments that include a new GO Station in Hamilton and the opening of the GO York Concourse in Union Station, as well as smaller initiatives, such as expanded customer Wifi access on buses and stations, along with improved service status communication.

From platform safety campaigns, to increasing service and adding parking spaces, we are responding to your needs and requests. We are committed to making your experience on the GO easy, safe, comfortable and convenient.

I am pleased to present the 2015 - 2016 Annual Progress Report that outlines our performance, the improvements we’ve made, and what is still to come.

Mary Proc
Vice President
Customer Service
Our Promise:
To do our best to be on time

We want to get you where you need to be, when you need to be there. It’s our goal to be on time, and we encourage you to see how we’re doing. If there’s a delay, we’ll do everything we can to provide you with information about it.

Improvements we’ve made

In March 2011, GO purchased the rail corridor from Union Station to Pickering, giving greater control over track conditions, and the speed at which trains can travel. With this purchase, GO owns 61% of the track over which it travels.

Traffic signal improvements have been made at Bramalea GO Station. In March 2011, GO Transit worked with Peel Region to enable buses to activate a nearby traffic control signal. This allows buses to exit the station onto Steeles Avenue quicker and more safely.

As of January 2011, our locomotive fleet is entirely made up of the MP40 model, replacing the older F-59. The newer locomotives use the best, cleanest diesel technology available, meeting all EPA Tier 2 Emission Standards. Also, these engines have the ability to pull 12 bi-level coaches, instead of the standard 10. As a result we were able to increase the number of 12 car trains by 14% providing 1,932 more seats.

Our winter preparedness plan along with our signal and switch replacement program (which received 40 upgrades in the Union Station rail corridor) has helped us to exceed our on time performance target every month since December 2009.

In December 2009, we implemented new protocols to reduce the effects of cold, snow and ice on the railways. As a result, on time performance last winter improved by 10.9% from the previous winter.

“I take the 17:20 GO bus that runs from Finch to Oakville GO station on a regular basis. The driver for this route has done an excellent job in terms of managing the time even in the event of bad traffic, bad weather or any other traffic conditions. He managed to get us home on time and above all safe.”

GO Bus passenger
Our Promise:  
To always take your safety seriously

The safety of our riders, employees and all those who come in contact with our services is at the core of everything we do. This means well-lit parking lots and stations, vehicles checked regularly and fast response from trained staff should you need help.

Improvements we’ve made

In July, our Transit Safety team educated customers on the importance of platform safety at Union Station with Operation Be Aware Take Care. The two week program involved placing three staff members on each of our seven platforms during rush hour where they handed out 45,000 flyers, provided personal safety tips and actively engaged customers to address any questions. The main message and goal of the program was to stay back of the yellow platform lines and to make waiting for trains safer for our customers.

We commissioned a new signaling system along the Barrie line in January that allows for more frequent trips along the corridor. The new system will also enhance safety with broken rail detection, switch failure detection and switch vandalism detection.

We introduced turn-by-turn navigation across our entire bus fleet that efficiently plans the best route for our drivers and customers. The system also recalculates and provides new suggested routing if the bus deviates from its planned route. This technology also gives our buses an additional safety feature and helps orient new drivers and existing drivers on expanded routes.

In November, we increased some fines to improve the safety and well-being of passengers and staff, and to bring them in line with other GTA transit agencies. Many of the fine increases were for offences that impact customer safety and the safe operation of GO Transit vehicles. Fines are not used as a revenue-generation tool but are intended to deter people from breaking our rules on safety, fare payment and etiquette.

To enhance driver and passenger safety, we installed Audio Video Recording Systems (AVRS) on our buses. The system records video/audio to provide an electronic record of incidents that could threaten the safety of our passengers. Seven cameras and one microphone were installed on each new Low Top Double Decker bus.

“I was very impressed by the customer service and care that me and my party were shown on our trip. My friend needed to be transported to the hospital due to illness and your Transit Safety Officer was extremely helpful. He made sure my friend received immediate medical attention, and remained at the scene when paramedics arrived. Once my friend was transported, he made sure me and the rest of our group were still able to get on our train. He calmed my friend down, who was extremely distraught about the incident. He re-assured us, made sure we knew we were taken care of, and made the trip comfortable and stress-free. On behalf of me and my friends, we would like to thank him and I will definitely remember how much he improved our trip, and let others know about our remarkable experience.”

GO Train passenger
Our Promise: To keep you in the know

Whether it’s delay alerts, or information to help plan your journey better - keeping you informed is key. Our goal is to keep you updated as soon as possible whether it’s in person or online.

Improvements we’ve made

Over the past year we worked with 11 GTHA transit providers to develop Triplinx, a new online trip planning tool that helps users plan their routes and move more seamlessly across the GTHA using local and regional transit. Triplinx also provides schedule, fare and service information, with future phases adding service alerts and real-time departure information. Triplinx for desktop and mobile browsers launched in May, with the mobile app following in July.

We started monthly meetings with our train crews to improve onboard announcements, with an emphasis on timeliness. The program includes training on how to evolve messages during service disruptions and a refresh of our announcement book that includes simpler, more customer-friendly language.

In July, our Customer Care Team extended the hours when they handle social media interactions. They now handle voice and social media throughout the entire hours of operation for the Contact Centre (Monday to Friday 8am to 11pm, Weekend and Holidays 8am to 9pm).

New signage plans were created in collaboration with our station, construction, and bus teams to limit customer wayfinding issues during construction. Select stations also began upgrading PA systems to ensure announcements are heard clearly in station buildings and platforms. A new text-to-speech functionality was also developed so customers receive the same message consistently.

“You don’t have a category for applause. I highly commend you for your efforts in communication during the issues last evening. I had a dinner invitation back in Oshawa and I was packing up my desk at the office when I received your first alert on delays and finally a suspension of service. I am a regular user of the accessible coach, my mobility issues are generally not a problem at work, but can be a problem for daily commuting. I was thinking of unhappy transportation alternatives and then a wondrous thing happened. Early on, you provided a reason for the delay and a realistic timeline for the restoration of service. What that gave me was peace of mind to seek out a co-worker and we ended up going to dinner and watching the end of the Blue Jay game. It was relaxing and enjoyable because we have a game plan from GO. It was definitely a less stressful event because of the transparency and the speed in communicating to passengers. ‘Bravo to GO!’”

GO Train passenger
To keep you in the know con’t...

Improvements we’ve made

Our customers want to stay connected and in the past year we provide more Wi-Fi access across our system. Expanding Wi-Fi helps us provide customers with easy access to information through Triplinx, the GO Tracker, the mobile GO website and On the GO alerts. We added Wi-Fi to 22 more GO Stations, and we now have 36 stations that offer Wi-Fi to customers. Free Wi-Fi will be rolled out to all remaining GO stations later in 2016.

Every weekday, 90% of our customers ride to and from Union Station and we began offering free Wi-Fi service in the York Concourse and York East Teamway through a partnership with IMA Outdoor Inc. Wi-Fi access will continue to be phased in to other areas of Union Station over the next two years as construction work is completed. Also with IMA, we began a six-month pilot in June to provide free Wi-Fi on 10 of our buses and started exploring options to provide reliable internet connectivity on our trains in a cost-effective manner. The pilot is now completed and we are evaluating a full fleet rollout.
Our Promise:
To make your experience comfortable

Our goal is to make your time with us as pleasant as possible. We will provide modern, well-equipped vehicles and facilities, because a comfortable, stress-free environment can make the difference in your day.

Improvements we’ve made

To ease crowding and to provide more options for customers we added 19 new train trips and extended six trips that add 30,000 more seats per day. In the past year, we reached a major milestone with our GO RER program by introducing 14 new weekday trips and extending one trip on the Kitchener corridor; we added three new trips and extended one trip for our Lakeshore West customers; two new trips were added to the Milton corridor, along with one new trip on our Lakeshore East line. We also added 246 bus trips that add over 12,000 more seats per day for our bus customers. Trips were added across all corridors with the majority of new trips being added to the Kitchener (+140 trips), Hamilton (+30), Newmarket (+11), and Oshawa corridors (+8).

We welcomed customers to the new 62,000-square-foot GO York Concourse in April, well ahead of the Pan Am Games and the closure Bay Concourse in August. This was the first major milestone in the Union Station Revitalization project and it provided customers with almost twice the space of the existing Bay Concourse. The York Concourse features a bright, progressive design that includes a new customer service counter, additional PRESTO/ticket vending machines and new stairs/elevators to better move customers between the concourse and platforms. Later in the year, the thousands of GO customers who ride to and from Union Station benefited from the very first stand-alone McCafé in Canada. McCafé in the York Concourse have been joined by Uncle Tetsu’s, Starbucks, Booster Juice, and INS News in 2016.

In July, we officially opened the new West Harbour GO Station in Hamilton, providing train and bus service for local commuters as well as spectators for the Pan Am Games. Two months earlier, we announced another new station in Hamilton that will extend the Lakeshore West corridor from the new West Harbour GO Station to Centennial Parkway in eastern Hamilton. Confederation GO Station is expected to open in 2019 with construction beginning in 2017. These two new stations will reduce congestion, create jobs and make it easier for Hamilton residents to take public transit.
We began rolling out 127 new rail cars to meet growing demand, improve comfort and to support increased service for our RER program. The train cars feature a new, modern exterior, along with a more spacious and welcoming interior. Seats with improved cushioning/ergonomics are spaced further apart, washrooms now feature electric hand dryers/touchless dispensers, and improved heating, lighting and sound dampening further enhances passenger comfort.

In the past year we added more than 1,500 new parking spaces across our system. Additional parking was provided at the new Park and Ride facilities in Pickering and Newmarket, and also at King City, Oshawa, Stouffville, Aldershot, Weston and Bronte GO Stations.

In October, we introduced a new way to get on the GO for Milton customers. The GO Connect pilot program was a door-to-door shuttle service connecting passengers to and from the Milton GO station. Operated by Milton Transit and local taxis, GO passengers used the web or a mobile app to reserve and prepay trips during the morning and evening peak periods.

We recently introduced new station design guidelines that will bring us closer to an improved and consistent customer experience. The design features integrated seating, self-serve fare/information areas, and a consistent GO-branded design that incorporates wood ceilings, wayfinding bands and energy efficient lighting that responds to the time of day/natural light.

“I just wanted to take the time to say how amazing my recent go train experience was. I’ve taken the train many times before but I recently lost a significant amount of my sight and now need a cane and a helper to travel anywhere. I took the train from Clarkson and it was my first time ever using the accessibility car. I was impressed with the staff. They helped both me and my sister to find seats on the busiest of trains and I was impressed that each and every single person who needed to be on that train got on and got a space. I just wanted to thank everyone who made me feel comfortable and helped me get where I needed to be. It was such a huge relief to be able to feel safe and secure and to know that this service is there when I need it.”

GO Train Passenger
Our Promise:
To help you quickly and courteously

We’ll take every chance we can get to make your trip better. That’s why every employee at GO wants to help you. If you have a problem, we’ll do our best to resolve it on the spot. In other words, whenever you need help, just ask.

Improvements we’ve made

Helping customers is part of everyone’s job at GO Transit and we make sure everyone is properly trained to improve the customer experience. We began monthly meetings with our train crews to improve onboard announcements which included training on how to evolve messages during service disruptions and a refresh of our announcement book that now uses simpler, more customer-friendly language. Our bus drivers participated in monthly Safe Driving Programs, and received training in platform and radio etiquette, and accessibility. Mandatory Professional Driver Improvement and SMART Driver training courses ensure that our drivers continue to provide safe, courteous and on-time service. Our Transit Safety Officers received refresher training in three GO Customer Service courses to help create positive interactions with customers.

We improved the online Service Guarantee claim process in January with an enhanced interface that gives customers instant feedback if a trip is eligible for a refund. The new system also allows us to process claims faster.

The Zipcar and GO partnership that launched in 2014 has been very successful and the program expanded to seven new GO Stations in April, for a total of 13 across the region. More customers are using the program every month, and the partnership has been very popular in regions outside of the downtown core that previously had little to no car sharing.

We celebrated our Passenger Charter’s five-year anniversary which is our commitment to deliver exceptional service to our customers. A key part of the Charter is our Key Performance Indicator (KPI) Report Card, which is used to track progress publicly. We conducted extensive research that revealed customers wanted KPIs that are more objective, and our refreshed Report Card now provides more tangible and objective measures.

“My family and I are from Barbados and recently visited Canada and had one of the most pleasant encounters with one of your drivers. We were tourists and when returning from Niagara Falls we had to make a transfer at the Burlington carpool. This unfamiliar location can be uncomfortable for a tourist. However, a driver saw to it that we did not have to endure such a harrowing experience as he welcomed us to remain safe and comfortable in the bus until our transfer bus arrived. What was even more amazing was that we did not even have to ask. My family and I will never forget your efforts and your employee made us love Canada even more! Thank you once again, we will never forget and stop thanking you!”

GO Bus Passenger
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<tr>
<th>MEASURE</th>
<th>ANNUAL TARGET</th>
<th>2014-15</th>
<th>2013-14</th>
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<tbody>
<tr>
<td><strong>On Time</strong></td>
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<tr>
<td>We will run more than 94% of rush hour trains within five minutes of the scheduled time.</td>
<td>94% ✓</td>
<td>94%</td>
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<tr>
<td>We will run more than 94% of buses within 15 minutes of the scheduled time.</td>
<td>94% ✓</td>
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<td><strong>Safety</strong></td>
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<tr>
<td>We will have 30 or fewer complaints per 1,000,000 boardings regarding safety.</td>
<td>30 ✓</td>
<td>27</td>
<td>23</td>
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<tr>
<td><strong>Keeping you in the know</strong></td>
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<tr>
<td>77% of our customers will be satisfied with GO Transit's communication as measured by our customer satisfaction survey.</td>
<td>77%</td>
<td>Not Met 70%</td>
<td>75%</td>
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<tr>
<td>We will have 30 or fewer complaints per 1,000,000 boardings regarding service status communication.</td>
<td>30 ✓</td>
<td>24</td>
<td>18</td>
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<tr>
<td><strong>Comfortable experience</strong></td>
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<tr>
<td>We will have 30 or fewer complaints per 1,000,000 boardings regarding comfort in stations, trains and buses.</td>
<td>30 ✓</td>
<td>22</td>
<td>21</td>
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<tr>
<td><strong>Helpfulness</strong></td>
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<td>We will ensure 85% or more of customer inquiries/concerns are resolved the first time they contact us.</td>
<td>85% ✓</td>
<td>97%</td>
<td>97%</td>
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