



Passenger Charter

Annual Progress Report
April 2010 – March 2011



A Division of METROLINX

Letter from Gary McNeil

Dear Passengers,

In November 2010, we launched GO Transit's first ever Passenger Charter – a set of five promises that we are making to you to do our best; to be on time, take your safety seriously, keep you in the know, make your experience comfortable and help you quickly and courteously.

To keep our promises, we are continuously making improvements across the GO system. From improving our reliability, increasing parking spaces, to communicating service status, we are listening to you, and want to make sure your experience on the GO is an easy, safe and comfortable one.

We measure how we're doing through our own performance indicators, and we learn about your satisfaction through surveys and your feedback. Each Passenger Charter promise has a performance indicator, as you'll see in the chart at the back of this report, and we strive to meet these targets every year.

Your feedback is heard and taken seriously. Many improvements have been made as a result. We recently launched our online customer panel, *Let GO Know*, and I encourage you to join and have a direct hand in shaping the improvements we're making across our network.

I am pleased to present the 2010 - 2011 Annual Progress Report that outlines how we did last year, the improvements we've made to the GO system, and highlights those things that we're doing to help keep our promises to you.

Thank you for riding with us.

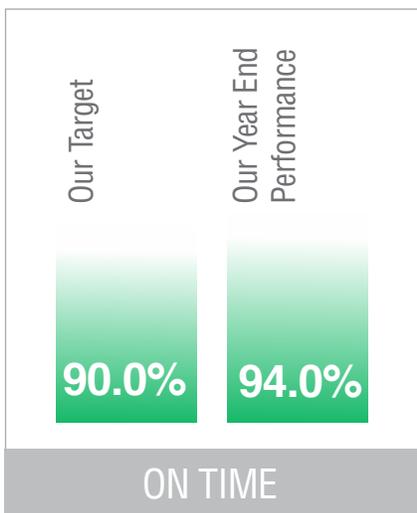
Gary McNeil
President, GO Transit



Our Promise: We will 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 you're always welcome to see how we're doing. If there are delays, we will provide information about them.

Improvements we've made

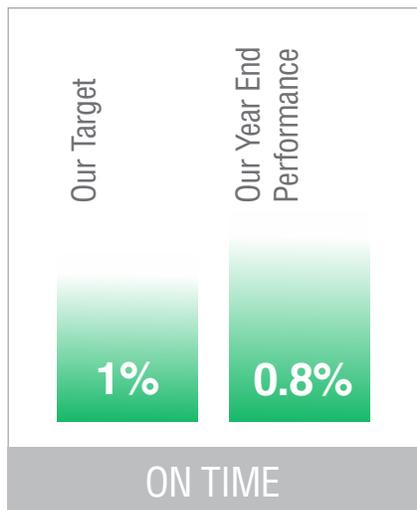


THE PERCENTAGE OF RUSH HOUR TRAIN TRIPS WITHIN FIVE MINUTES OF THE SCHEDULED TIME

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.



THE PERCENTAGE OF OUR SCHEDULED TRIPS CANCELLED OR DELAYED OVER 20 MINUTES

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.

Our Promise: We will always take your safety seriously

This means continuing to keep our stations well lit and our vehicles well maintained. It means creating a sense of security in our parking lots. If something does happen, it means getting you the help you need from our trained, professional staff. All in all, it means doing whatever we can to ensure that you get home safely.



Improvements we've made

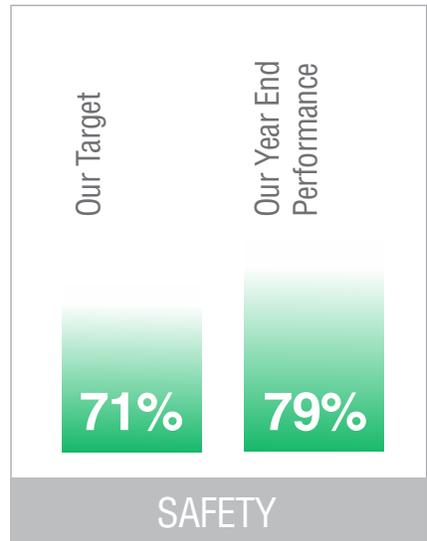
In winter 2011, Close Circuit Television (CCTV) software was installed on GO property. With the CCTV and increased visibility of transit officers and public education, GO Transit has reduced the number of stolen automobiles by 50% from peak levels in 2002-2008. Of the approximately 15 million vehicles parked at GO parking lots during the year, there were only 54 incidents of vandalism or theft.

During the 2010 holiday season we ran a parking lot safety campaign to provide you with safety tips. Additional transit safety officers were on board trains for your safety.

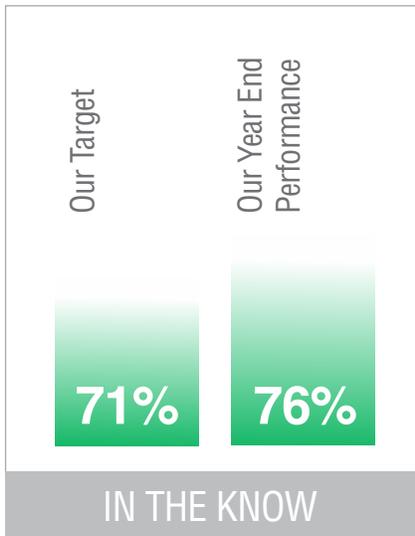
In the fall of 2010, we introduced new safety policies for parking enforcement, removal of abandoned vehicles and managing offensive activity on GO's property.

You've told us you wanted additional security on board trains. As a result we have increased our Transit Safety Officers' presence across the system and are conducting more frequent fare inspections.

In June 2010, our Transit Safety Officers began to wear new uniforms to enhance their visibility, making it easier to identify them when needed.



CUSTOMER SATISFACTION WITH GO TRANSIT'S SAFETY AS MEASURED BY OUR CUSTOMER SATISFACTION SURVEY



CUSTOMER SATISFACTION WITH
GO TRANSIT'S COMMUNICATION
AS MEASURED BY OUR
COMMUNICATION SURVEY

“By using the PA to keep his passengers informed, our driver went the extra distance to provide superior customer service.”

GO Bus passenger from Milton



Our Promise: We will keep you in the know

Whether it's information that can help you plan your journey, late-breaking news that impacts your trip with us, or a station announcement you need to hear, we will be clear and consistent in our communications.

Improvements we've made

In February 2011, we upgraded the Google Trip Planner widget to make planning your trip easier.

In January 2011, we launched the ability to receive service status alerts through SMS text. Over 67,000 customers now subscribe to our e-News service.

In January 2011, a communications team partnered with bus operations to provide more timely information on bus delays through e-News.

In April 2010, new websites were launched to keep you updated about the Electrification Study, the Georgetown South Project and Smart Commute.

In April 2010, enhancements were made to the way we communicate service status update information through our Customer Service Ambassadors on trains and on our service status webpage to deliver more timely and consistent information to our passengers during service disruptions.

Google Trip Planner launched in February 2010, providing you with another convenient way to plan your travel.

Our website was refreshed in January 2010 with a focus on simplifying the navigation and updating the look, making it easier to find information.

Starting March 2010, when major disruptions to service occur, GO Transit employees hold debrief sessions to assess the incident with a focus on how improvements can be made to service recovery plans.

Our Promise: We will make your experience comfortable

We want your trip to be as easy as possible. Your ticket will gain you admission to a modern, well-equipped vehicle, giving you well-deserved time to yourself. Your comfort is important to us.

Improvements we've made

In March 2011, we announced that we are expanding our rail fleet and have purchased an additional 50 bi-level passenger coaches. We will be able to carry an additional 8,000 commuters a day by next year. The first coaches are scheduled to arrive in fall 2011.

In March 2011, we acquired 21 new Motor Coach Industries (MCI) buses to replace outdated buses and prepare us for service growth.

In March 2011, a new bus stop at Bradford GO Station was opened to improve passenger transfers to and from trains, access to the parking lot and to allow for accessible bus service at this location.

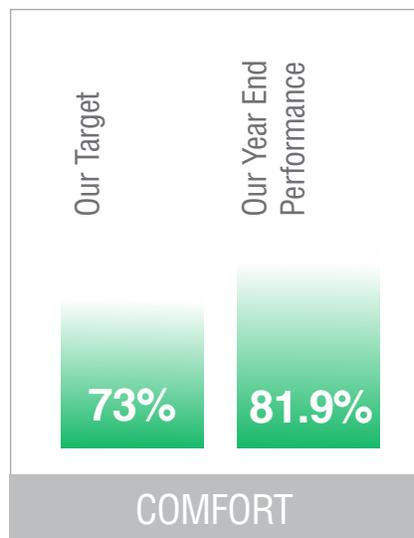
In January 2011, the Orangeville bus route 37 train meet service became fully accessible at designated stops.

In January 2011, new cleaning services and protocols on buses were implemented and customers have noticed. Customer satisfaction regarding the cleanliness of buses increased by 7 % over last year based on results from our last survey.

In February 2011, we started the construction of a new pedestrian bridge over Hwy. 401 in Pickering. This bridge will provide better access for commuters by connecting the Pickering GO Station south of the highway to the Pickering Town Centre and the city's new downtown core. The project is scheduled for completion in the fall of 2011.

In January 2011 a number of bus trips on the Milton, Georgetown, Highway 407 and North corridors have been added and extended to accommodate growing passenger demand.

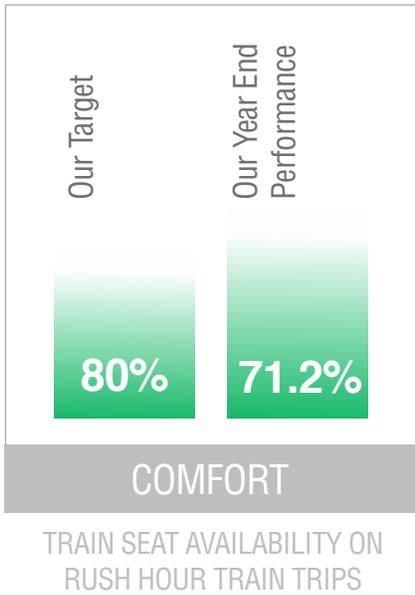
In 2010, the parking structures at Whitby Station and Aurora Station



CUSTOMER SATISFACTION WITH THE CLEANLINESS OF GO TRANSIT MANAGED STATIONS AS MEASURED BY OUR CUSTOMER SATISFACTION SURVEY

"I look forward to my trip home on the 18:00 train since I know that Alanna will make my trip pleasant and comfortable."

Barrie GO Train passenger



“It’s rare in this day and age to find someone who enjoys their job and performs it to the best of their ability, while all the time smiling and ensuring that their customers are having a memorable experience.”

Barrie GO Train passenger

had an electronic Parking Space Availability Counter built in so that you will know how many spots are available in the structure before entering. Centennial will be the next station to receive the space counter, as well as future parking structures.

Since fall 2010, we have opened new bus facilities in Aberfoyle, Brampton and Halton Hills to improve bus service reliability. Previously, GO stored many of its coaches outside. These new facilities will keep the buses at a comfortable temperature before starting for each trip.

In November 2010, we launched an online tool that identifies seat availability on our train trips.

Since fall 2010, we have added 22 additional double-decker buses to our fleet to help meet the demands for more seating.

Our Promise: We will help you quickly and courteously

Customer assistance is part of everyone’s job at GO Transit. If you have a problem, we’ll do our very best to resolve it on the spot. If you have questions prior to, or during your trip, we’ll answer them for you. In other words, whenever you need help, just ask.

Improvements we’ve made

The PRESTO fare card is now available at all train stations.

On February 28th, we opened our new Pickering GO Station and celebrated it with a Customer Appreciation Day. The new station includes new washrooms, waiting areas, ticket sales, and a reconfigured kiss-and-ride area to help ease commuter drop-off and pick-up.

During February, GO Transit’s 10 member customer advisory committee participated in the recruitment and selection of the new independent Hearing Officers that will be responsible for arbitrating disputed tickets.

In 2010, we hosted 14 Customer Appreciation Days at our stations to thank you for continuing to ride with us.

In December 2010, we extended our ticket sales hours at the Union Station Bus Terminal, making it easier to buy tickets before boarding.

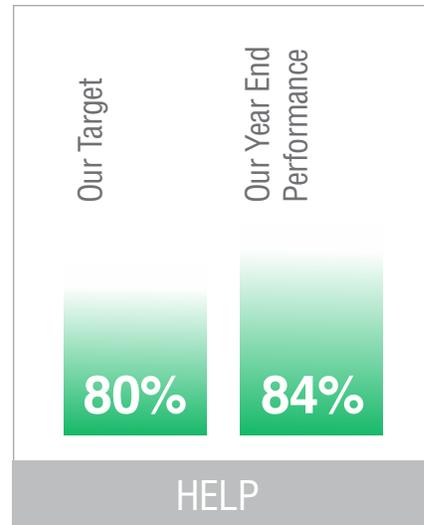
In spring 2010, we updated our web comment form. You can now give us details about your trip, which will help us speed up the time it takes us to investigate and resolve.

Since January 2010, our call centre staff have been using our bus automatic vehicle locator system to respond to customer inquiries about the location of their bus.

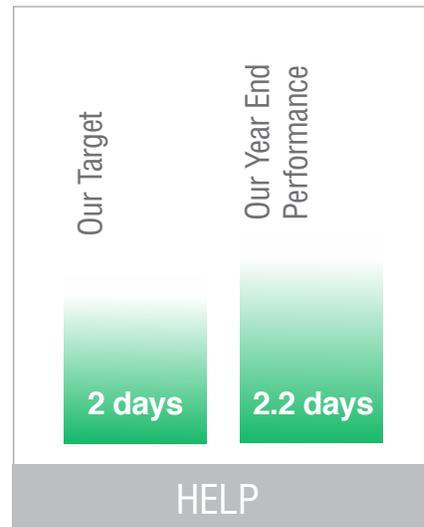
In January 2010, as a result of your feedback, we changed the bus stop flagging policy, so that you no longer need to “flag” our service. When we approach a shared bus stop (GO/local) we will stop regardless of being flagged. Our “flag” service will continue in areas where a GO Transit bus stop does not exist.

Your feedback helps us continually improve. We regularly conduct surveys to see how we’re doing. You will find current and upcoming surveys on our Surveys Feedback page at gotransit.com.

5 Promises



THE PERCENTAGE OF TELEPHONE CALLS ANSWERED WITHIN 20 SECONDS OR LESS



THE AVERAGE TIME TO ADDRESS CUSTOMER CONCERNS

PROMISE CATEGORY	OUR TARGET		2010/2011 YEAR END	2009/2010 YEAR END
On Time				
We will run more than 90% of rush hour trains within five minutes of the scheduled time.	90%	✓	94%	91.7%
We will have less than 1% of our scheduled trips cancelled or delayed over 20 minutes.	1%	✓	0.8%	1%
Safety				
We will increase year over year, the percent of customers who are satisfied with GO Transit's safety as measured by our customer survey.	71%	✓	79%	71.3%
Keeping you in the know				
We will increase year over year, the percent of customers who are satisfied with GO Transit's communication as measured by our communication survey.	71%	✓	76%	71%
Comfortable experience				
We will strive to have seats available for every passenger on 80% of weekday rush hour train trips.	80%	X	71.2%	65.7%
We will increase year over year, the percent of customers who are satisfied with the cleanliness of GO Transit managed stations as measured by our customer satisfaction survey.	73%	✓	81.9%	73.1%
Helpfulness				
We will reduce the average time to address customer concerns to within 2 days.	2 Days	X	2.4 days	3.4 days
We will answer 80% of telephone calls within 20 seconds or less.	80%	✓	84%	81.3%

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ou composer un des numéros ci-dessus.



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