

To: Customer Experience Committee
From: Mary Proc, Vice President, Customer Service Delivery
Date: February 16, 2017
Re: Customer Experience Advisory Committee December Update

Executive Summary

The Customer Experience Advisory Committee (“CEAC” or the “Committee”) was established to promote discussion and exchange information with the public on key customer issues and advise on policy issues related to customer service. The last meeting was held January 16, 2017. Agenda items for the meeting included presentations on the new Metrolinx brand strategy & visual identity, strategic partnerships update, the future of service information, and the Quarterly Report for period ending December 31, 2016.

Recommendations

This report is submitted for information purposes only.

Background

The agenda for this meeting included:

The new Metrolinx Brand Strategy & Visual identity

Jennifer Van der Valk, Director Brand & Marketing, provided the Committee with the new brand strategy and visual identity. The committee was provided with rationale for the evolution and shown applications of how the new visual identity can be used across the GO, PRESTO, Crosstown, and UP Express networks. Overall the committee provided positive comments stating the visual identity provided a new sleek look, and feel of prestige over the current branding. Some concern was expressed regarding finding a black card in wallets/purses in the evening hours (on buses particularly).

Strategic Partnership Update

Steve Naylor, Director, Business Planning, presented an update on strategic partnerships advising the Committee of three possible partnerships that will provide convenient amenities and services to meet the wants and needs of our customers and encourage transit use. The committee was delighted with the prospects which they felt would offer genuinely enhanced value to customers. Comments included a suggestion to begin partnership promotions early in order to allow ample time for customers to change their regular habits and routines, i.e. parking locations, banking choices.

The Future of Service Information

Ahmed Hassan, Senior Project Officer, Research & Business Solutions, presented the future of service information providing the committee with examples of current innovative industry practices and the opportunities available to improve how GO will communicate with customers in the near future. The committee was asked if the industry best practice review and findings resonated with customers and were there any other pain points that should be considered regarding how GO communicates service information. Committee comments included the need for service information to be perceived as seamless; and a suggestion that multiple languages be considered as part of the options offered.

Quarterly Update

Laura-Gaye Moats reported results for the quarter ending December 31, 2016. The committee was advised that GO has achieved multiple milestones in 2016 including additional train service to Milton, Stouffville and Richmond Hill lines as well as new service to Gormley, and year-round weekend service on the Barrie line. The committee was also informed that while construction work continues in anticipation of Regional Express Rail to provide two-way, all day service on all lines, mitigation plans are being made and communications to customers will include the many benefits upon completion.

Round Table

During this Round Table discussion the Committee offered appreciation for the recent schedule improvements making the transition between Lakeshore West and Mississauga Transit connections easier, and for the improved Barrie line service. Committee also expressed appreciation with GO's excellent work with stakeholders, and outreach to community regarding the large amount of construction between Agincourt and Union Station. Kudos were also offered to CSA's who recently offered excellent travel options, including times, during a recent delay on the Lakeshore West line.

Other comments included:

- a request to provide a small card holder for the new PRESTO card when the new version is released.
- a suggestion that partnership promotions begin early in order to allow customers to change their regular habits/routines, i.e., banking options, parking locations, in order to better access certain new amenities being offered.
- a request to publicize increased bus service after special events to provide a more seamless travel experience.
- a continued need to impress upon customers to move further into the train to lessen crowding at doorways.
- a request for a strong etiquette campaign focusing on 'no feet on seats', possibly to include small decals at seat locations.
- a suggestion to assign a few parking spots to multiple scooter parking, rather than the current practice of one small scooter taking up one large car parking spot.
- a suggestion that in winter months, where possible, morning trains arrive earlier than departure time, to allow customers to board early and stay warm, prior to departure.

These actions have been brought forward on the Action Log for investigation and action.

Attachments: Customer Experience Advisory Committee Action Log

Respectfully submitted,

Mary Proc
Vice President, Customer Service Delivery

