

# TTC 2024 Annual Service Plan, 5-Year Service Plan and Customer Experience Action Plan

## Round One Survey Summary



Survey timeframe: April 26, 2023 – May 22, 2023

Total responses received: 950

- Online survey responses: 947
- Mail-in survey hard copies received: 2
- E-mailed response: 1

## Overview

Between Wednesday, April 26 and Monday, May 22, 2023, the TTC conducted a survey open to customers, TTC employees, and the public to help them plan the next five years of service and improve customer experience. The survey was the initial step in a four-round public engagement process informing three TTC plans – the 2024 Annual Service Plan, the 5-Year Service Plan, and the Customer Experience Action Plan. In the face of funding uncertainty and evolving ridership demand, the TTC was seeking feedback on:

- how the TTC can accommodate a number of significant construction projects and disruptions to impact our service in 2024 and beyond,
- how the TTC can adjust service in the longer term to best meet customer needs, and
- where the TTC should focus efforts to improve customer experience on the TTC by addressing existing customer experience issues and challenges.

This initial survey received a total of 953 responses, with a majority (951) participating online. The TTC promoted the survey through its website, email list, social media channels, Councillor's office communications, platform video screens and announcements at transit stations.

Third Party Public, an independent engagement team retained by the TTC, prepared this survey summary. This summary follows the survey structure, with sections covering:

- Overall snapshot of feedback
- 2024 Annual Service Plan, focusing on construction impacts
- 5-Year Service Plan, focusing on longer-term service delivery
- Customer Experience Action Plan
- Participant profile

The survey was not designed or intended to be statistically significant; it was designed to help the TTC understand the diversity of opinions (including the rationale behind those opinions) and inform the 2024 Annual Service Plan, 5-Year Service Plan, and Customer Experience Action Plan. This summary does not assess the merit or accuracy of the feedback shared, nor does the documentation of these responses indicate an endorsement of any of these perspectives on the part of the TTC.

## Highlights of survey responses

The following points are highlights of the survey responses. They should be read along with the detailed summaries in the following sections.

- For construction impacts, most participants prefer for the TTC to:
  - **provide more frequent service on nearby/parallel streets** so customers spend less time on transit, even if it means they have to travel further to a stop,
  - **relocate service from some stops on a route**, if it means having consistent routing throughout the construction period, and
  - **are comfortable being detoured to a different subway station** on the same subway line during construction.
- For longer-term service delivery, many/most participants said:
  - **They would like to see vehicles arrive more frequently in any funding scenario.**
  - **They do not want to see hours of operation change when there is no change in funding or a decrease in funding.** When there's an increase in funding, most participants said the hours of operation could be longer.
  - **Distance to stop should remain the same in all funding scenarios.**
  - **Express service could be adjusted depending on the funding situation.**
- For customer experience, most participants said:
  - **Focus more effort on the in-station and stop experience, especially if there is an increase in funding.** In a scenario where there is no change in TTC funding, about half of the participants said they would like to see more effort to the in-station and stop experience, while the other half said they would like to see the same effort. In a scenario where there is a decrease in TTC funding, over half of the participants said there should be the same level of effort.
  - **Focus more effort on in-vehicle experience when there is an increase in funding.** In a scenario there is no change in TTC funding, over half of the participants would like to see the same effort put into the in-vehicle experience, while most of the other half would like to see more effort. In a scenario where there is a decrease in funding, over half of the participants said there should be the same level of effort.
  - **Efforts for pre-departure planning supports could increase when there is an increase in funding** and could remain the same if there is no change or a decrease in funding.
  - **Efforts for post-travel/future planning supports could be decreased if there is less funding.** If there is an increase or no change in funding, the majority of participants said they would like the effort put into post-travel/future planning supports to remain the same.

## Highlights of survey responses

- **About one in four participants shared qualitative comments and suggestions** in addition to their responses to the required quantitative questions. **The top themes of feedback consistently raised in these qualitative responses were about frequency, communication, safety and advocacy** as summarized below:
  - **Frequency of vehicles is the most important part of TTC service, and more resources should be allocated to it.** Participants said the TTC's main priorities are getting customers to their destinations quickly and reliably, with waiting a long time for a vehicle cited as the most frustrating part of a trip. Some participants were worried that decreasing the frequency of vehicles will lead to lower ridership, which in turn means less funding in the future. Suggestions to improve frequency included better route management, such as adding short-turn vehicles where necessary. Some were willing to give up amenities like Wi-Fi if it meant more funding would go to improving frequency.
  - **Clear, concise, and consistent communication is essential to a good transit system, especially during service disruptions due to construction.** Some said the decisions TTC makes are not as important as how TTC communicates those decisions with customers. Especially during service disruptions and construction impacts or detours, customers need to be made aware of their options ahead of travel or with live updates as soon as they happen. Communication also needs to be consistent, meaning all announcements, website posts, social media posts, and TTC operator instructions are the same (and there are no conflicting messages). All methods of communication are needed to ensure those with accessibility needs have multiple options for getting information, including maintaining physical signage at temporary stops.
  - **Safety remains a top priority for customers and is essential for maintaining ridership.** Suggestions on how to improve safety varied. Some suggest more police and security guard presence, while others suggested less police presence and more outreach workers to de-escalate mental health crises.
  - **The TTC should continue to demand and advocate for more funding from municipal and provincial funds, including for transit priority on the streets.** Toronto is a major city that needs a world-class transit system to support the growing population and tourism and should be funded by the provincial government. Heavily relying on the fare box to fund transit services sets financial implications and constraints to how much service the TTC can plan for and operate. Advocacy for transit corridors is also essential for vehicles to get to their destination faster. Many participants were unhappy that customers are being asked to choose which services they'd like to keep when all services are essential to a good transit system.

## 2024 Annual Service Plan, focusing on construction impacts

Planning for construction is the focus of the 2024 Annual Service Plan. To help the TTC prepare the plan, this section of the survey focused on asking participants how they would prefer the TTC adjust service due to construction.

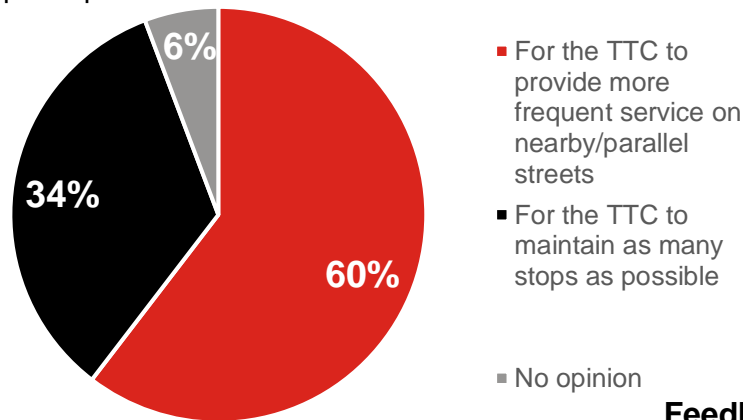
A total of 949 responses were received for this section of the survey, including 918 responses from the public participants and 31 responses from TTC employees. The summary of responses from all participants is included below. Responses from three key customer segments who largely continued to use the TTC during the Pandemic – women (313 responses), shift workers (148 responses) and people with low income (283 responses) – are also summarized.

### Preference between distance to stop vs time spent on transit

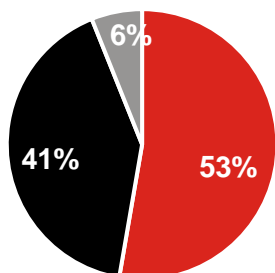
Participants were asked: “What is your preference when it comes to distance to nearest stop vs time spent on transit?”. The table below identifies the three options provided for responses, including the number and percentage of responses received for each option.

Response options offered	Number of replies	% of replies
<b>For the TTC to maintain as many stops as possible</b> (I prefer travelling a shorter distance to my stop, even if it means my TTC trip will take longer because of a more indirect route or more frequent stops)	326	34%
<b>For the TTC to provide more frequent service on nearby/parallel streets</b> (I prefer spending less time on transit, even if it means I have to travel further to a stop)	574	60%
<b>No opinion</b>	49	6%
Total responses to this question	949	100%

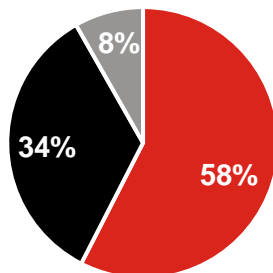
Responses from women, shift workers and people with low income were similar to the overall feedback, however, women had a slightly higher preference for maintaining as many stops as possible and having a shorter distance to their stop compared to the overall feedback. See chart below.



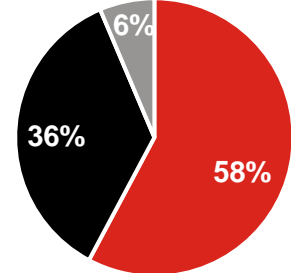
Feedback from Women



Feedback from Shift Workers



Feedback from Participants with Low Income

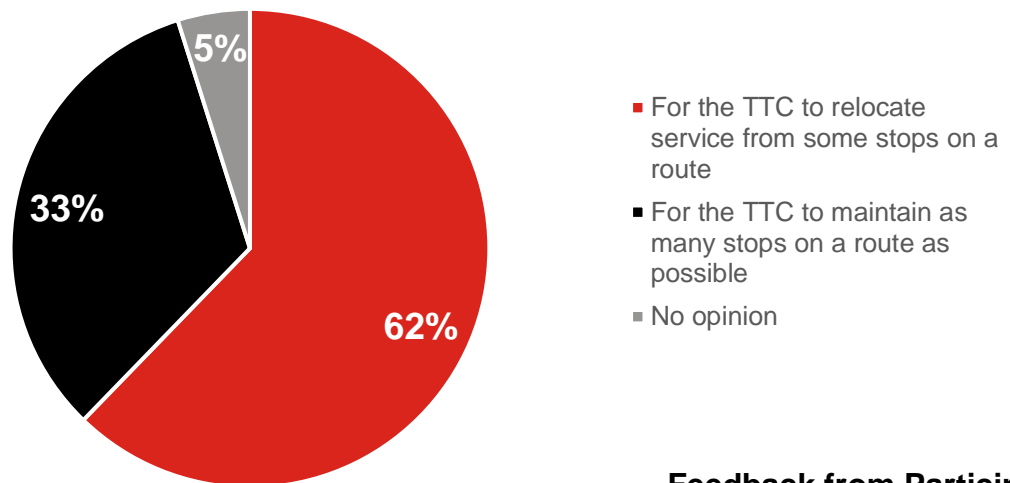


## Preference between number of stops serviced by a route vs consistency of route during construction

Participants were asked: “What is your preference when it comes to number of stops serviced by a route vs consistency of route during construction?”. The table below identifies the three options provided for responses, including the number and percentage of responses received for each option.

Response options offered	Number of replies	% of replies
For the TTC to maintain as many stops on a route as possible, even if it means routing could frequently change throughout the construction period	317	33%
For the TTC to relocate service from some stops on a route, if it means having consistent routing throughout the construction period	589	62%
No opinion	43	5%
Total responses to this question	949	100%

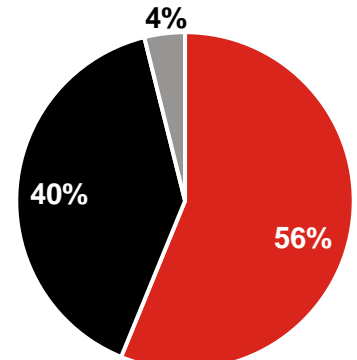
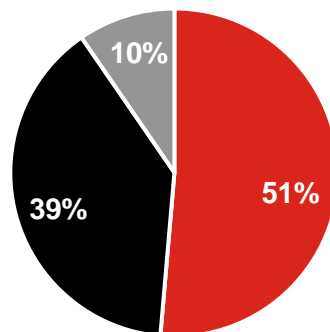
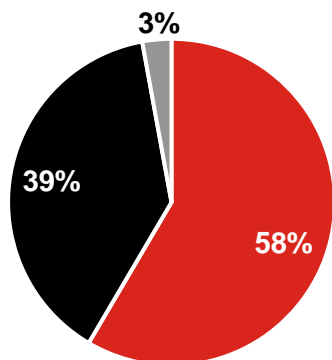
Responses from women, shift workers and people with low income were similar to the overall feedback, however, they all had a slightly higher preference for maintaining as many stops as possible even if it means routing could frequently change compared to the overall feedback. See chart below.



Feedback from Participants with Low Income

Feedback from Women

Feedback from Shift Workers

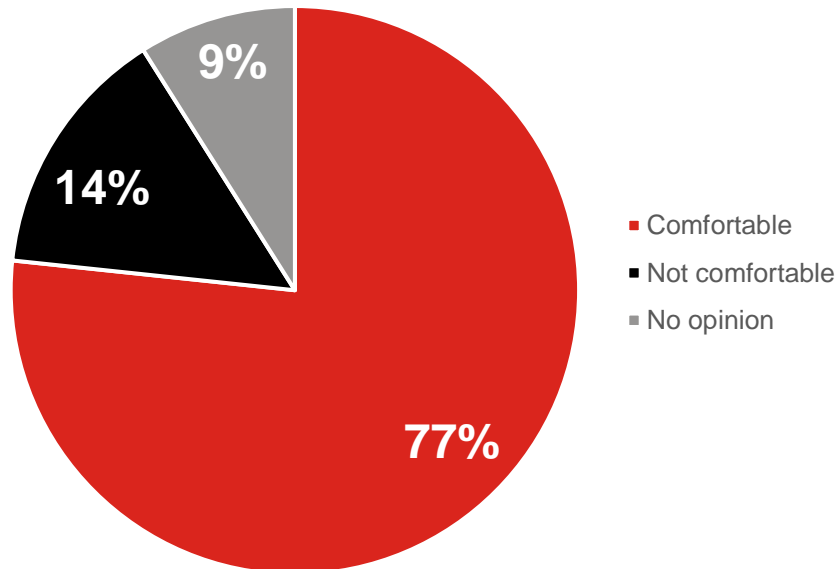


## Level of comfort when it comes to **detours to a different subway station** on the same subway line during construction

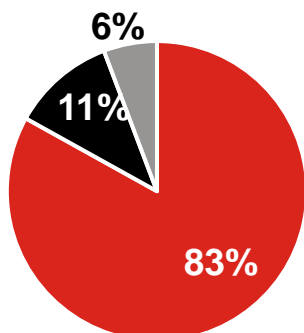
Participants were asked: “What is your preference when it comes to detours to subway stations during construction, and how comfortable are you being taken to a different subway station than the station the route typically serves?”. The table below identifies the three options provided for responses, including the number and percentage of responses received for each option.

Response options offered	Number of replies	% of replies
<b>Comfortable</b>	727	<b>77%</b>
<b>Not comfortable</b>	136	<b>14%</b>
<b>No opinion</b>	86	<b>9%</b>
Total responses to this question	949	100%

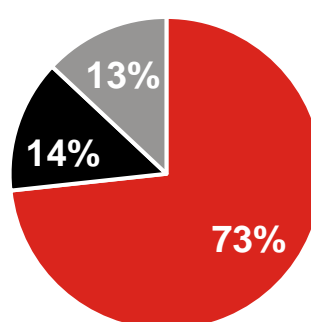
Responses from women, shift workers and people with low income were similar to the overall feedback, with the percentage of women participants having a slightly higher level of comfort compared to the overall feedback. See chart below.



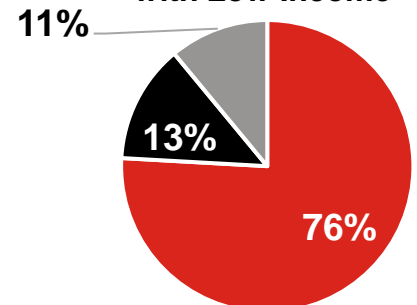
**Feedback from Women**



**Feedback from Shift Workers**



**Feedback from Participants with Low Income**



Those who were not comfortable being detoured to a different subway station said they generally do not mind being rerouted to another TTC station under a few conditions:

- They are made aware of the detour as they board (including on the bus itself and via transit apps) so they can adjust if needed, and
- The station they are being rerouted to has the same accessibility amenities as the original station.

Other participants said they don't feel comfortable being detoured to a different station because they don't feel safe in a new environment different from the one planned. Some were concerned that those who don't speak English may be confused about changes.

### | Additional comments on the adjustment of service due to construction disruption

There was space where participants had the option to provide any additional comments on the adjustment of service due to construction disruption. 226 participants (or 24% of survey participants) used this space to provide additional comments. Feedback from these participants were:

- **Clear communication is the most important thing for customers, regardless of rerouting decisions due to construction impacts.** Information on re-routing, detours, and other impacts need to be communicated clearly, quickly, and consistently through different methods, such as transit apps, Google Maps, Twitter, the TTC website, station screens, and vehicle operators. All methods are necessary for those with different accessibility needs. Since operators and other TTC staff must actively help customers during disruptions, they need to be aware of disruptions as soon as they happen.
- **Some prefer longer-term relocation of services rather than frequent changes,** saying the latter is hard to navigate if there are consistent communication issues. Fewer changes are easier to navigate, especially for those with accessibility issues, non-English speakers, and those new to the city. They also said predicting service is easier when it remains consistent.
- **Some participants have no preference for construction impact changes as long as the changes are done as fast as possible.** They prefer whichever option delivers the final project the fastest to avoid long-term exposure to disruptions. Others said they prefer having the fastest travel route possible to get to their destination. Some also said that whatever the decision is, routes should continue to have direct and accessible connections to trains, streetcars, and other buses (to give passengers easy connections).
- **It is important to ensure temporary stops are clearly marked for riders to see,** as rolling stop changes are confusing for passengers, especially newcomers and non-English speakers. One participant said that the confusion of being unaware of temporary stops outweighs any benefit of having them. This is especially true when the stops are changing multiple times during a construction period. Temporary stop signage needs to be maintained to ensure they are not damaged or stolen, and they need to be removed when the stop is no longer in service.
- **Some participants said that asking people to walk long distances to stops is an issue for those with accessibility needs.**
- **A participant suggested making infrequent stops accessible by request only** to eliminate some stops on a route and make travel time faster.

















## 5-Year Service Plan, focusing on longer-term service delivery

The TTC is preparing its new 5-Year Service Plan in a context of funding uncertainty and evolving ridership demand. Given the uncertainty, TTC is exploring how to best plan their service under three different funding scenarios: **more funding, no change in funding, and a decrease in funding**. Across all three scenarios, the TTC has four key considerations in how to provide service – **how often a vehicle arrives, how far customers must go to access transit, how long a journey takes, and hours of operation for the service**. The way the TTC prioritize these considerations brings different trade-offs to service customers' experience on transit. To help the TTC prepare the plan, this section of the survey focused on asking participants how they would like the TTC to adjust four key service considerations in different funding scenarios.

A total of 949 responses were received for this section of the survey. It includes 918 responses from the general public and 31 responses from TTC employees. See summary of responses below.

### How participants would adjust services in different funding scenarios

The chart below reflects the majority of responses. More detailed summaries showing the breakdown of responses follow, including highlights of responses from women, shift workers, customers with low income, and TTC employees.

	How often vehicles arrive	Distance to/from my stop	Express service	Hours of operation
More Funding	 90% would like vehicles to come <b>more often</b>	 65% would like <b>no change</b> to distance to stops	 61% would like <b>more Express service</b>	 60% would like <b>longer hours of operation</b>
Same Funding	 69% would like vehicles to come <b>more often</b>	 73% would like <b>no change</b> to distance to stops	 59% would like <b>no change</b> to Express service	 70% would like <b>no change</b> in the hours of operation
Less Funding	 51% would like <b>no change</b> to how often vehicles to come   40% would like vehicles to come <b>more often</b>	 62% would like <b>no change</b> to distance to stops	 44% would like <b>less Express service</b>   42% would like <b>no change</b> to Express service	 66% would like <b>no change</b> in the hours of operation



## How the majority of survey participants want the TTC to adjust services in different funding scenarios

The following points summarize participant responses to how they would like the TTC to adjust services in different funding scenarios. These points should be read along with the detailed breakdown of quantitative responses and the summary of comments that follows and are not intended to imply consensus between participants.

- **In any funding scenario, a significant number of participants would like to see vehicles arrive more often.** A significant majority of participants would like to see TTC vehicles arrive more often, including 90% in the “more funding” scenario and 69% in the “same funding” scenario. For the “less funding” scenario, a little over half of the participants (51%) said they would like no change in how often vehicles arrive, while many others (40%) said vehicles should still arrive more often.
- **A majority of participants do not want to see hours of operation change if there is no change in funding (70%) and even if there is a decrease in funding (66%).** When there’s an increase in funding, a majority of participants (60%) said the hours of operation should be longer.
- **Distance to stop (or service coverage) should remain the same regardless of funding situation.**
- **Express service could be adjusted depending on the funding situation.** If there were an increase in funding, a majority of participants (61%) would like to see more Express service, while if there were no change in funding, a majority of participants (59%) would like Express service to remain the same. If there is a decrease in funding, a majority of participants (44%) either would like fewer resources spent on Express service or for the service to remain the same (42% of participants).

## Additional comments on how the TTC could adjust delivery of TTC services given available funding

There was a box where participants had the option to provide any additional comments on how the TTC could adjust delivery of TTC services given available funding. 270 participants (or 28% of survey participants) used this box to provide additional comments. In general, these participants said it was unacceptable to have to trade off different components of transit service. Cutting service hours means reduced service for those who work off-peak while increasing the distance to stops puts those with disabilities at a disadvantage. They said that, instead, TTC should be advocating for more provincial funding.

The points below summarize what people said:

- **Generally, participants agreed that vehicles should arrive more often, as frequency is the most important part of ridership.** Many said they would rather see amenities like Wi-Fi cut than frequency of service, saying TTC’s main purpose is getting people where they need to be quickly and on time. Others said decreasing funding for frequency would lead to lower ridership, leading to further decreased fare revenue. Riders already find it difficult to wait more than 20 minutes for a bus and adding more wait time would be worse. Some suggested adding more short turns and better route management to increase the frequency of vehicles.
- **There were mixed opinions on changing the distance to stops.** Some said shorter distances are always a better option for seniors and people with accessibility needs. Others said that some neighbourhoods already suffer from distant bus stops. Some participants suggested consolidating nearby bus stops (such as stops on either side of an intersection), which could decrease total travel time. Others said some stops can be consolidated with TTC subway stations when they are near each other. One participant suggested making infrequent stops accessible by request only to decrease travel time.
- **There were mixed opinions on Express service.** Those who said they would like more Express service said Express service may be cheaper to operate as they run faster than local routes. Others said they would like to see better Express service for cross-city trips in Scarborough. Others said Express service makes sense for longer routes, or at least part of the route. Those who said Express service should be

reduced service said so because the speed of the Express routes is comparable to their local counterparts. Others said it should be eliminated.

- **Generally, participants do not agree with cutting hours of operation.** Some said they'd like more service during off-peak hours. Others said that cutting hours would mean a lot of people who work during off-peak hours will be affected. Another participant said an adjustment of hours should be considered on a route-by-route basis. Others said it would be good to have longer hours of operation late at night to avoid people drinking and driving at night.

## Detailed summary of how participants would adjust services in different funding scenarios

### MORE FUNDING SCENARIO

	ALL RESPONSES	Responses from key customer demographics			TTC Employees
		Women	Shift Workers	Customers with Low Income	
<i>Number of participants</i>	<b>949</b>	<b>313</b>	<b>148</b>	<b>283</b>	<b>31</b>
<b>How often vehicles arrive</b>					
More often	<b>90%</b>	<b>89%</b>	<b>91%</b>	<b>90%</b>	<b>74%</b>
No change	9.8%	11%	9%	8%	26%
Less often	0.2%			1%	

<b>Distance to/from my stop</b>					
Shorter distance	28%	37%	30%	33%	32%
No change	<b>65%</b>	<b>60%</b>	<b>66%</b>	<b>63%</b>	<b>61%</b>
Longer distance	7%	3%	4%	5%	6%

<b>Express service</b>					
More Express service	<b>61%</b>	<b>58%</b>	<b>70%</b>	<b>62%</b>	<b>55%</b>
No change	34%	37%	26%	34%	42%
Less Express service	5%	6%	4%	4%	3%

<b>Hours of operation</b>					
Longer hours of operation	<b>60%</b>	<b>59%</b>	<b>72%</b>	<b>65%</b>	<b>55%</b>
No change	39%	40%	26%	34%	42%
Shorter hours of operation	1%	1%	2%	1%	3%

# SAME FUNDING SCENARIO

	<b>ALL RESPONSES</b>	Responses from key customer demographics			<b>TTC Employees</b>
		Women	Shift Workers	Customers with Low Income	
<i>Number of participants</i>	<b>949</b>	<b>313</b>	<b>148</b>	<b>283</b>	<b>31</b>

<b>How often vehicles arrive</b>					
More often	69%	64%	74%	76%	52%
No change	29%	36%	25%	24%	42%
Less often	1%	0%	1%	1%	6%

<b>Distance to/from my stop</b>					
Shorter distance	14%	18%	12%	16%	10%
No change	73%	76%	78%	74%	81%
Longer distance	13%	6%	10%	10%	10%

<b>Express service</b>					
More Express service	25%	24%	28%	28%	26%
No change	59%	62%	61%	58%	58%
Less Express service	16%	13%	10%	14%	16%

<b>Hours of operation</b>					
Longer hours of operation	25%	30%	35%	33%	19%
No change	70%	66%	61%	63%	77%
Shorter hours of operation	4%	4%	3%	5%	3%

## LESS FUNDING SCENARIO

	<b>ALL RESPONSES</b>	Responses from key customer demographics			<b>TTC Employees</b>
		Women	Shift Workers	Customers with Low Income	
<i>Number of participants</i>	<b>949</b>	<b>313</b>	<b>148</b>	<b>283</b>	<b>31</b>

<b>How often vehicles arrive</b>					
More often	<b>40%</b>	41%	44%	<b>46%</b>	23%
No change	<b>51%</b>	<b>49%</b>	<b>47%</b>	45%	<b>55%</b>
Less often	9%	10%	9%	10%	23%

<b>Distance to/from my stop</b>					
Shorter distance	8%	8%	8%	10%	6%
No change	<b>62%</b>	<b>73%</b>	<b>72%</b>	<b>67%</b>	<b>55%</b>
Longer distance	30%	18%	20%	23%	39%

<b>Express service</b>					
More Express service	14%	14%	17%	15%	10%
No change	<b>42%</b>	<b>52%</b>	<b>51%</b>	<b>47%</b>	39%
Less Express service	<b>44%</b>	34%	32%	38%	<b>52%</b>

<b>Hours of operation</b>					
Longer hours of operation	15%	18%	24%	20%	6%
No change	<b>66%</b>	<b>68%</b>	<b>60%</b>	<b>61%</b>	<b>65%</b>
Shorter hours of operation	19%	15%	16%	18%	29%















## Customer Experience Action Plan

The TTC is preparing a Customer Experience Action Plan which focuses on customers' experience throughout their entire transit journey and the moments that matter to them the most. This includes the supports available to customers before departing, their experience in-station/on stop, their experience in-vehicle, and supports available after their trip. To help the TTC prepare the plan, this section of the survey focused on asking participants where they would like the TTC to focus efforts if the TTC receives more, same, or less funding in the future to support the customer experience.

A total of 949 responses were received for this section of the survey. It includes 918 responses from the general public and 31 responses from TTC employees. See summary of responses below.

### Where participants would focus efforts in different funding scenarios

The chart below reflects the majority of responses. More detailed summaries showing the breakdown of responses follow, including highlights of responses from women, shift workers, customers with low income, and TTC employees.

	Pre-departure planning supports	In-station/stop experience	In-vehicle experience	Post-travel/ Future planning supports
More Funding	 59% would like more effort	 77% would like more effort	 71% would like more effort	 58% would like the same effort
Same Funding	 56% would like the same effort	 50% would like more effort	 51% would like the same effort	 63% would like the same effort
		 47% would like the same effort	 47% would like more effort	
Less Funding	 48% would like the same effort	 56% would like the same effort	 55% would like the same effort	 51% would like less effort

## How the majority of survey participants want the TTC to adjust services in different funding scenarios

The following points summarize participant responses to how they would like the TTC to focus efforts in different funding scenarios. These points should be read along with the detailed breakdown of quantitative responses and summary of comments that follows and are not intended to imply consensus between participants.

- **Focus more effort on in-station/stop experience, especially if there is an increase in funding.** The majority of participants (77%) would like to see more efforts focused on improving customers' in-station/stop experience if there is more funding. If there is no change in funding, half of participants would like to see more efforts focused on these parts of the customer experience, while many (47%) would like to see the same effort. If there is a decrease in funding, over half of the participants (56%) said there should be the same level of effort focused on in-station/stop experience.
- **A majority of participants (71%) would like to see more effort focused on in-vehicle experience if there is an increase in funding.** If there is no change in funding, a little over half of participants (51%) would like to see the same efforts focused on the in-vehicle experience, while many (47%) would like to see more effort. If there is a decrease in funding, over half of participants (55%) said there should be the same level of effort focused on in-vehicle experience.
- **Efforts for pre-departure planning supports could increase when there is an increase in funding and could remain the same when there is no change in funding and when there is a decrease in funding,** as identified by 59%, 56% and 48% of participants, respectively.
- **Efforts for post-travel/future planning supports could be decreased when there is less funding** (as identified by 51% of participants). When there is an increase in funding and when there is no change in funding, majority of participants (58% and 63%, respectively) would like efforts to post-travel/future planning supports to remain the same.

## Additional comments on where the TTC could focus efforts to support customer experience

There was a box where participants had the option to provide any additional comments on where the TTC could focus efforts to support customer experience. 250 participants (or 26% of survey participants) used this box to provide additional comments. The points below summarize what people said:

### Participants said efforts for improving pre-departure supports should focus on:

- Clear communication about any detours, disruptions, short turns and changes to the transit system in a consistent way. Some said that they receive different information from different sources (i.e., operators, announcements, TTC website) or even from non-TTC channels on social media.
- Clear communication also extends to the methods used to communicate with riders, such as announcements. Some said that announcements are hard to understand because of static or audio distortion.
- Many suggested developing a central app that has real-time updates on disruptions. Participants said they find themselves bouncing between different apps, social media, TTC website and Google Maps to get different pieces of information on one route.
- Some said the current TTC website is hard to navigate and plan trips, especially because they don't know bus routes by numbers but by name.
- Some participants would also like to see up-to-date arrival/departure boards in every subway station.

**Participants said efforts for improving in-station experience should focus on:**

- Ensuring there are accessible and clean washrooms in every station.
- Providing working elevators and escalators in every station. One customer suggested the TTC plan when maintenance occurs so that both options are not out of service at the same time as has happened in the past.
- Wayfinding signage should be consistent and bigger so that it is readable for all. Some said the current signs are very small and hard to navigate. This includes updating the font size on display screens.
- Ensuring a consistent Wi-Fi connection at all stations.
- Maintaining stations physical appearance such as paint peeling, exposed pipes, cleanliness, water leakage, etc. The current state of stations is deteriorating and can be embarrassing when inviting tourists to use the transit system.
- More food amenities available in stations. Renting out food stalls could help with funding.

**Participants said efforts for improving in-vehicle experience should focus on:**

- Instructing riders on how to open the windows to increase ventilation.
- Rolling out credit and debit payments for fares using the PRESTO system.
- Changing the seat materials to plastic to help with cleanliness.
- Increasing security on vehicles and in stations, which means ensuring current patrol is actively patrolling the rides.
- Ensuring TTC operators, especially drivers, have the proper information to give customers directions.
- Adding garbage bins to buses to help keep buses litter-free.

**Participants said efforts for improving post-travel/Future planning supports should focus on:**

- Providing more support when submitting (and getting a response to) feedback from a real person, instead of an automated response.



## Detailed summary of how participants would adjust services in different funding scenarios

<b>MORE FUNDING SCENARIO</b>					
	<b>ALL RESPONSES</b>	Responses from key customer demographics			<b>TTC Employees</b>
		Women	Shift Workers	Customers with Low Income	
<i>Number of participants</i>	<b>949</b>	<b>313</b>	<b>148</b>	<b>283</b>	<b>31</b>
<b>Pre-departure planning supports</b>					
More effort	<b>59%</b>	<b>57%</b>	<b>59%</b>	<b>59%</b>	<b>68%</b>
Same effort	38%	40%	37%	39%	26%
Less effort	3%	3%	3%	2%	6%
<b>In-station/stop experience</b>					
More effort	<b>77%</b>	<b>79%</b>	<b>72%</b>	<b>78%</b>	<b>65%</b>
Same effort	21%	19%	28%	20%	32%
Less effort	2%	2%	0%	2%	3%
<b>In-vehicle experience</b>					
More effort	<b>71%</b>	<b>69%</b>	<b>74%</b>	<b>76%</b>	<b>65%</b>
Same effort	28%	30%	26%	23%	35%
Less effort	1%	1%	0%	1%	0%
<b>Post-travel/Future planning supports</b>					
More effort	35%	37%	45%	36%	48%
Same effort	<b>58%</b>	<b>55%</b>	<b>49%</b>	<b>57%</b>	<b>52%</b>
Less effort	8%	9%	6%	7%	0%

# SAME FUNDING SCENARIO

	<b>ALL RESPONSES</b>	Responses from key customer demographics			<b>TTC Employees</b>
		Women	Shift Workers	Customers with Low Income	
<i>Number of participants</i>	<b>949</b>	<b>313</b>	<b>148</b>	<b>283</b>	<b>31</b>

<b>Pre-departure planning supports</b>					
More effort	38%	41%	36%	37%	32%
Same effort	<b>56%</b>	<b>55%</b>	<b>57%</b>	<b>60%</b>	<b>61%</b>
Less effort	6%	5%	6%	3%	6%

<b>In-station/stop experience</b>					
More effort	50%	54%	53%	51%	35%
Same effort	<b>47%</b>	44%	45%	46%	<b>58%</b>
Less effort	3%	2%	2%	3%	6%

<b>In-vehicle experience</b>					
More effort	47%	49.8%	50%	51.6%	29%
Same effort	<b>51%</b>	<b>49.5%</b>	<b>49%</b>	47.7%	<b>65%</b>
Less effort	2%	0.6%	1%	0.7%	6%

<b>Post-travel/Future planning supports</b>					
More effort	16%	18%	21%	19%	6%
Same effort	<b>63%</b>	<b>64%</b>	<b>64%</b>	<b>66%</b>	<b>68%</b>
Less effort	21%	18%	16%	15%	26%

## LESS FUNDING SCENARIO

Number of participants	ALL RESPONSES	Responses from key customer demographics			TTC Employees
		Women	Shift Workers	Customers with Low Income	
	<b>949</b>	<b>313</b>	<b>148</b>	<b>283</b>	<b>31</b>

### Pre-departure planning supports

More effort	27%	29%	28%	28%	29%
Same effort	<b>48%</b>	<b>52%</b>	<b>47%</b>	<b>47%</b>	<b>39%</b>
Less effort	25%	19%	24%	24%	32%

### In-station/stop experience

More effort	32%	36%	34%	34%	23%
Same effort	<b>56%</b>	<b>55%</b>	<b>56%</b>	<b>55%</b>	<b>61%</b>
Less effort	12%	9%	9%	11%	16%

### In-vehicle experience

More effort	33%	34%	37%	36%	19%
Same effort	<b>55%</b>	<b>58%</b>	<b>54%</b>	<b>52%</b>	<b>55%</b>
Less effort	12%	9%	9%	11%	26%

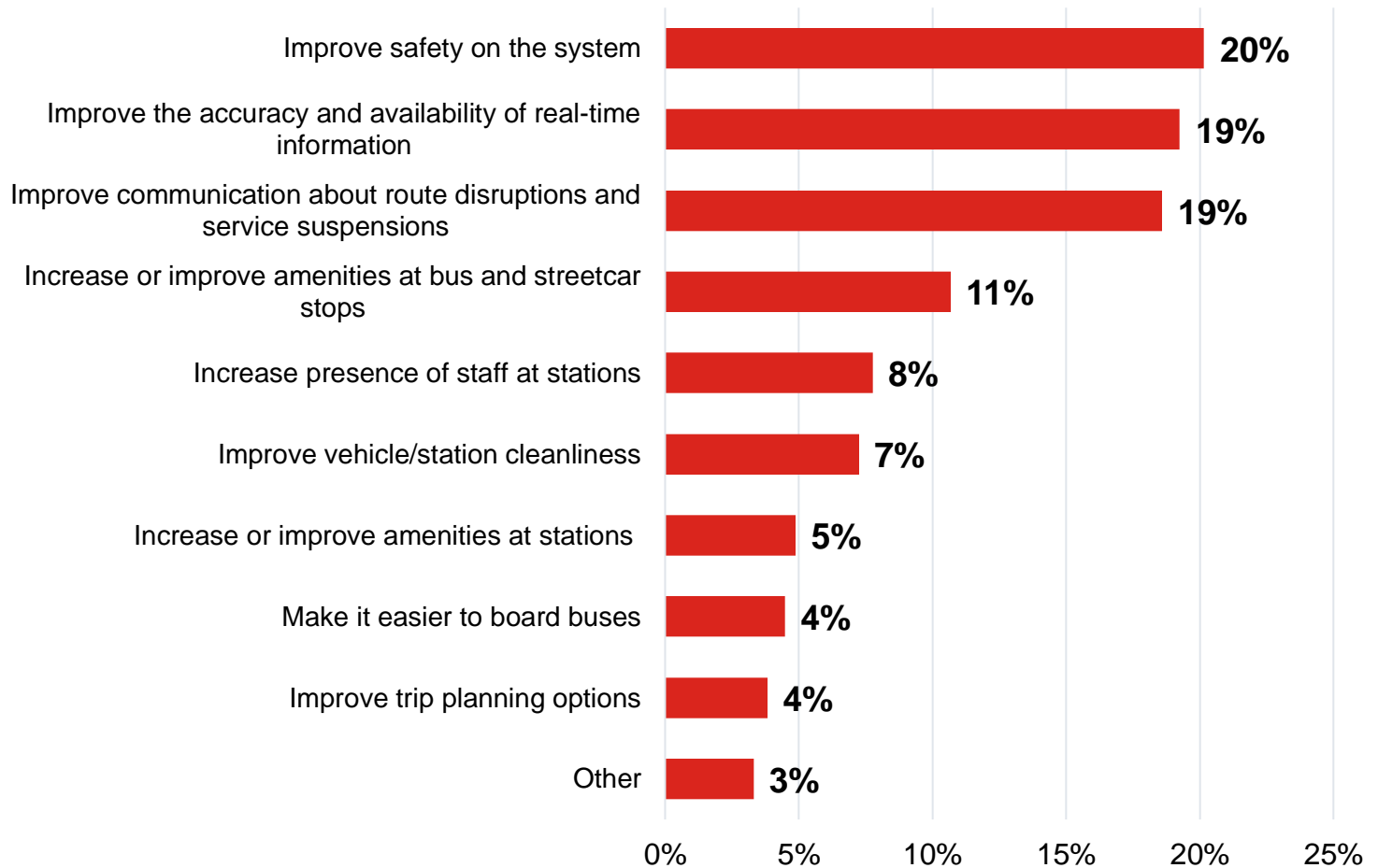
### Post-travel/Future planning supports

More effort	12%	13%	20%	16%	6%
Same effort	37%	<b>45%</b>	39%	38%	32%
Less effort	<b>51%</b>	42%	<b>42%</b>	<b>46%</b>	<b>61%</b>

## Top things the TTC could do to improve customer experience

Participants were asked to identify from the options provided on the survey the top three things the TTC could do to improve customer experience. Note that improving accessibility for people with disabilities and seniors was not included in the list as it is addressed by the TTC's Multi-Year Accessibility Plan.

A total of 949 participants answered the question. The top three suggested improvements were improving safety on the system (20%), closely followed by improving the accuracy and availability of real-time information and improving communication about route disruptions and service suspensions (both at 19%). See chart below for detailed breakdown of responses.



Other things participants identified that could improve their customer experience on the TTC include:

- Access to cellular phone service across the subway network, including tunnel service.
- Better fare integration with other transit systems in the GTA.
- Consistent wayfinding systems throughout the TTC system.
- Decrease bus bunching through better route management.
- Range of ideas on fare inspectors, with some who said they should be eliminated, and others said there should be more present.
- Have more outreach workers over security guards to practice de-escalation.
- Make the public address (PA) system more clear, consistent, and frequent when there are disruptions.

## | Additional ideas and suggestions on how to improve the TTC customer experience

There was a box where participants had the option to provide any additional ideas and suggestions on how to improve the TTC customer experience. 262 participants (or 28% of survey participants) used this box to provide additional comments. The points below summarize what people said:

- **Communicate with passengers as soon as disruptions happen along a route.** Additionally, ensure TTC operators are proactively speaking to customers about where to go. Use all methods available to the TTC to communicate with riders, such as train announcements at the end of a line when a train is stalled, screens, social media, TTC website, transit apps, and Google Maps. Trip planning apps should show customers real-time information about detours or short turns to help riders plan accordingly.
- **Range of opinions on fares and enforcement of fares.** Some said that fares should increase and be better enforced to ensure all passengers are paying their due. Others said fare enforcement officers should be eliminated and fares should be reduced so TTC remains accessible to all (and money is saved on fare enforcement positions).
- **Range of opinions on how to keep the TTC safe.** Most said they don't feel safe riding the TTC. Some said that they don't view it as a TTC-specific problem, but as a city-wide issue, with failing resources for individuals with mental health needs. Some said that they would like to see more police, security guards and staff patrolling vehicles and stations. Others said they believe fewer police, security guards, and fare inspectors are needed and suggested TTC rely on outreach workers and mental health crisis workers instead. Safety also extends to subway platforms, with some participants saying the TTC should consider piloting screen doors or gate systems at the busiest subway stations (like St. George, Bay, Yonge, and Bloor stations) to prevent accidental falls onto the tracks due to overcrowding.
- **TTC should continue to advocate to the municipal and provincial governments for better funding.** Toronto receives subpar government funding in comparison to other major international cities. TTC should look to other major transit systems around the world to adopt approaches to improve transit.
- **Transit priority can help passengers get to their destinations faster** by adding transit corridors, sequenced traffic lights, faster vehicles, changes to traffic regulations (no left turns), dedicated lanes, and more. TTC should continue to advocate to the City for system-wide transit priority.
- **Ensure all stops and stations have amenities for passengers** such as shelters, digital signage, washrooms, and bike locker stations.

## Participant profile

As a part of the survey, participants were asked demographic questions to help the TTC better understand their customers, particularly the three customer groups who largely continued to use the TTC during the pandemic (women, low income and shift workers). Participants who identified as non-TTC employees were also asked about their transit use. See summary of responses below.

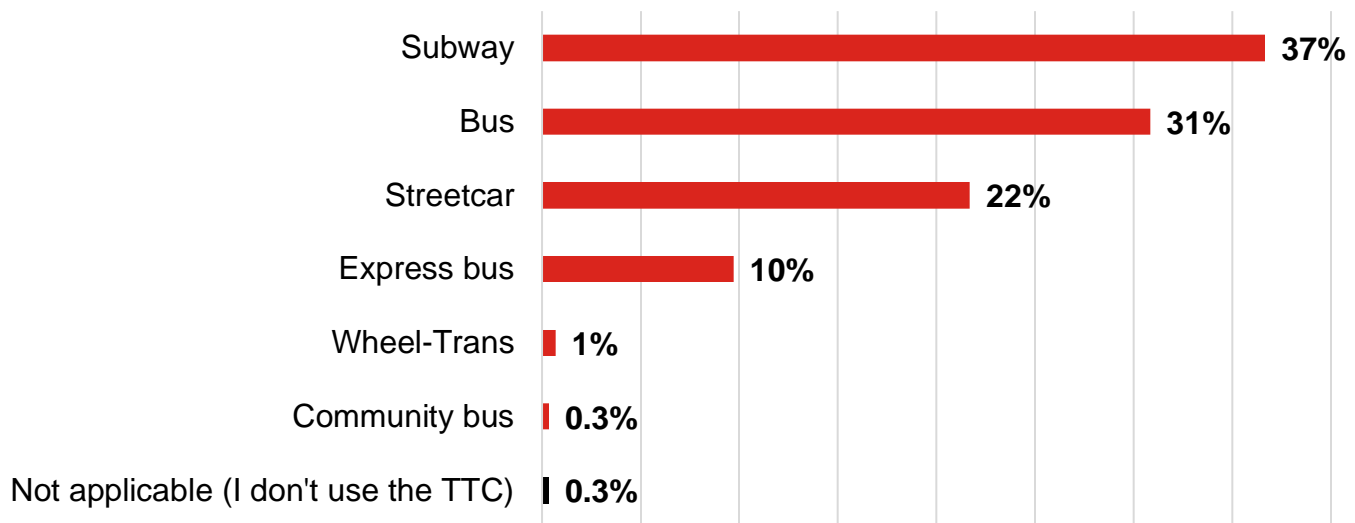
### | Type of participant

Participants were asked: “Are you a TTC employee?”. Of the 950 participants, 920 participants identified as no (or public participant) and 31 identified yes (or TTC employee).



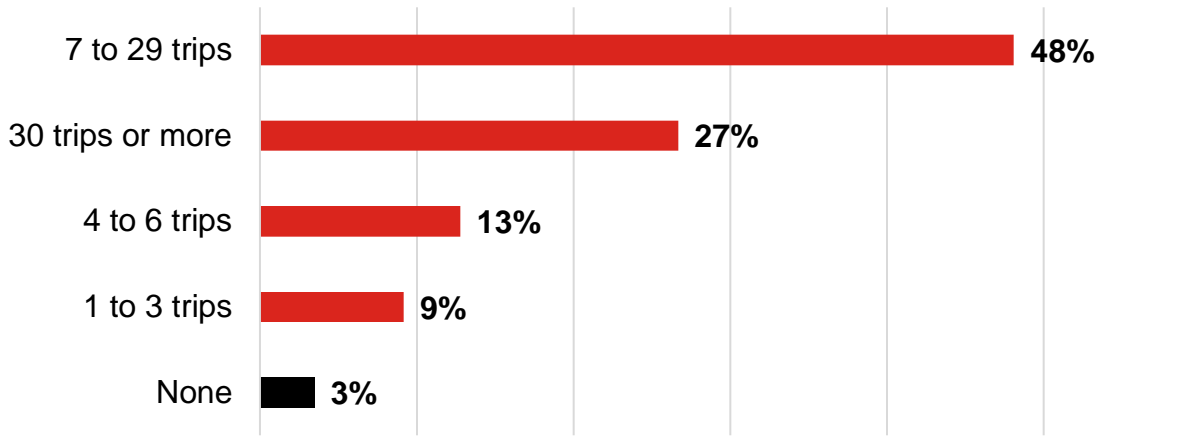
### | Most used modes of TTC transportation

Public participants were asked: “What are your most used modes of TTC transportation? Select all that apply.” Of the 2,293 responses received, 37% of participants said subway, followed by bus at 31%, streetcar at 22%, Express bus at 10%, Wheel-Trans at 1% and Community Bus at 0.3%. 0.3% said not applicable (they don't use the TTC).



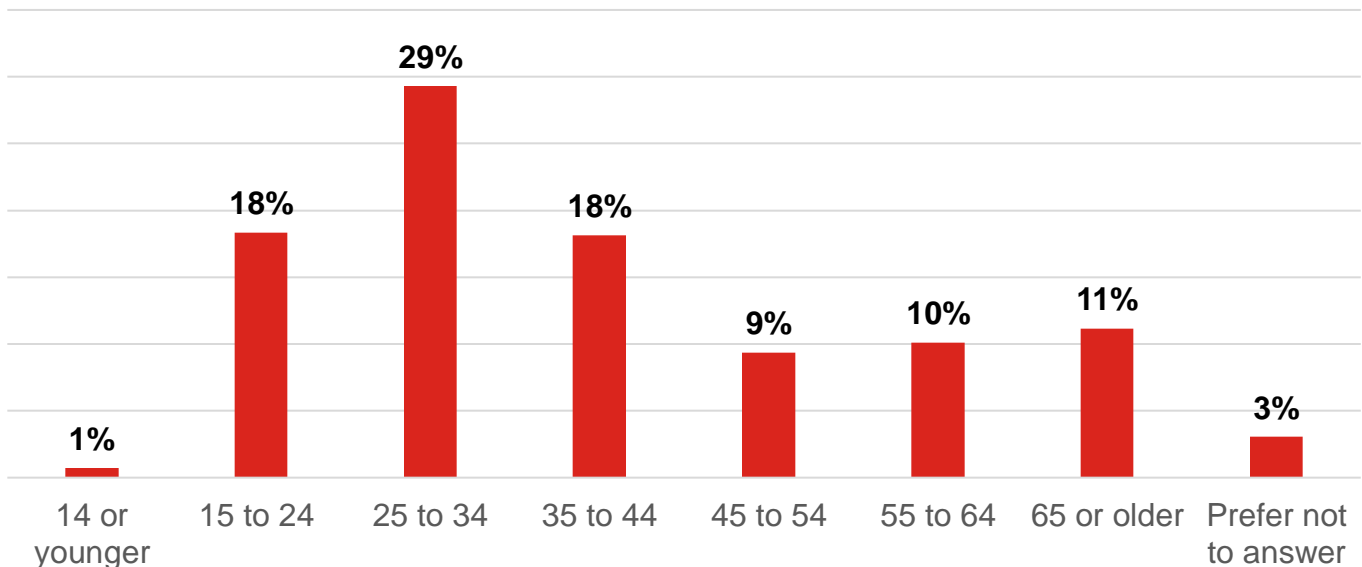
## | Number of trips involving the TTC in the last month

Public participants were asked: “In the last month, how many TTC trips did you take that involves the TTC (including a streetcar, bus, subway, Community Bus or Wheel-Trans vehicle)?”. Of the 917 responses received, 48% of participants said they took between 7 to 29 trips, followed by 27% who said they took 30 trips or more, 13% who said they took 4 to 6 trips and 9% who said they took between 1 to 3 trips. 3% said they did not take any TTC trips.



## | Age

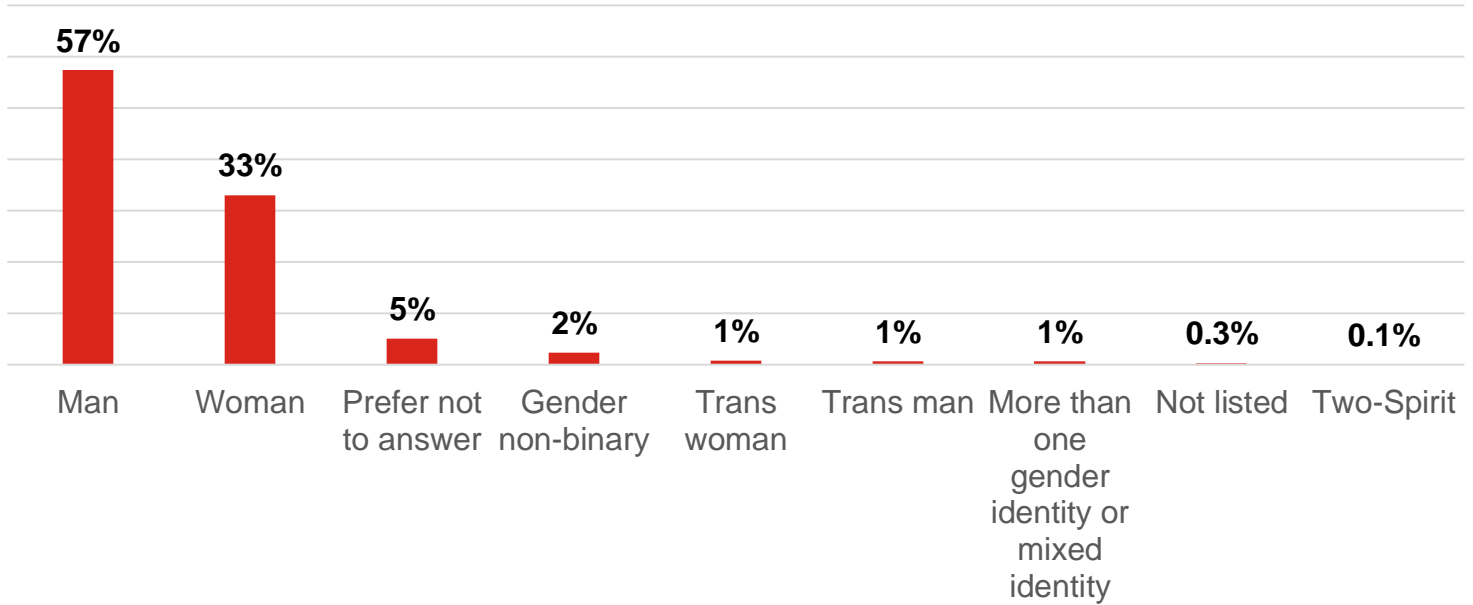
All participants (public participants and TTC employees) were asked: “What is your age?”. Of the 950 responses received, the highest number of responses, 29%, came from participants from the 25 to 34 age group, followed by the 15 to 24 and 35 to 44 age group, who were both at 18%. 11% of participants were 65 or older, 10% were 55 to 64 years, 9% were 45 to 54 years, and 1% were 14 or younger. 3% preferred not to answer.





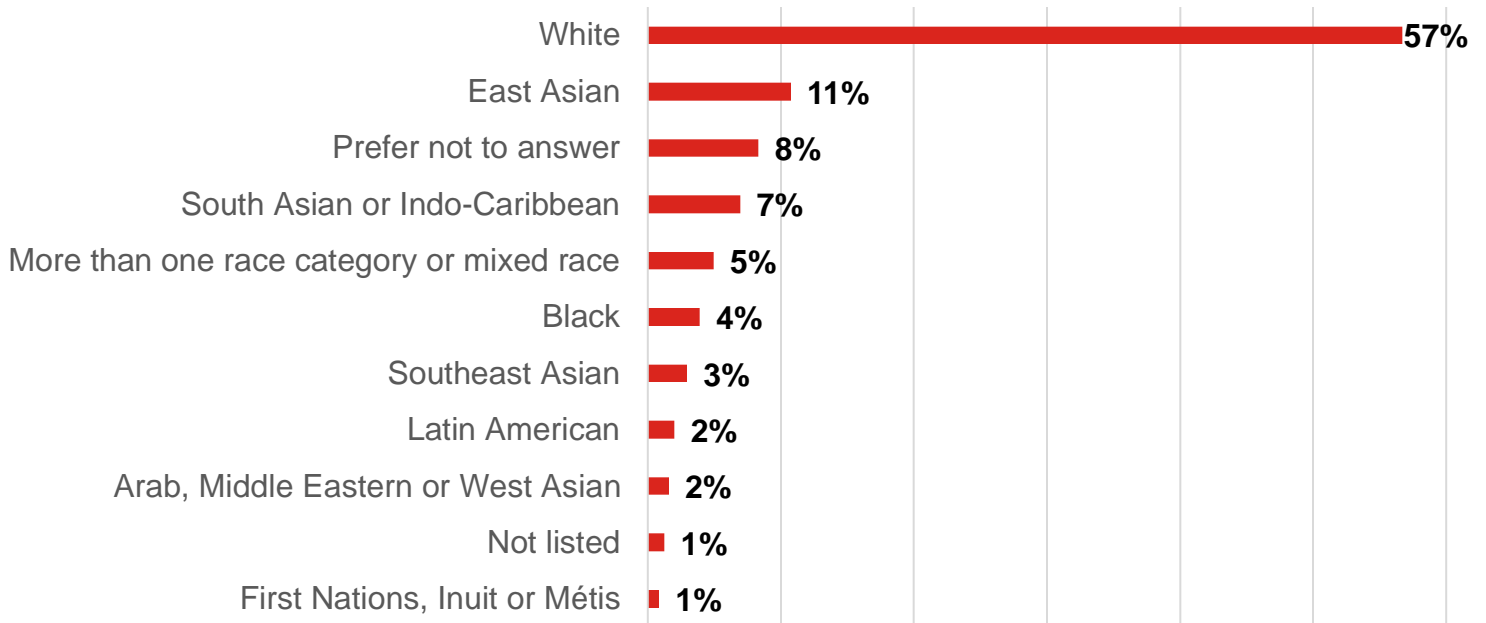
## | Gender identity

All participants were asked: "What best describes your gender?". Of the 949 responses received, 57% self-identified as men, 33% self-identified as women, 2% self-identified as gender non-binary (including gender fluid, gender queer androgynous), 1% self-identified as trans woman, trans man, and more than one gender or mixed identity, and 0.1% self-identified as Two-Spirit. 0.3% said their gender was not listed. 5% of participants preferred not to respond.



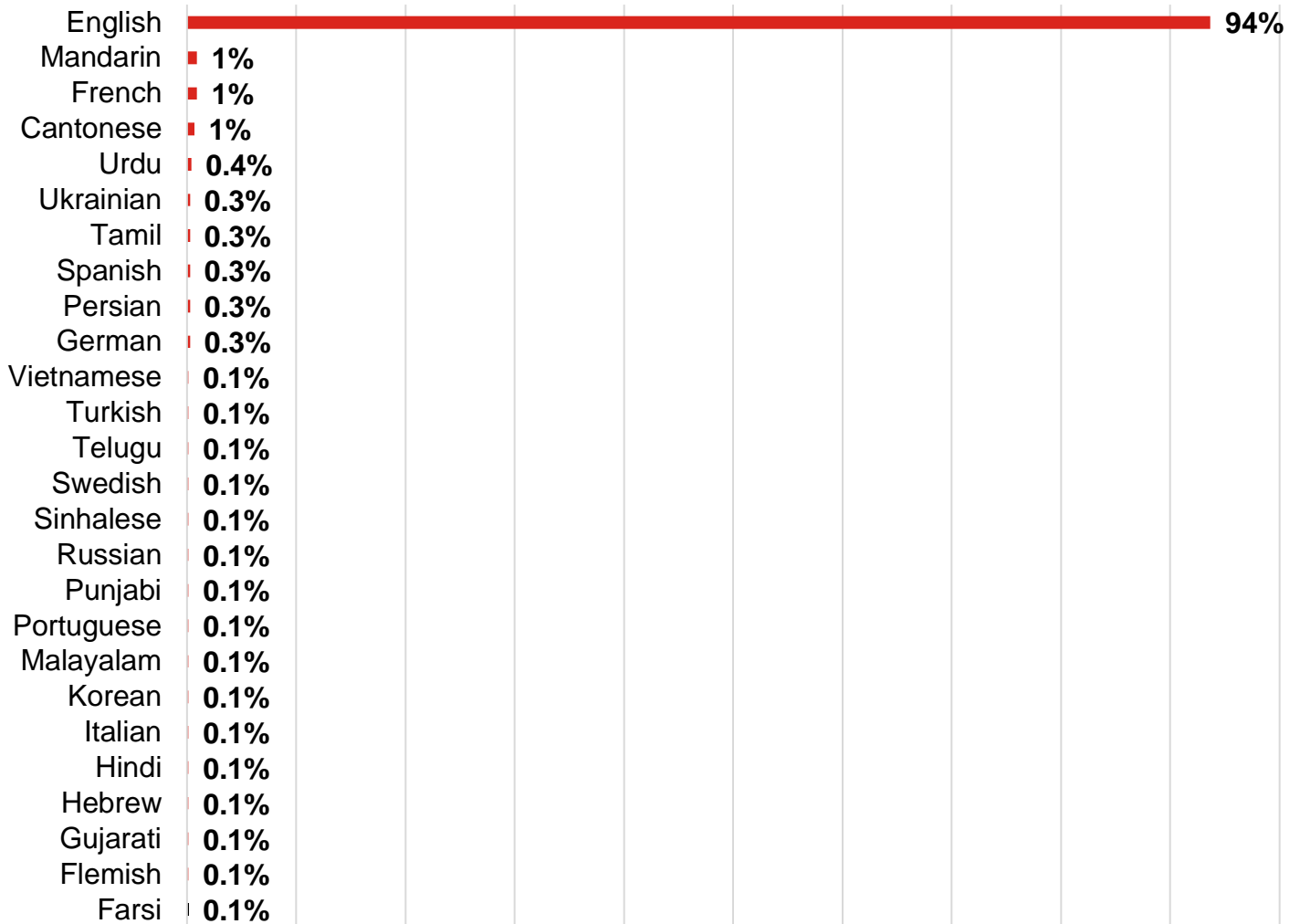
## | Racial identity

All participants were asked: "What race category best describes you?". Of the 950 responses received, the top five responses were 57% of participants identified as White, 11% as East Asian, 8% preferred not to answer, 7% as South Asian or Indo-Caribbean and 5% as more than one race category. See chart below for detailed responses.



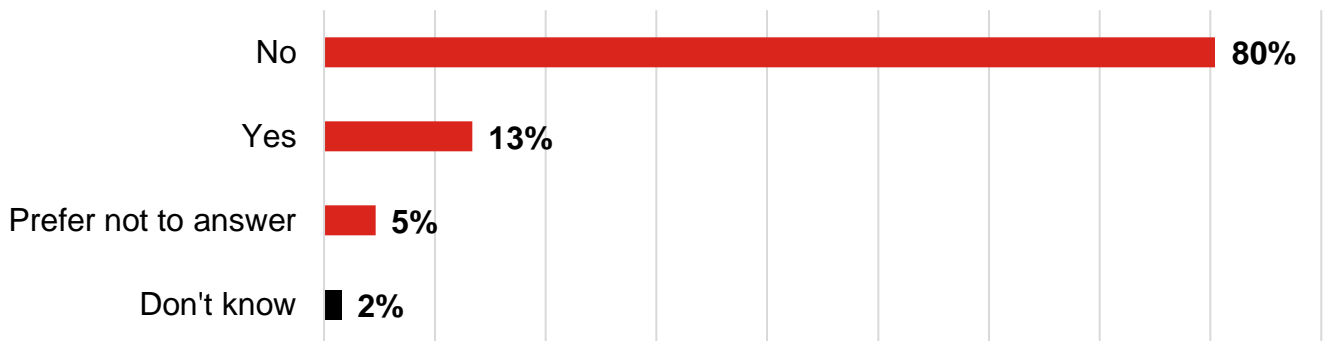
## | Primary language

All participants were asked: "What is the primary language you speak?". Of the 753 responses received, the top response was English (94%). See chart below for detailed responses.



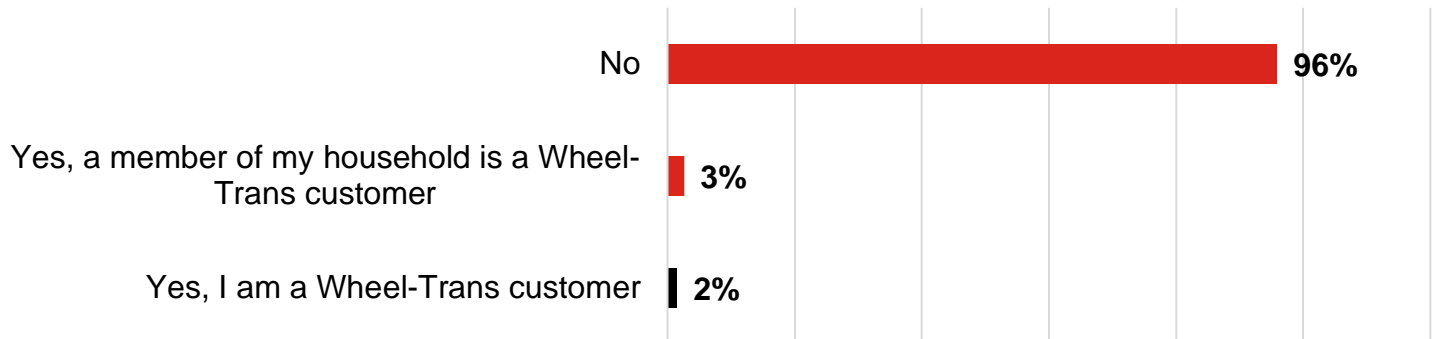
## | Participants with disability

All participants were asked: "Do you identify as a person with a disability?". Of the 950 responses received, 80% of participants said no, 13% said yes, 5% preferred not to answer, and 2% said they don't know.



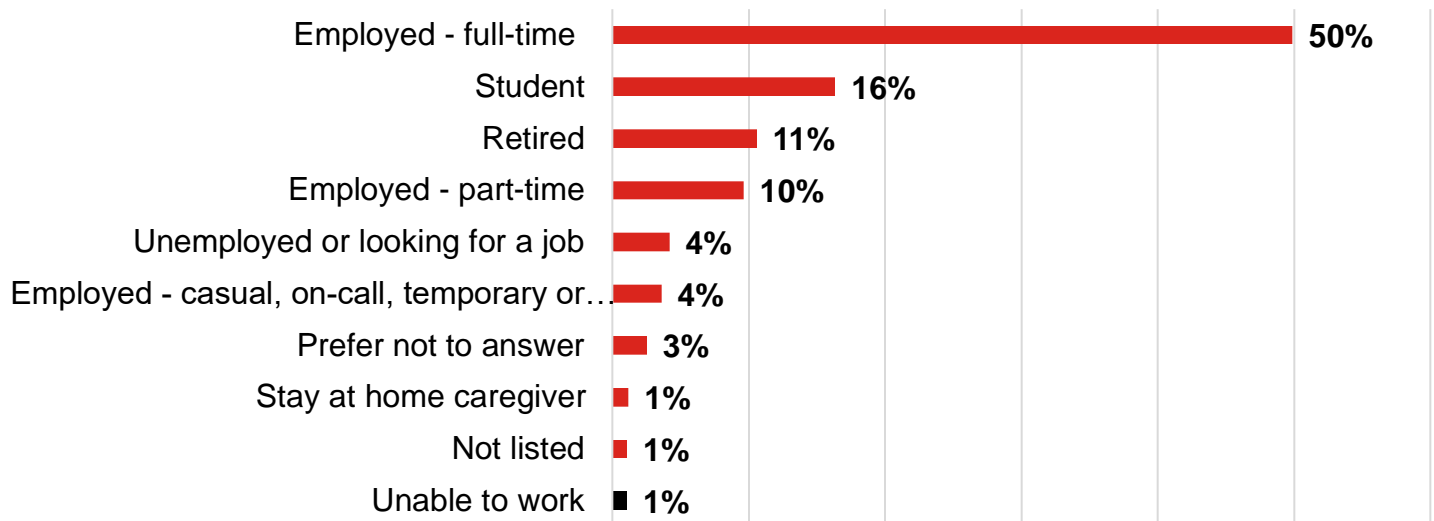
## | Wheel-Trans customers

Public participants were asked: “Are you or a member of your household a Wheel-Trans customer?”. Of the 916 responses received, 96% said no, 3% yes, a member of their household is a Wheel-Trans customer, and 2% said yes, they are a Wheel-Trans customer.



## | Employment status

All participants were asked: “Which best describes your current employment status? Select all that apply.” Of the 1,029 responses received, 50% said they are employed full time, 16% said they are students, 11% said they are retired, and 10% said they are employed – part-time. See chart below for detailed responses.



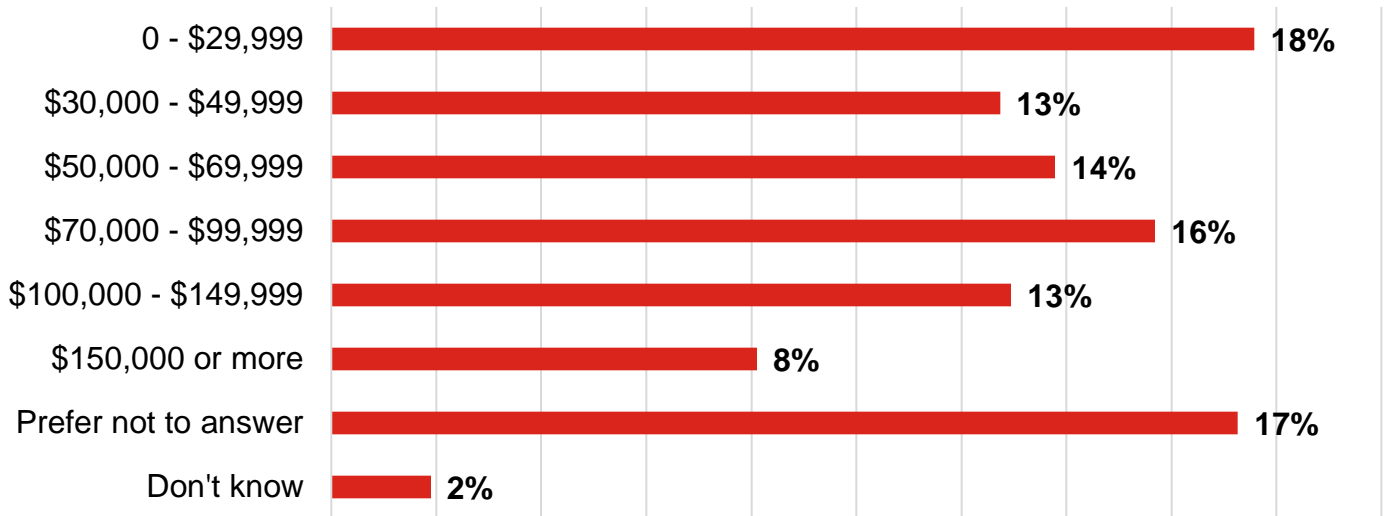
## Shift workers

All participants were asked: "Would you consider yourself a shift worker?". Of the 950 responses received, 84% said no, and 16% said yes.



## Personal income

All participants were asked: "Which of the following best describes your personal income?". Of the 950 responses received, 18% their personal income was between \$0,000 to \$29,999, 17% said prefer not to answer, and 16% said between \$70,000 to \$99,999. See chart below for detailed breakdown of responses.



## How they heard about the survey

All participants were asked: "How did you find out about this survey? Select all that apply." Of the 1,011 responses received, 36% said through social media, 25% said through TTC email, 20% said other, 9% said through word of mouth, 7% said through TTC website, and 3% said through the Councillor's office communication.

