### **TTC 5-Year Service Plan and Customer Experience Action Plan**

### **Integrated Youth Ambassador Team Reports**

November 2023

### **Youth Ambassador Team Overview**

As part of the public engagement process for TTC's 5-Year Service Plan (5YSP) and Customer Experience Action Plan (CXAP), the TTC recruited and trained a diverse team of five Youth Ambassadors (between the ages of 18-29) from across Toronto to engage their peers and communities. The Youth Ambassadors sought feedback on some of the focus areas of the 5YSP and CXAP and had the choice to engage on the focus areas relevant to them and their communities.

This Youth Ambassador program built on similar successful programs that have been undertaken as a part of public engagement for TTC's Annual Service Plans for 2021, 2022, and 2023. This Youth Ambassador program is part of a longer-term process of relationship-building and engagement between the TTC and a demographic who are often under-represented in city-building discussions and are more likely to participate and provide feedback through focused, peer-led engagement processes. It is one way the TTC is working to bring an equity lens to its service planning – as identified in its 2020-2024 5-Year Service Plan and 10-Year Outlook. Creating a focused engagement opportunity for a key demographic that is under-represented in decision making (while also providing paid work and skill development opportunities to youth from across Toronto) supports this initiative. In addition to engaging youth, the Youth Ambassadors also engaged three key TTC customer groups – women, shift workers and people with low-income.

The five youth were recruited from across the four Community Council Areas in Toronto – one each from Toronto and East York, North York, and Etobicoke, and two from Scarborough. The selected youth were Farwa Arshad (North York), Gerald Tchakoutio Njatang (Scarborough), Lynette Cabuyao (Etobicoke), Mohamed Abdi (Scarborough), and Karina Erlan (Toronto and East York). These youth were selected following an open call for recruitment which was sent out through youth-serving organizations throughout the city and by reaching out to previous youth ambassadors. This process resulted in over 200 applications from across the city. The evaluation process included multiple screenings of the applications, including a final screening through phone interviews of the top 10 shortlisted youth. The applications were evaluated on the basis of:

- age
- residence in Toronto
- transit use
- coverage of the four Community Council Areas
- diversity in ages, genders, abilities, languages spoken, ethnicities and lengths of time living in Toronto
- overall interest and reason for participating
- non-membership with transit groups already engaged through stakeholder meetings
- availability
- references



Photo from the Youth Ambassador De-brief Meeting at TTC head office

The Youth Ambassador program ran through July to September 2023. Third Party Public, the independent engagement team retained by the TTC to support the consultation process for the 5YSP and CXAP, led the process and recruited, trained, and supported the Youth Ambassadors for the duration of their work, with support from the TTC team.



Photo from Youth Ambassador Engagement Workshop, hybrid meeting

### **Target Focus Areas**

The Youth Ambassadors focused on engaging on the 5YSP and CXAP focus areas that are relevant to them and their community. They had the choice to select the focus areas they wanted to gather feedback on. Collectively, the ambassadors covered all of the eight focus areas in the 5YSP and CXAP. Each youth member implemented their engagement process independently, using approaches personalized to them and their community. The topics that were the focus of Youth Ambassador's engagement are:

#### 5-Year Service Plan

- Express Bus Network
- Integration with regional partners and other modes

### **Customer Experience Action Plan**

- Safety
- Real-time information
- Trip planning
- Stop amenities
- Station amenities
- Cleanliness

### **Participation Numbers and Engagement Tactics**

The Youth Ambassadors engaged approximately 540 participants from Toronto. The Youth Ambassadors gathered feedback from their communities through a range of engagement tactics, including through an online survey, hard copy surveys, and in-person intercepts at TTC stations and bus stops.

The Youth Ambassadors used diverse tactics to promote their surveys, including:

- Promoting the surveys on social media channels, via posting on their personal accounts and sharing with accounts of youth-serving organizations, student groups, neighborhood groups, etc.
- Putting up posters at key neighborhood locations like grocery stores and near universities and at key transit locations, such as bus stops.
- Handing out posters at local bus stops and subway stations.
- Reaching out to university student groups, community groups, and other personal networks.
- Outreach through emails and direct messages.

### **High Level Summary of Key Feedback**

The key themes of feedback received are summarized below. For detailed participant feedback, please see the Youth Ambassadors' engagement reports in the Appendix.

- Overall, safety emerged as a topmost concern, and participants reported feeling a decrease
  in their sense of safety while using the TTC. Some common suggestions to increase safety
  included: creating physical barriers between platforms and trains to prevent accidents, increased
  CCTV surveillance, ensuring that safety announcements are clear and accessible to all, and
  training for employees and customers on how to handle emergency situations. Many participants
  also said there was a need for increased mental health supports and increased presence of staff
  at stations and on vehicles. There were diverging opinions on whether increased presence of
  police will make the customers feel safe or not.
- There was general support for better integration between different transit agencies, particularly fare integration, with suggestions on making fare payment easier for customers and making real-time information related to transfers between transit agencies more easily accessible.
- Many participants said they found it hard to access transit real-time information. Some
  barriers to access included a lack of signage, lack of user-friendly digital interfaces,
  unreliable/inaccurate information, limited availability of real-time information, and the information
  not being visible or readable to all.
- The Express Bus Network needs to be more reliable, more frequent, and be expanded to
  cover more routes. Some said they were satisfied with the Express Bus frequency during peak
  hours but would like to see more Express Buses in off-peak hours as well.
- Participants generally said there was a need for more cleanliness and better maintenance
  of existing stop and station amenities, including signage with real-time information.

### **Appendix – Youth Ambassador Engagement Reports**

The attachments on the following pages are organized alphabetically by the Youth Ambassadors' names.

- 1. Farwa Arshad
- 2. Gerald Tchakoutio Njatang
- 3. Lynette Cabuyao
- 4. Mohamed Abdi
- 5. Karina Erlan

## TTC 5-YEAR SERVICE PLAN

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# CUSTOMER EXPERIENCE ACTION PLAN REPORT.

2023 Youth Ambassador Team

By: Gerald Tchakoutio Njatang

04/08/2023 - 20/08/2023

### **OVERVIEW**

Between August 4, 2023, and August 20, 2023, I employed both physical, intercept-based surveys and online surveys as part of my engagement strategy to gather valuable feedback for the development of the Toronto Transit Commission's (TTC) 5-Year Service Plan and Customer Experience Action Plan. The 5-Year Service Plan is a forward-looking strategy that will set the course for TTC's service from 2024 to 2028. It encompasses critical decisions about priorities, resource allocation, and adjustments to meet evolving customer needs and changing circumstances.

The Customer Experience Action Plan is a comprehensive, long-term initiative designed to enhance the overall customer experience by proactively addressing existing issues and challenges faced by TTC passengers.

The survey was structured around six distinct Feedback Focus Areas, encompassing various aspects of TTC service:

- **Customer Satisfaction (5 Questions)**
- **Real-Time Information (4 Questions)**
- **Express Bus Network (9 Questions)**
- **Safety in Stations and Stop Amenities (3 Questions)**
- **❖** Integration with Regional Transit Partners (4 Questions)
- **Demographic Information (2 Questions)**

The questions within these areas spanned different formats, including multiple-choice, short-answer, and open-ended questions.

To promote the survey, a multi-pronged approach was adopted. Physical posters were strategically placed at high-traffic locations such as Kennedy Station, Scarborough Center Station, Warden Station, Centennial College Bus Station, Eglinton GO Station, and various TTC bus stops within the Scarborough neighborhood.

As an incentive for participation, each respondent was automatically entered into a drawing for a chance to win one of 25 gift cards, which were redeemable at either Walmart or Tim Hortons.

The primary data collection method involved intercepts at TTC stations and bus stops, resulting in a total of 118 participant responses, thereby making the physical survey the central strategy for engagement and feedback gathering.

### **KEY MESSAGES**

### Customer Satisfaction

In the customer satisfaction section of the survey, we received a total of 117 responses. Here, suggestions provided by participants encompass the reduction of "not in service" instances, enhancements to real-time information accuracy, and the timely addressing of delays. Safety concerns, with a particular focus on late-night travel, were emphasized as an essential aspect of their feedback.

### ❖ Real-Time Information

In this section, based on 117 responses:

Many participants rely on TTC real-time information daily, with a substantial portion using it several times a week. For journey planning, third-party transit apps, especially Google Maps, are popular among participants, while the TTC mobile app is a common choice for about 30.8% of respondents. Additionally, a smaller group relies on SMS or text alerts to stay informed about their TTC commute.

### Express Bus Network

In the section focused on express buses and their usage among TTC customers: Many participants depend on express buses for their daily commuting needs, while others use them several times a week or occasionally, with some expressing a preference for local bus lines. The 902 Markham Rd Express and the 905 East Express are among the most frequently used express buses, although the percentages vary among respondents. A significant portion of respondents

expressed satisfaction with express bus service during peak hours, while others stressed the need for more buses during off-peak hours. Some respondents reported punctuality satisfaction when using express buses. However, responses regarding bus routes and convenience ranged from very high satisfaction to dissatisfaction with the location of express bus stops. Participants voiced a desire for enhancements in specific express bus lines, although some opposed improvements due to their non-usage of these lines. The integration of express lines into areas without current service received varying levels of support, with a significant portion advocating for it. Respondents expressed interest in expanding express bus service to various areas and highlighted the need for improved weekend service. Furthermore, a majority of respondents emphasized the highly important need for seamless integration of the express bus network with other TTC transit services. In summary, Many participants rely on express buses for daily commutes, particularly the 902 Markham Rd and 905 East Express routes, but satisfaction varies. They desire enhancements, integration into underserved areas, and improved weekend service while stressing the importance of network integration with other TTC services.

### Safety in Stations and Stop Amenities

In the safety section, we received responses from 114 participants. Here's a breakdown of their feedback:

In the safety section with responses from 114 participants:

Opinions among participants varied significantly regarding their safety perception, confidence in emergency handling, and preferred safety measures within TTC services. While some participants felt their TTC journeys were very safe, others expressed concerns. Confidence in the TTC's ability to handle emergencies ranged from very confident to lacking confidence among different respondents. The preferred safety measures mentioned included an increase in CCTV surveillance, the presence of more security personnel at stations, additional emergency buttons, clear and audible safety announcements, and emergency intercoms. In summary, participants shared diverse perspectives on safety and emergency handling within the TTC, but there was a consensus on the importance of enhancing surveillance, increasing security personnel presence, and implementing various safety measures to ensure passenger safety and security. In sum, participants had diverse views on safety and emergency handling in TTC, with varying

confidence levels. Preferred safety measures included more CCTV, additional security

personnel, emergency buttons, clear announcements, and intercoms. Overall, there was a consensus on the importance of enhancing safety measures.

### Integration with Regional Transit Partners

In this section, which gathered responses from 118 participants, varying levels of regional transit usage in conjunction with TTC were reported, with Go-transit emerging as the preferred choice among participants. However, these experiences came with challenges, including extended wait times during transfers, difficulties in fare payment integration, and gaps in information availability. Perceptions regarding real-time information accessibility about regional transit were diverse, with some participants expressing satisfaction with its quality and accessibility. In summary, participants had different experiences when using regional transit in conjunction with TTC, and they encountered challenges related to transfers and information availability.

### **DETAILED FEEDBACK**

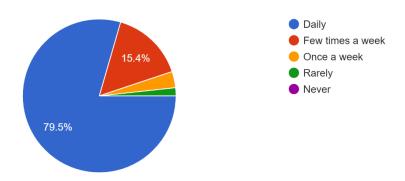
- Survey sections.
  - Customer Satisfaction

### Q 1: How frequently do you use the TTC's services in our city?

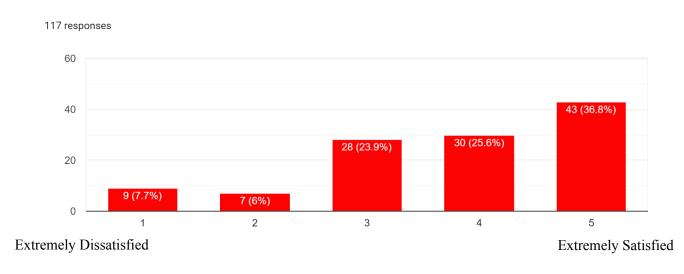
#### Detailed response

Roughly 79.5% of the survey participants reported their daily reliance on TTC transit, with an additional 15.4% indicating that they use it multiple times per week, while the remaining 5.1% employ TTC services occasionally. Furthermore, a substantial 80% of respondents conveyed a strong belief in the professionalism and ethical standards upheld by TTC staff, particularly regarding their consistent display of kindness and courtesy during daily commutes. Additionally, the analysis of 118 responses concerning suggestions for enhancing TTC customer service revealed a diverse range of opinions and viewpoints from participants.

117 responses



# Q,2: How satisfied are you with the customer service provided by bus drivers and other TTC staff?



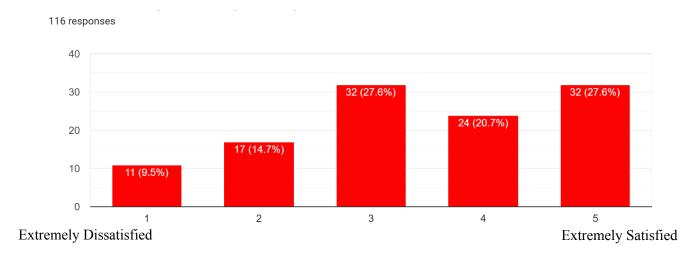
# Q,4: Are there any specific improvements you would like to see in the customer service provided by the bus operators and staff? If yes, please provide details here.

### \* Responses;

Passengers have voiced a strong desire for increased punctuality, emphasizing the vital importance of buses and subways adhering to their schedules. Additionally, the significance of politeness and courtesy exhibited by bus operators has been underscored as pivotal for creating a more pleasant commuting experience. In terms of suggestions, there is a clear consensus on the need to decrease "not in service" instances, improve the

accuracy of real-time information, and tackle delays more effectively. Furthermore, several respondents have drawn attention to the critical importance of addressing security concerns and ensuring passenger safety, particularly during late-night travel.

# Q,5: How satisfied are you with the punctuality and adherence to bus schedules?



### ❖ Real-Time Information.

**Q,1:** How often do you use real-time information provided by the TTC at subway stations and on the TTC app?

### **Response:**

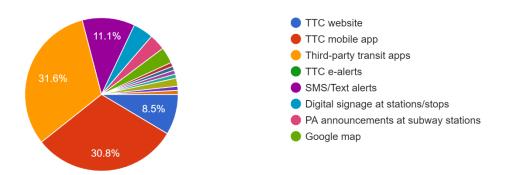
In this section, a total of 117 responses were received. Among the participants, 47% affirmed that they use TTC real-time information on a daily basis. An additional 27.4% reported using this resource only several times a week, primarily relying on the Google Maps app for their transit needs. Meanwhile, 15.4% mentioned that they use TTC real-time information occasionally.

# Q,2: Which of the following do you rely on for TTC related real-time information? (Check all that apply)

### Responses:

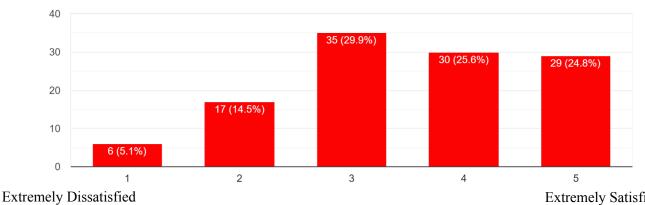
Approximately 31.6% of participants indicated their use of third-party transit apps, with Google Maps emerging as a favored choice among them. In contrast, about 30.8% of respondents rely on the TTC mobile app for planning their journeys, while a smaller percentage, around 11.1%, opt for SMS or text alerts to stay informed about their TTC commute.

117 responses



### Q,3: How satisfied are you with the accuracy and reliability of real-time arrival/departure information provided by the TTC?





**Extremely Satisfied** 

### Responses:

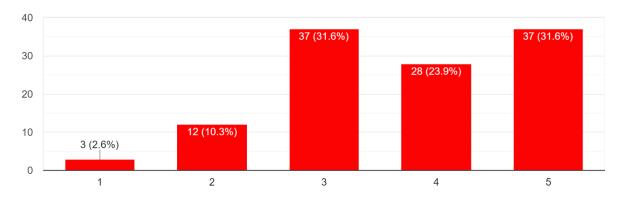
Here, a large majority of the participant said to be satisfied by time of arrival and departure of buses.

### **Express Bus Network**

### **Q,1:** How frequently do you use the Express Bus Network?

Response: In the section dedicated to express buses and their frequency of use among TTC customers, the 116 responses can be summarized as follows:





Approximately 45.7% of participants depend on these buses for their daily commuting needs. Around 23.3% use express bus lines several times a week, and about 14.7% use them occasionally. Meanwhile, the remaining 16.3% favor local bus lines as their primary mode of commuting.

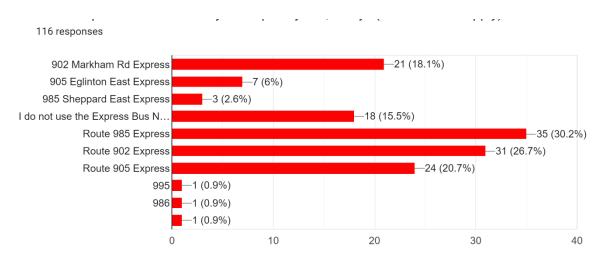
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# Q,2: Which Express Bus routes do you frequently use, if any? (Select all that apply)

### Responses:

Regarding the survey question about the most frequently used express buses, the responses are as follows:

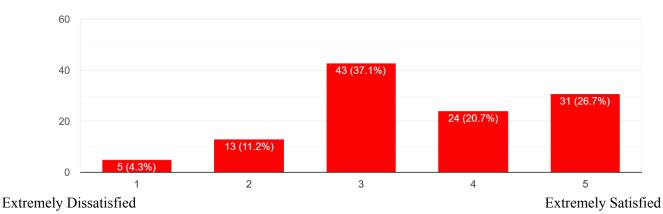
Approximately 2.6% of respondents mentioned their use of the 985 Sheppard East Express, while around 18.1% reported utilizing the 902 Markham Rd Express. Additionally, approximately 6% of participants indicated that they use the 905 East Express as part of their commuting routes.



# Q,3: How satisfied are you with the frequency of Express Bus services during peak hours? (6:30 am to 10 am, 3:30 pm to 7 pm

Responses: Here are the summarized satisfaction responses for TTC express buses:

116 responses



### Responses:

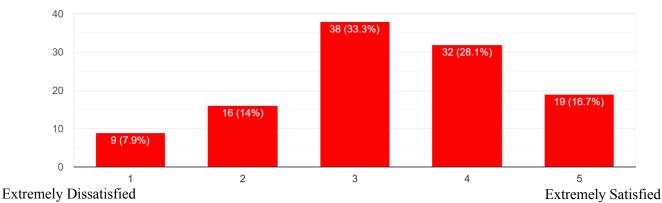
During peak hours, which encompassed the time frames of 6:30 am to 10:00 am and 3:30 pm to 7:00 pm, approximately 37.1% of respondents expressed satisfaction with the service provided by TTC express buses.

# Q.4: How satisfied are you with the frequency of Express Bus services **during off- peak hours?**

### Responses: During Off-Peak Hours:

From 114 responses, about 33.3% emphasized the need for more buses during off-peak hours to ensure satisfaction since they believe they deserve quality service (the service here refers to the punctuality of the buses) regardless of the time.

114 responses

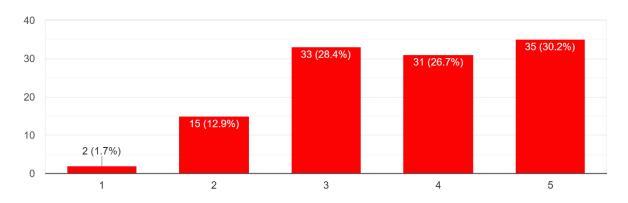


**Q,5:** How would you rate the overall reliability and punctuality of Express Bus services?

Responses: Overall Reliability and Punctuality

Among 116 participants, around 30.3% reported satisfaction with the punctuality of express buses.

Q,6: Are the Express Bus routes and stops conveniently located for your travel



### needs?

Responses: Regarding Bus Routes and Convenience:

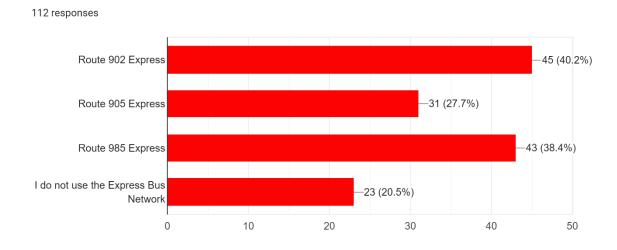
### From 115 responses:

Approximately 38.3% of participants indicated that they have a very high level of satisfaction with the convenience of bus stops, emphasizing the positive experience they have at these

locations. About 31.3% expressed satisfaction with some express route stops but not all of them, suggesting a mixed level of convenience. Around 25.2% remained neutral regarding the locations of these express stops, neither strongly satisfied nor dissatisfied. Conversely, the remaining 23.4% of respondents were dissatisfied with the location of express bus stops, indicating a need for improvement in this aspect of the service.

# Q,7: <u>In your opinion, which Express Bus routes need improvement in terms of</u> frequency and service quality?

Responses: Regarding the need for improvements in express bus lines, from 112 responses: Approximately 40.2% of participants expressed a desire for enhancements to the 902 East Express, indicating a strong interest in improvements for this particular route. About 38% sought improvements in the 985 Express, emphasizing the need for enhancements on this route as well. Roughly 27.7% indicated the need for enhancements in the 905 Express, underlining areas where this route could be improved. Notably, 20.5% of respondents did not support any improvements, primarily because they did not use these specific lines and therefore did not see the need for changes.

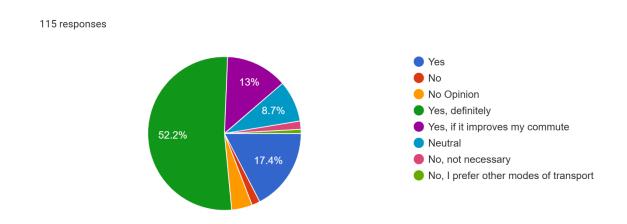


Q,8: Would you like to see more Express buses in areas that do not currently have them?

Responses: Regarding the presence of express lines in areas without current service, from the responses:

A significant portion, accounting for 52.2% of individuals, strongly advocated for the integration of express lines into their communities. About 17.4% expressed support for this integration, citing its potential to facilitate transit in their area. Approximately 13% endorsed the idea of integration if it could enhance their commute, emphasizing the practical benefits. An 8.7% segment remained neutral on the matter, neither opposing nor supporting it, while another 8.7% believed that such integration was unnecessary in their community, expressing their reservations.

In sum, respondents expressed interest in expanding Express bus service to several areas, including Kingston and Kennedy, college routes, Ellesmere (east and westbound), Warden to Steeles, and Mossback Dr. Additionally, they highlighted the need for improved Express service on weekends, especially for routes like 905A, to address long wait times, notably benefiting riders east of Military Trail and Ellesmere.

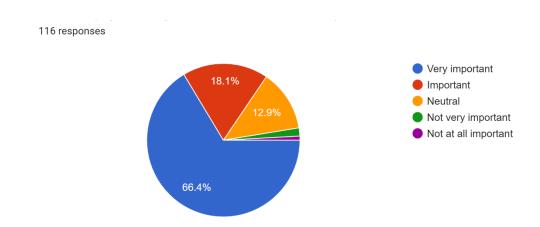


Q,9: How important is it for the Express Bus Network to have better integration with other transit services (e.g., subway, streetcar, other bus routes)?

Responses: Concerning the significance of a more seamless integration of the express bus network with other TTC transit services, respondents indicated the following:

A majority of respondents, comprising approximately 66.4%, deemed the integration of express bus lines into various areas to be of high importance, emphasizing its significance. About 18.1%

affirmed the importance of integration, showing support for this initiative. A 12.9% segment held a neutral stance on the matter, neither strongly emphasizing its importance nor opposing it.



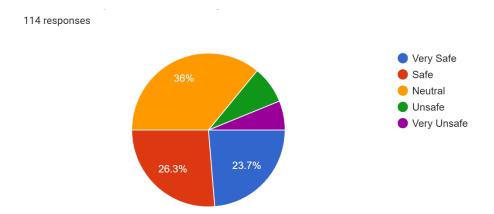
### Safety in Stations and Stop Amenities.

### Q,1: How safe do you feel while using TTC services?

Responses: In the safety section, we received responses from 114 participants. Here's a breakdown of their feedback:

### • Safety Perception:

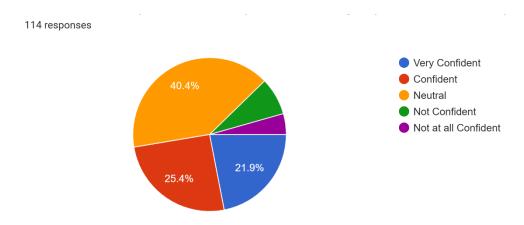
Approximately 23% of respondents reported feeling that their journeys with the TTC were very safe, indicating a high level of confidence in the system's safety measures. Around 26.3% rated their safety with the TTC as average, reflecting a moderate level of confidence. A significant portion, approximately 36%, remained neutral about their safety with the TTC, neither strongly confident nor concerned. However, 14% of respondents expressed concerns and rated their commute as unsafe, highlighting areas where improvements may be necessary to enhance passenger safety.



Q,2: How confident are you in TTC's ability to handle emergency situations effectively?

### **Responses:** Confidence in Emergency Handling:

When asked about their confidence in the TTC's ability to handle emergencies, 21.9% expressed being very confident, demonstrating a high level of trust in the TTC's emergency response capabilities. Additionally, 25.4% confirmed their confidence, indicating a substantial degree of faith in the TTC's preparedness for emergencies. A significant portion, approximately 40.4%, remained neutral on the matter, neither strongly confident nor concerned. However, 12.3% lacked confidence, citing past negative experiences with TTC services, which prompted their reservations regarding emergency handling.



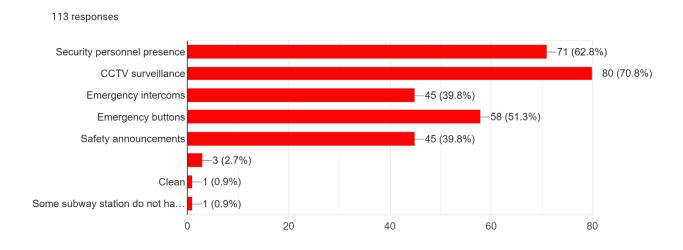
Q,3: Which of the following safety measures do you think are most effective for the TTC? (Select all that apply)

### **Responses:** Effective Safety Measures Preferred by Participants:

Participants indicated the following preferences for effective safety measures implemented by the TTC:

A significant majority, accounting for 70.8% of respondents, favored an increase in CCTV surveillance, viewing it as a modern and highly effective deterrent for enhancing safety. Approximately 62.8% expressed the desire for more TTC security personnel stationed at stations, emphasizing the importance of a visible security presence. Additionally, 51.3% sought an increase in the number of emergency buttons on both buses and subways, highlighting the need for accessible safety measures. About 39.8% desired clear and audible safety announcements for improved communication during emergencies. Similarly, 39.8% also expressed the need for the presence of emergency intercoms as an essential safety feature. These responses collectively various safety communication underscore the importance of measures and methods for passengers..

In summary, the respondents' opinions varied regarding safety and emergency handling by the TTC. A significant portion favored improvements in CCTV surveillance and an increased presence of security personnel, among other safety measures.



### **❖ Integration with Regional Transit Partners.**

17

GERALD TCHAKOUTIO NJATANG

**Q,1:** How often do you use regional transit options (e.g., GO Transit, VIVA, YRT, etc.) in conjunction with TTC services for your daily commute or travel?

Responses: Frequency of Regional Transit Usage with TTC:

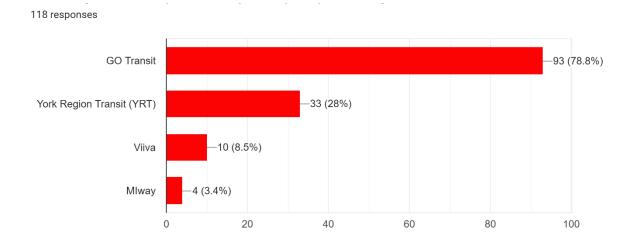
Among the respondents, approximately 16.9% reported using regional transit services daily, while 18.6% stated that they used these services several times a week. Additionally, 12.7% mentioned using these services once a week. The majority, comprising 45.8%, reported rare usage, primarily due to residing in Scarborough. A small fraction, approximately 5.9%, indicated they had never used regional transit.

# Q,2: Which regional transit partners do you frequently use along with TTC services?

**Responses:** Preferred Regional Transit Services Used with TTC:

A significant majority of participants, approximately 78.8%, reported using Go-transit, indicating its widespread usage among the respondents. Additionally, 28% mentioned utilizing York Region transit, while 8.5% of respondents reported using Viva, and 3.4% used MiWay, reflecting a range of regional transit services utilized by the participants.

In summary the majority of participants, at approximately 78.8%, relied on Go-transit, demonstrating its widespread usage. Furthermore, smaller percentages utilized York Region transit (28%), Viva (8.5%), and MiWay (3.4%), highlighting a diverse range of regional transit services among participants.



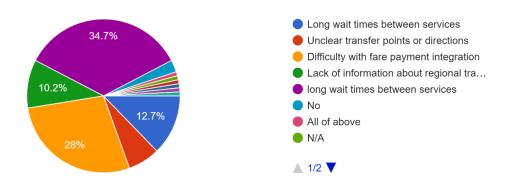
Q,3: <u>Have you experienced any of the following challenges or issues during</u> transfers between TTC and regional transit services?

Responses: Challenges and Difficulties During TTC to Regional Transit Transfers:

Approximately 34.7% of participants expressed concerns about experiencing long wait times between services during transfers, indicating the need for improvements in service coordination. Additionally, 28% highlighted challenges related to the integration of fare payments, underscoring issues in the payment system. Furthermore, 10.2% identified a lack of information regarding regional transit service connections, emphasizing the importance of better communication and information accessibility for passengers.

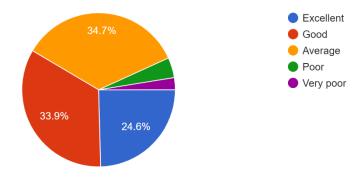
In summary, Participants expressed concerns about long wait times during transfers (34.7%), challenges with fare payment integration (28%), and a lack of information on regional transit connections (10.2%).

118 responses



Q,4: How would you rate the availability and accessibility of real-time information about regional transit options and service updates when transferring between TTC and other modes of transport?



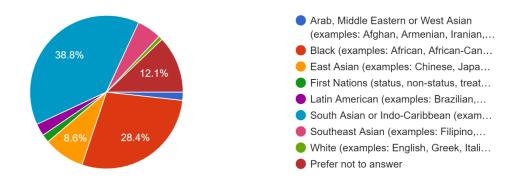


### **Demographic Information.**

### Q,1: Which race category best describes you?

Responses: we gathered data on the diverse racial backgrounds of individuals who rely on TTC for their daily commutes. Here's a breakdown of these findings:

116 responses



The largest proportion of TTC commuters, accounting for 38.8%, belongs to the South Asian or Indo-Caribbean group, reflecting the substantial presence of South Asian and Indo-Caribbean communities, particularly in Scarborough. Approximately 28.4% of TTC users identified as Black, encompassing individuals from various African and Afro-Caribbean backgrounds. Notably, 5.2% of respondents hailed from Southeast Asian countries, contributing to the overall diversity of TTC commuters. A smaller percentage, 1.7%, identified with the Arab, Middle Eastern, and West Asian group, reflecting the presence of individuals from these regions within the TTC user base. Latin Americans represented 2.6% of TTC users, while 1.7% identified themselves as First Nations, highlighting the presence of Indigenous individuals within the TTC commuter community. Approximately 8.6% of participants identified with East Asian backgrounds, further adding to the cultural diversity of TTC riders. These findings collectively underscore the rich tapestry of racial and ethnic backgrounds among TTC commuters, reflecting the multicultural mosaic of the Greater Toronto Area

### Q,2: What best describes your gender?

### Responses:

A significant majority of respondents, accounting for 57.3% of the total, identified as men. These male participants were often characterized as workers who regularly undertook long commutes for

their jobs. Approximately 33.3% of the participants identified as women, with most female respondents being housewives and individuals with lower income levels. This data provides insights into the gender distribution among TTC service users, highlighting a notable prevalence of male commuters frequently engaged in long-distance work-related commutes. At the same time, female participants, predominantly housewives and individuals with lower income, also contribute to the diverse user base of TTC services.

### **APPENDICES**

Photos of some of my flyers posted as different Bus stops in Scarborough.( the stops in this photo are at Eglinton ave east at Markham Road and Sheppard ave)





### **Engagement Summary**

TTC 5-Year Service Plan & Customer Experience Action Plan

Reported by: Farwa Arshad 2023 TTC Youth Ambassador Team

#### Overview

The TTC Youth Engagement process was conducted from August 7th to August 20th, to collect feedback from diverse TTC customers on eight specific focus areas of TTC service. The process was conducted primarily through a Google Form survey, advertised online through social media outreach and in-person through postering in Toronto neighborhoods. A total of 986 responses were recorded by the end of the outreach period, out of which 182 responses were identified to be from Toronto residents.

The outreach process engaged Jane Finch community members, York University current and former students, and members of the Ahmadiyya Muslim Community. The engagement process included passive advertising such as posting the survey on Instagram, Facebook, LinkedIn, Snapchat, Reddit, WhatsApp as well as posting 50 posters with the survey link around Toronto neighborhoods, especially around York University, Black Creek community, Albion-Kipling neighborhood, and Downsview Park neighborhood. The active engagement process included sending messages and emails to personal connections around the Jane-Finch community and York University. All survey takers were offered the incentive of participating in a raffle to receive one of thirty gift cards of their choice, worth \$15 each, and asked to share their email address for raffle purposes. The winners were sent e-gift cards to their retailer of choice, such as Tim Hortons, Starbucks, Sephora, Chapters Indigo, and Amazon, after the engagement process concluded.

### Methodology

The survey received international responses as well as responses from different Canadian provinces. To keep the findings reliable, the responses were filtered to only include feedback from Toronto and GTA residents, as they are the primary TTC customer base. To filter out responses from non-Toronto residents, as well as spam, blank and repeated responses, the following guidelines were used to clean the data.

- Delete duplicate, spam, and blank responses.
- Delete non-Toronto responses (except GTA), by cross-matching the postal code and bus routes information.
- Keep all responses with the Toronto postal code, and any other anonymous responses that may be from Toronto.

Implementing these guidelines upon the data resulted in a total of 182 responses that originated from TTC customers who are residents of Toronto and the GTA.

### **Key Messages**

1. Improve the frequency and operating hours of express bus services.

TTC customers want more extensive coverage and improved accessibility of express bus routes. They believe that expanding the network's reach and enhancing frequency and operating hours would greatly benefit commuters by providing faster and more convenient transportation options.

2. Provide accurate and timely transfer information to make seamless transfers easier.

TTC customers want accurate transfer information, integrated fare payment options, and facilities that facilitate easy transfers. An integrated ticketing system and better signage would simplify the often complicated process of transitioning between different transportation systems.

**3.** Enhance safety measures on TTC vehicles and stations, including the installation of safety alarm buttons, surveillance cameras, and safety training for employees and passengers.

Safety is a top concern for many TTC riders, particularly during off-peak hours. Passengers request various safety measures, including safety alarm buttons, surveillance cameras, and better training for employees and passengers. There's also a need for increased maintenance and, in some cases, physical barriers to prevent accidents.

**4.** Enhance real-time information tools and apps to provide accurate and up-to-date information about TTC services.

Customers rely heavily on real-time information to plan their trips. Participants express concerns about the accuracy and availability of real-time updates, especially with respect to bus schedules. They want more reliable real-time information tools that reflect early bus arrivals and promptly inform them of disruptions.

**5.** Improve the cleanliness and maintenance of amenities at TTC bus stops, including shelters, contact numbers for updated bus times, and lighting.

Customers want improved amenities at bus stops and stations, including cleaner and better-maintained facilities, adequate lighting, and more substantial shelters that provide

protection from the elements. Moreover, there's a desire for more comfortable seating, free Wi-Fi, charging facilities, and the option to purchase meals and snacks while waiting for transit.

### **Detailed Feedback**

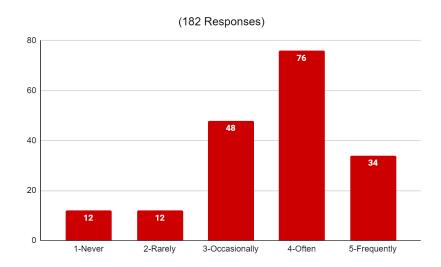
The online survey consisted of demographic questions, and 22 questions around the eight focus areas put forward by the TTC, including 5-scale satisfaction rating questions as well as long-answer questions prompting survey takers to share the reason behind each satisfaction rating and to suggest improvements to existing services.

#### 1.0 Feedback on Focus Areas

#### **Express Bus Network**

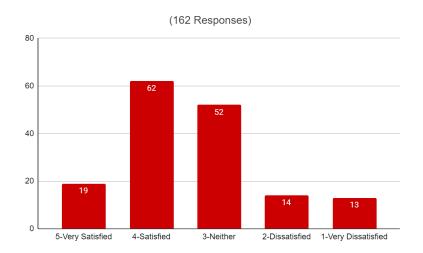
#### Question 1: How frequently do you utilize the express bus services?

Out of the 182 responses, 18.7% of respondents reported that they frequently use the express bus services, 41.8% said that they often used the express bus services, 26% said that they occasionally used the express bus services, 6.7% reported rarely using the express bus services, while 6.7% reported never using the express bus services.



<u>Question 2: How satisfied are you with the coverage and accessibility of the current express bus</u> routes?

Out of the 182 responses, 10% reported being very satisfied, 34% said they were satisfied, 28.6% said neither, 7.7% said they were dissatisfied, while 7.1% said they were very dissatisfied. Those who were not satisfied with the coverage and accessibility of the current express bus routes said so because they don't think the coverage of express bus routes is extensive enough. Others said that they are not satisfied with the frequency and operating hours of the express bus line.



Question 3: If you are not satisfied, please share the reason why.

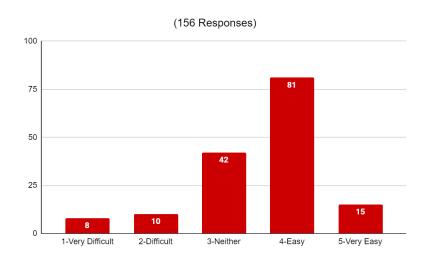
14.8% of TTC consumers are dissatisfied with the limited coverage and inconvenient transfer options of express bus routes, listing inconsistent frequencies and inadequate operating hours as further drawbacks. They believe that expanding the number of routes served by express buses would greatly improve the overall public transportation experience.

- "I don't think the coverage of express bus routes is extensive enough"
- I don't think the transfer method of the express bus is convenient enough. I may need to make multiple transfers during the journey, adding time and inconvenience."
- "I am not satisfied with the frequency and operating hours of the express bus line."
- "The bus frequency is inconsistent"
- "They don't come as frequently as I would need them to and I often end up taking regular routes as I would get to my destination before the express bus arrives"
- "More routes should have express buses"

#### **Integration with Regional Partners and Other Modes**

<u>Question 4 - How was your experience with seamless transfers between different transit systems?</u>

Out of 182 responses, 8.2% reported their experience being very easy, 44.5% said it was easy, 23% said it was neither, 5.5% said it was difficult, and 4.4% said it was very difficult. Those who had a difficult experience with transfers between different transit systems said so because they think it is difficult for passengers to obtain accurate and timely transfer information. Others listed expensive fares and having to walk extra as the reason for their dissatisfaction.



Question 5 - If you had a difficult experience, please share the reason why.

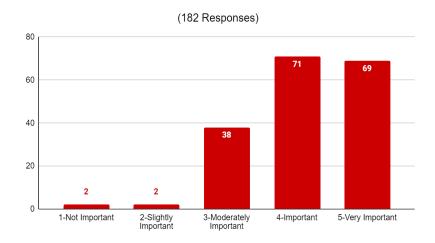
9.9% of TTC customers struggle with transfers due to a lack of facilities, inadequate signage, and the difficulty of obtaining timely information about vehicle arrivals and route changes. Additionally, the absence of an integrated ticketing system forces passengers to purchase separate tickets or cards for different transportation systems, adding complexity and inconvenience to transfers, often resulting in unnecessary walks and increased costs.

- "The lack of facilities and signage is one of the reasons for the difficulty of transfer."
- "It is difficult for passengers to obtain accurate and timely transfer information, including vehicle arrival times, route changes, etc.,"
- "I think there may not be a unified ticketing system between different transportation systems, and passengers need to buy different tickets or cards to take different means of transportation, which increases the complexity and inconvenience of transfer."
- "It's costly, and often an unnecessary/extra walk. For example, I take the 939 bus from
  Finch West to Finch in order to take a GO bus. Instead of being able to walk from ground
  level and exit the station to get to the GO bus side, I have to go down 2 sets of stairs and
  come up 2 sets of stairs just to get to my GO bus that was just across where the 939

stops. It adds an additional 10-15 mins of a walk that I have to account for, and is very inconvenient"

Question 6 - How important is it for you to have integrated fare payment options across various modes of transportation?

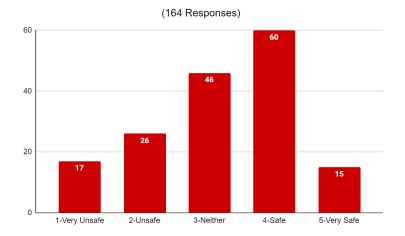
Out of the 182 total responses, 37.9% said it was very important, 39% said it was important, 20.1% said it was moderately important, 1.1% said it was slightly important, and 1.1% said it was not important.



#### Safety

Question 7 - How safe do you feel when using TTC services in your area during off-peak hours?

Out of the 182 responses, 8.2% reported feeling very safe, 32.9% reported feeling safe, 25.2% reported neither, 14.3% reported they felt unsafe, and 9.3% reported they felt very unsafe. Those who felt unsafe when using TTC services in their area during off-peak hours said so because they think there is violence happening on the subway. Others reported criminal behavior and inebriated people as the reason for their rating.



Question 8 - If you do not feel safe, please share the reason why.

23.6% of TTC customers feel unsafe on TTC vehicles because they are concerned about violence and misconduct on the subway during off-peak hours, which can include harassment, theft, and uncomfortable encounters. Additionally, encounters with individuals in need of mental health support or who are intoxicated raise worries about the potential impact on their mental well-being during their TTC journeys, especially for those with anxiety. Others report feeling a lack of safety on the TTC, because of an increase in incidents involving physical injuries and weapons on trains, as well as concerns about disruptive behavior by passengers on both buses and trains, highlighting the importance of drivers taking appropriate action to maintain a safe environment.

- "Violence on subway"
- "I think during off-peak hours, there may be some bad behavior or criminal behavior such as harassment, theft, etc. People may worry about feeling unsafe in these situations."
- "I have had strangers speak to me during off hours. I have had people scream at me for glancing at them. Larger stations don't seem to have enough staff on hand to prevent this (not insinuating there should be more policing, but perhaps more staff will influence users to behave more appropriately)"
- "Frequently encounter folks that need mental health support, who are inebriated/not sober etc. They do not always feel like a threat to my physical safety, but it crosses my mind often the mental impact on me if someone were to fall/jump etc. into the tracks (some close calls on my last two trips). As someone with anxiety, it makes me anxious how unpredictable my TTC trip could be."

Question 9 - Are there any specific safety measures or improvements you would like to see implemented to increase safety at TTC buses and stations?

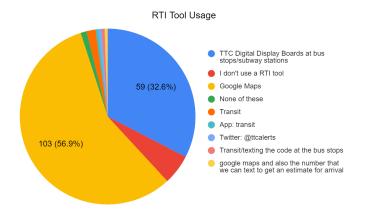
TTC customers want to see improved safety on TTC buses and at stations through measures such as safety alarm buttons, surveillance cameras, safety training for employees and passengers, regular maintenance, and the installation of doors or barricades to prevent accidents like falling onto tracks, similar to systems used in South Korea. Customers suggest the presence of trained safety officers, particularly in busy and high-disturbance areas, with a focus on de-escalation and quick action, as well as increasing street lighting at bus shelters, and allowing late-night drivers to drop passengers closer to their destinations to enhance safety on the TTC, acknowledging that individual efforts to improve safety are limited given the nature of public transit.

- "Safety alarm button: Install safety alarm buttons at critical locations on buses and stations."
- "I want to install surveillance cameras in stations, carriages and buses to monitor the movement of people and vehicles. This can help police and security staff monitor potential bad behaviour and provide evidence, while also acting as a deterrent."
- "I want to provide relevant safety training to TTC employees so that they can identify
  and respond to potential safety issues. At the same time, the safety awareness of
  passengers is increased through publicity and education activities, so that they know
  how to seek help when they encounter problems."
- "I want better maintenance of the stations and buses. Ensure station and bus line facilities and equipment are well maintained, including lighting, emergency exits, safety gates, etc. Regular inspections and maintenance can reduce safety hazards."
- "Doors/barricades that block risk of falling onto tracks (ex. see South Korean subway system)"

#### **Real-Time Information**

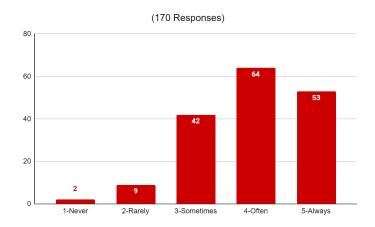
Question 10 - What type of RTI (Real-Time Information) tool do you use to plan your TTC trips?

Out of 182 total responses, 56.9% reported using Google Maps as their method to obtain real-time information to plan their TTC trips. 32.6% reported using the TTC digital display boards at bus stops and subway stations, while 5.5% don't use any real-time information tool to plan their TTC trips. 0.6% said they used the TTC alerts Twitter page for real-time information, while 1.1% said that they don't use any real-time information tool.



Question 11 - How often do you rely on real-time information for planning your TTC trips?

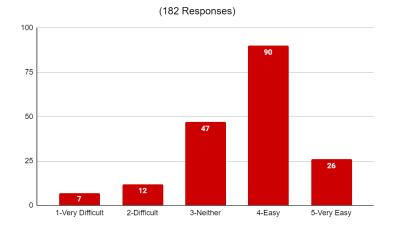
Out of 170 responses, 31.2% said that they always rely on real-time information, 37.6% said they often rely on real-time information, 24.7% said they sometimes rely on real-time information, 5.3% said they rarely rely on real-time information, while 1.2% said they never rely on real-time information while planning their TTC trips.



#### **Trip planning**

Question 12 - How easy is it for you to plan your TTC trips using your chosen trip planning tools or apps?

Out of 182 total responses, 14.3% said they found it very easy, 49.5% said it was easy, 25.8% said it was neither, 6.6% said it was difficult, while 3.8% said it was very difficult. Those who found it difficult to plan their TTC trips using their chosen trip planning tools said so because of unreliable connection, server crashes, and unreliability of TTC schedules.



Question 13 - If you find the planning process difficult, please share the reason why.

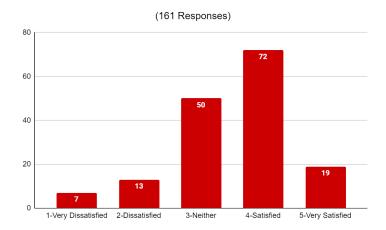
10.4% of TTC customers encounter technical issues with TTC travel planning tools, such as connection problems and server crashes, affecting their ability to access real-time information. Moreover, the frequent schedule changes and delays, particularly during peak hours, make it challenging for apps to provide accurate and up-to-date information, while Google Maps struggles to promptly update users about subway disruptions and shuttle bus services.

- "TTC travel planning tools or applications may face technical issues such as connection issues, server crashes, and more."
- "The schedule change strikes me as a source of difficulty. The TTC schedule may change from time to time, including train frequency, route changes, etc. This makes it difficult for apps to keep up with the latest changes, resulting in outdated or inaccurate information for users."
- "Buses are frequently late/early and at times will drive by if they are too full during peak hours."
- "Google maps isn't great at updating to identify when subways have stopped running and shuttle buses are being used."

## Question 14 - Are you satisfied with the accuracy and availability of real-time updates regarding delays or disruptions?

Out of 161 responses, 11.8% said they were very satisfied, 44.7% said they were satisfied, 31.1% said they were neither, 8.1% said they were dissatisfied, and 4.3% said they were very dissatisfied. Those who were dissatisfied with the accuracy and availability of real-time updates regarding delays and disruptions said so because they found TTC buses to be unreliable in terms of timely schedules. Others listed the lack of network service on subways for their inability to

determine if there are any delays or disruptions as the reason for their dissatisfaction.



Question 15 - If you are not satisfied, please share the reason why.

12.4% of TTC customers are dissatisfied with the unreliable timeliness of TTC buses and difficulties in obtaining accurate information about subway delays and disruptions, often leading to commuting issues and inconvenience. They also raise concerns about the accuracy of information regarding shuttle bus services during disruptions, which can result in long waits and frustration.

- "Buses are often not on time"
- "Since there is no service on the subway, I find it difficult for me to determine if there are any delays or disruptions. Especially when transferring between different subway lines. In addition, Google often does not update fast enough."
- "The busses are pretty unreliable in terms of timely schedules on their arrival time for specific stops I.e., due to traffic, weather conditions, issues the driver \*on some instances I've seen drivers take coffee breaks (stopping at Tim's)"
- "I am not satisfied at all. I get late for work every 2 days, the subway towards dundas is always broken. I have to change my route once or twice every week."
- "The information is FAKE bc you're told there'll be shuttle busses and you wait for 6 hours and there's no shuttle bus"

Question 16 - What additional features or improvements would you like to see in your TTC trip planning process?

TTC customers would like to see improvements in TTC services, including increasing the number of cars and train frequency to reduce congestion and wait times. They also emphasize the need for better navigation and route planning features, multilingual support, real-time mobile phone

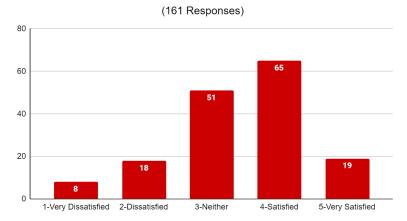
positioning, and integrated information about various modes of transportation to enhance the overall transit experience. Passengers desire accurate bus arrival times and information on capacity status to better plan their journeys. Additionally, customers request that RTI tools reflect early bus arrivals much sooner to avoid missed buses and the need for last-minute sprints to catch them

- "More cars and more frequency: I would like the TTC to increase the number of cars and increase the frequency of trains to reduce congestion and wait times."
- "Better navigation and route planning: I would like the TTC to provide better navigation features, including suggestions for the best routes, transfer tips and real-time traffic information, so that I can plan my trip more efficiently."
- "Multilingual support: Multilingual support for passengers of different languages, including translation of station and route information"
- "Increase the real-time positioning function of the mobile phone, and be able to view the TTC position and arrival time"
- "I want multiple modes of transportation integrated. In addition to TTC, people also
  want to be able to access information related to other modes of transport, such as
  buses, streetcars, and ferries, and be able to integrate these modes of transport in their
  plans. This will make it easier for people to plan their travel routes and choose the best
  mode of transportation."
- "Accurate bus times and if they're delayed or not, whether buses that are incoming are close to full capacity or not"

#### **Station & Stop Amenities**

#### Question 17 - Are you satisfied with the amenities available at TTC bus stops?

Out of 161 responses, 11.8% said they were very satisfied, 40.4% said they were satisfied, 31.7% said they were neither, 11.2% said they were dissatisfied, while 5% said they were very dissatisfied. Those who were dissatisfied with the amenities available at TTC bus stops said so because they think amenities are unclean due to poor maintenance. Others listed the small size of shelters and their inability to protect from the cold and rain as the reason for their dissatisfaction.



Question 18 - If you are not satisfied, please share the reason why.

16.2% of TTC customers are dissatisfied with the amenities available at TTC bus stops because they frequently encounter issues with poorly maintained amenities, including ripped-off contact numbers for updated bus times, unclean facilities, and inadequate shelter and lighting at bus stops, leaving them exposed to the elements. Moreover, there is a call for more inclusive seating options to accommodate individuals of different sizes, as the current seating is limited in this regard. Customers express dissatisfaction with the inadequate number and size of bus shelters, citing cleanliness issues in larger shelters with automatic doors and the frustration of buses bypassing stops when passengers are seated, questioning the purpose of the seats in such instances.

- "Sometimes the number to text for updated bus times are ripped off the pole"
- "Amenities are often unclean due to poor maintenance and upkeep"
- "Shelters are tiny, so in the cold and rain there is no protection. Bus stops are not well lit"
- "Maybe incorporate a seat that is suitable for people that are plus sizes. It's very limited."

## Question 19 - What amenities or services would enhance your overall experience at TTC stations?

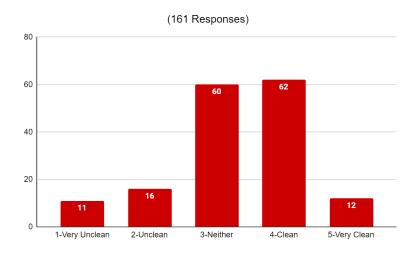
TTC customers want to see improved comfort at TTC stations, including comfortable seating, free Wi-Fi, and convenient charging facilities. They also suggest enhancing the overall station experience by offering meal and snack services, providing proper seating and shelters with climate control, adequate lighting, and information boards, as well as incorporating art decoration to enrich the cultural atmosphere. Additionally, there is a call for safe and convenient bicycle parking facilities for cyclists.

- "Providing comfortable seats".
- "Free Wi-Fi and convenient charging facilities"
- "I felt that providing meals and snack services within the station to enable passengers to purchase food and drinks while waiting for their vehicle would enhance my overall experience at the TTC station."
- "Proper seating and shelters with heating or A/C as well as sufficient lighting and information boards"
- "Art decoration: Display artwork or decoration in the station to enhance the aesthetics and cultural atmosphere of the station."
- "Provide safe and convenient bicycle parking facilities for cyclists."

#### Cleanliness

#### Question 20 - How would you rate the cleanliness and maintenance of TTC subway stations?

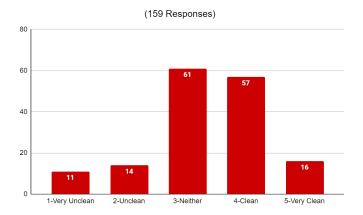
Out of 161 responses, 7.5% reported TTC subway stations being very clean, 38.5% said they were clean, 37.3% said they were neither, 9.9% said they were unclean, while 6.8% said they were very unclean. Those who found TTC subway stations unclean and poorly maintained said so because they think the subway stations have odor problems caused by urine and garbage.



Question 21 - How would you rate the cleanliness of TTC vehicles (e.g., buses, subways) you have used?

Out of 159 responses, 10.1% reported TTC vehicles being very clean, 35.8% said they were clean, 38.4% said they were neither, 8.8% said they were unclean, while 6.9% said they were very

unclean. Those who found TTC vehicles unclean said so because they found garbage and crumbs left on seats. Others said that they find the chairs get easily stained and have a bad odor.



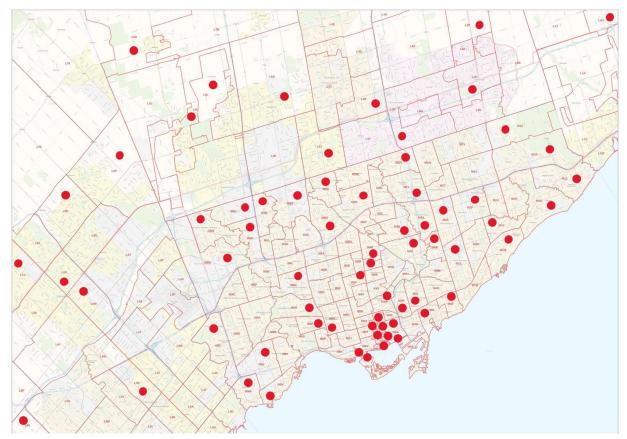
Question 22 - Are there any specific cleanliness-related issues or concerns you would like to address on TTC buses/trains/subway stations?

TTC customers are dissatisfied with the cleanliness of TTC stations, particularly with regard to restrooms, public facilities, and the presence of unpleasant odors. They highlight issues such as garbage, stains, and odors on cloth chairs, and call for more effective cleaning methods, including the use of plastic chairs, to address these problems and maintain a more pleasant environment for passengers.

- "I am concerned about the cleanliness of toilets, restrooms and other public facilities, including the availability of adequate hand sanitizer and paper towels."
- "The station may have odor problems caused by garbage, urine, etc"
- "Garbage and crumbs left on seats- unfortunately there's not much that can be done about this. I would like to say the Kennedy station washroom is surprisingly extremely clean!"
- "The chairs are made of cloth which easily gets stained or smells weird. Having plastic chairs may make cleaning easier"
- "There's food, pee, vomit, garbage and leftovers on the floor. You get to see that often. Everything should be sanitized and taken care of, it shouldn't smell so bad in some stations then you don't even feel like stepping in."

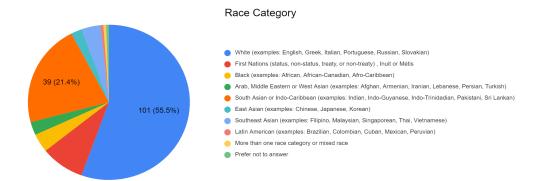
#### 2.0 Demographics

The survey asked respondents to share the first three letters of their postal code. The following map highlights the Toronto and GTA postal codes that were represented through the survey responses.

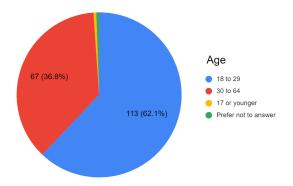


Map from: TorontoMap360

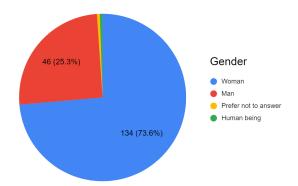
Out of a total of 182 respondents, 55.5% identified as white, 21.4% identified as South Asian or Indo-Caribbean, whereas 8.8% identified as First Nations. Southeast Asian and Black respondents contributed 3.8% of responses each, Arab, Middle Eastern, or West Asian contributing 2.7%, East Asian contributing 2.2%, Latin American contributing 0.5%, with 0.5% of respondents identifying as more than one race, and 0.5% preferring not to answer.



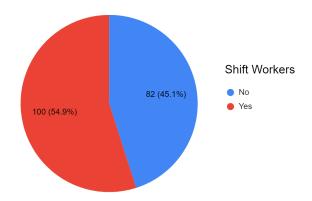
From the 182 total respondents, 62.1% were between the ages of 18 to 29, while 36.8% were between the ages of 30 to 64. Participants aged 17 or younger contributed to 0.5% of responses, while 0.5% of participants preferred not to disclose their age.



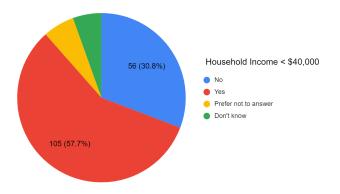
From the 182 total respondents, women contributed to 73.6% of responses while men contributed to 25.3%. 0.5% preferred not to answer.



From the total 182 respondents, 45.1% identified as shift workers, while 54.9% identified as non-shift workers.



Out of the 182 respondents, 57.7% self-reported their income to be less than \$40,000, while 30.8% reported it to be more than \$40,000. 6% preferred not to answer, while 5.5% were unaware of their household income.



#### **Appendices**

#### 1.0 Engagement Process

#### 1.1 Survey Posters



#### 1.2 Posters on TTC Message Boards and Bus Stops







# TTC 5-YEAR SERVICE PLAN & CUSTOMER EXPERIENCE ACTION PLAN REPORT

2023 Youth Ambassador Team

**Lynette Cabuyao** 

08/04/2023- 08/20/2023

#### **Overview**

From August 04, 2023, to August 20, 2023, I launched my online survey as the primary engagement tactic to obtain feedback in developing TTC's 5-Year Service Plan and Customer Experience Action Plan. The 5-Year Service Plan is a longer-term plan that will provide strategic direction for TTC service from 2024 to 2028, including decisions on what's most important, how to spend funding, and how to adjust service to meet customer needs and adapt to new realities. The Customer Experience Action Plan is a longer-term plan focusing on how TTC will improve customer experience by addressing existing customer experience issues and challenges.

The survey consisted of five Feedback Focus Areas: *Safety* (4 Questions), *Integration with Regional Transit Partners* (7-9 Questions), *Real Time Information* (4-5 Questions), and *Station and Stop Amenities* (7-8 Questions). Questions ranged from multiple choice, short answer, and long answer questions. Promoting the survey included physical posters around Central and North Etobicoke on TTC bus stop message boards and social media posts via Instagram stories and direct messaging. I also connected with the *University of Toronto Faculty of Applied Science and Engineering*. Each respondent was registered into a draw to win one of 10 \$25 Tim Horton's gift cards to encourage participation. Overall, the online survey acquired 92 participant responses, and while putting up the physical posters, I also obtained in-person feedback from 9 people.

#### Key Messages

#### **Safety**

- The Safety section acquired 75 responses; 59 rated their sense of safety as average to below average
- 38 responses prefer reporting safety or security concerns in person to TTC staff
- Strong concerns about in-person security and TTC staff on trains and stations, physical barriers between platform and train, and cell service and internet connection along the trains

#### **Integration with Regional Transit Partners**

- Most responses support fare integration between TTC, GO Transit, MiWay, YRT, and Züm
- Strong concerns about having fewer transfers and getting more direct buses between cities and regions

#### **Real-Time Information**

- This section received 58 responses; 41 said they were unaware of the TTC's e-Alert system
- Strong concerns about not receiving enough information about various route changes
- Some concerns about having an easier-to-use app and implementing a captioning system for announcements

#### **Station and Stop Amenities**

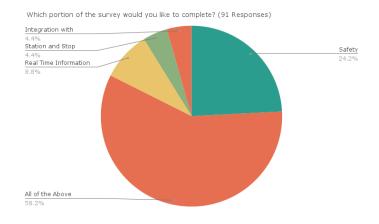
- This section received 53 responses; 20 said they were satisfied with the Real-Time Information (RTI) signage provided at TTC stations, 15 said they were neutral, 11 said they were dissatisfied, 6 said very satisfied and only 1 person was very dissatisfied
- Strong concerns about damaged signs, inaccuracy, and having a more user-friendly digital interface
- Most people support having the Next Vehicle Arrival Signs in all of the stops and having all the listed amenities in place on bus/streetcar stops and TTC stations

#### **Detailed Feedback**

#### **Survey Sections**

#### Q: Which portion of the survey would you like to complete? (91 Responses)

• A: 58.2% of the respondents chose to complete all of the sections of the survey, 24.2% completed the Safety section, 8.8% completed the Real Time Information section, 4.4% completed the Station and Stop Amenities section, and 4.4% completed the Integration with Regional Transit Partners section

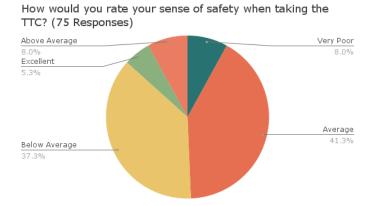


#### Safety

Earlier this year, in response to a number of high-profile crimes, the TTC entered into a collaboration with *City of Toronto's Shelter*, *Support and Housing Administration (SSHA) and Social Development*, *Finance and Administration (SDFA)* divisions, *Toronto Police Service*, and *Toronto Public Health*. Together, they created a coordinated response designed to improve safety and restore confidence in the TTC as a safe place for customers and employees. This section of the survey received 75 responses.

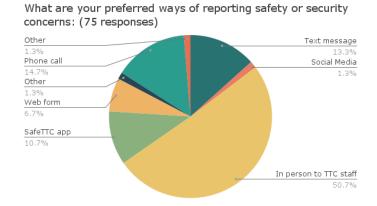
#### Q: How would you rate your sense of safety when taking the TTC? (75 Responses)

• A: 41.3% of the respondents rated their sense of safety when taking the TTC as Average, 37.3% rated Below Average, 8.0% rated Very Poor, 8.0% rated Above Average, and 5.3% rated Excellent



**Q:** What are your preferred ways of reporting safety or security concerns: (75 Responses)

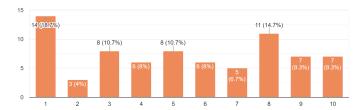
• A: 50.7% of the respondents' preferred method of reporting safety or security concerns is In person to TTC Staff, 14.7% said Phone call, 13.3% said Text messages, 10.7% said SafeTTC app, 6.7% said Web form, 1.3% said Social Media, and 2.6% said Other



Q: How likely would you use QR codes as a way to report safety and security issues on the TTC (with no. 1 as 'highly unlikely', to no. 10 as 'definitely')? (75 Responses)

• A: 39 people rated 1-5 on how likely they are to use QR codes as a way to report safety and security issues on the TTC (with no. 1 as 'highly unlikely', to no. 10 as 'definitely'), and 36 people rated 6-10 on how likely they are to use QR codes

How likely would you use QR codes as a way to report safety and security issues on the TTC (with no. 1 as 'highly unlikely', to no. 10 as 'definitely')?
75 responses



Q: What other safety and security measures would you like to see implemented? (please specify below, leave 'N/A' if none) (75 Responses)

- A:
- "in-person security on trains (especially on peak hours/major stations)" (25)
- "physical barriers between platform and train" (12)
- N/A (11)
- "cell service and internet connection along the trains" (10)
- "TTC staff on entrance and near the tracks" (7)
- "video surveillance cameras" (3)
- "more buses during peak hours/on major bus routes to avoid crowding" (2)
- "screening protocol" (2)
- "fines/tickets for individuals parking near or at TTC bus stops and for people blocking ttc busses from entering the subway" (1)
- "walk-with programs for vulnerable groups that get by using the ttc" (1)
- "train cars dedicated to women (biological or transitioned)" (1)

#### **Integration with Regional Transit Partners**

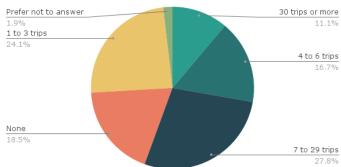
The Ontario government has announced that they are working towards fare integration between the TTC and GO Transit and other local transit agencies (MiWay, York Region Transit, Brampton Transit, Burlington Transit, Durham Region Transit, Hamilton Street Railway and Oakville Transit) which would eliminate double fares. This complements ongoing work of the TTC alongside its transit partners to improve service integration such that our systems connect seamlessly, acting as a single coordinated network. This survey section received 54 responses, with some as long detailed feedback answers.

**Q:** *In the last 30 days, how often did you use a combination of TTC and GO Transit services in a single trip?* (54 Responses)

• A: 27.8% of the respondents said that in the last 30 days they used a combination of TTC and GO Transit services in a single trip for 7 to 29 trips, 24.1%

said 1 to 3 trips, 18.5% said none, 16.7% said 4 to 6 trips, 11.1% said 30 trips or more, and 1.9% said Prefer not to answer

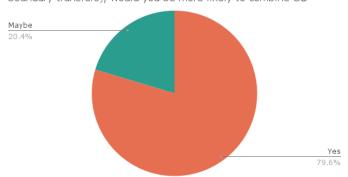
In the last 30 days, how often did you use a combination of TTC and GO Transit services in a single trip? (54 Responses)



Q: If you only had to pay a GO Transit fare (this includes free cross-boundary transfers), would you be more likely to combine GO Transit and TTC to make a transit trip? (54 Responses)

• A: 79.6% of the respondents said Yes and 24.4% said Maybe

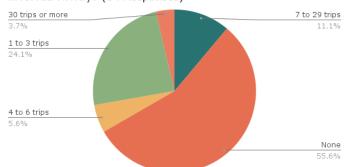
If you only had to pay a GO Transit fare (this includes free crossboundary transfers), would you be more likely to combine GO



Q: <u>In the last 30 days, how many trips did you take that involved MiWay?</u> (54 Responses)

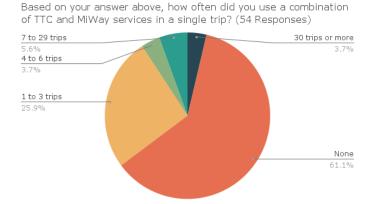
A: 55.6% of the respondents said that in the last 30 days they used a combination of TTC and MiWay services in a single trip for 1 to 3 trips, 11.1% said 7 to 29 trips, 5.6% said 4 to 6 trips, 3.7% said 30 trips or more, and 55.6% said None

In the last 30 days, how many trips did you take that involved MiWay? (54 Responses)



**Q:** <u>Based on your answer above, how often did you use a combination of TTC and MiWay services in a single trip?</u> (54 Responses)

 A: 61.1% of the respondents said they did not use a combination of TTC and MiWay serviced in a single trip (based on their answer to the above question), 25.9% said 1 to 3 trips, 5.6% said 7 to 29 trips, 3.7% said 30 trips or more, and 3.7% said 4 to 6 trips



Q: If you only had to pay a MiWay fare (this includes free cross-boundary transfers), would you be more likely to combine MiWay and TTC to make a transit trip? (54 Responses)

• A: 72.2% said Yes, 24.1% said Maybe, and 3.7% said No



Q: Are any cross-boundary destinations missing that you would like to see or are likely to use? (e.g. direct bus from North Etobicoke to Brampton) (please specify below, leave 'N/A' if none) (54 Responses)

- A:
- Mississauga to Toronto (5)
- Mississauga to Oakville
- Streetsville to Oakville
- Markham to Oakville
- Vaughan Mills to Toronto
- Bolton to Vaughan
- More stations connecting Etobicoke to Markham and Brampton (2)
- Brampton Transit from Jetliner or from Terminal 1
- Brampton Transit from Pearson Airport integrated with TTC fare
- YRT at Finch Station connecting to TTC

- TTC and York transit combination
- Richmond Hill to Toronto
- Direct bus from North Etobicoke to Hamilton
- Allow use of route 26 in Toronto
- Toronto to Milton
- Dundalk to Toronto

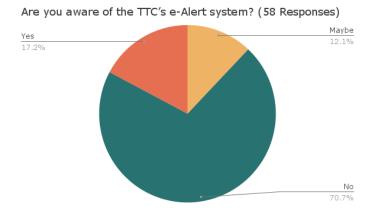
Q: <u>In your opinion, how can the TTC improve cross-boundary travel? (please specify below, leave 'N/A' if none)</u> (54 Responses)

- A:
  - N/A (7)
  - "just single payments, no fees when transferring" (4)
  - "charge ticket prices based on distance" (3)
  - "increase frequency of buses" (3)
  - "by having fewer transfers and more direct buses" (3)
  - "release more information surrounding cross-boundary travel/scheduling should also be indicated on the TTC app" (3)
  - "have some TTC routes that go to hubs slightly outside the Toronto border (ie how Brampton Transit has routes that directly connect downtown Brampton with Mississauga City Centre and Vaughan Metropolitan Centre)"
     (2)
  - "expand tracks/ more subway connections" (2)
  - "maybe if you're planning on doing cross-boundary travel, the time for a transfer is increased to 2h 30min/ 'Cross Boundary Transfer Time' and 'Regular Transfer Time' have two different time limits"
  - "extend more bus lines into York Region"
  - "more destinations, not just concentrated in the downtown core"
  - "easier access to downsview station to connect with GO Train"

#### **Real-Time Information**

Q: Are you aware of the TTC's e-Alert system? (58 Responses)

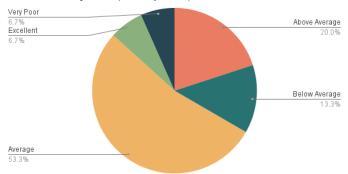
• A: 70.7% of the respondents are not aware of the TTC's e-Alert system, 17.2% said Yes, and 12.1% said Maybe



**Q:** If you answered 'Yes' on the question above, are you satisfied with the TTC's e-Alert system? (15 Responses)

• A: 53.3% of the respondents said Average, 20.0% said Above Average, 13.3% said Below Average, 6.7% said Excellent, and 6.7% said Very Poor

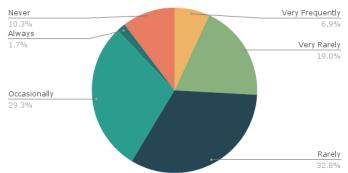
If you answered 'Yes' on the question above, are you satisfied with the TTC's e-Alert system? (15 Responses)



Q: <u>Do you feel you receive enough information about various route changes (such as schedule changes, stop moves, construction changes, unplanned/emergency detours, etc.)?</u> (58 Responses)

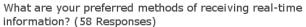
 A: 32.8% of respondents said they Rarely receive enough information about various route changes, 29.3% said Occasionally, 19.0% said Very Rarely, 10.3% said Never, 6.9% said Very Frequently, and 1.7% said Always

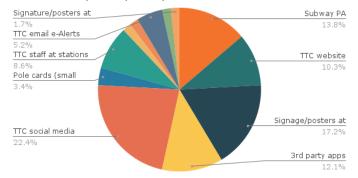
Do you feel you receive enough information about various route changes (such as schedule changes, stop moves, construction



Q: What are your preferred methods of receiving real-time information? (58 Responses)

• A: 22.4% of the respondents said their preferred methods of receiving real-time information is through TTC social media, 18.9% said Signage/posters at Subway Stations, 13.8% said Subway PA, 13.8% said 3rd Party apps, 10.3% said TTC website, 8.6% said TTC staff at stations, 5.2% said TTC email e-Alerts, 3.4% said Free text messages, and 3.4% said Pole cards (small notices posted at bus and streetcar stops)





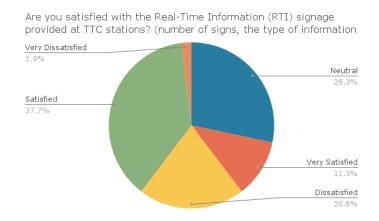
Q: Are there features you would like to see added to existing Real-Time Information Systems? (please specify below, leave 'N/A' if none) (58 Responses)

- A:
- N/A (6)
- "remove limits on how many times someone can text stops in a day" (5)
- "better sound quality for announcements inside the train" (3)
- "expected arrival times/ resolution times (3)"
- "direct message to phone when emergency happens (e.g. enquiry by entering station number)" (2)
- "more accuracy with real-time information about subway arrivals and departures at each station (along with the current location of each train) on services such as Google Maps" (2)
- "implement captioning system while announcements are being spoken as the information is sometimes difficult to hear"
- "more descriptive information on what exactly is causing a service disruption"
- "communicate delays and alternative routes to take if there's a closure"
- "include subway times in the text requests"
- "refunds for unexpected detours"
- "more coverage on the news"
- "easier to use app"

#### **Station and Stop Amenities**

Q: Are you satisfied with the Real-Time Information (RTI) signage provided at TTC stations? (number of signs, the type of information on signs, accuracy of information, locations of signs) (53 Responses)

• A: 37.7% of the respondents said they were Satisfied with the Real-Time Information (RTI) signage provided at TTC stations, 28.3% said they were Neutral, 20.8% said they were Dissatisfied, 11.3% said they were Very Satisfied, and 1.9% said they were Very Dissatisfied



Q: If you answered 'Dissatisfied/ Very Dissatisfied' on the question above, please specify your reasons below (optional): (10 Responses)

- A:
- "all stations should have signs" (4)
- "add more screens on the subway platforms near tracks and with larger fonts and better resolutions (3)"
- "most signs are frequently broken" (3)
- "have a separate page for accessibility services from service disruptions page" (2)
- "too much space for ads and not enough for information"
- "often signs say every X minutes (no real time displayed)"
- "inaccurate, insufficient, sometimes invisible or unrecognizable"

Q: Would you like to see specific types of information at locations where it is not currently provided? (e.g. next train arrival at station entrances, next bus arrival at platform level and/or station entrances) (please specify below, leave 'N/A' if none) (53 Responses)

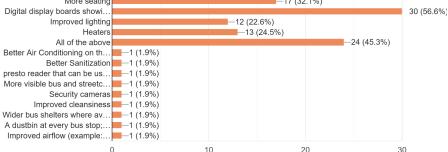
- A:
- "next bus/train arrival at every platform level and/or every station entrances" (15)
- "more accuracy with Real-Time Information (RTI)" (5)
- "for bus arrivals at station entrances, include delay times" (4)
- "info about detours, canceled trains and road closures with alternative detour routes including walking distance since shuttle buses are usually overcrowded" (4)
- "bus arrival times at major intersections" (3)
- "would like to see estimates of first and last bus arrivals for major bus routes and/or express bus routes at bus platforms"
- "make the text red if the estimated bus arrival is delayed from usual time"

**Q:** What specific amenities would you like to see at bus/streetcar stops? (check all that apply) (53 Responses)

• A: There were 30 votes for wanting to see Digital display boards showing real-time information on next bus arrival and delay alerts at bus/streetcar stops, 24 votes for All of the above, 17 votes for More seating, 13 votes for Heaters, and 12 votes for Improved lighting. Other concerns include better sanitization, Presto card reader/machines on bus stops and streetcar stops, security cameras, and wider bus shelters.

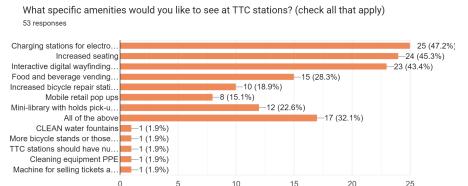
53 responses More seating -17 (32.1%) Improved lighting **12** (22.6%)

What specific amenities would you like to see at bus/streetcar stops? (check all that apply)



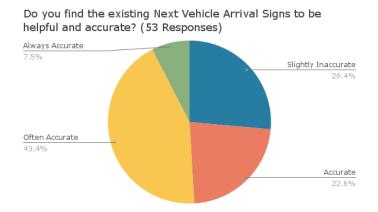
#### **Q:** What specific amenities would you like to see at TTC stations? (check all that apply) (53 Responses)

• A: There were 25 votes for wanting to see Charging stations for electronics devices, 24 votes for Increased Seating, 23 votes for Interactive digital wayfinding and information kiosks, 17 votes for All of the above, 15 votes for Food and beverage vending machines, 12 votes for Mini-library with holds pick-up lockers and drop-off bins, 10 votes for Increased bicycle repair stations, and 8 votes for Mobile retail pop-ups. Other concerns include clean water fountains, more bicycle racks and cleaning equipment.



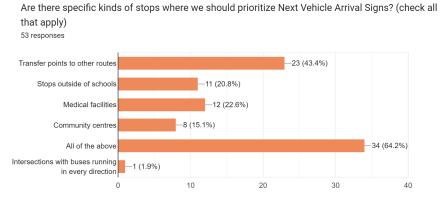
#### Q: Do you find the existing Next Vehicle Arrival Signs to be helpful and accurate? (53) Responses)

• A: 43.4% of the respondents said that the existing Next Vehicle Arrival Signs is Often Accurate, 26.4% said Slightly Inaccurate, 22.6% said Accurate, and 7.5% said Always Accurate



**Q:** Are there specific kinds of stops where we should prioritize Next Vehicle Arrival Signs? (check all that apply) (53 Responses)

• A: There were 34 votes for All of the above, 23 votes for Transfer points to other routes, 12 votes for Medical facilities, 11 votes for Stops outside of schools, and 8 votes for Community Centres. Other concerns include major intersections.



**Q:** <u>Is there any additional information we could provide on these signs? (please specify below, leave 'N/A' if none)</u> (53 Responses)

- A:
- N/A (7)
- "expected number of how packed the bus/streetcar is" (2)
- "current location of vehicles" (2)
- "road closure, delays and maintenance info" (3)
- "traffic schedule on weekdays and holidays (hours)"

#### Other Feedback, Information and Suggestions

While putting up the physical posters, I also obtained in-person feedback from 9 people. Some of the key messages I received from these feedback include:

- A:
- Concerns about adding more morning and night buses (4)
- Strong concerns about safety of other passengers especially of women and children on buses during peak hours (3)
- Concerns about long wait times and infrequent services
- Concerns about direction of where buses are going not being displayed on bus stops (i.e. North bus stop vs. South bus stop)

#### **Participant Demographics**

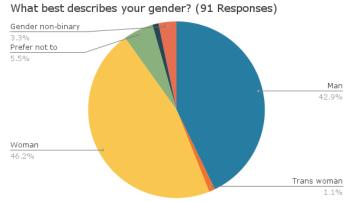
As part of TTC's commitment to apply an equity lens to service planning, this survey asked the following demographic questions to help TTC better understand their customers, particularly the three customer groups who largely continued to use the TTC during the pandemic (women, shift workers, and low-income customers).

#### Q: What is your age? (91 Responses)

| Age                  | Number of Responses | Percentage of Responses |
|----------------------|---------------------|-------------------------|
| 14 or younger        | 1                   | 1.1%                    |
| 15 to 24             | 54                  | 59.3%                   |
| 25 to 34             | 18                  | 19.8%                   |
| 35 to 44             | 8                   | 8.8%                    |
| 45 to 54             | 2                   | 2.2%                    |
| 55 to 64             | 6                   | 6.6%                    |
| 65 or older          | 1                   | 1.1%                    |
| Prefer not to answer | 1                   | 1.1%                    |

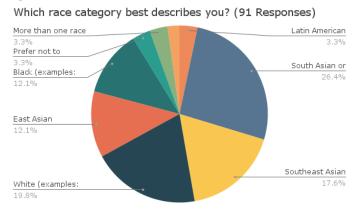
#### Q: What best describes your gender? (91 Responses)

• A: 46.2% of the participants identified themselves as a woman, 42.9% said Man, 5.5% said Prefer not to answer, 3.3% said Gender non-binary, 1.1% said Trans woman, and 1.1% said Two-spirit



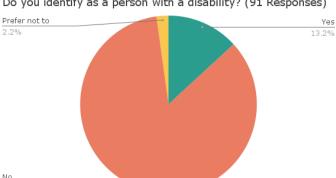
#### Q: Which race category best describes you? (91 Responses)

• A: 26.4% of the participants were South Asian or Indo-Caribbean, 19.8% were White, 17.6% were Southeast Asian, 12.1% were East Asian, 12.1% were Black, 3.3% were Latin American, 3.3% said More than one race category, and 3.3% said Prefer not to answer



#### Q: Do you identify as a person with a disability? (91 Responses)

 A: 84.6% of the participants identified themselves as having no disabilities, 13.2% said Yes, and 2.2% said Prefer not to answer



Do you identify as a person with a disability? (91 Responses)

Q: Would you consider yourself a shift worker? (Shift work refers to a work schedule that is performed in rotations. For example, while some employees might fill a role during the day, others might work night or early morning shifts.) (91 Responses)

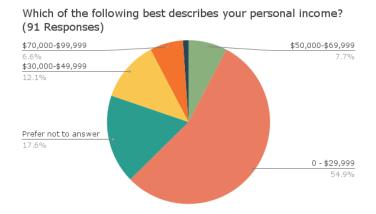
 A: 56.0% of the participants do not consider themselves to be a shift worker, 39.6% said they do identify as a shift worker, and 4.4% said Prefer not to answer

Would you consider yourself a shift worker? (Shift work refers to a work schedule that is

performed in rotations. For example, while some employees might fill a role during the day, others might work night or early morning shifts.) (91 Responses) Prefer not to answer Yes 56.0%

#### Q: Which of the following best describes your personal income? (91 Responses)

 A: 54.9% of the participants have a personal income between 0 to \$29 999, 17.6% said Prefer not to answer, 12.1% said between \$30,000 to \$49,999, 7.7% said between \$50 000 to \$69 999, 6.6% said between \$70 000 to \$99 999, and 1 participant said between \$100 000 to \$149 999



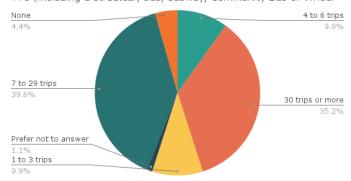
Q: How did you find out about this survey? (91 Responses)

| Category      | Number of Responses | Percentage of Responses |
|---------------|---------------------|-------------------------|
| TTC website   | 6                   | 6.6%                    |
| TTC email     | 1                   | 1.1%                    |
| Social media  | 23                  | 25.3%                   |
| Word of mouth | 31                  | 34%                     |
| TTC Posters   | 30                  | 33%                     |

Q: <u>In the last 30 days, how many trips did you take that involve the TTC (including a streetcar, bus, subway, Community Bus or Wheel-Trans vehicle)?</u> (91 Responses)

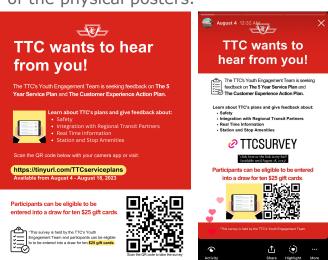
• A: 39.6% of the respondents said they took 7 to 29 trips that involved the TTC in the last 30 days, 35.2% said 30 trips or more, 9.9% said 4 to 6 trips, 9.9% said 1 to 3 trips, 4.4% said None, and 1.1% said Prefer not to answer

In the last 30 days, how many trips did you take that involve the TTC (including a streetcar, bus, subway, Community Bus or Wheel-



#### **Appendices**

Promoting the survey included physical posters around Central and North Etobicoke on TTC bus stop message boards and social media posts via Instagram stories and direct messaging. Attached are pictures from the Instagram stories used to promote the survey and a copy of the physical posters.



#### **Longer Answers**

Attached below is a screenshot of a long detailed answer from one of the respondents for the Integration with Regional Transit Partners section for the question "In your opinion, how can the TTC improve cross-boundary travel? (please specify below, leave 'N/A' if none)".

In your opinion, how can the TTC improve cross-boundary travel? (please specify below, leave 'N/A' if none)

The main goal should be to simplify fares: making trips between two locations cost the same, no matter the transit agencies involved in the trip.

Within Toronto, ALL modes of public transportation shall cost a TTC fare with a 2 hour free transfer (i.e. including GO Transit trains and buses between two City of Toronto locations). This can be combined with switching to zone-based fares within the City of Toronto or for the entire GTA, as per the Toronto Region Board of Trade document "Erasing The Lines".

Regarding travelling with two or more transit agencies (e.g. TTC+YRT, TTC+MiWay):

Option 1: The first agency collects the fare and the two hour free transfer is honoured anywhere in the GTA. This is already the case for most transit agencies in the GTA (e.g. between MiWay and Brampton Transit). Option 2: Cross-boundary passengers should tap out at the end of the trip on buses for a variable fare discount (in the case of all stations on TTC Line 1 in York Region+York University, tapping when exiting these stations, so that trips between two York Region+York University stations cost less than a full TTC fare when combined with a YRT fare). The fare charged shall be equal to or less than both transit agencies' fares combined and based on distance travelled. For example, trips barely crossing the York Region boundary would only cost marginally more than if they remained in Toronto.

#### Regarding GO Transit:

Simply put, the separate fares result in wasted existing regional rail and bus infrastructure that can be leveraged today for trips within Toronto.

If the provincial subsidies are inadequate for fully implementing GO-TTC fare discounts, the following workaround would address GO-TTC fare integration and increase ridership while satisfying both TTC and GO Transit:

- All existing GO Transit services operating within the City of Toronto shall be considered TTC services (with rail lines put and emphasized on the TTC map as if they were TTC rapid transit lines, e.g. lettered A through G unless routes such as Lakeshore are formally interlined). The operation of these TTC-branded rail services within Toronto shall be subcontracted to GO Transit/Metrolinx (i.e. legally TTC, but de facto GO Transit: opposite to how cross-boundary TTC buses in York Region/Mississauga are technically YRT/MiWay services subcontracted to TTC).
- 2) TTC pays a fixed charter rate to GO Transit to cover operating expenses (e.g. x cents per seat-mile or x dollars per hour) but collects all TTC fare revenue within Toronto for all trips originating and ending in Toronto as well as a separate TTC fare for all cross-boundary trips either originating or ending in Toronto (the GO Transit portion of the fare shall be up to the Toronto border, so the total cost would remain about the same).
- 3) TTC would be responsible for how fares covering "existing TTC services and the proposed TTC rail services subcontracted to GO Transit/Metrolinx" are set and collected in this scenario.
- 4) Implement and increase frequency of rail services that remain within the City of Toronto core (e.g. Long Branch to Rouge Hill trains every 7.5 minutes). If necessary, increase TTC's municipal subsidy (and request additional provincial and federal subsidies) to cover the cost of these additional services.
- Open new rail stations within the City of Toronto as planned through the existing SmartTrack program.

# TTC 2023 Youth Ambassador Team Final Report by Karina Erlan

#### **Overview**

From August 4 to August 21, I have gathered 61 feedback responses to my online survey regarding safety and well-being on TTC, RTI signage, and station amenities.

The reason the survey was conducted was due to me being a part of the youth ambassador led engagement for the TTC's 5YSP and CXAP this year.

I have not focused on any specific geographic areas as I decided to focus on where the GTA's community members come from.

I have provided 10 \$25 gift cards after the survey to ten participants on a randomized draw.

This survey consisted of 14 multiple choice and short answer questions ranging from the focus area questions to demographic questions.

The survey was promoted to the public by electronic posters and digital outreach to the BIPOC queer youth, art, and harm reduction communities. The communities engaged were Sick Stories, Queer Asian Youth, TRIP!, and YMCA Sprott House.

Electronic posters and links to the online survey were shared via Instagram stories, emails, and direct messaging.

#### **Detailed Feedback**

#### **Key Messages**

1. Safety and well-being

a. Major findings: Overall, there was a common perception of increased safety concerns and violence on the TTC following the pandemic, along with a desire for improved mental health support, reduced policing, and increased accessibility to public transit services.

#### 2. Station amenities:

a. Major findings: Improve Wi-Fi availability, particularly underground, to enhance passenger safety and connectivity while using TTC services; expand RTI signage; display bus occupancy; more accessibility for the vision-impaired; improve service quality.

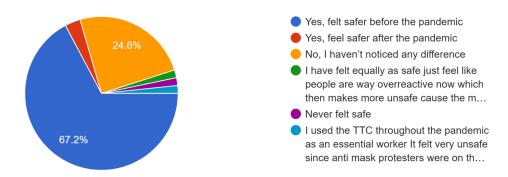
#### 3. RTI signage:

#### a. Major findings:

- b. In summary, the challenges faced by passengers in accessing real-time information at TTC stations include a lack of signage, accuracy issues, limited availability, display spacing, slow service, unpredictable behavior, visibility and readability concerns, and the need for more consistency and reliability in the information provided.
- **c.** People have shared that sometimes the inaccessibility of the RTI signage at TTC stations leads to them feeling less safe while traveling on the TTC as well.
- **d.** Passengers value RTI signage in a variety of locations, including bus stops, subway stations, entry points, near elevators and stairways, transfer stops, inside vehicles, and at designated waiting areas. The goal is to provide clear and accessible information to passengers across the entire transit system.
- e. People are looking for a range of information, including route changes, advance notice of delays, subway closure details, travel times, real-time updates, accessibility information, service announcements, elevator information, general updates, ETA, and stop information, depending on their needs and preferences. Clear and timely information is essential for a smoother transit experience.

#### On Safety and Well-being while traveling on the TTC:

Have your feelings about safety at the TTC changed after the pandemic? 61 responses



The pandemic has led to increased anxiety about cleanliness and personal space, with people becoming more vigilant about handwashing and physical distance. Most TTC customers felt safer before the pandemic, but during the pandemic, there were reports of increased violence, concerns about "addicts" and homeless people on TTC vehicles, and heightened anxiety or OCD-like behaviors.

#### Responses:

"There wasn't a global pandemic, after the pandemic there was lots of anxiety on cleanliness. After coming home I'd wash my hands and would get nervous if someone was too close to me. As of today, I don't feel that way as much but because of me being older and seeing all the incidents that had happened on the TTC this past year. I definitely don't feel safe, especially as a woman."

"The pandemic magnified a lot of weaknesses in our city's system. Two being mental health and substance use/harm reduction, it seems as though these problems have rapidly grown after the pandemic. With more and more stories of violent crimes on the news, I can't help but connect those narratives. Although this violence (inflicted by people with various backgrounds) is a larger, more complex issue, I hope to see more mental health supports/crisis interventions advertised in an accommodating and legible way for all."

"My observation is that the pandemic really highlighted the disparities between different Torontonians. People already economically marginalized were hit hardest (shelters no longer safe, mental health services paused/defunded/terminated, low-wage jobs deemed essential but with no integrated care or support) and the ttc remained one of the few public institutions, often, that people could access. In this heightened time of lack of essential services, and significant increases in stress factors, what people need (and have been asking for) is safe shelter (housing), food security, income, community care, and community-based mental health supports. what they got was being treated like

criminals for trying to survive. police raided park encampments, literally kicking people while they were already down. the increased presence of transit cops on the ttc feels violent, reactive, and out of line. people need help."

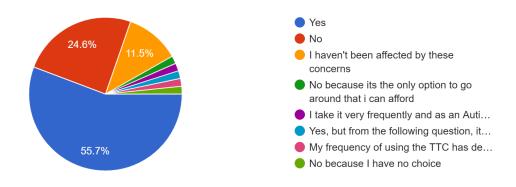
Factors contributing to this increase include a rise in incidents, lack of mask usage, increased police presence, increased costs, a growing homeless population, decreased compassion among passengers, and a sense of unrest in the city.

Mental health and substance use/harm reduction are areas that require more attention and support. Some customers hoped for more accessible mental health services and crisis interventions. Racialized youth expressed discomfort with the increased presence of uniformed transit officers, raising fears and discouragement from using the TTC. Concerns were raised about the criminalization of poverty and the need for greater financial accessibility to public transit.

Reports of fights, harassment, theft, and attacks on the TTC post-pandemic were mentioned, along with a perception of rising desperation and violence against vulnerable populations. The ongoing pandemic and lack of consistent safety regulations contributed to feelings of anxiety and fear among passengers.

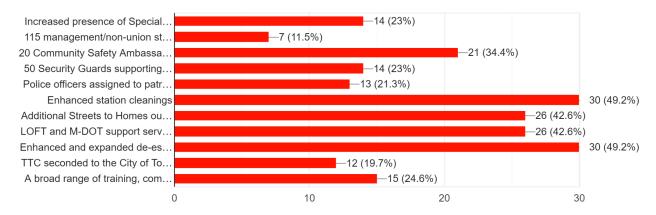
Has your frequency of taking the TTC been effected by concerns about safety and well- being while traveling?

61 responses



If you said yes, which (if any) of these recently implemented safety and security measures TTC have helped you feel safer while commuting?

61 responses



The respondents provided various suggestions for safety and security measures to enhance their sense of well-being while traveling.

"More awareness of accessibility needs and how often disabled people are assaulted by abled patrons trying to get ahead of them - drivers rarely ever insist on waiting for disabled people to board or exit the TTC or TTC vehicles. It happens at every level, from elevators to buses and subways. I've seen very little done in attempt to make it safer for disabled people, despite the efforts to make us use the family of services."

"More cctvs installed more patrols"

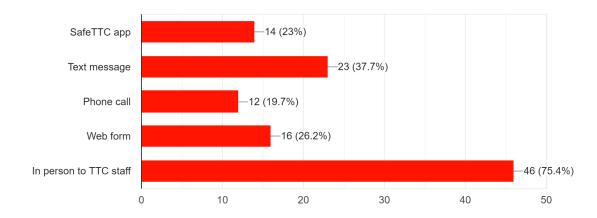
"More accessible help"

"Go back to having two TTC people on each train"

The overwhelming majority of the people responded that they require enhanced station cleanings, enhanced and expanded de-escalation trainings for the TTC employees (Passengers requested continued cleanliness efforts, including hand sanitizers and regular sanitization of vehicles and stations, to maintain a hygienic environment; Suggestions included providing training for staff and passengers in conflict resolution to de-escalate tense situations). Mentions of the need for mental health services and crisis interventions to assist those experiencing mental health crises on public transit, and a lot of respondents emphasized the importance of addressing homelessness and providing services to vulnerable populations, reducing incidents involving these individuals on public transit.

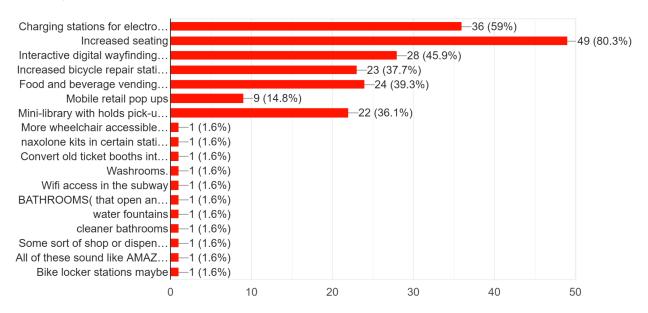
The customers are looking for a comprehensive approach to safety and security on public transit, including increased mental health support, cleanliness, inclusivity, and support for vulnerable populations, along with improved communication and affordability measures.

What are your preferred ways of reporting safety or security concerns: 61 responses

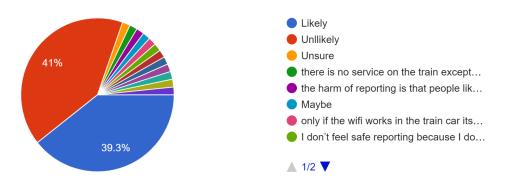


#### Which of these amenities would you like to see at TTC stations?

61 responses



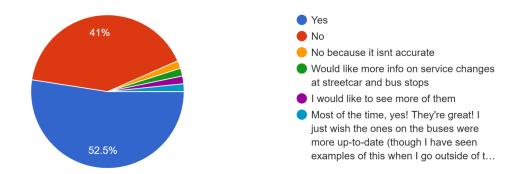
How likely would you use QR codes as a way to report safety and security issues on the TTC? 61 responses



## RTI signage

Are you satisfied with the real-time information (RTI) signage provided at TTC stations (number of signs, the type of information on signs, accuracy of information, locations of signs)

61 responses



#### What challenges do you face while accessing real-time information at TTC stations?

Respondents have shared that they face several challenges when accessing real-time information. These include: a lack of signage, inaccurate information, limited availability, display spacing, slow service, unpredictable display behavior, and poor visibility and readability.

"I sometimes get confused in certain stations as to where I am. There is not enough signs describing where you are, what stops you are at sometimes.

"Low accuracy, signs are too far away to read sometimes. A lot of the time they are off or broken"

"While they are helpful these are not always available"

"they often are not working/are broken"

The lack of signage leads to confusion about location and available stops, while the displays can display incorrect times, error messages, or fail to update during service disruptions.

Limited availability means that real-time information displays are not available at every bus stop or subway station, leading some people to rely on apps like Google Maps. Display spacing in subway systems can also make them less accessible for passengers waiting on platforms.

Slow service can cause delays in accessing important information. Display behavior can be unpredictable and confusing, and the text on the displays can be too small and unclear. To

improve accessibility, people have requested the expansion of real-time information displays to more locations, including bus stops and other transit terminals.

Reliability and consistency are also important for the passengers. Some suggest having real-time information displays on walls to provide alternative viewing angles and improve accessibility.

Are there any specific locations at the stations where RTI signage would be most helpful to you? (e.g. signage/posters at subway stations, pole cards (small notices posted at bus and streetcar stops), TTC staff at stations or on vehicles).

#### Responses:

"More RTI anywhere is helpful, particularly at streetcar/bus stops, at night it's good to know how long you might be stuck waiting - can feel unsafe to be there a long time"

"Warden station, in the bus bays, you cant see the RTI signage once you go wait for your bus."

"Outside the gates before you pay fare, especially when there's delays or stoppages.

"I have paid the fare a few times only to find out there's a long delay or stoppage and I had to exit and walk to the next available station which ate into my transfer window time"

"At bus shelters! It's always a shot in the dark waiting for the bus unless you have data on your cell phone."

In conclusion, <u>bus stops</u>, <u>subway stations</u>, <u>entry points</u>, <u>near stairways and elevators</u>, <u>around Spadina station</u>, <u>transfer stops</u>, <u>inside vehicles</u>, <u>walls</u>, <u>station entrances</u>, <u>pole cards</u>, <u>designated waiting areas</u>, <u>and all stops</u> are the most important locations for RTI signage.

Bus stops are emphasized for their ability to help passengers plan their journeys and reduce uncertainty. Subway stations also provide information about the next train's arrival, making it easier for riders to make informed decisions. RTI signage near stairways and elevators is also suggested, as these are high-traffic areas where passengers enter and exit.

Transfer stops are also important for travelers to coordinate their connections. RTI signage inside vehicles, particularly subway cars and buses, is valuable for riders who may have difficulty understanding auditory announcements or want to confirm upcoming stops.

Walls within stations are suggested for improved visibility and readability. Station entrances, visible from outside, are also beneficial for passengers to check information before entering and paying fares. Pole cards at bus and streetcar stops are also beneficial for RTI information.

# Is there any specific kind of information you would like to see at the locations you mentioned above?

People have shared what they want: announcements for route changes, advance notice of delays, subway closure details, travel time to stations/stops, promotion of text option, real-time updates, route changes and accessibility information, clear service announcements, elevator shutdowns and delays, general information, ETA and service changes.

"I'd like ttc employees to announce on the PA system when a streetcar or bus will be off route or when short turning."

"Details on how delays will affect routes ahead of time before i have to get off and take a shuttle"

"subway closure, when and how many replacement buses are arriving when closures happen"

"Travel time to stations/stops most commonly used"

"the text option (text abc to 898882) should be larger, not many people know of it and it is often vandalized"

Real-time updates are preferred, especially during cold weather alerts, and accurate information about arrival times and delays is essential. Accessibility information is also important for passengers. Service announcements should be clear and not hard to hear.

Elevator shutdowns and delays are also important for TTC customers. General information, including weather updates and current time, is preferred. ETA and service changes are also important. Some riders prefer not to see news updates, but they appreciate weather updates.

Stop information is also important for passengers to know about the next few stops and any service changes. Clear and timely information is essential for a smoother transit experience.

# Do you have any other suggestions about station amenities or real time information (RTI) signage?

"Some stations/bus stops don't have RTI signage. Usually places that aren't downtown or at a highly populated area. It'd be helpful if more smaller areas had the signage. It's a very helpful amenity as it makes me feel safer."

"make the signage so that people who have vision issues can opt to hear the updates on the machine"

"Less fare"

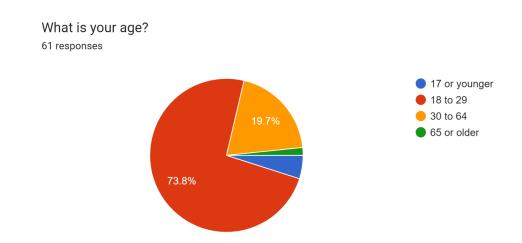
"as previously stated a social worker staffed harm reduction community kiosk at the booths that are being de-commisioned anyways cause not doing the coins etc since have the little self service stations even perfect station amenities or real time information (RTI) signage wouldn't make me take the TTC more often if the service is subpar (infrequent and buses arriving when they like to, ironically happening especially in underprivileged neighborhoods like Scarborough)"

The suggestions from the respondents include: expanding RTI signage to smaller, less populated areas, displaying bus occupancy information, making RTI signage more accessible for vision-impaired individuals, offering lower fares, setting up community kiosks, improving service quality, offering free samples, adding an option to show delays, implementing interactive wayfinding kiosks, improving the quality of speakers on subways and streetcars, providing clearer announcements, and developing a consistent rider app.

Additionally, the feedback from the respondents suggests increasing the number of RTI signs to reduce crowding around existing signs. Food and beverage access should continue at stations, supporting local businesses and fostering a sense of community. Larger RTI signs are recommended for improved visibility and readability. Additional screens should be installed at stations to accommodate passengers' needs, reducing crowding around a limited number of screens.

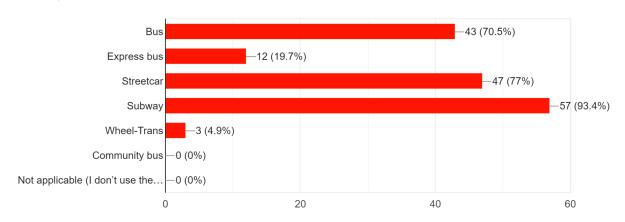
Better Wi-Fi availability, especially underground, should be enhanced to provide passengers with a sense of safety and connectivity.

## **Participant Demographics**



45 of the respondents were in the age range of 18 to 29 years old, making it the most prevalent demographic, followed by 12 people in the age range of 30 to 69.

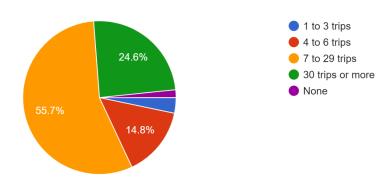
What are your most used modes of TTC transportation? Select all that apply. 61 responses



The most used modes of TTC transportation are subway, streetcar, and bus. Community buses have gathered 0 responses, and the wheel-trans as well as the express bus have gathered the least amount of people.

In the last month, how many trips did you take that involve the TTC (including streetcar, bus, subway, Community Bus, or Wheel-Trans vehicle)?

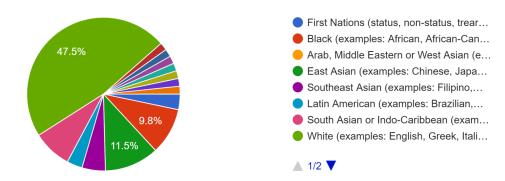
61 responses



The majority of people take up to 29 TTC trips per month.

## Which race category best describes you?

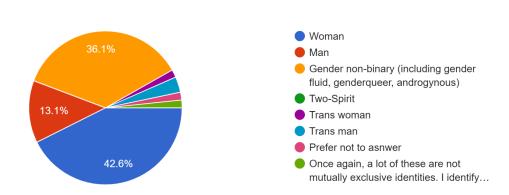
61 responses



29 of the respondents were White Canadians, making it the most prevalent racial demographic in this survey, although the survey had also gathered a lot of responses from a lot of racially diverse GTA communities.

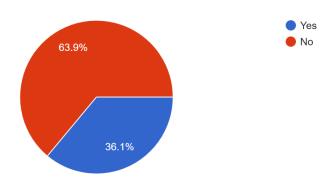


61 responses



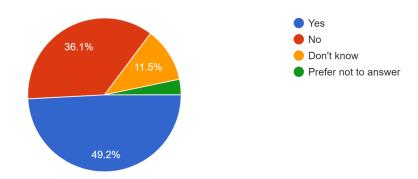
The majority of the respondents were women, the second biggest group being men.

Would you consider yourself a shift worker? (Shift work refers to a work schedule that is performed in rotations. For example, while some em...others might work night or early morning shifts.) 61 responses



Majority of the respondents were not shift workers.

Was your total household income (before taxes) less than \$40,000 last year? 61 responses



Majority of the respondents are low-income TTC customers, earning less than \$40,000/year.

## Other feedback, information, and suggestions

## Conclusion

In conclusion, the survey findings highlight several key points:

 Pandemic's Impact: The pandemic has led to increased anxiety about cleanliness, personal space, and safety on TTC. While many TTC customers felt safer before the pandemic, they reported increased concerns about violence, "addicts" and homeless individuals on TTC vehicles, and heightened anxiety or OCD-like behaviors during the pandemic. Factors contributing to this include a rise in incidents, lack of mask usage, increased police presence, and a sense of unrest in the city.

- Mental Health and Substance Use: Respondents expressed a need for more accessible
  mental health services and crisis interventions on public transit. Racialized youth felt
  uncomfortable with increased uniformed transit officer presence. Concerns were raised
  about the criminalization of poverty and the need for greater financial accessibility to
  public transit.
- Safety and Security Measures: TTC customers provided various suggestions for safety and security measures, including enhanced station cleanliness, expanded de-escalation training for TTC employees, mental health services, crisis interventions, and addressing homelessness. They emphasized the importance of supporting vulnerable populations and reducing incidents involving these individuals.
- Challenges with Real-Time Information: People face challenges with accessing real-time information, including a lack of signage, inaccurate information, limited availability, display spacing, slow service, unpredictable display behavior, and poor visibility/readability.
- Desired RTI Signage Locations: People want RTI signage at bus stops, subway stations, entry points, near stairways/elevators, transfer stops, inside vehicles, walls, station entrances, pole cards, designated waiting areas, and all stops.
- Desired RTI Information: Passengers seek announcements for route changes, advance notice of delays, subway closure details, travel times, promotion of text options, real-time updates, route changes and accessibility information, clear service announcements, elevator shutdowns and delays, general information, ETA and service changes, and prefer not to see news updates.
- Suggestions for Station Amenities and RTI Signage: Respondents provided a range of suggestions, including expanding RTI signage, displaying bus occupancy information, making signage accessible for vision-impaired individuals, offering lower fares, setting up community kiosks, improving service quality, providing free samples, adding delay options, implementing interactive wayfinding kiosks, improving speaker quality, clearer announcements, developing a consistent rider app, larger RTI signs, additional screens, and better Wi-Fi availability.

To summarize, the TTC customers who participated in this survey are seeking a comprehensive approach to safety and security on public transit, including improved mental health support, cleanliness, inclusivity, and support for vulnerable populations. Clear and timely communication

of information is vital for their confidence and well-being while using TTC services.



sick.stories 31m

A community member is a youth ambassador for the TTC and is looking for youth, women, low-income folks, and shift workers to take a survey on customer experience

# TTC wants to hear from you!

The TTC is seeking feedback on the 2024 Annual Service Plan for Customer Experience Action Plan. This is a youth ambassador-led survey.





The 2024 Customer
Experience Action Plan Survey
is available until August 19,
2023.

By completing the survey, you also have the opportunity to enter for a \$25 Amazon gift card





# TTC 2023 Youth Ambassador Team Final Report by Mohamed Abdi

Overview:

This report provides a summary of the results obtained from the TTCs youth Ambassador Survey conducted to gather customer feedback regarding 5YSAP and CXAP of the TTC. The survey aimed to assess customer satisfaction, identify areas for improvement, and gain insights into the overall customer experience. The feedback focus areas that were analyzed here consisted of stations amenities, service time, system cleanliness, express bus service. Posters were put up at bus shelters that had a QR code posted at the bottom which gave the customer access to the set of survey questions. There were 27 multiple choice questions along with short answer questions. The survey took place from August 7th to August 19th. The survey had 85 participants, garnered mostly because posters were primarily used on busy routes with more reach of customers therefore bringing more people to do the survey. There was also an initiative with the first 40 participants being able to win Starbucks or Tim Hortons gift cards.

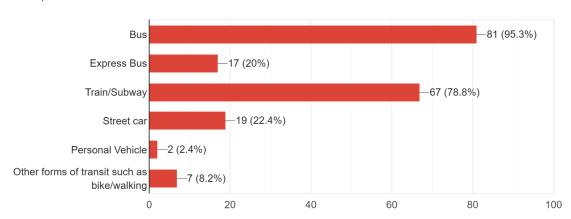
#### **Key Messages Section:**

- Participants felt service was not sufficient on multiple routes throughout the city, and higher frequencies for buses were needed. Some of those routes consisted of 135, 69, 70, 95, 24 etc.
- More Scarborough routes are needed, and more frequent buses throughout the city to arrive at stops.
- There were also concerns about unreliability of the bus schedules, and the buses being too overcrowded so people having to wait for the next bus which resulted in additional wait time and potential delays.
- Transit safety is a large concern for most customers, with over 50% witnessing harassment on the TTC. Suggestions from commuters range primarily on increased police presence, safety barriers, cellular service availability, and more transit officers.
- Moderate complaints about more nightly service to be available.

- TTC cleanliness as a whole could also be improved, primarily stations.
- Riders felt the accuracy of real time transit apps and kiosks also could be improved and would help alleviate other constraints possibly.
- Riders also wanted to see charging stations, more seats and the addition of interactive digital wayfinding and information kiosks.
- TTC riders felt they often experienced delays and overcrowding in their commutes.
- Their suggestions ranged from increasing service in those key areas and times and better reliability of the system as a whole.

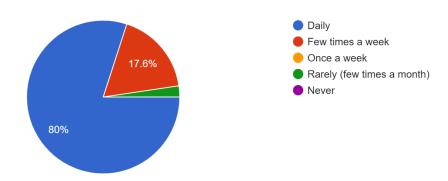
#### **Detailed Feedback Section:**

What mode(s) of transportation do you primarily use for your daily commute? 85 responses



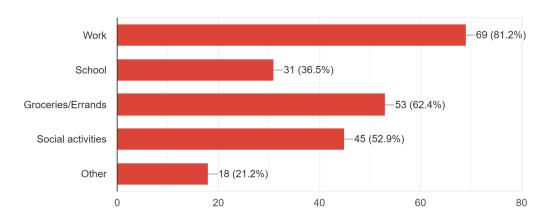
• For the responders' daily commute; 95.3% of responders took the bus, 78.8% of responders took the subway, 22.4% of responders took the streetcar, 20% took the express bus, 2.4% took a personal vehicle, and 8.2% did other forms of transit such as walking for example.

# How frequently do you use TTC services? 85 responses



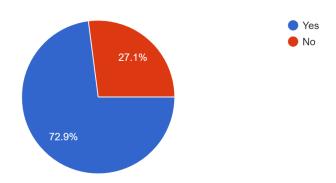
• 80% of responders use TTC services daily, 17.6% use it a few times a week, and 2.4% use it a few times a month.

What is your most common purpose for using the TTC? 85 responses



• The most common purpose for using the TTC was that 81.2% of responders used it for work, 36.5% used it for school, 62.4% used it for groceries/ errands, 52.9% used it for social activities, and 21.2% was used for others.

Are there enough routes and options on the TTC to meet your transportation needs? 85 responses

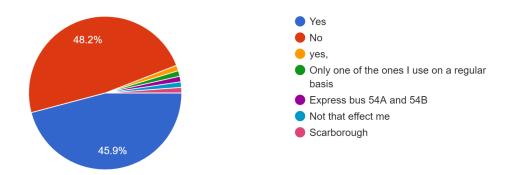


• The question asked to responders was if there are enough routes on the TTC to meet transportation needs, 72.9% responded with yes and 27.1% responded with no.

Concerns about responders that answered **NO** were:

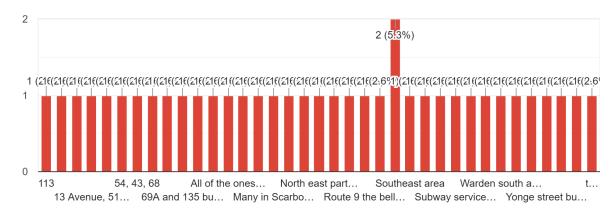
- Buses are always full, therefore making individuals late for work/school.
- Towards Major Mackenzie there is only one bus 129A and the frequency of it is poor, and it comes every 30 minutes and sometimes cancels.
- More transit to Markham.
- Wait time for buses like rouge hill to yonge-Finch area, more buses needed for long commutes like the 54 buses which wait times are 20-25 minutes. Etc.

Are there any specific routes or areas that you feel are under-serviced by the TTC? 85 responses

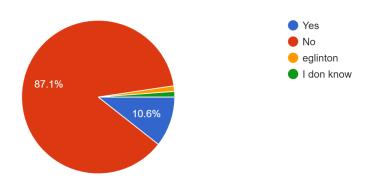


• 45.9% of responders said that there are specific routes that are under-serviced by the TTC, 48.2% said no. 1.2% said only one of the ones they use on a regular basis, 1.2% said express bus 54A and 54B, 1.2% said not any that affect them, and 1.2% said Scarborough.

If yes, please mention the routes you think are under-serviced. 38 responses

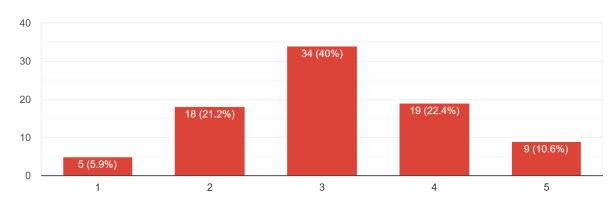


Are there any specific routes or areas that you feel are over-serviced by the TTC? 85 responses



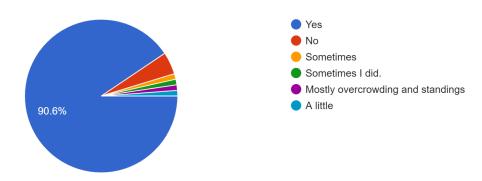
• 87.1% of respondents said that there aren't any specific routes that are over-serviced by the TTC, 10.6% said yes there are. 1.2% said Eglinton is, and 1.2% said that they don't know.

How would you rate the overall convenience of using the TTC in your daily life? 85 responses



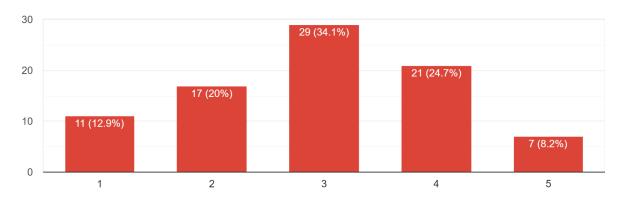
(Respondents were asked to rate the overall convenience of the TTC; 40% rated it a 3, 22.4% rated it a 4, 21.2% rated it a 2, 10.6% rated it a 5 and 5.9% rated it a 1.)

Have you ever experienced overcrowding during your commute? 85 responses



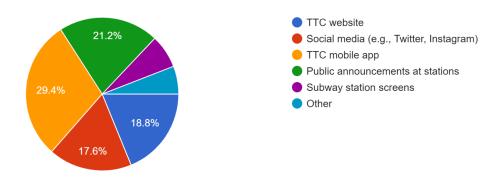
• 90.6% of responders said that they experience overcrowding during their commute. 4.7% said that they do not, 1.2% said sometimes, 1.2% said sometimes they did, 1.2% said mostly overcrowding and standing involved, and 1.2% said a little.

How would you rate the reliability of the TTC in terms of adhering to the published schedule? 85 responses



(Respondents were asked to rate the reliability of the TTC in terms of adhering to the published schedule; 34.1% rated a 3, 24.7% rated a 4, 20% rated a 2, 12.9% rated a 1, 8.2% rated a 5.)

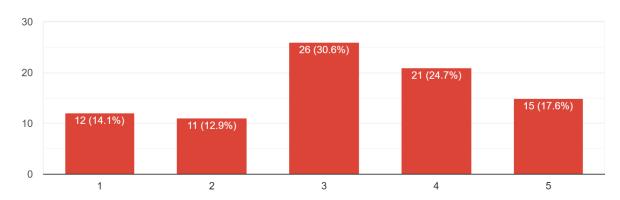
How do you currently stay informed about the service disruptions or changes on the TTC? 85 responses



• 29.4% of responders use the TTC mobile app to stay informed about service disruptions or changes on the TTC, 21.2% use public announcements at stations, 17.6% use social media (e.g., Twitter, Instagram, etc) 18.8% use the TTC Website, 7.1% use subway station screens, 5.9% use other methods.

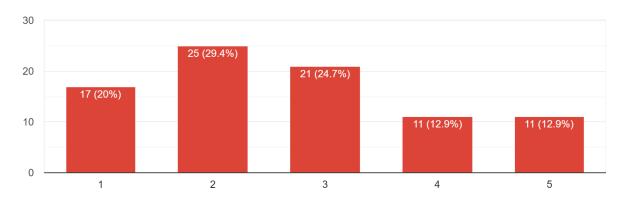
How would you rate the availability and accessibility of information regarding service disruptions or changes?

85 responses



(Respondents were asked to rate the availability and accessibility of information regarding service disruptions or changes; 30.6% rated it a 3, 24.7% rated it a 4, 17.6% rated it a 5, 14.1% rated it a 1, 12.9% rated it a 2.)

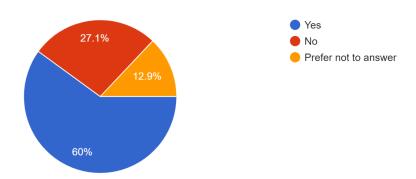
How would you rate the overall safety and security on the TTC system during your commute? 85 responses



(Respondents were asked to rate the overall safety and security on the TTC; 29.4% rated it a 2, 24.7% rated it a 3, 20% rated it a 1, 12.9% rated it a 4 as well as 5.)

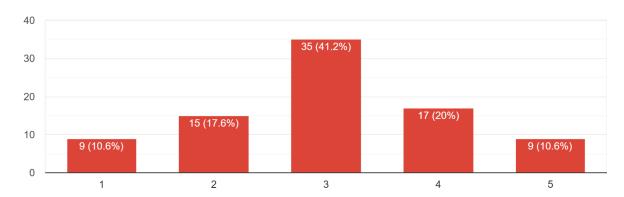
Have you ever witnessed or experienced any form of harassment or discrimination while using the TTC?

85 responses



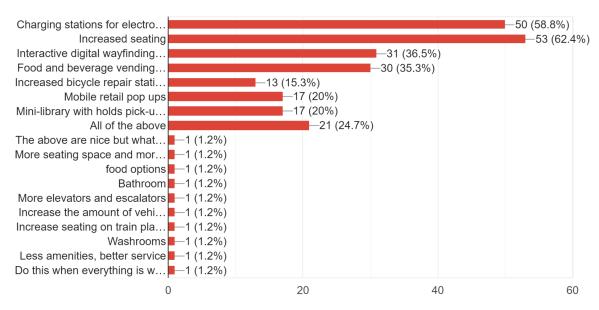
• 60% of responders answered that they have witnessed or experienced any form of harassment and discrimination while using the TTC, 27.1% said they have not, 12.9% said that they prefer not to answer.

How would you rate the cleanliness and maintenance of the TTC's stations/vehicles? 85 responses



(Respondents were asked to rate the cleanliness and maintenance of the TTC; 41.2% rated it a 3, 20% rated it a 4, 17.6% rated a 2, and 10.6% rated it a 1 as well as a 5.)

Which of the following amenities you would like to see at TTC stations? (check all that apply) 85 responses



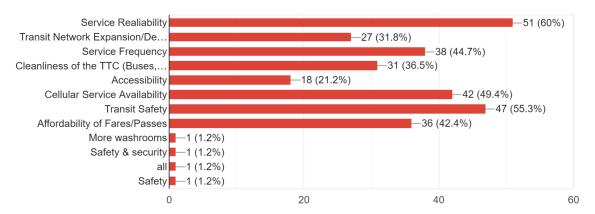
Responders were asked which of the following amenities would they like to see added to TTC stations:

• 58.8% said charging stations for electrical devices

- 62.4% said increased seating
- 36.5% said interactive digital wayfinding and information kiosks
- 35.3% said food and vending machines
- 15.3% said increased bicycle repair stations
- 20% said mobil retail pop ups
- 24.7% said all of the above

The options below are areas of improvements the TTC recognizes and is focused on. Which 3 of these do you think should be prioritized by the TTC as they make improvements?

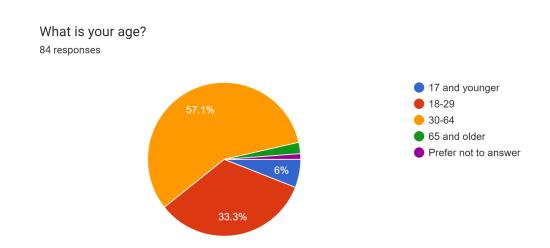
85 responses



- 60% of responders think that service reliability should be prioritized for the TTC to make improvements on.
- 31.8% think that transit/ network expansion should be focused on
- 44.7% should be service frequency
- 36.5% should be the cleanliness of stations, buses, subways, etc

- 21.2% is accessibility
- 49.4% is cellular service availability
- 55.3% is transit safety
- 42.4% is the affordability of the fares/ passes
- 1.2% said more washrooms
- 1.2% said safety and security
- 1.2% said all
- 1.2% said safety

## Responders were asked demographic questions:

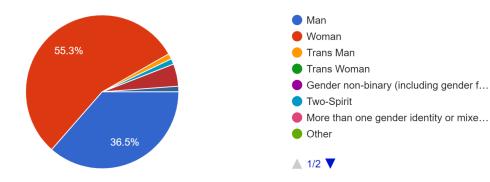


- 57.1% of responders were 30-64 years old
- 33.3% were 18-29 years old
- 6% were 17 and younger
- 2.4% were 65 and older

## • 1.2% preferred not to answer

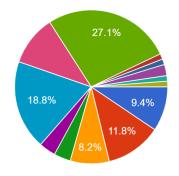
## What is your gender?

85 responses



- 55.3% of responders were women
- 36.5% were men
- 1.2% were trans-men
- 1.2% were two-spirit
- 4.7% preferred not to answer
- 1.2% were male

## Which race category best describes you? 85 responses

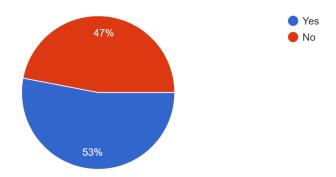


- Arab, Middle Eastern or West Asian (e...
- Black (examples: African, African-Can...
- East Asian (examples: Chinese, Japa...
- First Nations (status, non status, trea...
- Latin American (examples: Brazilian,...
- South Asian or Indo Caribbean (exa...
- Southeast Asian (examples: Filipino,...
- White (examples: English, Greek, Itali...

▲ 1/2 ▼

- 27.1% of responders were White
- 10.6% of responders were Southeast Asian
- 18.8% were South Asian or Indo- Caribbean
- 3.5% were Latin American
- 3.5% were First Nations
- 8.2% were East Asian
- 11.8% were Black
- 9.4% were Arab, Middle Eastern or West Asian
- 1.2% were Indian
- 1.2% were Black/ African American
- 2.4% preferred not to answer
- 1.2% were not listed
- 1.2% were more than one race or mixed race

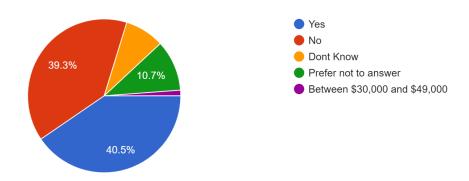
Would you consider yourself a shift worker? (Shift work refers to a work schedule that is performed in rotations. For example, while some employees mi... others might work night or early morning shifts.) 83 responses



Responders were asked if they would consider themselves shift workers

- 53% said YES
- 47% said NO

Was your total household income (before taxes) less than \$40,000 last year? 84 responses

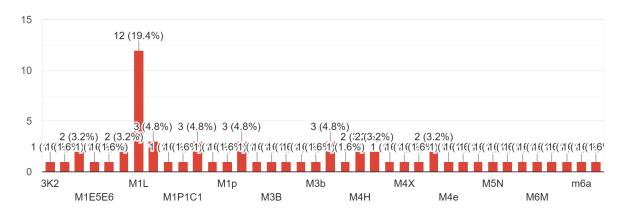


Responders were asked what their total household income was before taxes less than \$40,000 last year?

- 39.3% said NO
- 40.5% said YES
- 8.3% said that they don't know
- 10.7% said they prefer not to answer
- 1.2% said between \$30,000 and \$49,000

What is the first 3 characters of your residential area or postal code? Skip if you prefer not to answer.

62 responses



### Conclusion:

This was a very intuitive and informative experience for me. It helped me gain insight into the perspective commuters really had on the TTC, and how the backbone of transportation in our city could be changed for the better.

I look forward to see the changes the TTC chooses to implement in the 5YSAP, and am thankful for this opportunity.