

# TTC 5-Year Service and Customer Experience Action Plan

## Round Three (of Three) Survey Summary



Survey timeframe: Monday, November 13, 2023 – December 1, 2023

Total responses received: 979

- Online survey responses: 974
- Mail-in survey hard copies received: 5

## Overview

From Monday, November 13 through to Sunday, December 1, 2023, the TTC hosted a survey to share and seek feedback on the key elements of its draft 5-Year Service and Customer Experience Action Plan. The purpose of the Plan is to provide strategic direction for TTC service and customer experience from 2024 to 2028, and it includes a 30-Point Action Plan organized under seven Pillars of Opportunity:

- Pillar 1 – Foster a customer-centric mindset
- Pillar 2 – Enhance the transit network
- Pillar 3 – Improve service reliability
- Pillar 4 – Prioritize surface transit
- Pillar 5 – Accelerate integration with other transit agencies and complementary modes of transport
- Pillar 6 – Enhance safety and comfort at stops, stations, and in vehicles
- Pillar 7 – Streamline information and services

The survey was available online and in hard copy. A total of 979 responses were received, with most responses (974) received online. Included in this summary are the mailed-in survey hard copies received until January 3, 2024. The survey was open to TTC customers, TTC employees, and the general public, and was promoted through the TTC's website, email list, social media channels, Councillor's office communications, platform video screens, and announcements at transit stations.

The survey was part of the third and final round of engagement on the 5-Year Service and Customer Experience Action Plan. The feedback received during this round of engagement will help shape the final Plan, which is expected to be presented to the TTC Board in winter 2024.

This report summarizes feedback received in the survey, which has been organized under the following sections:

1. Overall summary of level of support
2. Feedback on the seven Pillars of Opportunity
3. Other feedback
4. Respondent profile

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

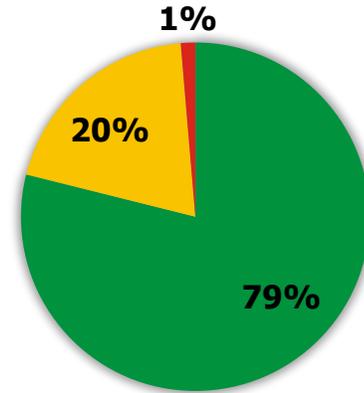
This summary report was prepared by the independent engagement team from Third Party Public.

# 1. Overall summary of level of support

Respondents were asked “Overall, to what extent do you support the seven Pillars of Opportunity and the Draft 30-Point Action Plan?”

753 respondents answered this question. **79%** (595) said they had **high support**, **20%** (148) said they had **medium support**, and **1%** (10) said they had **low support**.

**Overall support for the seven Pillars of Opportunity and the draft 30-Point Action Plan**



■ High support ■ Medium support ■ Low support

The chart below summarizes the overall level of support respondents identified for each Pillar of Opportunity. The following pages summarize detailed feedback on each Pillar of Opportunity and their respective Actions and Initiatives.

	High Support	Medium support	Low support
 Pillar 1 <b>Foster a customer-centric mindset</b>	63%	32%	6%
 Pillar 2 <b>Enhance the transit network</b>	81%	17%	2%
 Pillar 3 <b>Improve service reliability</b>	77%	22%	2%
 Pillar 4 <b>Prioritize surface transit</b>	68%	26%	6%
 Pillar 5 <b>Accelerate integration with other transit agencies and complementary modes of transport</b>	62%	33%	5%
 Pillar 6 <b>Enhance safety and comfort at stops, stations, and in vehicles</b>	75%	22%	3%
 Pillar 7 <b>Streamline information and services</b>	71%	26%	3%

## 2. Feedback on the seven Pillars of Opportunity

Respondents were presented the proposed Actions and Initiatives within each Pillar and asked to rate the extent to which they supported them from a range of 1 (low support) to 5 (high support). They were also asked to indicate their overall level of support for each Pillar. Respondents were also able to share any suggested additions and comments to the proposed Actions and Initiatives in each Pillar.

In some of the Pillars, the TTC shared Initiatives it planned to analyze further before deciding whether to include them in the final Plan. These initiatives are identified with an asterisk in the relevant sections below.

### Feedback about Pillar 1 – Foster a customer-centric mindset

The TTC shared and asked for feedback on the following Actions and Initiatives in Pillar 1:

#### Action 1.1 – Reinforce the organizational commitment to customer service.

Initiatives include:

- Implement user experience testing and customer acceptance standards
- Improve internal availability of customer experience data to better enable staff to make customer-focused decisions
- Complete a communications review to ensure frontline staff have the information they need to support customer service
- Explore implementation of a mystery rider program to enable customers to report back on their experiences riding the TTC
- Explore opportunities to improve data analytic capabilities

#### Action 1.2 – Elevate the importance of ongoing public engagement.

Initiatives include:

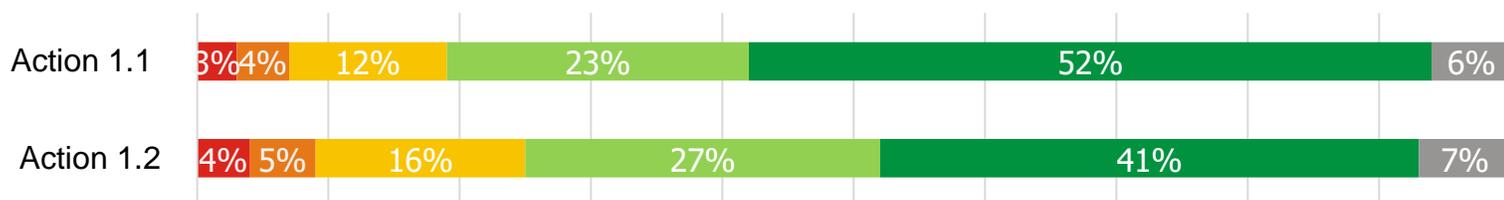
- Identify, assess, and apply novel tools for use in public engagement and market research activities
- Utilize the customer panel to seek insights on a continual basis

#### Question 1: To what extent do you support the following proposed actions and initiatives for Pillar 1?

979 respondents answered this question. The chart below illustrates the breakdown of the level of support respondents identified for each Action. Both received a lot of support, with 75% of respondents indicating their level of support as either a 4 or 5 for **Action 1.1** and 68% of respondents indicating their level of support as a 4 or 5 for **Action 1.2**

#### Level of support for the proposed actions and initiatives for Pillar 1

■ 1 (low support) ■ 2 ■ 3 ■ 4 ■ 5 (high support) ■ No opinion



## Question 2: Overall, to what extent do you support Pillar 1?

A total of 979 respondents answered this question. 63% (613) said they have high support for Pillar 1, followed by 32% (310) who indicated medium support and 6% (56) who indicated low support.

## Question 3: Did we miss anything under Pillar 1?

Among the respondents who answered this question, most said no, nothing was missed under Pillar 1. Among those who shared suggestions, they said they wanted to see a more customer-centric approach, with recommendations to collaboratively define customer experience metrics; prioritize safety and reliability; and improve communication, signage, and overall transparency. There were also suggestions for a focus on frontline staff, acknowledging their role in enhancing the customer experience. Other common suggestions included:

**Make it more concrete.** Some respondents expressed concern with the proposed Actions lacking concreteness and being too abstract. They suggested providing more understandable and practical Actions specifically focused on improving service reliability, cleanliness, and safety.

**Focus on customer feedback and engagement.** Respondents were interested in TTC establishing a user-friendly platform for real-time customer feedback on their transit experience. They wanted to see TTC emphasize empowering and encouraging customer feedback, citing past initiatives like the "Riders Write" campaign, and engaging with transit and rider advocacy groups. They also suggested engaging customers on transit during peak hours and establishing a customer feedback portal or app.

**Transparency in reporting and metrics.** Some raised concerns about TTC reports (like the CEO's report) being too summary-focused, lacking detailed insights, and not focusing on metrics or key performance indicators that are relevant to customers (such as on-time performance, service reliability, wait times, vehicle cleanliness, and service quality). They suggested TTC develop and share a detailed online dashboard summarizing these and other indicators and that align and reflect riders' actual experiences. They also said the TTC should continue to share consultation summaries, meeting minutes, and survey results.

**Improving communication.** Respondents said they want transparent, accessible information about service changes, diversions, and disruptions. They call for improved communication about the implementation of changes, with a focus on simplicity and clarity to ensure riders understand them. They suggested TTC use a range of channels, including social media and online platforms, to disseminate information and engage with the public.

## Pillar 2: Enhance the Transit Network

The TTC shared and asked for feedback on the following Actions and Initiatives in Pillar 2:

### Action 2.1 – Accommodate population and employment growth.

Initiative includes:

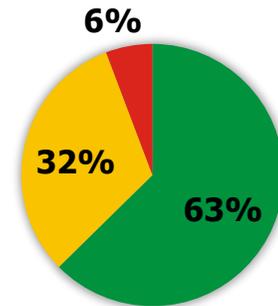
- Relieve peak and off-peak crowding

### Action 2.2 – Implement new services to address travel patterns.

Initiatives include:

- Implement Annual Service Plan (ASP) area studies
- New services to be identified through ASP process

## Overall support for Pillar 1 – Fostering a customer-centric mindset



■ High support ■ Medium support ■ Low support

### **Action 2.3 – Open Line 5-Eglinton.**

Initiative includes:

- Implement approved network changes when Line 5 opens
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### **Action 2.4 – Open Line 6-Finch West.**

Initiative includes:

- Implement approved network changes when Line 6 opens
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### **Action 2.5 – Implement Line 3 Future Busway.**

Initiatives include:

- Complete the design work for the future busway
  - Complete construction of busway
- 

### **Action 2.6 – Expand the Express Bus Network.**

Initiatives include:

- Implement proposed changes to the Express Bus Network's service standards, including: wider stop spacing, change in stopping patterns, and reduce the travel time savings standard from 20% to 15-20%
  - Restore frequency and periods of operation on existing corridors
  - [\\*Review opportunities for other corridors](#)
  - [\\*Review opportunities to expand hours on existing corridors](#)
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### **Action 2.7 – Enhance the Frequent Network.**

Initiatives include:

- Restore frequency on the original 10-minute network
  - [\\*Review opportunities to expand 10-minute network](#)
  - [\\*Review opportunities to implement a 15-minute network](#)
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### **Action 2.8 – Enhance the Overnight Network.**

Initiatives include:

- Expand the Overnight Network to add a few new routes
  - Review requests for some additional connections based on consultations
  - [\\*Explore revising minimum service level to 20 minutes](#)
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### **Action 2.9 – Enhance early morning Sunday service.**

Initiative includes:

- [\\*Explore expanding early morning Sunday service to approximately 60 bus routes](#)
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### **Action 2.10 – Improve minimum service on all routes (20 min).**

Initiative includes:

- [\\*Explore revising minimum service guarantee from 30 minutes to 20 minutes](#)
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### **Action 2.11 – Enhance the streetcar network.**

Initiative includes:

- [\\*Explore implementing 6-minute all-day every day network](#)
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### **Action 2.12 – Enhance service planning equity lens.**

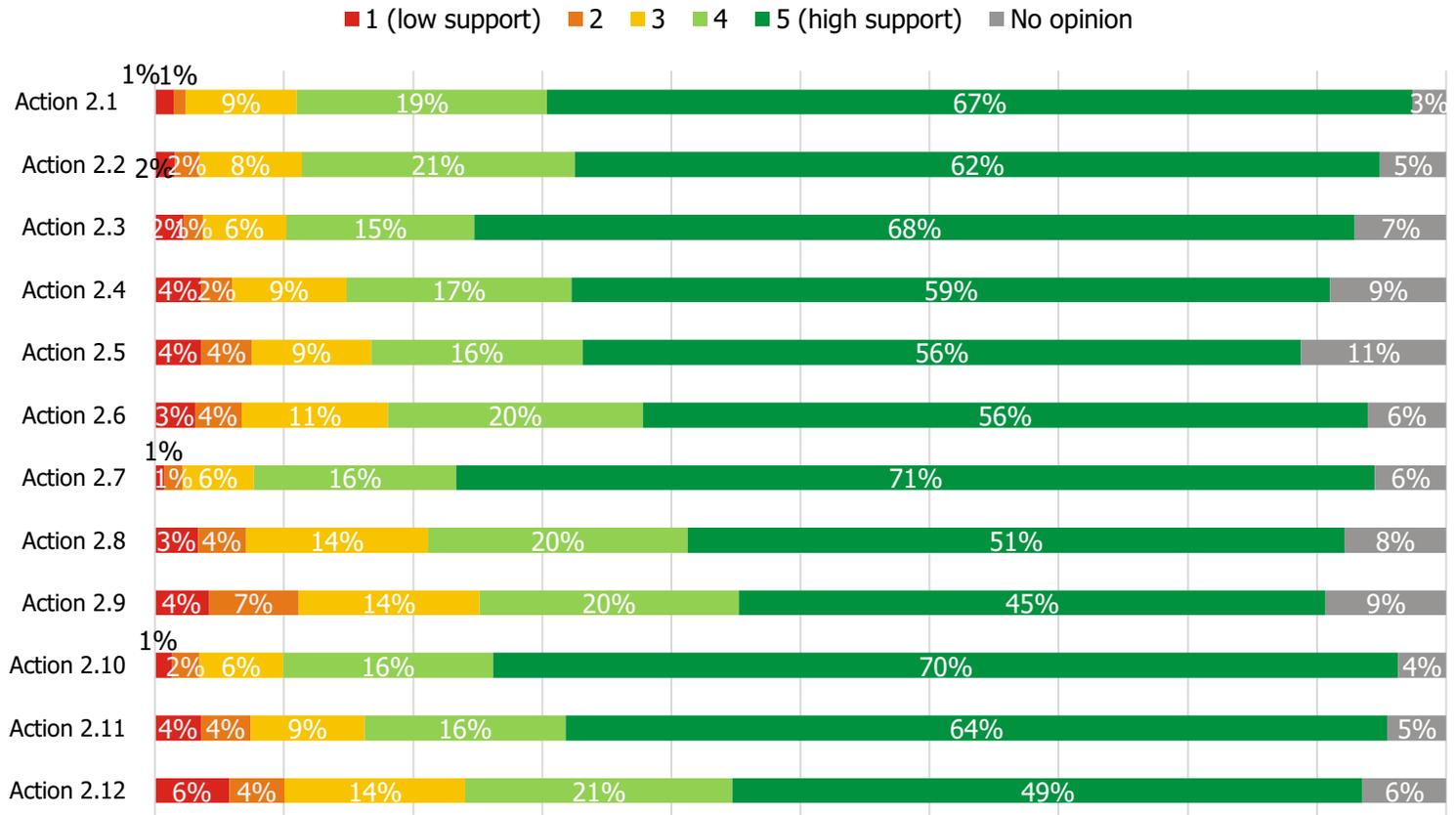
Initiatives include:

- Continue enhanced consultation process
  - Collaborate with the City of Toronto to refine and adopt measures of transportation equity
  - Implement proposed measures of transportation equity
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## **Question 1: To what extent do you support the following proposed actions and initiatives for Pillar 2?**

841 respondents answered this question. The chart below shows the breakdown of the level of support respondents identified for each Action under Pillar 2. The top three most supported Actions in Pillar 2 were: **Action 2.7** with 71% of respondents indicating their level of support as a 5, followed by **Action 2.10** with 70% of respondents indicating their level of support as a 5, and **Action 2.3** with 68% of respondents indicating their level of support as a 5. The Action that received the least support in Pillar 2 was **Action 2.9** with 45% of respondents indicating their level of support as a 5.

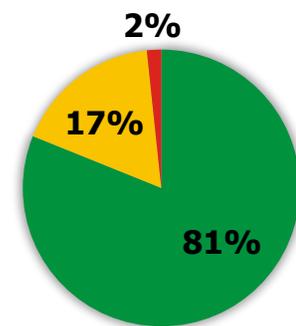
## Level of support for the proposed actions and initiatives for Pillar 2



### Question 2: Overall, to what extent do you support Pillar 2?

840 respondents answered this question. 81% (681) said they have high support for Pillar 2, followed by 17% (145) with medium support and 2% (14) with low support.

### Overall support for Pillar 2 – Enhance the transit network



### Question 3: Did we miss anything under Pillar 2?

Among the respondents that answered this question, many agreed with the Actions, said reliability should be a top priority, and felt nothing was missing. Suggestions, concerns, and comments about Pillar 2 included:

**Reinforce the importance of reliability.** Respondents consistently brought up reliability as being important to this Pillar’s success. Some said that there is no point having a minimum frequency network if the vehicles don’t show up on time. They suggested improving reliability through scheduling and infrastructure upgrades (including transit signal priority and queue jump lanes) and using data (such as PRESTO data) to understand travel and crowding patterns and optimize service.

■ High support ■ Medium support ■ Low support

**Suggestions about improving the Express Bus Network.** Respondents shared concerns about the reliability of the Express Bus Network, saying this service needs to be predictable and efficient. Some said there is a need to address underlying traffic issues to enhance the effectiveness of Express Bus services through strategies like dedicated express lanes. Suggestions to improve the Express Bus Network included suggestions to reduce the number of local stops and reintroduce all-day Express Buses on busy corridors, including Kennedy Road, Victoria Park Avenue, and Warden Avenue. Others suggested TTC bring back the 5-Year Service and Customer Experience Action Plan – **Round Three Survey Summary**

Downtown Express service, saying it could encourage more people to use transit and offer a faster commuting option.

**Skepticism about feasibility.** Some respondents were not confident about the financial feasibility of the proposed Actions, questioning how the TTC will implement them given current funding constraints. They said there should be a sustainable financial plan accompanying these Actions that includes a realistic assessment of budget constraints, recommends exploring alternative funding sources or joint ventures, and demonstrates how the proposed improvements will be implemented.

### Feedback on specific Actions

Respondents shared thoughts specific Actions, including:

- Action 2.5 – Implement Line 3 Future Busway. Many support this Action and want to see it implemented swiftly. There was also a suggestion to use the Stouffville GO rail line for improved mobility along the corridor, potentially offering a cost-effective alternative.
- Action 2.7 – Enhance the Frequent Network. While some supported this Action, others were worried it could lead to underinvestment by allowing more buses to operate at a lower standard. They suggested instead for a continued focus on the 10-minute network.
- Action 2.8 – Enhance the Overnight Network. There was a suggestion to implement a new Blue Night Route on Warden Avenue which would serve the stops south of Sheppard Avenue East and replace a portion of the 324 route on Warden Avenue north of Sheppard Avenue East.
- Action 2.11 – Enhance the streetcar network. Concern that increasing the streetcar frequency may not address issues like slow movement through intersections and congestion. This Action should instead focus on improving efficiency rather than just increasing frequency.

## Pillar 3 – Improve service reliability

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The TTC shared and asked for feedback on the following Actions and Initiatives in Pillar 3:

### Action 3.1 – Improve service reliability.

Initiatives include:

- Continuously review transit schedules
- Improve weekend and overnight schedules to reflect operating conditions
- Review service reliability metrics
- Deploy automated monitoring and operator training and counselling to improve on-time departures
- Evaluate the success of the active and passive route supervision pilot
- Review infrastructure needs at the end-of-line points to ensure they meet operational needs

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### Action 3.2 – Doing disruptions differently.

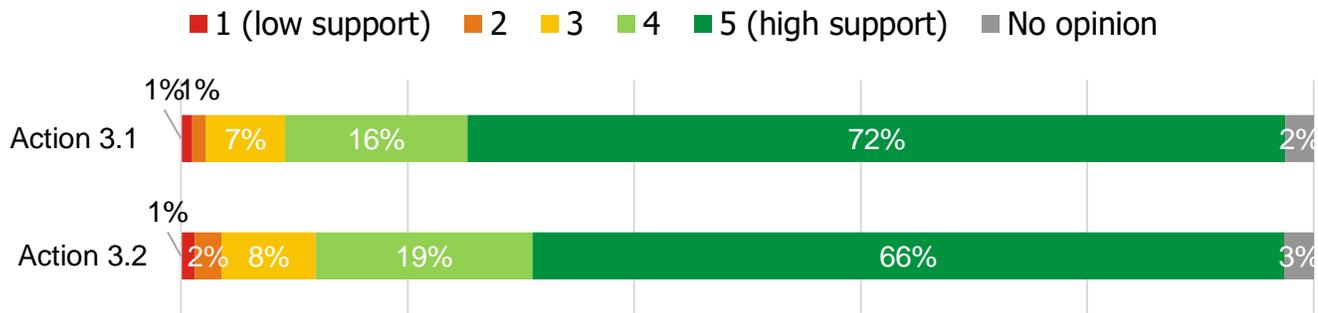
Initiatives include:

- Adopt and communicate construction planning guidelines based on consultations and customer feedback
- Review, document, and improve process and responsibilities for service disruptions
- Implement service changes for area- specific construction

### Question 1: To what extent do you support the following proposed actions and initiatives for Pillar 3?

841 respondents answered this question. Both Actions received a lot of support, with 88% of respondents indicating their level of support as either a 4 or 5 for **Action 3.1**, and 85% of respondents indicating their level of support as either a 4 or 5 for **Action 3.2**. The chart below shows a detailed breakdown of the level of support for these Actions.

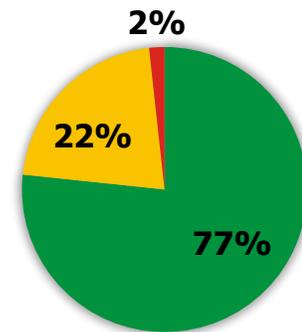
### Level of support for the proposed actions and initiatives for Pillar 3



### Question 2: Overall, to what extent do you support Pillar 3?

809 respondents answered this question. 77% (622) said they have high support, followed by 22% (174) who had medium support and 2% (14) with low support.

### Overall support for Pillar 3 – Improve service reliability



### Question 3: Did we miss anything under Pillar 3?

Of those respondents who answered this question, many said nothing was missing, with some saying this was the most important Pillar. Suggestions, concerns, and comments on the Actions and Initiatives for Pillar 3 included:

**Improving communication.** Many respondents said it was important TTC continue to improve its communications. Many were concerned with the current state of communication and updates customers receive, with different information appearing on different platforms. Some said communication extends to the TTC coordinating with the City, Toronto Police, and construction companies to minimize planned and unplanned interruptions to service.

■ High support ■ Medium support ■ Low support

**Focusing on headway and route management.** Respondents emphasized the importance of predictable service and better route management to improve reliability with the TTC. They said on-time departures measured only at terminals/stations can mask the rider’s actual experience of service reliability. Many said that poor performing routes suffer more from poor management than traffic or constructions related issues. They suggested that route supervisors be trained to be more present at terminals and be empowered to proactively manage departures.

## Pillar 4 – Prioritize surface transit

The TTC shared and asked for feedback on the following Actions and Initiatives in Pillar 4:

**Action 4.1 – Implement RapidTO** (priority bus-only lanes and other service-enhancing measures on busiest corridors).

Initiatives include:

- Complete RapidTO Jane Street Study
- Start and complete studies on Finch Avenue East and Dufferin Street
- Implement RapidTO Jane Street not requiring civil works. Recommendations requiring civil works will be bundled with 2026-2027 capital transportation projects.
- Implement Finch Avenue East and Dufferin Street

**Action 4.2 – Implement targeted regulatory transit priority measures** (the measures will help speed up some of TTC’s busiest surface routes).

Initiative includes:

- Complete up to 10 locations per year

**Action 4.3 – Implement more Transit Service Priority (TSP).**

Initiatives include:

- Continue to roll out existing program - up to 50 locations per year
- Continue implementing Advanced Transit Signal Priority

**Action 4.4 – Implement more queue jump lanes.**

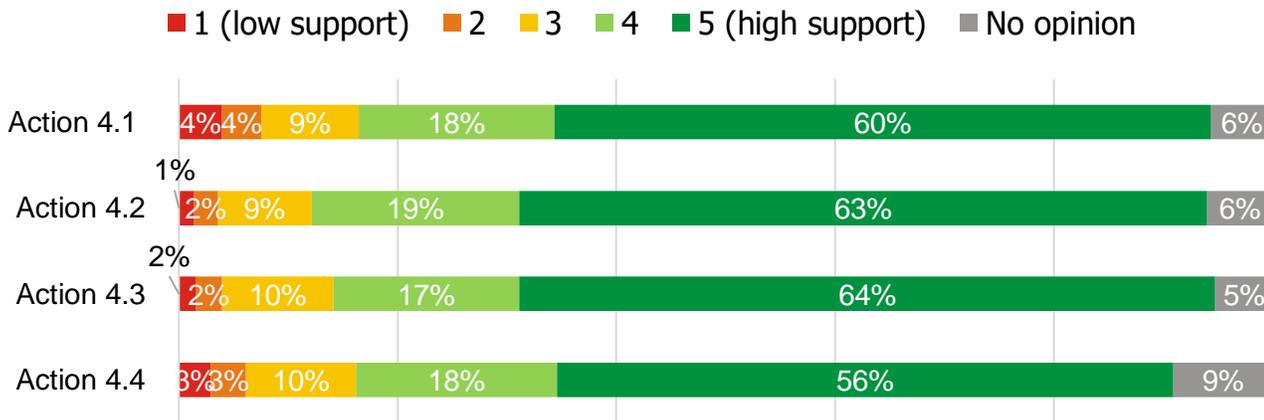
Initiatives include:

- Complete design and construct up to 12 queue jump lanes
- Additional locations delivered as part of RapidTO and other City projects

**Question 1: To what extent do you support the following proposed actions and initiatives for Pillar 4?**

788 respondents answered this question. The most highly supported Action was **Action 4.2**, with 82% of respondents indicating their level of support as either a 4 or 5, followed closely by **Action 4.3**, with 81% of respondents indicating their level of support as either a 4 or 5. The least supported Action was **Action 4.1**, though it still had 78% of respondents indicating their level of support as either a 4 or 5.

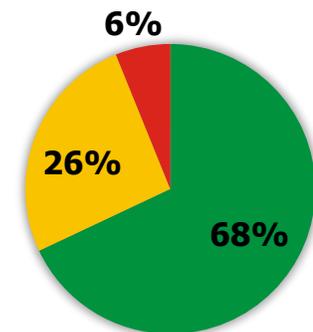
**Level of support for the proposed actions and initiatives for Pillar 4**



**Question 2: Overall, to what extent do you support Pillar 4?**

788 respondents answered this question. 68% (537) said they have high support, followed by 26% (203) who had medium support and 6% (48) with low support.

**Overall support for Pillar 4 – Prioritize surface transit**



**Question 3: Did we miss anything under Pillar 4?**

Among the respondents that answered this question, many said nothing was missing, saying they were supportive of the Actions and Initiatives. They called for RapidTO to be implemented quickly and in more areas. Additional suggestions about Pillar 4 included:

**Enforcement of priority lanes.** Many emphasized the importance of enforcing transit priority lanes, suggesting strategies like installing cameras (to penalize or prevent drivers from going through red lights or blocking intersections), removing on-street parking, physically separating streetcar lines, adding more far-side stops (especially for Express Bus Services), and implementing automated fines or tickets to enforce rules at all hours.

■ High support ■ Medium support ■ Low support

**Prioritize all routes.** Some said that, in addition to focusing on the busiest routes for transit priority measures, TTC should also focus on areas with high congestion. They said more aggressive expansion of these measures is needed, as the number of queue jump lanes being proposed seems small in comparison to the size of the city. A few respondents specifically suggested using signal priority and synchronization to speed up streetcar service on Spadina Avenue and St. Clair Avenue West.

## Pillar 5 – Accelerate integration with regional transit partners & complementary modes of transport

The TTC shared and asked for feedback on the following Actions and Initiatives in Pillar 5:

### Action 5.1 – Implement fare and service integration.

Initiatives include:

- Implement fare integration
- Work towards a pilot for service integration with MiWay and YRT
- Monitor and review travel patterns
- Implement changes through ASP process

### Action 5.2 – Enhance integration with cycling.

Initiatives include:

- Monitor existing investment to understand utilization
- Continue to support Bike Share on their growth plan
- Continue to work with the City on innovative design
- Increase education and awareness

### Action 5.3 – Enhance pedestrian pathways to TTC.

Initiatives include:

- Identify missing sidewalks to and from TTC stops
- Work with the City to implement potential improvements as part of their missing sidewalk program

### Action 5.4 – Improve microtransit and review micromobility connection opportunities.

Initiatives include:

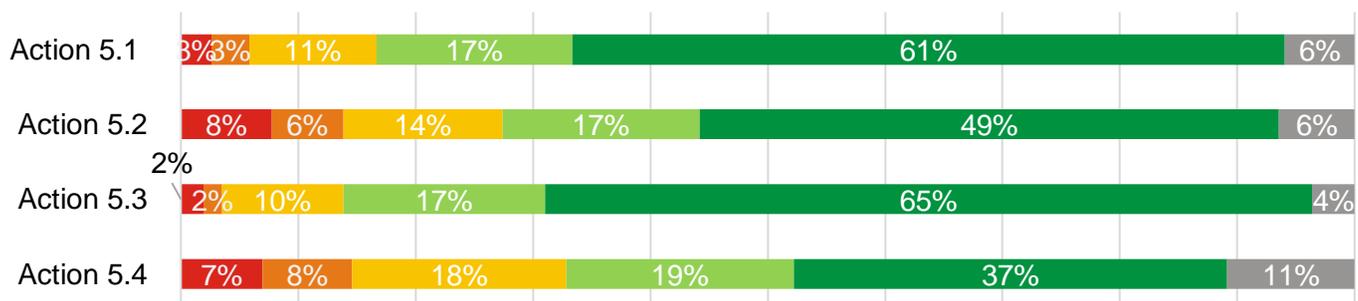
- Implement design changes to Don Mills Station to improve private shuttle connections and traffic flow
- Work with the City to understand micromobility policy and its impacts to transit services

## Question 1: To what extent do you support the following proposed actions and initiatives for Pillar 5?

778 respondents answered this question. The most highly supported Action was **Action 5.3**, with 82% of respondents indicating their level of support as either a 4 or 5, followed by **Action 5.1**, with 78% of respondents indicating their level of support as either a 4 or 5, then **Action 5.2**, with 66% of respondents indicating their level of support as either a 4 or 5. The least supported Action was **Action 5.4**, with 56% of respondents indicating their level of support as either a 4 or 5.

### Level of support for the proposed actions and initiatives for Pillar 5

■ 1 (low support) ■ 2 ■ 3 ■ 4 ■ 5 (high support) ■ No opinion



## Question 2: Overall, to what extent do you support Pillar 5?

777 respondents answered this question. 62% (485) said they have high support, followed by 33% (253) who had medium support and 5% (40) with low support.

## Question 3: Did we miss anything under Pillar 5?

Of the respondents who answered this question, most said nothing was missing and said they were especially supportive of fare integration and cycling integration. Some said they'd like to see transparent reports on the results of the different initiatives. Additional suggestions about this Pillar included:

**Suggestions about integrating with cycling.** Many respondents supported the TTC's focus on integration with cycling. They suggested additional strategies to support this integration, including adding more secure bike parking (ideally supervised indoor storage with security cameras), since some are hesitant to leave locked bikes outside subway stations due to theft concerns. Some questioned the special treatment of cyclists, saying cyclists can make road congestion worse and that TTC's focus should be on improving subways rather than complementary modes of transport.

**Suggestions about fare integration.** Many were supportive of fare integration and TTC's work to provide affordable, seamless travel across different transit agencies, with integration and connections to Durham highlighted as important. There were also suggestions to integrate PRESTO with Bike Share Toronto, create discounts for combined PRESTO and Bike Share usage, and explore co-location opportunities for Bike Share facilities with transit stations.

## Pillar 6 – Enhance safety and comfort at stops, stations, and in vehicles

The TTC shared and asked for feedback on the following Actions and Initiatives in Pillar 6:

### Action 6.1 – Improve the comfort and convenience of stop areas.

Initiatives include:

- Continue to work on making surface transit stops more accessible
- Explore expanding customer amenities at stop areas to provide larger shelters, more benches, lighting improvements, prioritize real-time information screens
- Implement QR codes to report cleanliness and maintenance issues

### Action 6.2 – Improve the comfort and convenience of stations and vehicles.

Initiatives include:

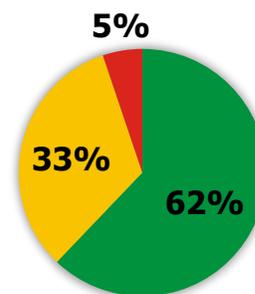
- Continue to expand station retail amenities: increase partnerships with retailers to expand availability of food, drink, and e-retailing amenities.
- Improve customer amenities at stations: add water-bottle refill stations and additional seating
- Implement QR codes to report cleanliness and maintenance issues

### Action 6.3 – Prioritize safety and security.

Initiatives include:

- Implement pilot for automatic enforcement for illegal streetcar passing
- Make it easier for customers to report safety and security concerns: increase staff presence, customer education, and implement a short text code for reporting

## Overall support for Pillar 5 – Accelerate integration with regional transit partners and complementary modes of transport



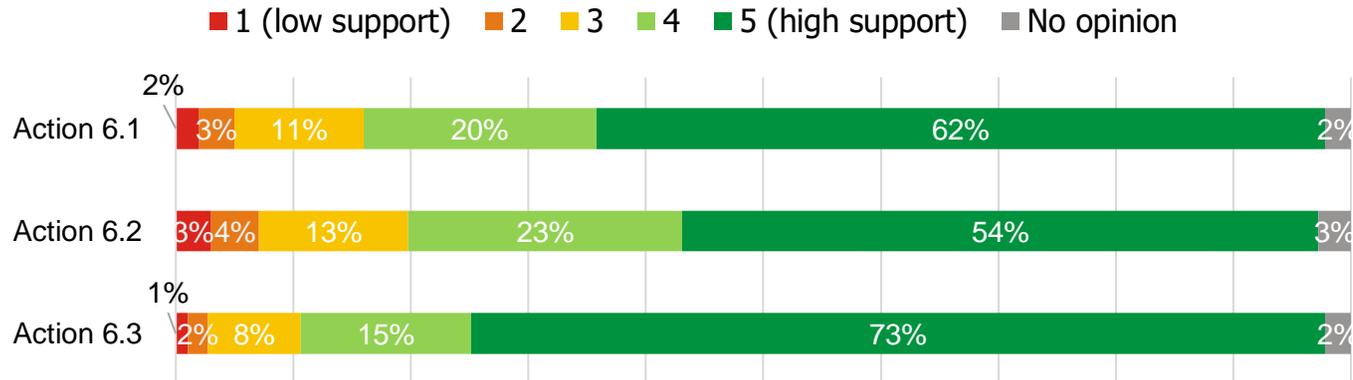
■ High support ■ Medium support ■ Low support

- Provide First-Aid training and certification to all frontline employees

**Question 1: To what extent do you support the following proposed actions and initiatives for Pillar 6?**

767 respondents answered this question. **Action 6.3** received the most support, with 88% of respondents indicating their level of support as either a 4 or 5. **Action 6.1** was the next most supported, with 82% of respondents indicating their level of support as either a 4 or 5. Finally, **Action 6.2** received 77% of respondents indicating their level of support as either a 4 or 5.

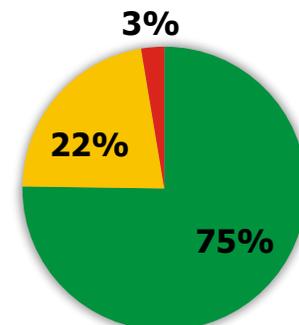
**Level of support for the proposed actions and initiatives for Pillar 6**



**Question 2: Overall, to what extent do you support Pillar 6?**

767 respondents answered this question. 75% (578) said they have high support, followed by 22% (169) who had medium support and 3% (20) with low support.

**Overall support for Pillar 6 – Enhance safety and comfort at stops, stations, and in vehicles**



**Question 3: Did we miss anything under Pillar 6?**

Of the respondents who answered this question, many said nothing was missing. Some suggested expanding on some Initiatives, including:

**Improving stop amenities.** Many supported Initiatives surrounding stop amenities. Some were concerned that the plan to implement real-time information screens may not happen due to the number of bus stops in the city. Others suggested addressing comfort by requesting heated shelters and soft, hygienic seating materials.

**Improving safety.** Many said customer and employee safety was a top priority of theirs. Some were dissatisfied with the current security response, advocating for faster, more effective responses to incidents. Others emphasized the need for a compassionate approach through involving social workers, adding Naloxone kits at every station, and increasing de-escalation training for staff (rather than increasing security and police).

**Improving station amenities.** Many suggested adding more washrooms at subway stations. Some were concerned about the cleanliness and maintenance of existing washrooms and suggested the TTC implement a process to regularly inspect cleaning work. Opinions varied on including retail spaces at stations: some thought it would be beneficial to customers and generate revenue for TTC, while others were concerned that retail could lead to issues with cleanliness. Respondents said TTC should carefully consider and be transparent about the planning and implementation of retail spaces, including which retailers it wants to attract and how those retailers align with the needs of transit users.

**Mixed opinions on fare enforcement.** Some respondents called for more security and fare constables to monitor the buses and subways for non-paying customers, while others said the TTC should take a more compassionate approach, recognizing the broader social issues that might lead some to not pay their fare.

## Pillar 7 – Streamline information and services

The TTC shared and asked for feedback on the following Actions and Initiatives in Pillar 7:

### Action 7.1 – Improve customer service and loyalty.

Initiatives include:

- Make it easier for customers to access TTC customer service
- Add customer experience features to the TTC website
- Increase number of Customer Service Agents
- Explore options for customer loyalty programs

### Action 7.2 – Improve customer education and awareness.

Initiatives include:

- Continue to launch customer awareness campaigns with an increased focus on safety, courtesy, and planning of alternate routes
- Expand the Travel Training program to communities, schools, and newcomers

### Action 7.3 – Provide customers with accurate, accessible, and timely information.

Initiatives include:

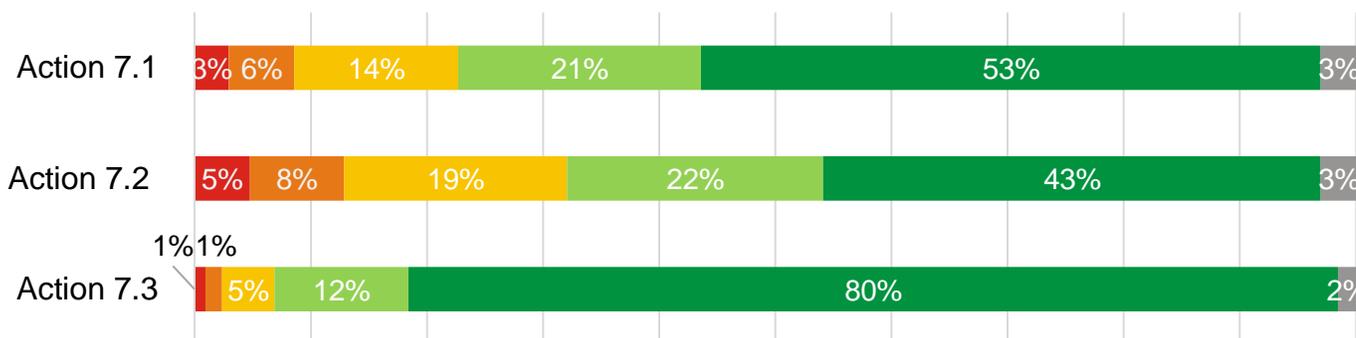
- Upgrade the next vehicle arrival data feed to provide better information to customers
- Explore mobile app solutions
- Improve display screens for real-time information and signage for unplanned events
- Enhance Public Announcement system clarity
- Expand E-Alerts to include planned service changes, stop-level alerts, and SMS alerts

## Question 1: To what extent do you support the following proposed actions and initiatives for Pillar 7?

767 respondents answered this question. **Action 7.3** was the most supported, with 92% of respondents indicating their level of support as either a 4 or 5. **Action 7.1** had the next most support, with 74% of respondents indicating their level of support as either a 4 or 5. Finally, **Action 7.2** had 65% of respondents indicating their level of support as either a 4 or 5.

Level of support for the proposed actions and initiatives for Pillar 7

■ 1 (low support) ■ 2 ■ 3 ■ 4 ■ 5 (high support) ■ No opinion



## Question 2: Overall, to what extent do you support Pillar 7?

758 respondents answered this question. 71% (537) said they have high support for Pillar 7, followed by 26% (195) who had medium support and 3% (26) with low support.

## Question 3: Did we miss anything under Pillar 7?

Of the respondents that answered this question, many said nothing was missing. Additional suggestions focused on expanding the Actions and Initiatives, including:

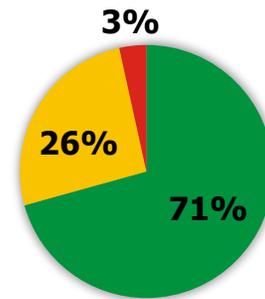
**Improving real-time information.** There were concerns about disruptions or detours not being reflected in transit planning apps, making it challenging to obtain accurate real-time information. Some said they are not interested in -a TTC app for real time information, but improvement to Google Maps with better real-time information.

**Expanding cell service.** Respondents expressed the need for expanded cellular service across subway lines, saying it enhances safety. Citing the high cost of cellular data, difficulty connecting to TTC Wi-Fi, and the need for equitable access to information for those without smartphones, some suggested TTC also add more electronic signs at bus stops and stations.

**Information accessibility.** Some highlighted the difficulty in finding scheduled detours on the TTC website, suggesting TTC improve the accessibility of this information. There were also concerns about the clarity and audibility of announcements on TTC vehicles, especially for those whose native language is not English. Suggestions included making announcements visible on screens to assist individuals who are deaf or hard of hearing.

**Improving the customer experience.** Some suggested educational campaigns for riders on transit etiquette, covering topics like queueing, not playing music out loud, and not smoking. Others suggested training TTC operators on effective communication skills and basic technology usage so they could better support customers. There was also a suggestion to expand call centre hours and staffing to reduce wait times for inquiries.

### Overall support for Pillar 7 Streamline information and services



■ High support ■ Medium support ■ Low support

### 3. Other feedback

Some respondents shared additional feedback and advice for the TTC about the 5-Year Service and Customer Experience Action Plan. Commons topics in other feedback included:

- **Plan structure, implementation, and accountability.** Some acknowledged and appreciated the ambitious and extensive nature of the Plan. Others suggested the TTC streamline the 7 Pillars and 30-point Action Plan to focus on specific, measurable, and achievable goals within a shorter time frame (including prioritizing the Actions in process involving the public and TTC staff). Some were concerned about the feasibility the Plan, emphasizing the need for clear funding sources and questioning whether TTC had the resources to execute proposed initiatives. Advice about implementation included suggestions to couple the Plan with a budget and align management performance with specific goals tied to the Plan. Respondents also emphasized the need for the TTC to consistently share data on the Plan's progress, enhancing accountability and public awareness.
- **Service reliability.** Several said service reliability should be a top priority for the TTC. Some were concerned about inconsistent service, particularly during off-peak hours and in less dense areas, citing instances of buses going out of service and delays (especially on Blue Night routes). Respondents emphasized the critical importance of ensuring that services run dependably on route and on time. Some respondents said the deterioration in reliability over the past two decades has contributed to anxiety among commuters, leading some to seek alternative transportation options. The need for a renewed focus on making existing service more dependable, with clear communication of any expected changes, was emphasized as a fundamental objective to restore public trust in the TTC's reliability.
- **Communication.** Improving communication was a consistent and shared priority among respondents. Collaborative efforts with the City and Metrolinx, increased use and reporting of objective metrics, and regular customer input were suggested strategies to improve communication between the TTC and riders. Some emphasized the need for clear communication about fares, safety issues, and wayfinding.
- **Fares.** Fare evasion was a recurring concern among respondents, with some expressing frustration over the ineffectiveness of Fare Inspectors and suggesting more severe consequences for those evading fare. Others said fares should be reduced and the cost of TTC subsidized by new development.
- **Accessibility.** Respondents said it was important to consider accessibility and inclusion of all riders, especially for those with mobility issues, non-English speakers, and those without internet access.
- **Infrastructure, funding, and expansion.** Some raised concerns and suggestions about transit infrastructure and expansion. They wanted to see more TTC advocacy for the federal government to get involved in TTC funding given Toronto's status as the country's busiest and most populated area.
- **Other suggestions,** including suggestions that TTC:
  - Integrate art into transit stations (such as murals) and incorporate friendlier greetings in TTC alerts to create a more positive atmosphere.
  - Support the creation of more public spaces near transit and away from congested streets.
  - Investigate alternative transit technologies (such as monorails)
  - Create direct connections from new buildings to the subway underground
  - Consider modifications to the collective bargaining agreement to address employee concerns.

## 4. Respondent profile

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

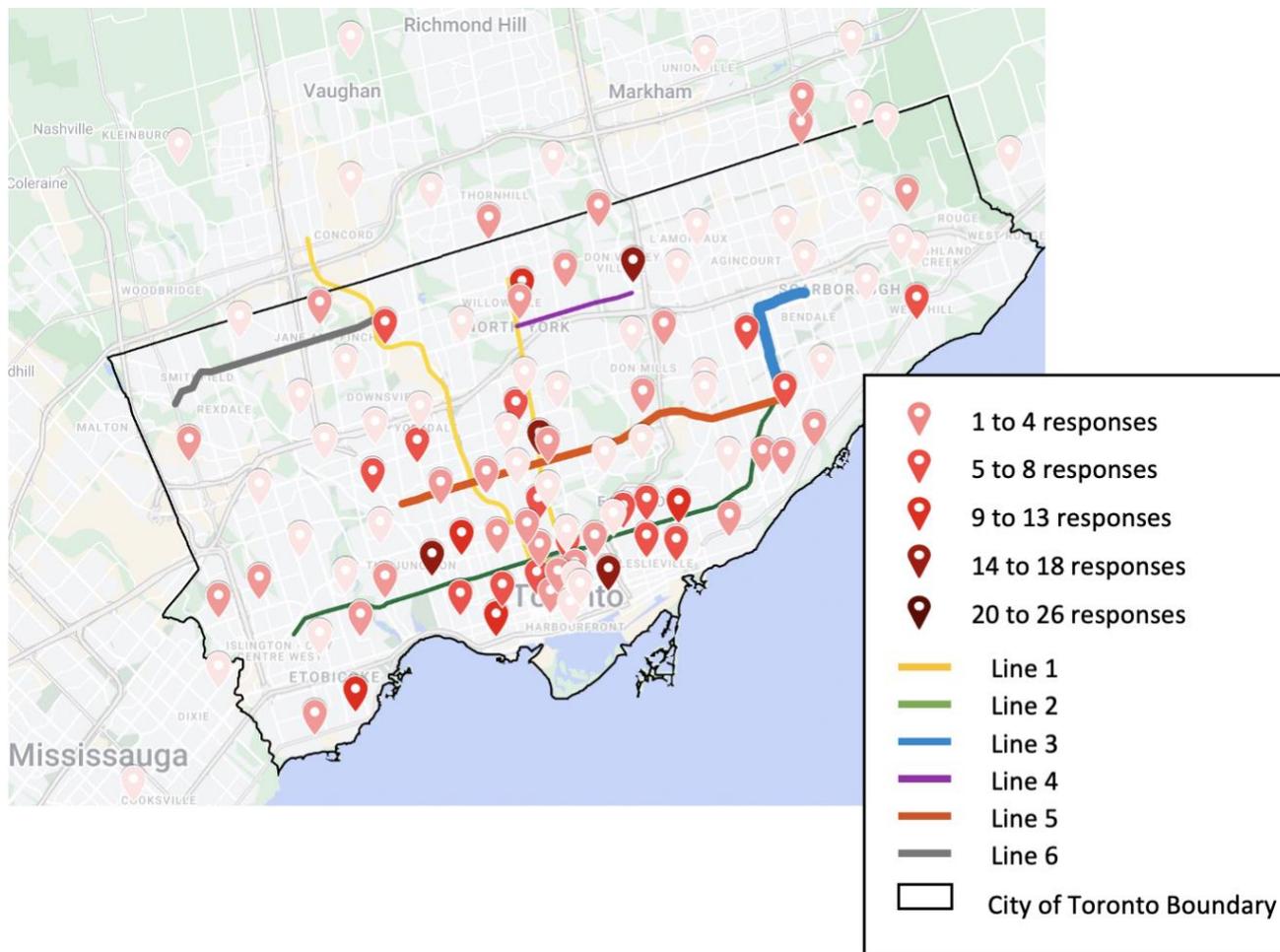
### Type of respondents

Respondents were asked: “Are you a TTC employee?”. Of the 743 respondents who answered the question, 97% (732) identified as **no** (public respondent) and 3% (11) identified **yes** (TTC employee).



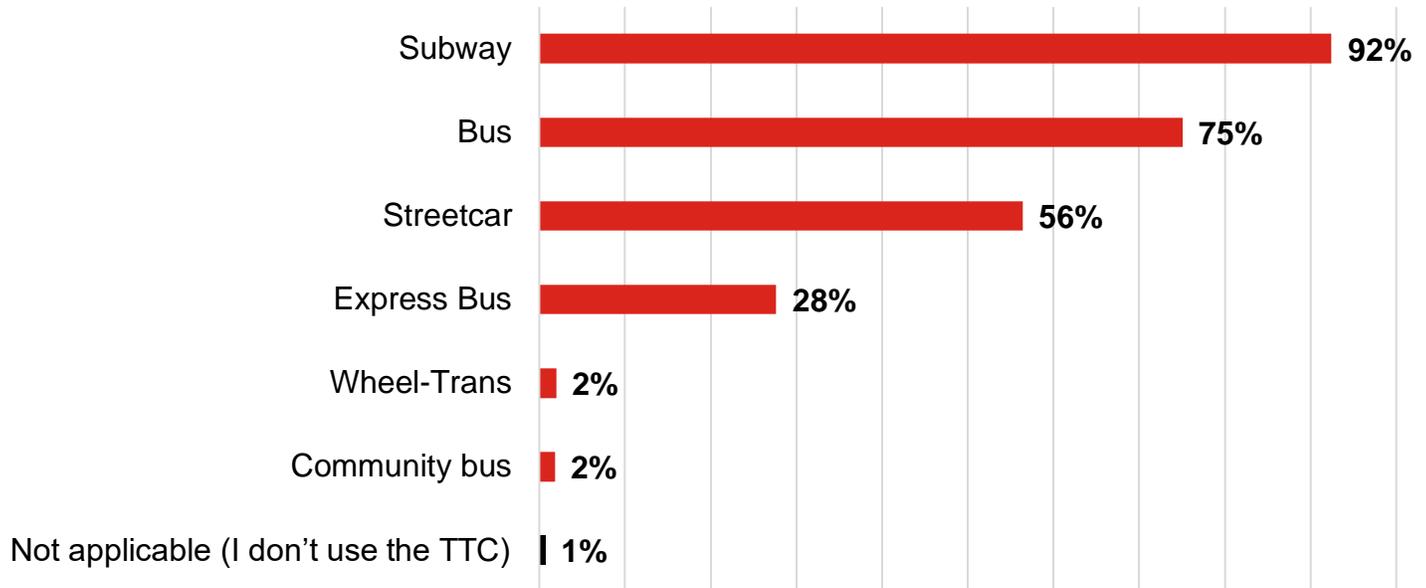
### Location

The map below provides a visual representation of the postal codes provided by respondents. A total of 678 respondents provided their postal code. Respondents were from across Toronto, with some residing outside of Toronto, including Markham, Thornhill, Vaughan, Mississauga, and Pickering. Most respondents identified as residing in Downtown Toronto, North York, and Etobicoke.



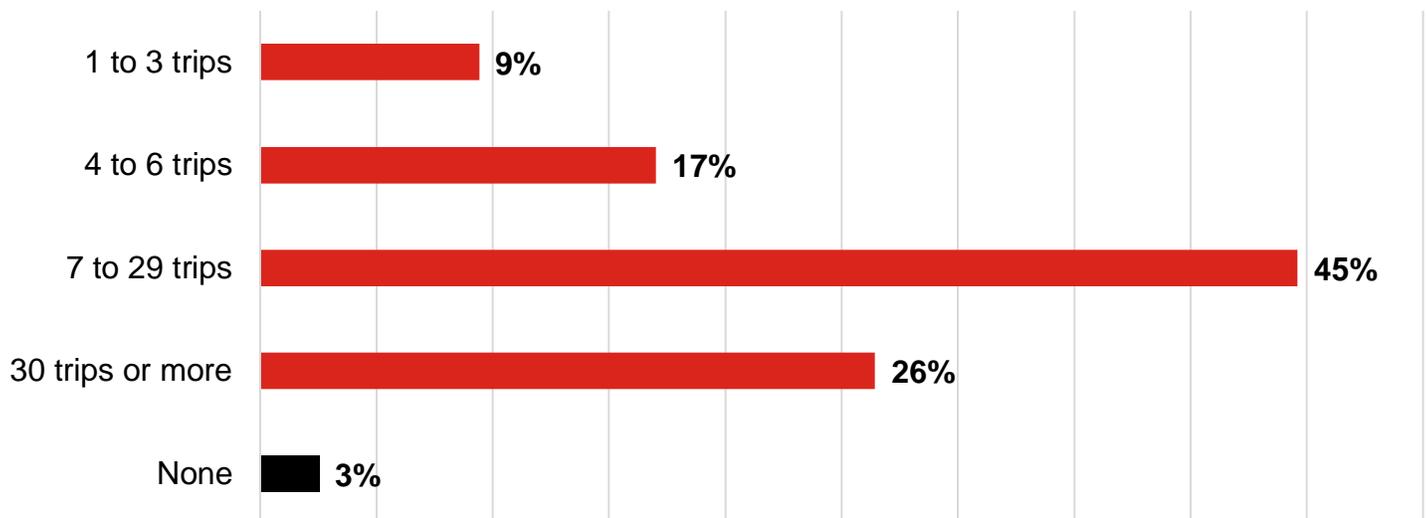
## Most used modes of TTC transportation

Public respondents were asked: “What are your most used modes of TTC transportation? Select all that apply.” Of the 717 respondents who answered the question, 92% use the **subway**, 75% use the **bus**, 56% use the **streetcar**, 28% use the **Express Bus**, 2% use **Wheel-Trans**, and 2% use the **Community Bus**. 1% said **not applicable** (they don’t use the TTC).



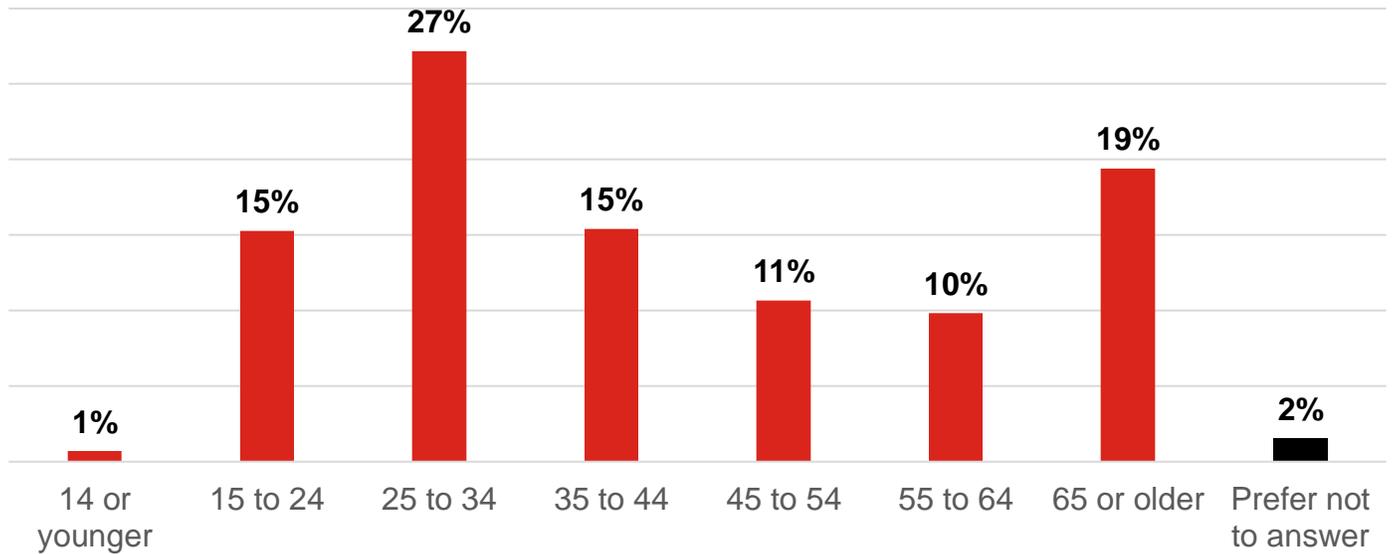
## Number of trips involving the TTC in the last month

Public respondents were asked: “In the last month, how many TTC trips did you take that involves the TTC (including a streetcar, bus, subway, Community Bus or Wheel-Trans vehicle)?”. Of the 715 respondents who answered the question, 45% said they took between **7 to 29 trips**, 26% said they took **30 trips or more**, 17% said they took **4 to 6 trips** and 9% said they took between **1 to 3 trips**. 4% said they **did not take any TTC trips**.



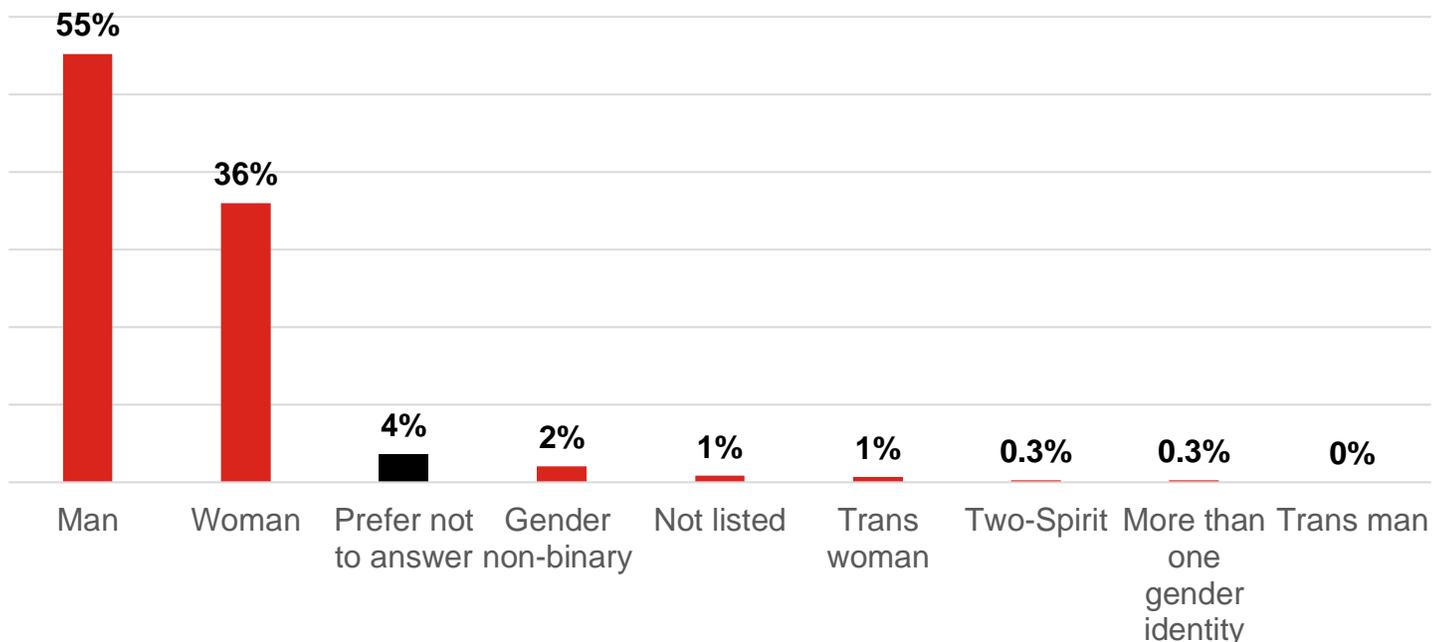
## Age

All respondents (public respondents and TTC employees) were asked: “What is your age?”. Of the 725 respondents who answered the question, the highest number of respondents (27%) identified to be in the **25 to 34 age group**, followed by the **65 or older age group** (19%), the **15 to 24 and 35 to 44 age group** (15%), the **45 to 54 age group** (11%), the **55 to 64 age group** (10%), and lastly, the **14 or younger age group** (1%). 2% of the respondents **preferred not to answer**.



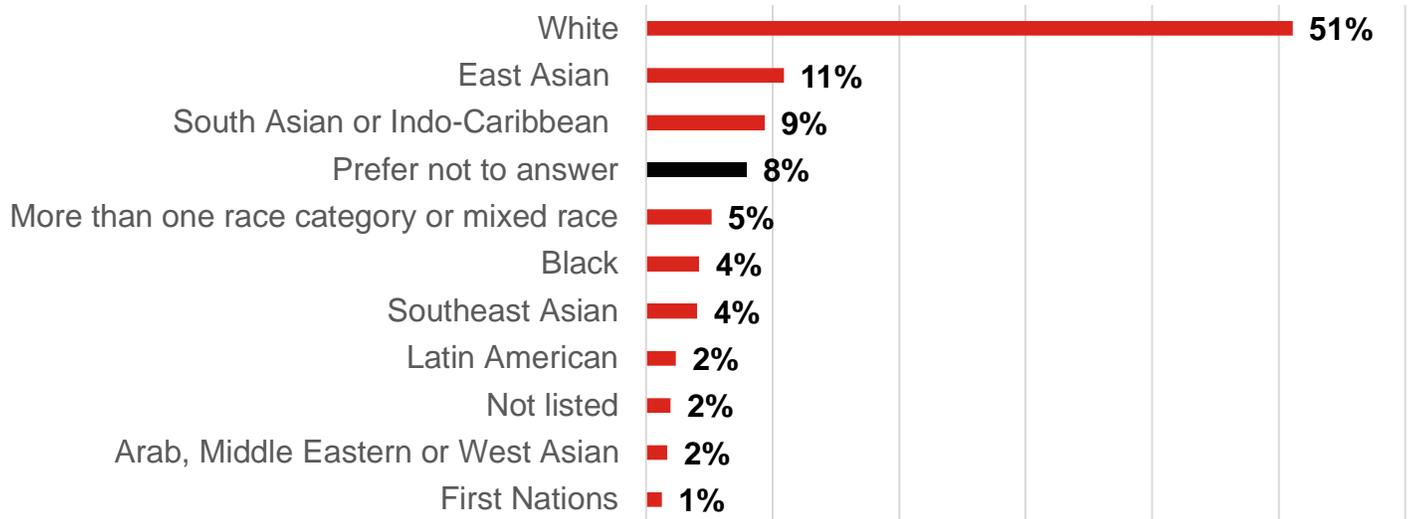
## Gender identity

All respondents were asked: “What best describes your gender?”. Of the 724 respondents who answered the question, 55% self-identified as a **man**, 36% self-identified as a **woman**, 2% self-identified as **gender non-binary** (including gender fluid, gender queer androgynous), 1% self-identified as **trans woman**, 0.3% as **Two-Spirit**, and 0.3% as **more than one gender or mixed identity**. 1% said their gender was **not listed**. 4% of respondents **preferred not to answer**.



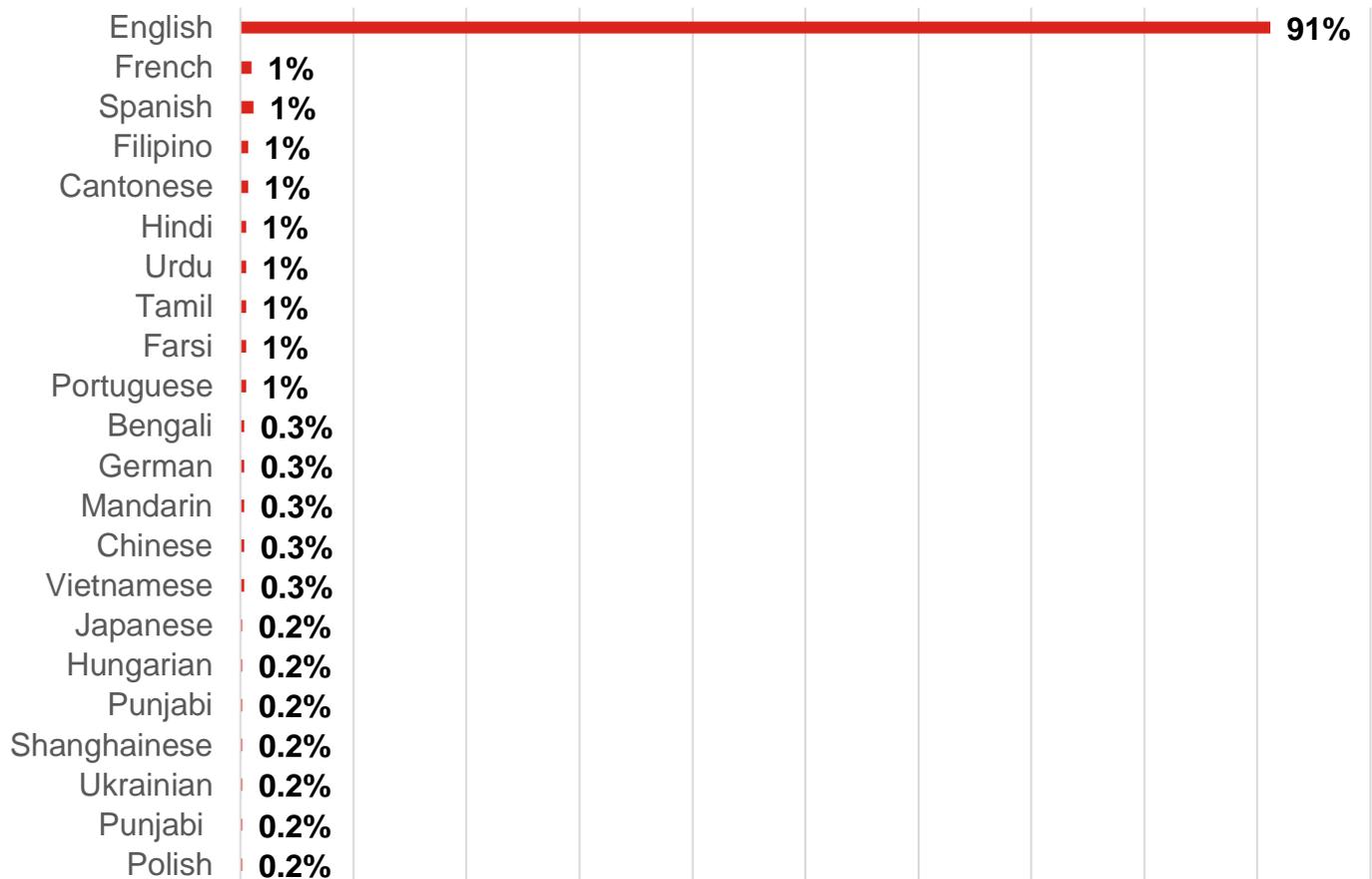
## Racial identity

All respondents were asked: “What race category best describes you?”. Of the 720 respondents who answered the question, the highest percentage of respondents (51%) identified to as **White**, followed by **East Asian** (11%), and **South Asian or Indo-Caribbean** (9%). See chart below for detailed responses.



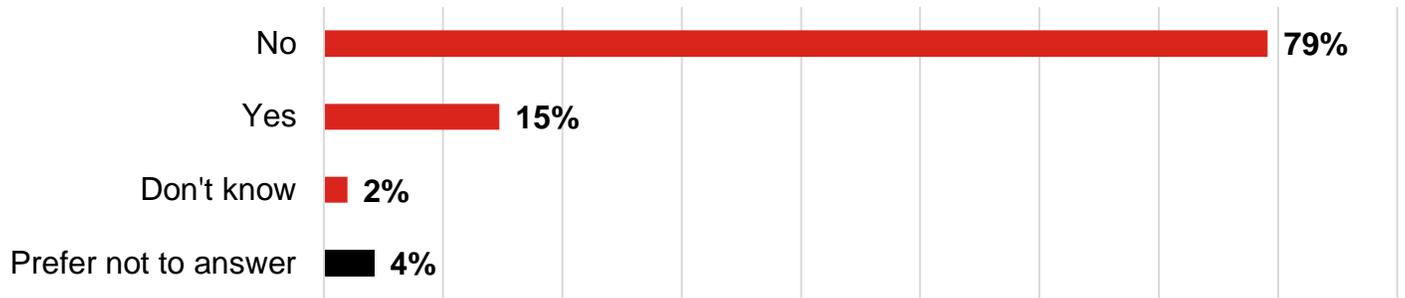
## Primary language

All respondents were asked: “What is the primary language you speak?”. Of the 593 respondents who answered the question, the top response was **English** (91%). See chart below for detailed responses.



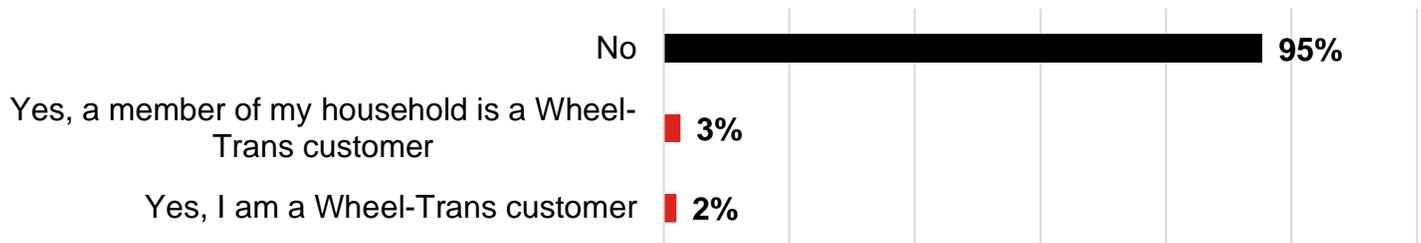
## Respondents with disability

All respondents were asked: “Do you identify as a person with a disability?”. Of the 718 respondents who answered the question, 79% said **no**, 15% said **yes**, 2% said they **don’t know**, and 4% **preferred not to answer**.



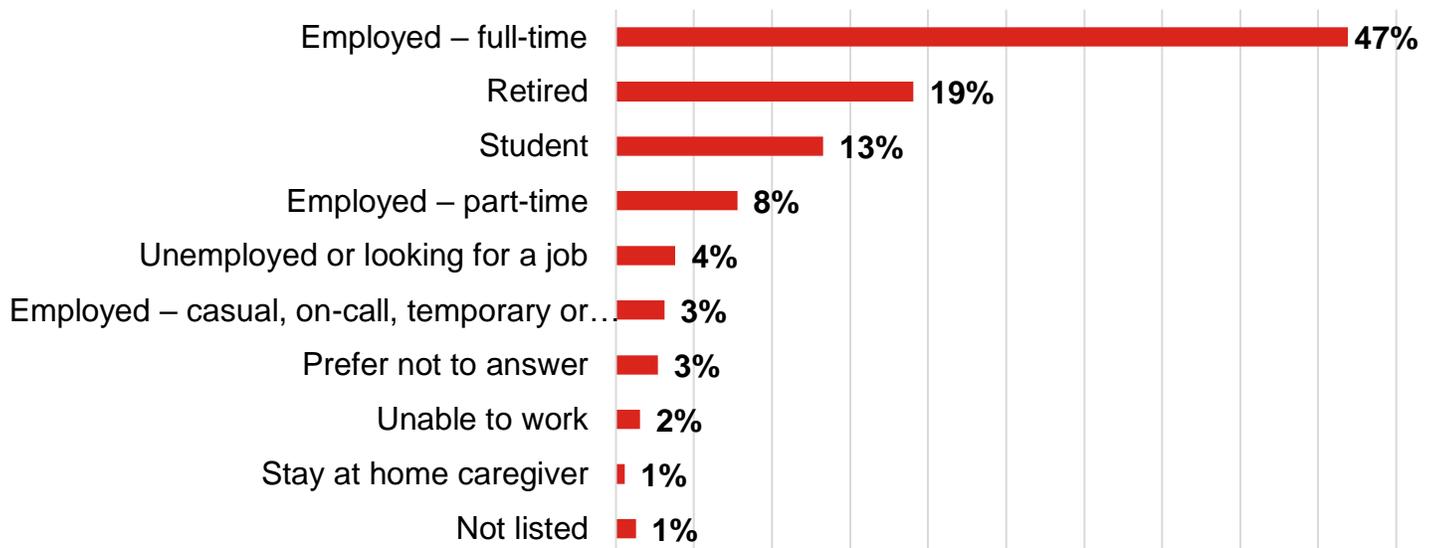
## Wheel-Trans customers

Respondents were asked: “Are you or a member of your household a Wheel-Trans customer?”. Of the 707 respondents who answered the questions, 95% said **no**; 3% said **yes, a member of their household is a Wheel-Trans customer**; and 2% said **yes, they are a Wheel-Trans Customer**.



## Employment status

Respondents were asked: “Which best describes your current employment status? Select all that apply.” Of the 712 respondents who answered the question, 47% said they are **employed full time**, 19% said they are **retired**, 13% said they are a **student**, and 8% said they are **employed part time**. See chart below for detailed responses.



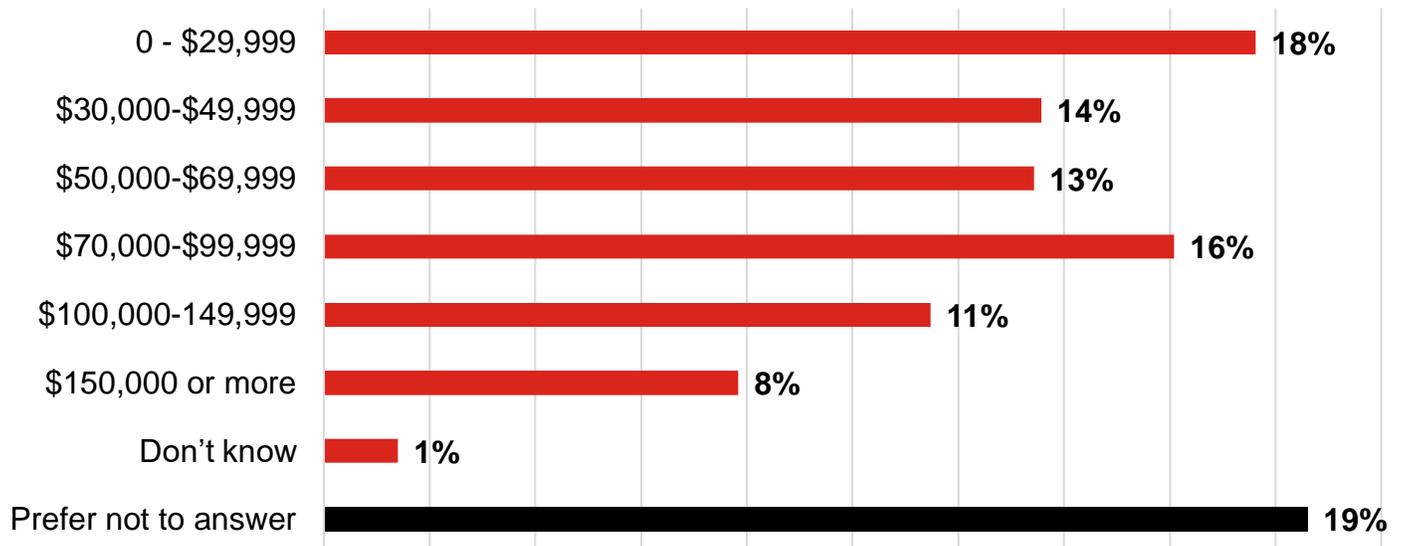
## Shift workers

Public respondents were asked: “Would you consider yourself a shift worker?”. Of the 713 respondents who answered the question, 89% said **no**, and 11% said **yes**.



## Personal income

All respondents were asked: “Which of the following best describes your personal income?”. Of the 719 responses received, the highest number of respondents (19%) **preferred not to answer**, followed by 18% of respondents who said their personal income was between **\$0,000 to \$29,999**, and 16% of respondents who said their income was between **\$70,000 to \$99,999**. See the chart below for detailed breakdown of responses.



## How they heard about the survey

All respondents were asked: “How did you find out about this survey? Select all that apply.” Of the 793 responses received, 31% said through **TTC email**, 21% said **other** and **social** media, 11% said through the **Councillor’s office communication**, 10% said through **TTC’s website**, and 7% through **word of mouth**.

