TORONTO TRANSIT COMMISSION
REPORT NO.

MEETING DATE: December 19, 2013

SUBJECT: CUSTOMER INFORMATION – TTC APP CONTEST

INFORMATION ITEM

RECOMMENDATION

It is recommended that the Board receive this report for information which details the strategy for moving forward with a TTC App contest to improve customer knowledge of self serve opportunities via third party TTC Apps.

FUNDING

There is no impact on funding as a result of this report.

BACKGROUND

At its meeting of November 18 the Board approved a recommendation by Chair Stintz for TTC staff to report back to the December meeting on the potential for a contest that looks at the best Apps that have been developed using TTC open data.

Information about TTC services is identified in the TTC Corporate Plan as one of the key aspects of customer satisfaction. Furthermore the corporate plan identifies providing customers with the opportunity to "self-serve" as a strategic priority.

TTC customers currently have a variety of channels to obtain real time service information. They include both channels provided by the TTC (telephone information line, ttc.ca, e-alerts, in station and on street next vehicle displays etc.) and channels provided by third parties using the TTC open data feed. The majority of these third party channels are provided via mobile Apps that allow customers to understand the length of time before the next vehicle arrives at a stop or station.

Currently the TTC does not promote any single App, but instead relies upon general market knowledge for customers to find and use their own App.

DISCUSSION

The TTC wishes to improve its customers' base knowledge of the existence of TTC Apps, and to choose a single App to co-promote to its customers.

TTC staff have considered a variety of ways of conducting a contest to choose a TTC App to then promote to customers. Furthermore a variety of partners have been considered to ensure that the contest is well publicized and that the App chosen represents the best choice for TTC customers.

The TTC has decided to partner with BlogTO a well known local website that has significant experience in conducting online contests and "best of" lists on a variety of Toronto attractions and services.

The TTC will co-promote and co-judge a "Best TTC App" competition with BlogTO and the winner will be featured and promoted via TTC channels as its choice for customers wishing to use an App. The ability to promote a single App will help to drive customer knowledge of TTC Apps and thus assist in the strategic aim of self-service.

The competition will take place early in 2014 with the winner chosen following an extensive online and on-system campaign regarding the competitions.

JUSTIFICATION

Improved knowledge of Apps allows customers to better plan and anticipate their journey, thus making real time decisions based upon this information.

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