

Ridership Growth Strategy

Objectives of the Ridership Growth Strategy

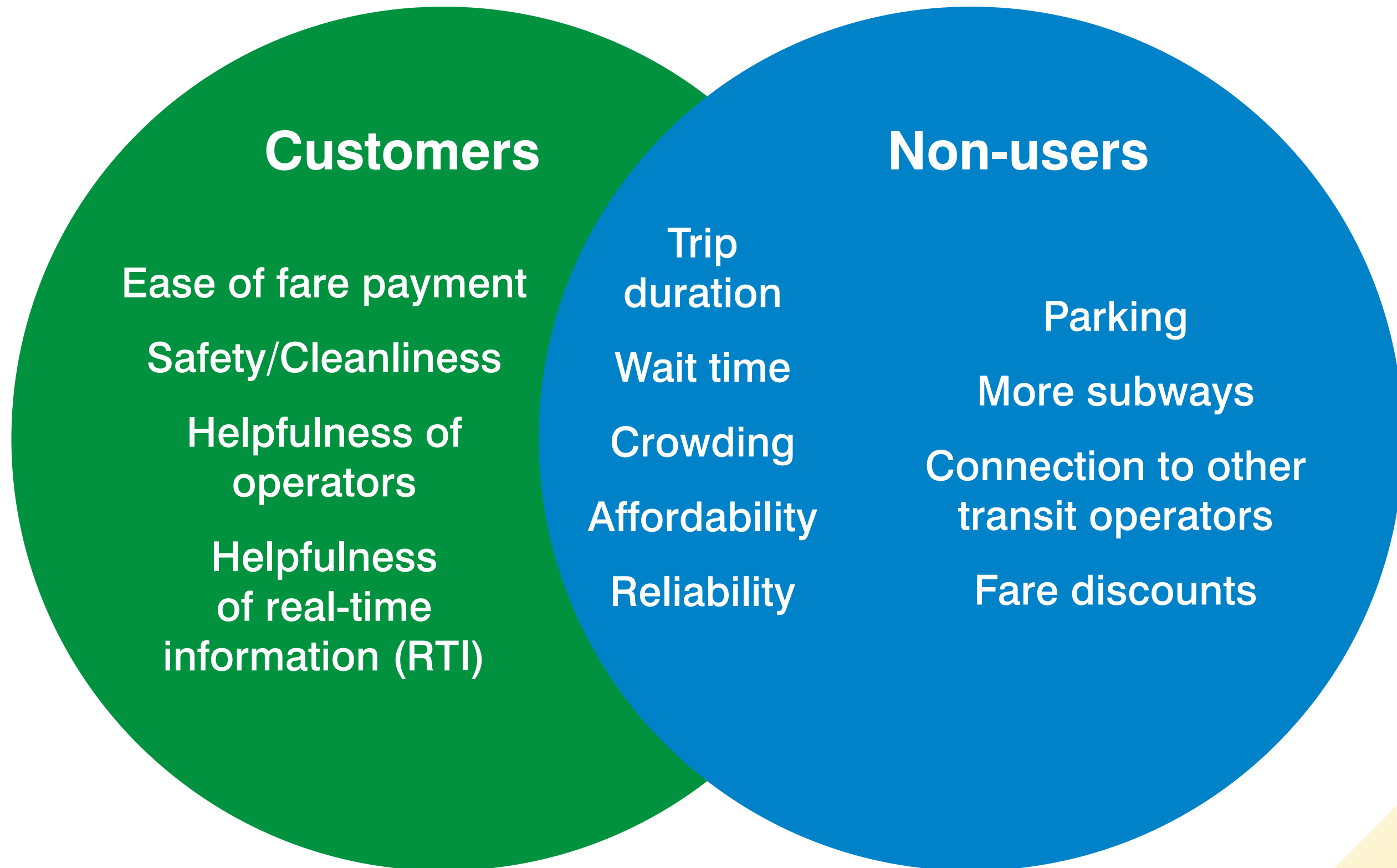
- 1** Retain current customers
- 2** Increase transit rides per current customer
- 3** Attract new customers to the system

The Ridership Growth Strategy is embedded in the Plan



The TTC Way

What grows ridership?



What growth looks like

1% rise in ridership (6 extra rides per cust/year)

Service
reliability
on major
routes

2% rise in ridership (12-15 extra rides per cust/year)

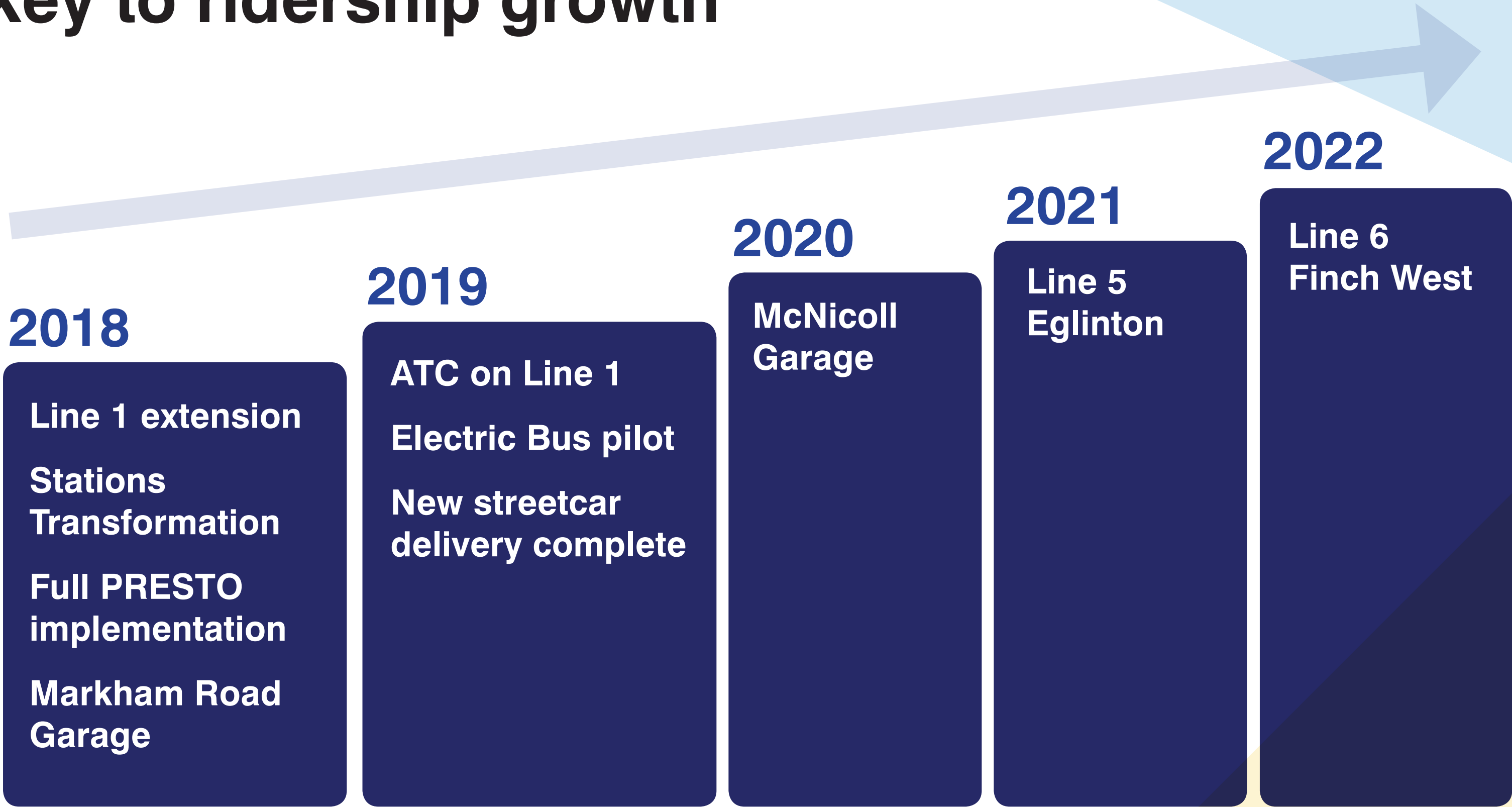
+ Flexible fare
options

+ Surface
transit priority

5% (attract new riders)

+ Major
expansion
and service
upgrades

Increased capacity is a key to ridership growth



RGS Action Plan

2018-2022 Highlights

**Make taking
public transit
seamless**

- Service information screens on buses
- Two-hour transfers
- Wifi in subway tunnels
- Transit education in schools
- Customer Service Agents in stations
- UPass
- Tap & Go with credit & phone
- More Bike Share and cycle parking at stations
- New fare products for visitors
- Advertise beyond the system
- Regional fare products, similar to TTC-GO discount
- Continue to roll-out TTC Family of Services
- Accessibility improvements, including elevators, bus stops, platform gaps
- Integration with cycling infrastructure

RGS Action Plan

2018-2022 Highlights

**Move more
customers
more reliably**

- Surface Transit Priority Plan with City
- Reliability on surface transit
- Make more stops accessible
- Relieve overcrowding
- Express Bus
- Line 5 Eglinton & Line 6 Finch West
- Complete ATC on Line 1
- Route improvements

RGS Action Plan 2018-2022 Highlights

Innovate for the long-term

- Big data customer analytics and service planning
- Explore microtransit
- Understand the TTC's role in Mobility-as-a-Service

RGS

2018 Highlights

Two-hour transfers

TTC-GO discounted fare

Fair Pass program

King Street pilot

Investment to relieve overcrowding where needed most

Explore microtransit

Introduce Customer Service Agents in stations

Work with TPA to better support transit

PRESTO data for improved planning

Expand bike infrastructure at up to 40 stations

Understanding the potential impact



**Impact on
drivers of
customer
satisfaction**



**Projected
impact on
ridership**



**Current and
future costs**



**Highest return on
investment based
on customer
segmentation data**

Consultation & communication

Current & potential customers

City staff

City Councillors

Metrolinx

Partners (e.g. TPA)

Neighboring agencies

Advisory Committee on Accessible Transit

Customer Liaison Panel

Local communities

Academia

Private mobility

Board report recommendations

- 1** Endorse the RGS, including the RGS Action Plan 2018-2022, and the RGS Consultation Plan.
- 2** Endorse the RGS Work Plan 2018 for implementation.
- 3** Direct staff to include consideration of the funding needs of the RGS 2018-2022 in future budgets and financial plans.
- 4** Direct staff to develop annual Work Plans beyond 2018 to monitor the implementation of the RGS 2018-2022 Action Plan, and provide annual progress reports to the TTC Board.
- 5** Direct staff to forward the RGS 2018-2022 Action Plan and RGS Work Plan 2018 to the City Manager's Office, Transportation Services, Municipal Licensing & Standards and City Planning at the City of Toronto, the Toronto Parking Authority and the following external stakeholders; Metrolinx, York Region Transit, MiWay, Durham Region Transit, and Brampton Transit.