• Background and methodology
• Respondent profile
• Overview of results
• Next steps
• Measure customer satisfaction with TTC service performance on a number of key attributes
• Track changes in customer satisfaction over time
• Use results as input to assess current service/initiatives, and to identify priorities for future action
Custom Document:

Respondents rate quality of key aspects of TTC service, and also for each mode they used on their last trip.

12 station and 10 vehicle attributes:

<table>
<thead>
<tr>
<th>Station:</th>
<th>Vehicle:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>Cleanliness</td>
</tr>
<tr>
<td>Ease of hearing announcements</td>
<td>Ease of hearing announcements</td>
</tr>
<tr>
<td>Helpfulness of announcements</td>
<td>Helpfulness of announcements</td>
</tr>
<tr>
<td>Maps/signs at station</td>
<td>Maps/information</td>
</tr>
<tr>
<td>Personal safety in station</td>
<td>Personal safety on vehicle</td>
</tr>
<tr>
<td>Ease of getting to platform</td>
<td>Crowding</td>
</tr>
<tr>
<td>Ease of buying token / ticket</td>
<td>Length of journey</td>
</tr>
<tr>
<td>Value for Money</td>
<td>Length of time waited for vehicle</td>
</tr>
<tr>
<td>Platform crowding</td>
<td>Smoothness of ride</td>
</tr>
<tr>
<td>Station staff available when needed</td>
<td>Help and Appearance of Operator</td>
</tr>
<tr>
<td>Help and appearance of staff around station</td>
<td></td>
</tr>
<tr>
<td>Help and appearance of collector booth</td>
<td></td>
</tr>
<tr>
<td>Method</td>
<td>10 minute telephone survey</td>
</tr>
<tr>
<td>----------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Respondents</td>
<td>City of Toronto residents</td>
</tr>
<tr>
<td></td>
<td>From 13 years to 70 years of age</td>
</tr>
<tr>
<td></td>
<td>TTC user at least once every few weeks or more frequently</td>
</tr>
<tr>
<td>Timing</td>
<td>Has been conducted each Quarter since Q1 2012</td>
</tr>
<tr>
<td>Sample Size</td>
<td>1000 respondents for each Quarter</td>
</tr>
<tr>
<td></td>
<td>(except for Q1 2012 = 551)</td>
</tr>
</tbody>
</table>
RESPONDENT PROFILE
FREQUENCY OF TTC USAGE

- Once a day or several times a week: 43%
- Once a week: 32%
- Once every few weeks: 12%
- Other: 13%

PURPOSE OF LAST TTC TRIP

- Work: 45%
- Pleasure/recreation: 15%
- School: 11%
- Grocery/shopping: 8%
- Personal business: 20%

MODE OF TRANSPORTATION OF MOST RECENT TRIP ON TTC

- Subway: 73%
- Bus: 58%
- Streetcar: 20%

PURCHASE METHOD

- Cash: 12%
- Ticket/Token: 59%
- Monthly Pass: 26%
- Other: 2%
- Token: 45%
- Adult Monthly Metropass: 22%
SUMMARY OF RESULTS
Overall customer satisfaction has improved in 2013

- 72% in Q4 2012 vs. 79% in Q2 2013

# of indices show positive trends in Q2 2013, including:

- Wait time for all modes of TTC
- Duration of trip for bus and streetcars
- Level of crowding in subway (in vehicle and on platform) and streetcars
- Cleanliness of subway vehicles
- Announcements on streetcars (ease of hearing and helpfulness)
Areas of highest customer satisfaction include (+80% for Q2 2013):

- Length of time subway and bus trip took
- Quality of subway announcements at each stop
- Personal safety while travelling on subway, bus, streetcar
- Ease of hearing announcements on bus
- Bus and streetcar operator appearance

Areas of lowest customer satisfaction include (≤55% for Q2 2013):

- Helpfulness/clarity of subway announcements about delays
- Maps and information inside bus/streetcar

Perceived value for money is comparable to 2012, with 90% rating values as “average” or better.
RATINGS OF OVERALL TTC SERVICE
Q10. How satisfied were you overall with the quality of the TTC’s service on the last TTC trip you took, on a scale of 1 to 10 where 10 is extremely satisfied and 1 is extremely dissatisfied? How would you rate the service on a scale of 1 to 10 for your last trip?
SUBWAY STATIONS – KEY RESULTS
TTC SUBWAY STATION – KEY RESULTS

% of Respondents Rating 7-10

- Cleanliness
- Crowding on Platform
- Delay Announcement Helpfulness
- Maps & Signs Helpfulness

Q1- 2012
Q2- 2012
Q3- 2012
Q4- 2012
Q1- 2013
Q2- 2013
TTC VEHICLES AND SERVICE – KEY RESULTS
VEHICLES – JOURNEY TIME

% of Respondents Rating 7-10

- Subway
- Bus
- Streetcar

- Q1- 2012
- Q2- 2012
- Q3- 2012
- Q4- 2012
- Q1- 2013
- Q2- 2013
VEHICLES - CROWDING

% of Respondents Rating 7-10

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Q1- 2012</th>
<th>Q2- 2012</th>
<th>Q3- 2012</th>
<th>Q4- 2012</th>
<th>Q1- 2013</th>
<th>Q2- 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subway</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus</td>
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<td></td>
</tr>
<tr>
<td>Streetcar</td>
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</tbody>
</table>
OTHER KEY RESULTS
PERCEIVED VALUE FOR MONEY IS CONSISTENT THROUGHOUT 2012 AND 2013

Q17. On your last TTC trip would you say you received ____ [READ LIST] for your money?
• ≈ 25% of respondents are strong TTC and transit supporters
  ➢ Rate TTC a 9 or 10 on overall satisfaction, and pride in TTC and its meaning to Toronto
  ➢ % of advocates increased from 24% in Q4 2012 to 27% Q2 2013
• TTC advocates tend to be older, and have higher % of females than other survey respondents
• Opportunity to build upon this solid foundation
  ➢ Monitor changes to size of group over time
NEXT STEPS

• Continue Customer Satisfaction Survey in 2013 and review content and goals for 2014
• Update key measures in CEO report on quarterly basis
• Report back to Board twice a year
QUESTIONS?