# 5-Year Service and Customer Experience Action Plan

## 2025 Accomplishments

Foster a customer-centric mindset



2 of 2
Actions Underway

#### Completed:

- Launched the CX Network of Champions.
- Annual employee communications audit.
- Customer panel supported research on safety, security, and connectivity.
- In-depth interviews with current, lapsed, and non-customers to inform the Ridership Growth Strategy.

Enhance the transit network



**5** of **7**Actions Underway

#### Completed:

- Several area studies as part of ASP/ANP process.
- Line 3 busway design.
- Line 3 busway Early Works.

#### Ongoing:

- Continued to bring service up to standard through investments and service reallocations.
- Continued to match service to demand.

#### Not yet started:

• Line 5 and Line 6 opening.

Improve service reliability



2 of 2
Actions Underway

#### Completed

 Implemented a bunching and gapping pilot on 11 routes.

#### Ongoing:

- Continuously reviewed and updated transit schedules.
- Continue to implement key elements of the construction planning guidelines, including transit priority measures.

Prioritize surface transit



4 of 4
Actions Underway

### Completed:

City Council approved the implementation of RapidTO: Dufferin Street and RapidTO: Bathurst Street, south of Bloor Street.

#### Ongoing:

- Feasibility studies underway for RapidTO: Finch Avenue East and RapidTO: Lawrence Avenue East.
- Implementation of 50 transit signal priority and 10 regulatory measures.
- Finalizing the design of two queue jump lanes.

Accelerate integration with regional transit partners and complementary modes of transport



4 of 4
Actions Underway

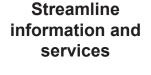
#### Completed:

- Conducted bike utilization counts at subway stations and promoted cycling-transit integration through social media.
- Identified missing sidewalk links to/from TTC stops.

#### Ongoing:

- Working with our transit partners to operationalize an "open door" pilot.
- Continue to monitor impacts of One Fare on demand and travel patterns.

Enhance safety and comfort at stops, stations and in vehicles





3 of 3
Actions Underway

#### Completed:

- Introduced new amenities, including vending machines and pick-up and drop-off lockers.
- Design completed and on-boarded the vendor for Automated Camera Enforcement on streetcars.

#### Ongoing:

- Accessibility upgrades at 270 surface stops.
- Collaborating with the City to re-imagine the design of surface stops.
- Upgrading station seating and adding additional seating and wastebins.



3 of 3
Actions Underway

### Completed:

- Installed 86
   Customer Facing
   Information System
   (CFIS) signs at stations.
- Developed an updated TTC Wayfinding Strategy.

#### Ongoing:

- A pilot to introduce tablets for Customer Service Ambassadors will launch in Q4.
- Continued to leverage social media to improve engagement and brand awareness.
- Community engagement and outreach initiatives.

# 5-Year Service and Customer Experience Action Plan

2026 Look Ahead

Foster a customer-centric mindset



2 of 2
Actions Underway

- Grow the CX
   Network of
   Champions and
   begin implementing
   cross-functional
   initiatives.
- Expand dashboard capabilities to share customer experience analytics and strategic recommendations across the organization.

Enhance the transit network



5 of 7
Actions Underway

- Once implemented, monitor performance of Line 5 and Line 6 Bus Network Plans.
- Implement 2026 ANP and conduct 2027 ANP.
- Construct the Line 3 future busway.

Improve service reliability



2 of 2
Actions Underway

- Complete a comprehensive review of the Service Standards.
- Create a strategy for mid-route performance reviews.
- Continue to review and adjust transit schedules.

Prioritize surface transit



4 of 4
Actions Underway

- Implement
   RapidTO: Dufferin
   Street and RapidTO:
   Bathurst Street,
   south of Bloor Street
   prior to the 2026
   FIFA World Cup.
- Implement up to 50 transit signal priority and 15 regulatory measures.
- Roll-out Advanced Transit Signal Priority.
- Construct three queue jump lanes.

Accelerate integration with regional transit partners and complementary modes of transport



4 of 4
Actions Underway

- Pending approval, implement an "open door" pilot.
  Work with the City to
- inform capital planning and budgeting to eliminate missing links from the sidewalk network.
- Continue monitoring cycling infrastructure use and collaborate with Bike Share to support network growth and multi-modal integration.

Enhance safety and comfort at stops, stations and in vehicles

Streamline information and services



3 of 3
Actions Underway

- Upgrade ~20 complex stops to improve accessibility.
- Pilot solar-powered real-time signage at surface transit stops.
- Continue work on Station Cleanliness Pilot Project.
- Begin Automated Camera Enforcement Pilot.
- Implement the actions in the Community Safety, Security and Wellbeing Plan.



3 of 3
Actions Underway

- Implement Year 1 of the TTC Wayfinding Strategy.
- Begin a UX/UI review of TTC.ca to identify ways to streamline and enhance it for customers.
- Deliver a 5-year marketing strategy focused on brand building and brand awareness, with annual performance marketing.