

Team Upgrade: Summary

Marketing & Customer Service Recommendations

Recommendation	Action	Responsibility	Date Due	Status
1. Increase hours (ticket sales)	Check which week nights are suitable to open later – e.g. open from 5-6pm for later ticket sales	ML Johnston	February 1, 2004	Ongoing
2. Increase number of school presentations	Letter is sent to schools in the fall; Violet is calling school to follow-up	ML Johnston	Ongoing	Ongoing
3. Partner with Local Area Businesses	Initiative in 2004 budget; policy needs to be written	N Thivierge	Fall 2004	Dormant
4. Increased presence at Community Events	YRT's 2003 attendance at community events has increased significantly since 2002	ML Johnston	2004	Dormant
5. Increased Marketing and Promotions	Will set plan for 2004; work with Rapid Transit	ML Johnston	2004	Dormant
6. Standardized Ticket Agent Agreements	Review with Vanessa	ML Johnston	December 19, 2003	Ongoing
7. Check inventory of fare media and advertising info of Ticket Agents	Produce a check list for Fare Media Deliverer to use for inspection	ML Johnston	December 19, 2003	Ongoing
8. Buddy Pass	Initiative for 2005	ML Johnston	Late 2004	Dormant
9. One type of Student Pass (as opposed to a 5 day and a 7 day)	Speak with Service Planning; initiative for 2005	ML Johnston	Late 2004	Dormant
10. Promotional items with fare media	Write into business plan and budget for 2004	ML Johnston	Ongoing 2004	Dormant

Mobility Plus Recommendations

Recommendation	Action	Responsibility	Date Due	Status
1. Have one staff member assist on MP side with complaints	TW CARES – Memo to staff that all concerns must be put into CARES; Meet with Sharon Richard on October 27 Write/revise CARES process	S Doyle S Doyle C Chiu	October 3 October 27 Fall 2003	Complete
2. Increase staff levels and schedule according to work flow	New message to be put for customers while “on hold” – stating that riders should have destination address ready, etc. Staffing issues changed early this year; Will also speak with ML Johnston	S Doyle S Doyle	December 2003 Winter 2003	Ongoing
3. Training staff on scheduling all municipalities	On-going	S Doyle	Spring 2004	Ongoing
4. Automated phone system	Change to include trip booking and confirmations	B Drew	Fall 2004	Dormant

Operations Recommendations

Recommendation	Action	Responsibility	Date Due	Status
1. Ensure all wire baskets are on buses	Robin to check with Miller; Ahmad to check Can-Ar & Laidlaw	R Brown A Kidwai	December 19, 2003	Ongoing
2. Write process for monitoring information available on buses	Create checklist and write policy	A Kidwai C Chiu	December 19, 2003	Ongoing
3. Increased use of GPS	In budget for 2004; will begin fall 2004	AM Carroll	Fall 2004	Ongoing

4. Increase number of Inspections	Coincides with new Inspectors; in budget for 2004	R Takagi	Spring 2004	Dormant
5. Have spare bus available during problem times	Currently available for routes 77, 99, 91 and 3; Further revisions at a later date	R Takagi		Ongoing
6. Increase number of Inspectors	In budget for 2004	R Takagi	Spring 2004	Dormant
7. Have sign in bus denoting bus number and YRT telephone number	Will have sign with Contractor name and bus number; Check with Don re: YRT contact number	R Brown C Chiu	December 31, 2003	Ongoing
8. Increased use of GPS and radio	In budget for 2004; will begin fall 2004	AM Carroll	Fall 2004	
9. Continue with Performance Based Contract Standards	Will continue	R Takagi	Ongoing	Ongoing
10. Inspectors to check vents of non-AC buses	Will be written into Inspector checklist	A Kidwai	December 19, 2003	Ongoing
11. Create standards for lighting / Solar powered stops	5 demo solar powered lights are being used across Region; Bus stop standards exist	AM Carroll	Ongoing	Ongoing
12. Illuminated advertising panels (in shelters)	Compare costs of 3 different lighting options	AM Carroll	Summer 2004	Ongoing
13. Encourage drivers to report facility problems	Make it an agenda item for Contractors; will send e-mail to Contractors	R Brown / A Kidwai	Complete	Complete
14. Timely installation of infoposts	Marketing to take care of "soft" changes, Operations will take care of hardware issues	ML Johnston R Takagi	Ongoing	Ongoing
15. Process improvement for infopost changes	Marketing produced memo	ML Johnston	Summer 2003	Dormant

Service Planning Recommendations

Recommendation	Action	Responsibility	Date Due	Status
1. Expand Public Information Centres	- not necessary; TTC does one PIC for 3 million people, YRT did 9+ for 800,000 people	N/A	N/A	N/A
2. Increase number of Express Routes	- no money in budget	N/A	N/A	Dormant
3. Increased early/late runs on core routes	- no money in budget	N/A	N/A	Dormant
4. Later weekend evening travel	- no money in budget	N/A	N/A	Dormant
5. Increase frequency in high ridership areas	- already being done	N/A	N/A	Complete