



Toronto Transit Commission

Customer Communications

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Communicating with TTC customers

Next Vehicle Arrival System (NVAS)

- where/when is my streetcar/bus
- streetcars July 2010 – 700 stops
- buses January 2011 – 9,000 stops
- immediate response with up to the next 6 streetcar arrival times
- text to 898882 (txtttc), max. 10 texts per 12 hr period
- 350,000 text messages sent to the TTC in first four months

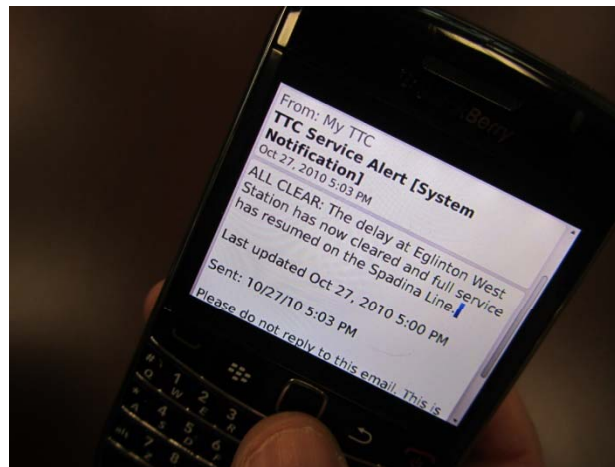




Communicating with TTC customers

E-alerts

- subway and surface route delay notification sent via email
- text messaging to be added by end of 2010
- mass messaging to customers also includes Twitter, Facebook, website, subway platforms, station information screens, public address system
- customers can now select specific routes and receive notification for those routes only





Communicating with TTC customers

Mobile web

- TTC trip planner
- Schedules and routes
- Stop numbers for NVAS
- Google Transit's trip planner

