



Why Toronto's travellers need continuous connectivity

Continuous connectivity research – Toronto report

BAI Communications' 2019 *Continuous connectivity research report* asked 2,538 rail users¹ in five global cities (Toronto, London, Hong Kong, New York and Sydney) about their travel experiences and expectations. It arrived at three global findings:

- Innovative transport systems are a defining feature of smart, world-class cities.
- Commuters require continuous connectivity to realize the benefits of living in a smart city.
- Continuous connectivity transforms cities, helping citizens to be happier and more productive, and organizations to innovate and prosper.

Looking at the results for each city, we saw that while Torontonians' responses were broadly in line with those of their global peers, they also expressed their unique priorities and preferences, as we will see below.

Torontonians highly value safety, connectivity and productivity while they travel, with responders indicating they expect to be connected so they can make the best use of their time spent commuting.

That is, transit riders see continuous connectivity as a necessity, not a luxury. Expectations of the travel experience are rising and, as transport options increase, public transit providers must ensure they're meeting travellers' needs – and exceeding their desires.

1. For Torontonians, the survey term 'rail users' indicates rail services operated by the Toronto Transit Commission (TTC), not GO Transit.

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In addition to safe and reliable transportation, travellers are increasingly expecting amenities, such as good lighting, security, and digital connectivity.

— Adam Cohen, Mobility Futures Consultant and Transportation Researcher at the Transportation Sustainability Research Centre at the University of California, Berkeley

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The future of transport: smart, innovative, connected

One of the survey's key findings was that, after public safety, a reliable public transport system is the most important aspect of a world-class city – ranking above factors such as cultural centres, tourist attractions, and aesthetic beauty.

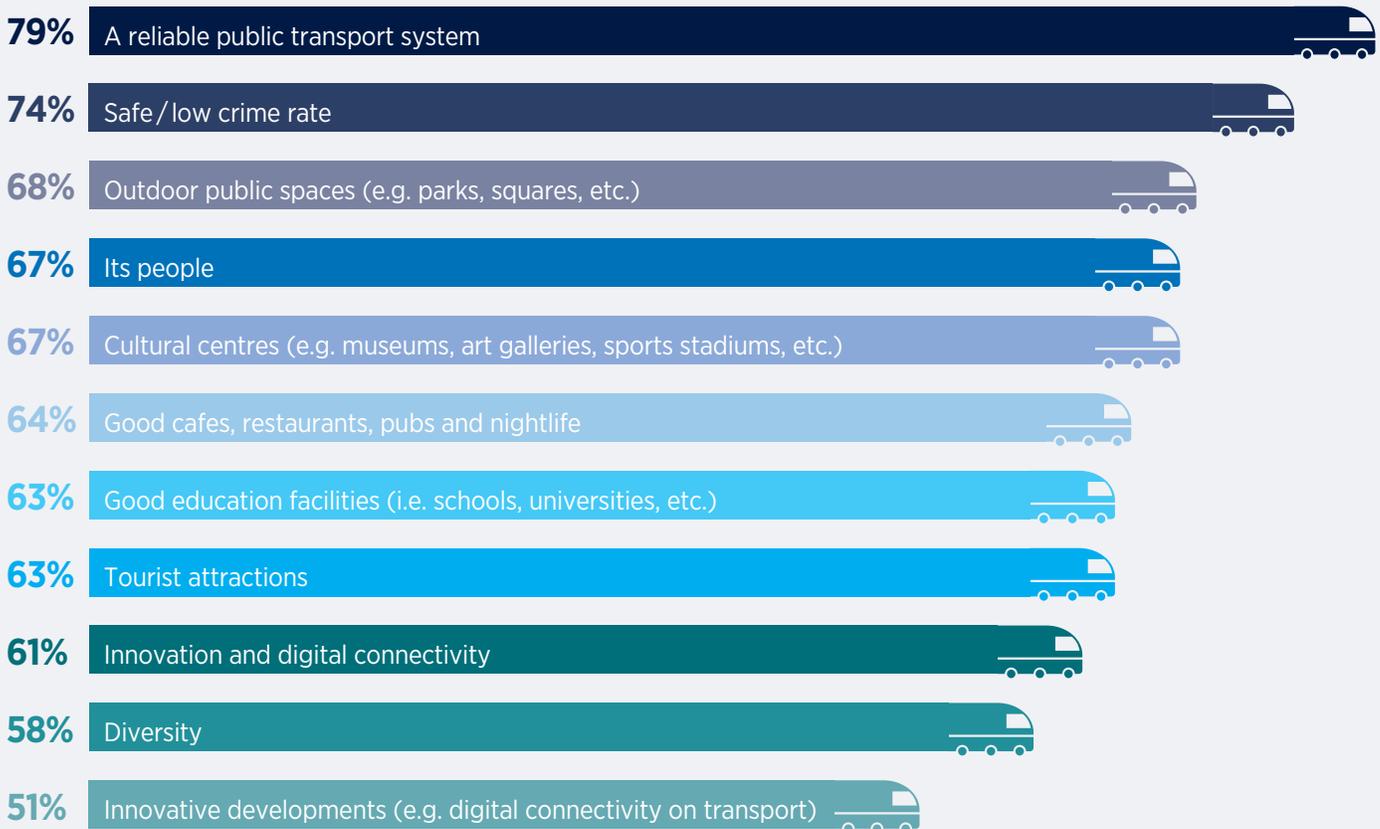
Further, some 65% of Torontonians believe they live in a 'smart city,' the most important element of which is innovative transport systems (81%), including 'smart bus stops' and 'intelligent transport systems.'

Expectations of public transport are high. An overwhelming majority of Torontonians (98%) stated that public transport should do more than just get them from 'A to B.'

As the demand for smarter cities increases, it presents an opportunity for transit authorities to provide connectivity and connected services. As public transport expert Adam Cohen notes, "Technology is a key enabler of smart cities, enabling enhanced connectivity among travellers, goods, services and infrastructure, which in turn enables more efficient transportation choice and resource use."

This makes it imperative for transport authorities to continue their path of digital innovation.

Which of the following, if any, do you believe makes a city world-class?





Staying connected is key

Transit riders in Toronto want to stay online as they travel, with 94% saying tech-driven solutions would make them more likely to use public transport, and 93% believing all rail networks should offer digital connectivity.

Unsurprisingly, safety also rated highly, with 79% of rail users saying a safer rail network would lead them to change their behaviour, for example using the network more, travelling late at night or making less use of ride-sharing services.

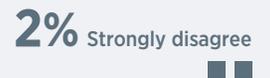
Torontonians are similarly clear on their expectations for service: they want real-time information about delays and connections; reduced station wait time (thanks to predictive demand management); and better connections, both intra- and inter-modal.

These safety and service features are intrinsic to smart cities and depend on reliable network connectivity to function. All parties have roles to play, including transit authorities (gathering and actioning network data), mobile carriers (providing access to data-dependent apps and services), and other service providers (responding fast to incidents and events).

Torontonians take this seriously: 74% would think less of a mobile carrier that didn't offer connectivity across rail networks², and 60% would consider switching to a competitor offering better coverage.

Rail users expect seamless coverage

All world-class cities should have seamless mobile /cell coverage above and below ground



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Connectivity improves moods

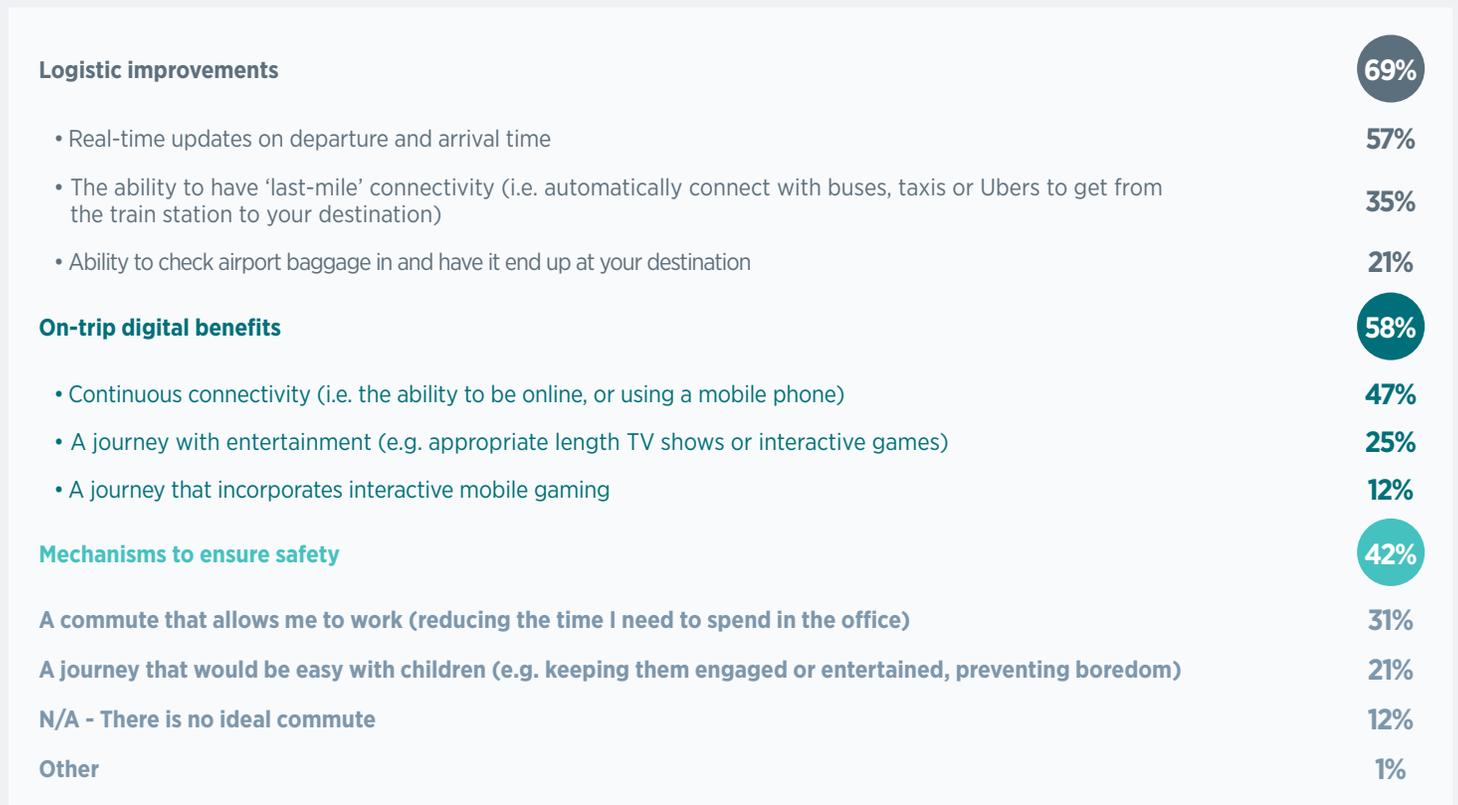
Eighty-nine percent of Torontonians agreed that they'd benefit if rail networks evolved so they could enjoy their journey more. The single largest response was 'I would be able to arrive at my destination relaxed and happy,' followed by 'I would enjoy some 'me time.'

Toronto respondents further told us that more than half (51%) of their most common commute activities are potentially, if not entirely, data-driven, including listening to music, playing games and using social media. The figure rises to 65% if 'reading' is included.

Taken together, these findings tell us that Torontonians value their happiness and life satisfaction highly – and that digital connectivity plays a large part in maintaining it.

The ideal rail journey relies on seamless connectivity

● 1st response ● 2nd response ● 3rd response



BAI enables smart transit

BAI delivers connectivity to the Toronto subway as part of a 20-year license agreement with the TTC. The deployment uses independent communications infrastructure in which BAI invests in, owns and operates, all while generating revenue for the TTC. BAI provides cellular and free Wi-Fi access to TTC passengers at all 75 stations.

BAI's fibre-based network also enables additional services on the TTC, such as PRESTO connectivity, digital signage and platform video screens.

Future applications of anonymized Wi-Fi data have the potential to support transit operations. By analysing the association of devices to the network, BAI can help the TTC streamline operations. Real-time analysis will allow BAI to provide instant insights to the TTC on passenger flow and crowding conditions.

With 74% of Torontonians believing technology innovations change or increase their use of public transport, the benefits of BAI's network are clear.

Download the full *Continuous connectivity research report*: baicomunications.com/continuousconnectivityreport/

To learn more visit baicomunications.com

A world-class city needs world-class connectivity

With 65% of Torontonians surveyed believing their city is 'world-class,' it's clear that they want and expect continuous connectivity so that no matter where or how they travel, they can access their apps, data and services. Whether for work or personal reasons, connectivity improves their lives, making them safer, happier and more productive.

It's a trajectory that will lead us to some fascinating destinations, as Adam Cohen notes: "The development and deployment of advanced algorithms, machine learning, and artificial intelligence can support the deployment of public transit innovations such as predictive demand responsive services, electrification, and automation."

Transit authorities and telcos are encouraged to support these developments with the required infrastructure and services. Torontonians are proud of their smart, world-class city, and they would like it to keep up with their demands.