

B.2 Customer Service

The GO customer journey is a series of sections that is identified with an integrated, seamless, harmonized, customer-focused approach with related key brand touch points of interaction in station design.

The mission of GO Transit is to deliver an easy and delightful passenger experience.

The five strategic priorities include:

- Design Excellence
- Delight and eliminate barriers
- Promote seamless travel
- Strong partnerships and offerings
- Communications

It shall be easy in every way for the passenger allowing them to travel stress free and intuitively. Through design, comfort, and amenities, we will make GO the preferred choice for customers. With the customer experience at the forefront of responsive, GO Transit's corporate brand and identity shall be extended throughout the GO Transit System by application of the latest GO logo and colour to all stations consistent with the requirements defined in this Manual.

B.3 Sustainable Design

GO has adopted American Public Transportation Association's (APTA's) framework for approaching transit sustainability with supporting Guiding Principles relevant to GO's infrastructure.

Smart Land Use and Livable Neighbourhoods

- Encourage neighbourhood integration and connectivity and the provision of green amenities
- Reduce heat island effect
- Increase soft landscaping are key drivers

Materials & Construction / Operations Optimization

- Flexibility and longevity
- Green construction practices and materials

- Address easy long term maintenance and adaptability/conversion

Energy and Resource Efficiency

- Lower the energy consumption and carbon footprint
- [Look for Operational operational](#) and maintenance cost savings (i.e. energy harvesting, conservation/recovery and efficiency)

Quality of Ambient Environment and Health

- Provide a comfortable, healthy and safe environment

Emissions and Pollution Control

- Contribute to reduced air emissions and wastewater discharges
- Strategies for waste reduction and water conservation

Corporate Policies

Implement corporate policies that support green operations throughout the life of the facility, such as Green Cleaning, Solid Waste Management, and Green Education, and select LEED credits for certification.

As the industry evolves and new certifications become relevant to GO, they too can be explored, upon approval from Metrolinx.

GO LEED Credits

All buildings, terminals, and facilities are to achieve LEED Gold certification. Specifically, select credits (Appendix B) have been identified to ensure that only LEED credits that bring value to GO Transit's goals of energy efficiency and reduced operating and maintenance costs are targeted.

B.4 Integrated Design

The holistic and integrated design of stations shall enhance the customer experience by providing a consistent experience across the GO Transit System that is dependable, smart, caring, and responsive.

Planning for integrated design requires identified station components of a typical GO Station