

GO

News



GO Transit's newsletter for customers

A GO pioneer remembers

By Bill Howard

Former GO Transit Managing Director



Going Places 1967 - 2007

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On this, the 40th anniversary of the start of GO Transit, I have to remember the humble beginning of what has, in my opinion, become one of the best, if not the best, regional transit systems in this or any country.

In 1965, the Deputy Minister of the Department of Highways appointed me to the position of

FROM COVER

Manager, Commuter Rail Service. We set up a small office in the Yonge Street Arcade with a staff of 10. The GO Transit name and logo, that have become so familiar, did not even exist.

The project was to be a two-year experiment to determine if automobile commuters could be persuaded to use commuter rail in high enough numbers to justify continuing the service. There were critics who voiced disagreement with the project and thought it should be scrapped. They believed that we should go back to doing what our department was supposed to do – build and maintain highways.

Needless to say, the immediate success of this so-called “experiment” silenced the critics; the

Commuter Rail Service office became the GO Transit office, and the Department of Highways became the Department of Transportation. GO was here to stay.

I remember welcoming the millionth passenger at Union Station along with Premier John Robarts in September 1967. I never thought I would live to see the day when the billionth GO passenger was honoured last October.

When I see what has transpired over the past 40 years, with the ever-continuing expansion and improvement of GO Transit services and facilities, it is with a feeling of pride that I was fortunate enough to be one of the “GO Pioneers.”

Congratulations, GO, and happy anniversary.



Bill Howard, GO Transit's first Managing Director, second from left, looks on as Premier John Robarts, fourth from left, launches GO Transit on May 23, 1967.

Back in 1967

What was the world like in 1967, when GO Transit began?

It was the Summer of Love. People were travelling to San Francisco with flowers in their hair, McDonald's test-marketed the Big Mac, and the first affordable countertop microwave oven was introduced.

In Canada

A festive spirit was in the air as we celebrated our country's centennial on July 1. Canadians welcomed neighbours from around the world at Expo 67 in Montréal.

Several major events took place in or near Toronto. In May, the Toronto Maple Leafs won the Stanley Cup, and GO Transit made its inaugural trip, travelling from Oakville GO Station to Union Station. During July, the Queen visited, the Order of Canada was created, and the first Toronto Caribbean Carnival (Caribana) was held.



In the world

Against the backdrop of the ongoing Vietnam War, Elvis Presley married Priscilla Beaulieu; the first automatic cash dispenser was installed outside a British bank; and the prototype Concorde aircraft was unveiled in France.

Groovy styles

Trendy clothes in 1967 included bell-bottoms, love beads, and tie-dyed t-shirts. To go along with your far-out rags, you probably also had a lava lamp, a black light, and a mood ring.

Righteous entertainment

During the 1960s, some influential musicians entered the scene, including the Beatles, Pink Floyd, and Jimi Hendrix. Here were some of the most popular songs in 1967:

- *All You Need is Love*, by the Beatles
- *Somebody to Love*, by Jefferson Airplane
- *Daydream Believer*, by the Monkees
- *Happy Together*, by the Turtles

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FROM PAGE 3

The Flying Nun, the Carol Burnett Show, the World About Us, and Ironside were hit television shows. And if you went to the movies in 1967, you probably saw The Graduate, Bonnie and Clyde, Guess Who's Coming to Dinner?, Cool Hand Luke, or In the Heat of the Night.

The lingo

In order to frustrate parents and confuse “the man,” kids created

their own slang. Here's a glossary of 60s terms:

- **Dig:** do you understand?
- **Far out:** excellent, cool
- **Gimme some skin:** shake hands
- **Groovy:** nice, cool, neat
- **Lay it on me:** speak your piece
- **Outta sight:** fantastic, awesome

For those fortunate enough to witness this exciting period in history, 1967 will always be remembered as “outta sight.” You dig?

GO
by the numbers



Two of GO's earliest customers

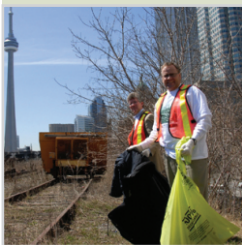
GO Transit has changed a lot in 40 years! Here are some figures that show how far we've come.

	1967	2007
Rail network	97 km	361 km
Bus network	0 km	2,262 km
Train stations	15	56
Bus Terminals	0	14
Passengers carried	2.5 million total	48.5 million annually
Railcar fleet	49	415
Locomotive fleet	8	45
Bus fleet	0	305
One-way fare, Oakville to Union Station	95 cents	\$5.85

A look around GO

Earth Day and the 20-Minute Makeover

On April 20, GO Transit staff showed their support for Earth Day by taking part in the City of



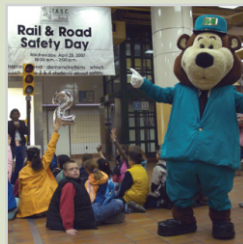
Toronto's 20-Minute Makeover. GO and City of Toronto staff worked together to clean up litter

around the Union Station GO Bus Terminal.

GO also thanked customers for making responsible travel choices by handing out environmentally friendly, biodegradable seed cards.

Rail & Road Safety Day at Union Station

On April 25, Rail & Road Safety Day transformed Union Station into a giant safety village to teach hundreds of grade 3 and 4 students important rail and road safety lessons that could save their lives.



Exciting activities included a tour inside a GO locomotive, exploring emergency vehicles, and participating in interactive safety demonstrations. The event, organized by the Toronto Area Safety Coalition, celebrated its 11th anniversary this year.

Walk this way

There is now another efficient route to your train platform at Union Station, letting you bypass the crush of commuters inside the GO concourse. All GO platforms are now connected to our new teamway (or covered walkway) on the east side of Bay St., just south of the Union Station GO Bus Terminal. Doors to the teamway are on both sides of the tracks for convenient access.

There's still time!

We're celebrating our 40th anniversary on May 23, and we couldn't have done it without you, our customers! To show our appreciation, we're giving away 40 monthly passes.

If you're reading this before May 23 at 9 a.m., you can still enter our contest online at gotransit.com.

Some photos from GO's early days



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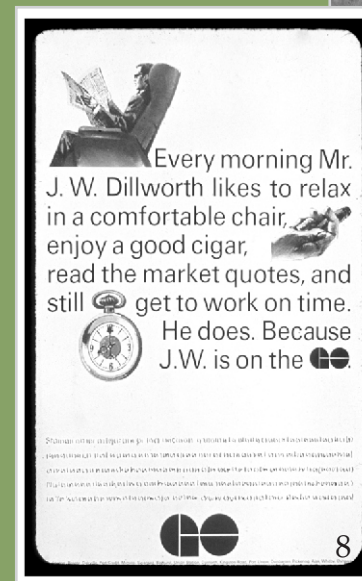
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5



7



8

1. Getting ready for the first dig
2. Single-level GO Train, 1967
3. Hostess welcomes guests on a special demo run
4. Ontario Premier John Robarts unveils the first GO locomotive
5. Downtown Toronto skyline in 1967
6. Original look of the GO Train
7. Going through Union Station in the 60s
8. Mock-up of an early GO ad

Major projects underway – the future looks bright for GO

We have a lot of big improvements planned across our system, many of which have already begun.

The billion-dollar GO expansion program, announced in 2004 and funded by the federal, provincial, and municipal governments, is now showing results.

Union Station is the heart of our network and one of Canada's most important transportation hubs. At this key location, we're renovating the historical roof over our train platforms; building a new platform for tracks 13 and 14; punching more stairwells from the platform to concourse areas; and modernizing the tracks and

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Many of the projects we're planning will address the rapidly growing number of passengers we carry each day.

signals to improve service performance for our customers.

Elsewhere in our service area, we're adding many kilometres of

new track. Station platforms on the Lakeshore and Milton lines are being extended to accommodate longer trains, allowing us to carry even more people. We will add and expand parking lots wherever possible.

Two new stations will appear in the very near future: Lisgar

station in Mississauga will open on the Milton line; and Barrie South station will extend the Bradford line farther north. We're also looking at moving farther east

than Oshawa, farther west than Georgetown, and farther south than Hamilton.

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Many of the projects we're planning will address the rapidly growing number of passengers we carry each day.

Our bus system is also expanding, by creating new markets and accommodating more and more customers on already-established routes.

The first phase of the Province of Ontario's fare card project will start this year. Ultimately, it will connect GO with eight Greater Toronto Area transit systems through a common payment method. We planted the seed for

With the right infrastructure, ridership on our trains and buses will more than double in the next 20 years.

this multi-million-dollar project when we tested a smart card on the Richmond Hill line in 2003.

All of these improvements will allow us to grow and meet demand

as more commuters begin using GO.

With the right infrastructure, ridership on our trains and buses will more than double in the next 20 years.

Since our modest start 40 years ago in 1967, GO Transit has really been going places – and we expect just as much success for our next 40 years!





Courteous Commuter

Dear Courteous Commuter,

I wish people would be more considerate when talking on their cell phones or listening to their iPods on GO Transit. Whenever I'm just about to doze off or open my book, I'm always interrupted by loud phone conversations or blaring music. Why do people find it necessary to advertise their personal lives or have everyone know what song they are listening to? I would just like some peace and quiet.

~ In Need of a Nap

Dear In Need of a Nap,

We understand how you feel. We want all of our commuters to enjoy a comfortable ride, and this can be difficult when there are distractions like loud conversations or music. Most people probably don't even realize their voice or music is causing a problem. We ask that commuters turn down their cell phone ringers or switch to vibrate mode and speak quietly, especially if they see someone who is reading or nodding off.

We would also like to remind those who listen to personal music players to make sure the volume is low. This way everyone can enjoy a pleasurable ride.

~ CC

Dear Courteous Commuter,

There is nothing worse than finding an empty seat on the train, only to realize that garbage has been left on or around it. Paper bags, napkins and styrofoam cups are some of the items that I've had to pick up in order to be able to sit down. Is it too much to ask that people throw away their garbage? People should really be more considerate of those around them and show respect for the people who clean the trains they ride.

~ Tired of Trash

Dear Tired of Trash,

You definitely have the right to be annoyed. We want to remind all our customers to be considerate of others, and to keep in mind that seats on the train are a valuable commodity, so please don't leave your garbage on them! Garbage cans can be found at all stations and on the trains. It only takes a second and your fellow commuters will appreciate the gesture.

~ CC

A hero's tales

Over the past 40 years, GO Transit has employed many exceptional people who have done some amazing things while on the job. One employee who has stood out during our 40th anniversary year is bus driver David Kester. So far in 2007, he has twice come to the aid of people in need.

His first act of heroism this year happened on January 3 in the late hours of the evening. While on his route, he came across an apartment on fire. He immediately parked his bus and called his dispatcher.

He then got off the bus, began yelling "Fire! Get out!" and ran around the building, kicking on doors. After a few moments, a woman came out with her three small children. They were safe. Once the police arrived and took over, David finished his route.

Several weeks later, on February 28, David found himself at the scene of another crisis while driving his route. He saw a female customer waiting at a stop, and as he was driving toward it, a man suddenly appeared and began aggressively attacking the woman, grabbing and hitting her.

David sped up and honked his horn, scaring away the attacker. As soon as

he reached the bus stop, he parked, jumped off the bus, and ran to check on the victim.

The woman had suffered some cuts and bumps, but had no critical physical injuries. David helped her onto the bus where they waited for police to arrive.

“ I am thankful for GO Transit for employing Mr. Kester. Even after this devastating incident I have no problem getting on another GO Bus again. I know I will always be safe as long as I am in the bus and because of people like David Kester. ”

The attack victim wrote to GO, "I am thankful for GO Transit for employing Mr. Kester. Even after this devastating incident I have no problem getting on another GO Bus again. I know I will always be safe as long as I am in the bus and because of people like David Kester."



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