

To: Metrolinx Board of Directors
From: David Jang
Chief Communications Officer
Date: June 30th, 2022
Re: **Communications Quarterly Report**

Recent Highlights

The Ontario Line ground-breaking was a significant progress milestone and was attended by dignitaries from all three levels of government at the future site of Exhibition Station. The event generated over 200 stories and enthusiastic social media activity about the new renderings and station design.

The news of agreement with ONxpress Transportation Partners to deliver faster and improved service across the region as part of GO Expansion, generated positive impressions and extensive media coverage from local, industry, and international publications. The news generated more than 70 web and broadcast stories, with a total reach of 114M, and more than 200 tweets. Coverage was widespread over several days, with various industry experts and transit bloggers, lending their support and enthusiasm for this critical step forward in the GO Expansion program.

We also continued to amplify Metrolinx's safety message by sharing a GO train silent witness video. The video showed three young people narrowly escaping being hit by a GO train on the Milton line. The video and blog were posted on our social media accounts and pitched out by the Media Relations team, prompting an overwhelming response from media worldwide—including CNN and Fox News. The post attracted over 23k+ video views, 190+ retweets, and 230 likes, making it one of the best performing social posts this year.

'We are here for you'

As our capital projects reached major milestones, teams have consistently rolled out engagement activities through targeted canvassing, and community pop ups, that increased visibility and demonstrated the progress being made on our projects and services.

For the Ontario Line alone, we led a focused door knocking campaign across 1800+ doors and canvassed neighbourhoods along the downtown west and east segments, with nearly 400 interactions.

Through the Ontario Line Joint Corridor Design Excellence Working Group and in partnership with the City of Toronto, we recently launched a design competition to submit design proposals for a range of public elements along the joint-corridor space of the Ontario

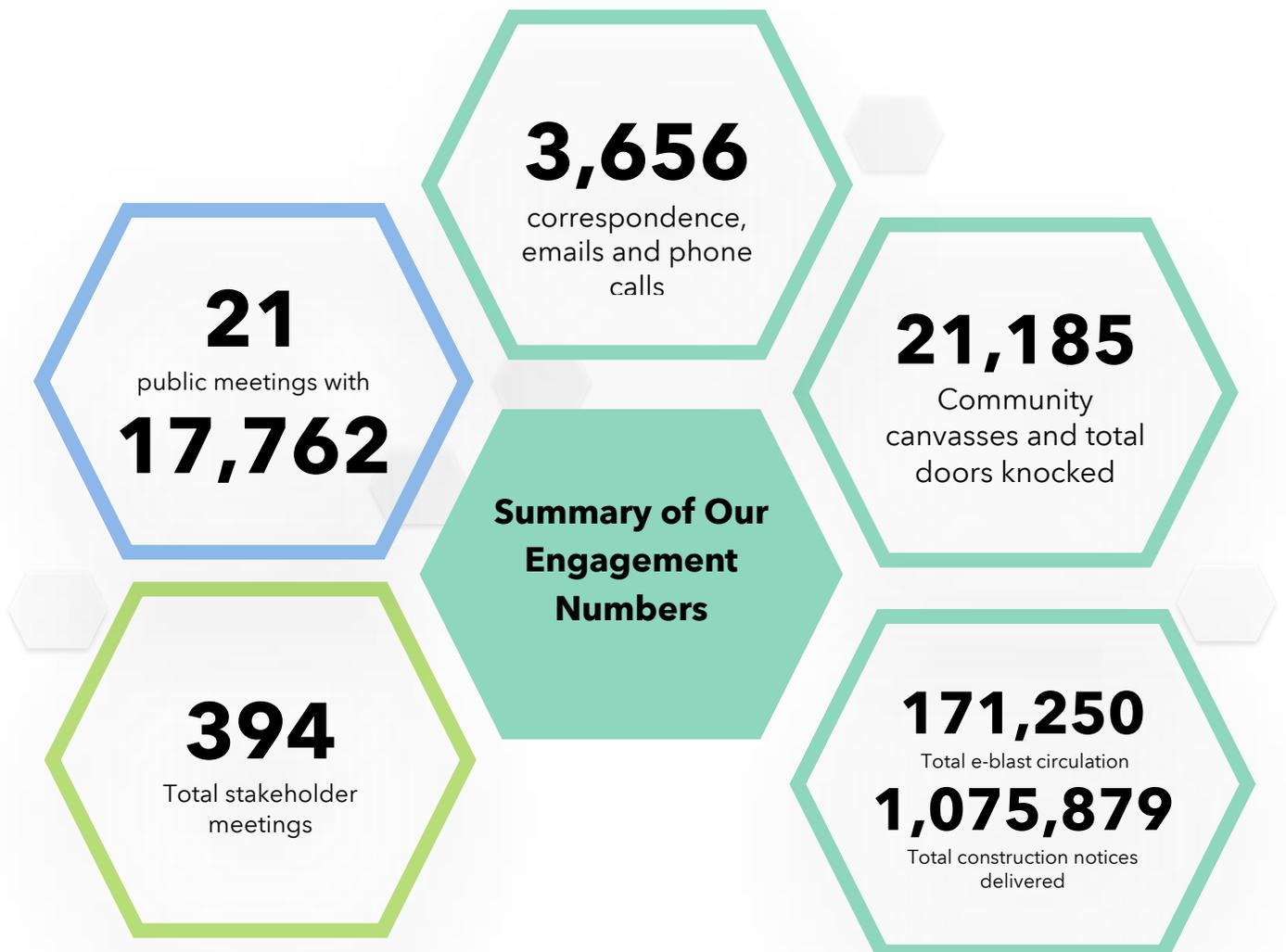
Line / GO Lakeshore East. It has been a highly collaborative process and the winning design will be announced later this Summer.

With tunneling now underway on the Eglinton Crosstown West Extension, work to deliver the elevated section is now underway. In March, we received over 700 responses to an online gathering community feedback on the potential design options for the elevated section of the Eglinton Crosstown West Extension and the public spaces below it.

The community engagement team for the Finch West LRT project led eight presentations at four elementary schools across the corridor. The team shared project highlights and information about construction safety with 150+ transit-savvy students.

With regular light rail vehicle testing for the Finch West LRT beginning last month, the team has launched a wide-scope advertising and communications plan to inform and engage with stakeholders and our communities. Some of the tactics underway include geo-targeted social media ads, billboards, and brochure distribution to more than 20,000 households and business.

Summary of Our Engagement Numbers for The Period



01

More than 175 Metrolinx News

features were published, bringing readers information on service changes, project milestones, and the inner workings of the transit world. The platform continues to have a strong year-over-year performance for 2022.

02

The Media Relations team responded to

970 calls

03

Metrolinx participated in **14 speaking events** for the period. These included our CEO speaking about how Metrolinx is driving procurement innovation across its capital portfolio. Our experts were featured in discussions on smart urban mobility and sustainable transformation, designing and building public transit projects, and emerging trends in transit fare collection systems.

04

Metrolinx achieved a media tone of **neutral-positive** over the quarter, built on a foundation of proactive outreach to media, our own storytelling, and bringing Metrolinx experts into issues and stories, resulting in 21 interviews for the CEO and other senior leaders.

Respectfully submitted,

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