

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: June 30, 2022
Re: Marketing Quarterly Update

Executive Summary

Throughout spring and early summer, the Marketing team has continued to promote ridership recovery through both leisure and business trips. In April and May 2022, we reached a post-pandemic high in ridership as COVID restrictions have lifted. The reinstatement of in-person events and partnerships has been instrumental in encouraging riders to return.

Most notably, we partnered with the National Hockey League to support the Heritage Classic game hosted in Hamilton, which saw over 2,500 customers riding the GO Bus to and from the game. We also supported post-season Leafs and Raptors gameday riders. We continue to prepare for a fun and exciting spring and summer with 19 confirmed in-person events.

Our focus remains on improving the customer experience and amenities, including the recent addition of Purolator lockers at Bramalea GO, partnering with a local ice cream vendor 'Soft Dairy Ice Cream' at Rouge Hill GO, and a six-month partnership with Switch Health on a Rapid Antigen testing clinic at the UP Lounge. Our Safety Never Stops and GO Beyond campaigns, combined with the return of weekend, evening and service frequency, contributed to a year-end GO Customer Satisfaction (CSAT) score of 83 per cent and UP CSAT of 88 per cent.

Ridership Performance

By May 2022, GO and UP achieved a pandemic high of 39.8 per cent ridership recovery and 85 per cent weekend ridership recovery as restrictions eased and the interest in leisure travel to GO Beyond destinations continued to grow.

We know Greater Golden Horseshoe (GGH) residents continue to use GO trains and buses for leisure travel, and we are excited to ensure our spring and summer brand campaigns support service reinstatement of weekend and weekday travel on all lines including to Niagara Falls and Allandale Waterfront in Barrie. We are also introducing seasonal offerings to Canada's Wonderland, St. Jacobs Market and Toronto Premium Outlets this summer from June 25.

Additionally, we revitalized our successful PRESTO Perks program, with 32 Perk partners including new offers, plus Cirque de Soleil, Luminato and Honda Indy. Since the campaign launch in March, website traffic has doubled to yielding 3,600+ redemptions.

As pandemic restrictions lifted, we were incredibly excited to safely participate in Toronto's St. Patrick's Parade, our first ambassador parade in the past two years. Most recently, we participated in Toronto's Newcomer Day event and the Khalsa Day celebration at Nathan Phillips Square, which included three complimentary GO shuttle buses that transported our customers to and from Sikh temples (in Mississauga, Brampton and Scarborough) and branded water stations. The event was a success with organizers estimating more than 80,000 attendees.

Customer Experience and Business Development

We recently launched the GO Transit Return to the Office program, with 20 organizations already signed up to help provide more value and convenient options to help as business travellers begin their transition back to the workplace across GO's network. Additionally, we have partnered with Rocketman (Canada's free transit app) to offer GO Transit customers a buy-one get-one offer on the popular \$10 GO Weekend Day Pass.

Supported by Metrolinx and PRESTO media campaigns to drive awareness, residents across the region now have more affordable and accessible choices to connect across the GGH with their PRESTO card. There are discounted fares for youth and post-secondary students and free GO co-fares with many 905 municipal transit agencies.

The online video campaign delivered a total of 41 million impressions, with completion rates that were 30 per cent higher than benchmarks. UP Express also supported the new youth fares in key select locations at Toronto Pearson Airport.

We continue support new customer and innovative business opportunities at our GO stations and parking lots including TV and movie filming, a Halal Food Truck Festival hosted at Ajax and Guildwood GO stations and Night Festival TO at Milton and Oakville GO Station that welcomed over 25,000 community attendees.

As we transition into the summer months, we will accelerate our recovery efforts to welcome our customers back to both GO and UP – building on ridership learning, insights and customer feedback.

Respectfully submitted,

Mark Childs

Chief Marketing Officer