

To: Metrolinx Board of Directors
From: David Jang
Chief Communications Officer
Date: December 2, 2021
Re: **Communications Quarterly Report**

Recent Highlights

Transit enthusiasts, political representatives and local media joined us for the inaugural trip of our new GO train service between Toronto and London, Ont., on Oct. 18. Communications activities included multiple events leading up to the first trip, and generated numerous positive stories, features and interactions with our CEO, Phil Verster. In addition to the media announcement, information about the new service was shared through regional newsletters to email subscribers, and briefings were held with local representatives, mayors and city managers.

Health and safety initiatives continued to be a major theme of our communication messages both internally and externally. A third retrofitted unit was added to the very effective GO VAXX mobile clinic, which to date has provided well over 10,000 vaccine shots in the province. This initiative continues to receive positive media coverage and public response.

A contactless debit card payment option was the latest addition to the PRESTO customer experience and helped generate positive impressions and social media activity this quarter.

‘We are here for you’

As our capital projects advance, our engagement teams are in the communities canvassing, setting up pop-ups and organizing virtual town halls to continue to build relationships, share information about our projects and address community concerns.

Along the Hurontario LRT corridor, some 127 properties in Mississauga South, Cooksville and Centre remain top priority for engagement for our Peel community relations team as they continued outreach to discuss vegetation and property impacts.

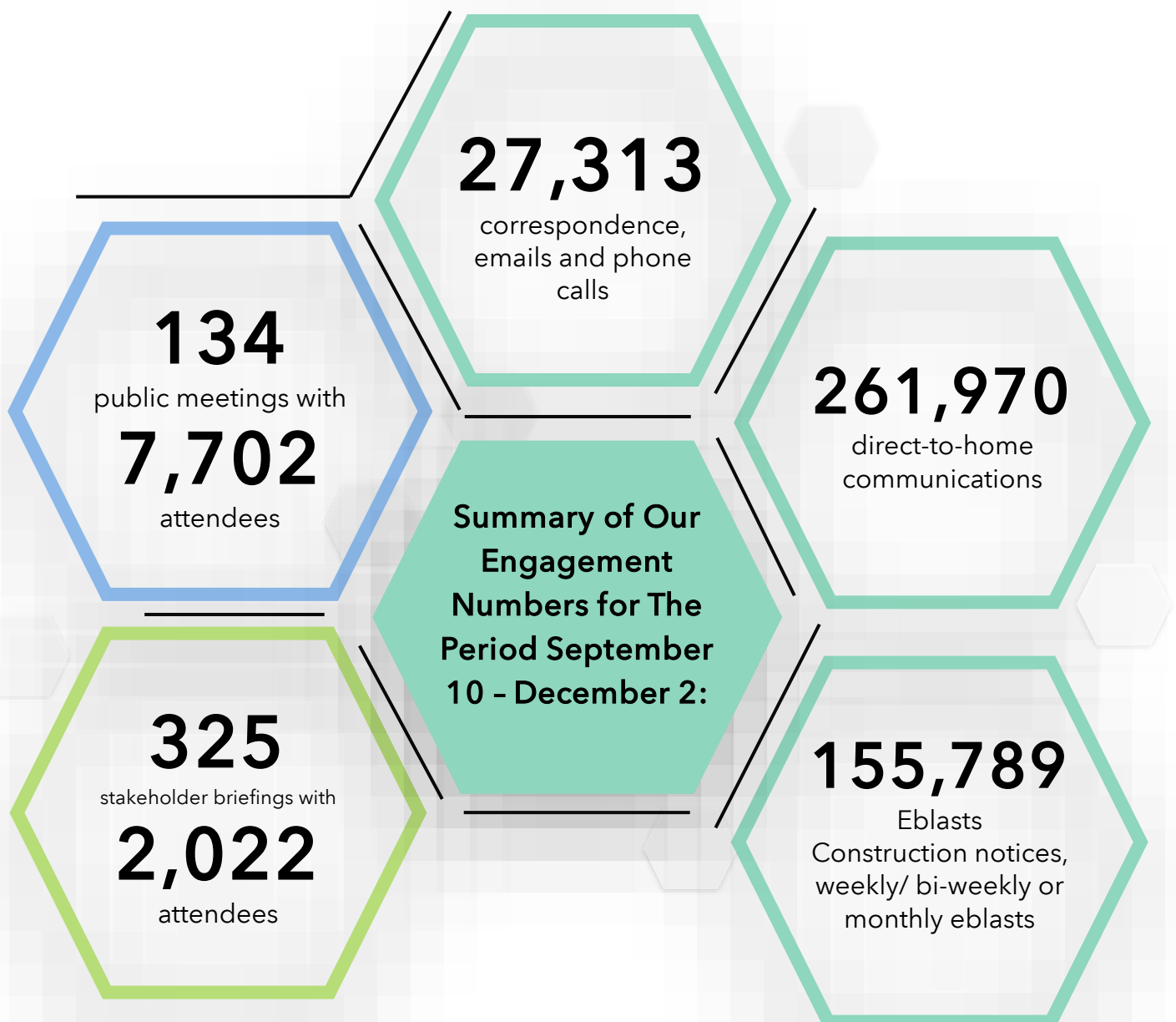
Major construction is coming to Brampton South for the first time, so our team connected with property owners in late October to build understanding of the project. Our community relations team is continuing onsite and virtual meetings to support property owners and businesses, and to explain upcoming utility relocation, tree impacts and grading work. Engagement like this provides property owners with necessary information to help them make decisions about permission-to-enter forms, while giving them a better understanding of upcoming construction.

September was an exciting milestone month for the Hamilton LRT project as the LRT Memorandum of Understanding (MOU) was ratified by Hamilton City Council on Sept. 15, with a media event on Sept. 22 to mark the official signing. Our community engagement

began reconnecting with elected officials and stakeholders, and re-launched the project's social media channels.

Proactive communications tactics, including hand-delivered notices to businesses and residents, ensured a smooth start to demolition work on two former commercial buildings on the Hamilton LRT corridor, with neutral to positive responses from the community. Virtual open houses were held along the Ontario Line route throughout the quarter. More than 800 residents and business representatives attended and got responses to their questions about project plans, station design, transit connectivity, community impacts, construction and noise mitigation, among other topics.

Summary of Our Engagement Numbers for The Period September 10 - December 2:



01

Metrolinx achieved a record-high media tone of

96% positive or neutral

over the quarter, built on a foundation of strong outreach to media, our own storytelling, and bringing Metrolinx experts into issues and stories, resulting in 27 interviews for the CEO and other senior leaders.

02

The Media Relations team responded to

508 calls

approximately 15% more than the previous board period and a 6% increase from the same period last year.

06

We published the 2020-21 Metrolinx Annual Report following submission to the provincial Legislature by the Minister of Transportation.

03

Metrolinx appeared in

5,188 broadcast

(TV and radio) news stories and 3,735 online news stories, representing a 43% increase over the last board period.

04

More than 90 Metrolinx News

features were published, covering a range of issues such as project progress, service updates and new customer initiatives, and leading to numerous positive and informational stories in other publications.

05

Metrolinx participated in

20 speaking events

for the period. These included our CEO headlining three annual conferences and speaking on topics related to tunnelling, technology and commercialization, public private partnerships, as well as the benefit of having an integrated network in transit.

Respectfully submitted,

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