

# Metrolinx in the Marketplace

Devon Khusial & Jamie Robinson

## BACKGROUND AND SUMMARY

Each year, Metrolinx conducts annual market research to assess resident perceptions on our projects and services. This research informs several key performance indicators (KPIs) and helps inform our future strategies.

### Familiarity with Metrolinx and support for our plans remain steady



Familiarity with our mandate has increased and support for our long term regional plan and fare integration remain strong

### Residents are becoming more aware and see the regional benefits of what we are building



Awareness of expanded GO service has increased noticeably and LRT projects have a solid foundation to grow from



Residents see the large regional benefits of upcoming capital projects, but there is opportunity to demonstrate the personal benefits



Likelihood to consider future projects has a solid base for future tracking.

### GO, and UP Express maintain solid reputations for customer service excellence.



While reputations are strong, we need to increase the likelihood of residents using our services. There is opportunity to improve perceptions with PRESTO in the city of Toronto as the roll out continues.

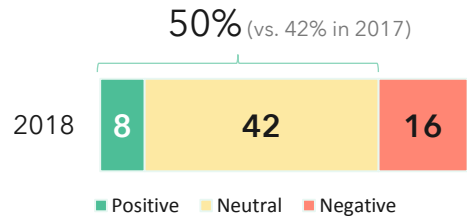


## AWARENESS OF METROLINX

**43%**  
Unaided  
Awareness

**88%**  
Aided  
Awareness

### Recall Positive/Neutral Info about MX



## IMPRESSIONS OF METROLINX

**80%** Have a **POSITIVE IMPRESSION**  
(vs. 75% in 2017)

Agree that Metrolinx is...  
Is a well managed organization **72%**  
(63% in 2017)

Is an innovative organization **77%**  
(68% in 2017)

Uses taxpayer dollars responsibly **64%** (56% in 2017)

**83%** Feel Metrolinx is **TRUSTWORTHY**  
(vs. 76% in 2017)

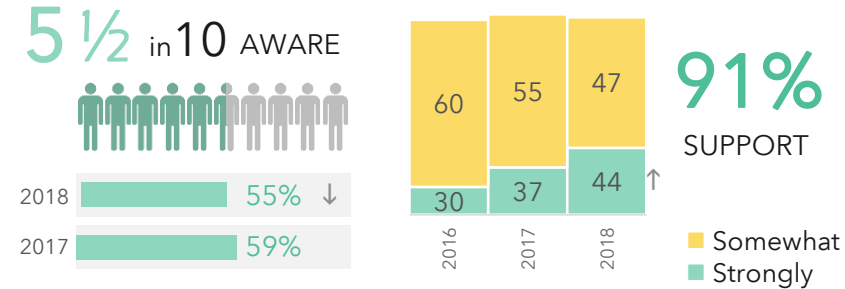
Trust that Metrolinx is...  
Demonstrating leadership on GTHA's transportation  
problems **76%** (71% in 2017)

Benefiting the future prosperity of the region **80%**  
(73% in 2017)

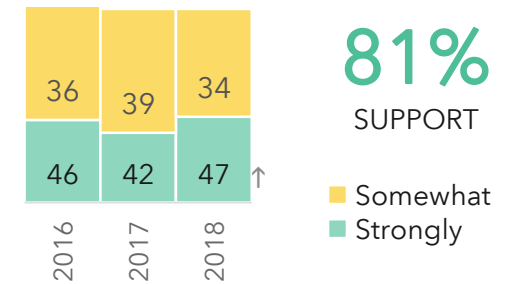
Demonstrating openness and transparency **67%**  
(64% in 2017)

## SUPPORT FOR ...

### REGIONAL TRANSPORTATION PLAN

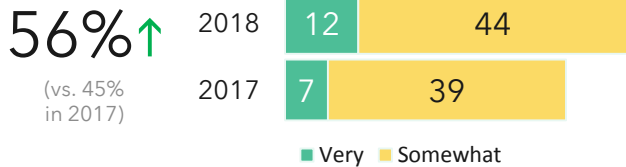


### FARE STRUCTURE INTEGRATION



## FAMILIARITY WITH METROLINX

### Familiar with Metrolinx and its mandate



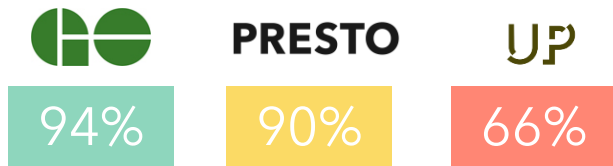
		Expanded GO Service <i>All residents</i>	Toronto Residents	Peel Residents	York Residents	Durham Residents	Halton Residents	Hamilton Residents
<p><b>AWARENESS OF EXPANDED GO SERVICE</b></p> <p>Aided Awareness</p>		<p><b>52% ↑</b> (vs. 35% in 2017)</p>	<p><b>48%</b> (vs. 32% in 2017)</p>	<p><b>53%</b> (vs. 38% in 2017)</p>	<p><b>53%</b> (vs. 30% in 2017)</p>	<p><b>57%</b> (vs. 47% in 2017)</p>	<p><b>63%</b> (vs. 41% in 2017)</p>	<p><b>53%</b> (vs. 40% in 2017)</p>
	<p><b>FEEL THERE WILL BE POSITIVE...</b></p>	<p><b>REGIONAL BENEFITS</b></p>	<p><b>87% ↑</b> (vs. 84% in 2017)</p>	<p><b>86%</b> (vs. 83% in 2017)</p>	<p><b>87%</b> (vs. 83% in 2017)</p>	<p><b>88%</b> (vs. 84% in 2017)</p>	<p><b>92%</b> (vs. 90% in 2017)</p>	<p><b>89%</b> (vs. 88% in 2017)</p>
	<p><b>PERSONAL BENEFITS</b></p>	<p><b>64% ↑</b> (vs. 57% in 2017)</p>	<p><b>57%</b> (vs. 48% in 2017)</p>	<p><b>69%</b> (vs. 65% in 2017)</p>	<p><b>63%</b> (vs. 55% in 2017)</p>	<p><b>74%</b> (vs. 72% in 2017)</p>	<p><b>71%</b> (vs. 71% in 2017)</p>	<p><b>73%</b> (vs. 61% in 2017)</p>
<p><b>LIKELIHOOD TO CONSIDER TRAVELLING ON IN FUTURE</b></p>		<p><b>69%</b></p>	<p><b>61%</b></p>	<p><b>70%</b></p>	<p><b>68%</b></p>	<p><b>80%</b></p>	<p><b>76%</b></p>	<p><b>78%</b></p>

		Eglinton Crosstown LRT <i>Among Toronto residents</i>	Hurontario LRT <i>Among Hurontario Corridor residents</i>	Hamilton LRT <i>Among Hamilton Corridor residents</i>	Finch West LRT <i>Among Toronto residents</i>
<b>AWARENESS OF METROLINX LRT PROJECTS</b> <small>Aided Awareness</small>		78%*	73%	88%	62%*
<b>SUPPORT PROJECT IN LOCAL AREA*</b>		90%*	85%*	59%*	81%*
<b>FEEL THERE WILL BE POSITIVE...</b>	REGIONAL BENEFITS	84%	80%	68%	81%
	PERSONAL BENEFITS	62%	65%	56%	42%
<b>LIKELIHOOD TO CONSIDER TRAVELLING ON IN FUTURE</b>		71%	74%	68%	50%

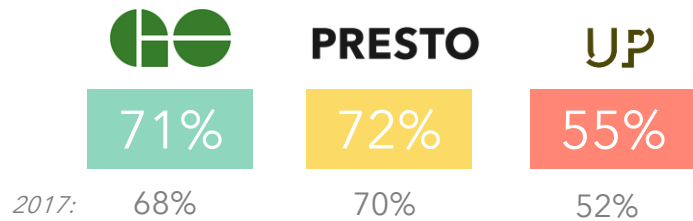
\*Additional Source: Metrolinx LRT Survey, Corridor specific findings, GQR Canada, Nov. 2017



## AIDED AWARENESS OF BRANDS

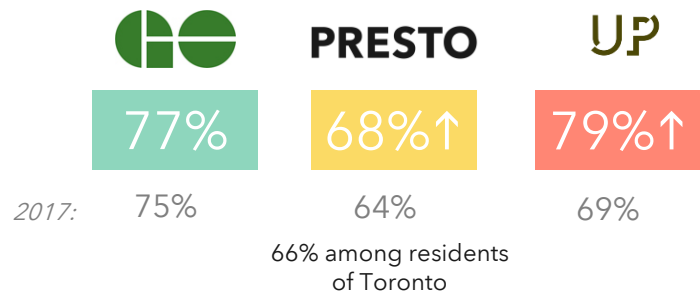


## AWARE THAT METROLINX DELIVERS

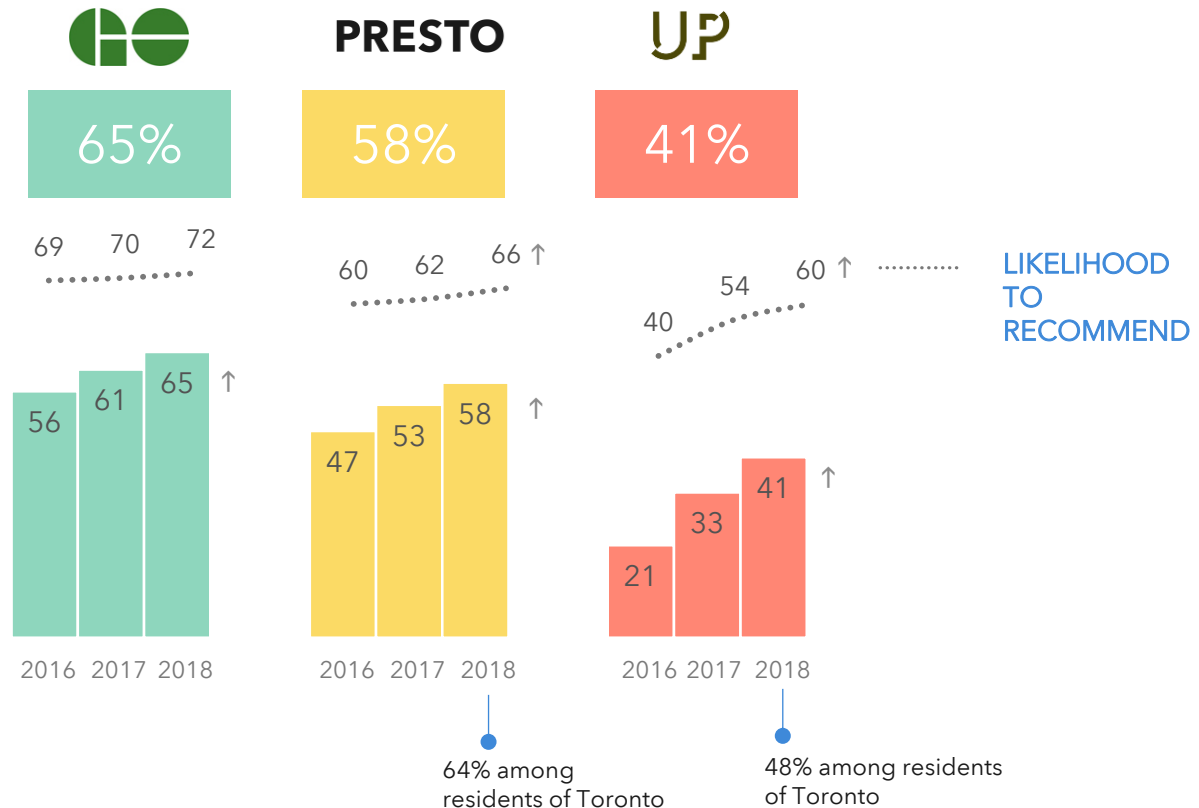


## OFFERS EXCELLENT CUSTOMER SERVICE

Among residents aware of each brand



## LIKELIHOOD TO USE



## NEXT STEPS

These results will inform our work for this year and the future in areas of communications, strategies and marketing plans. Specifically we will:

- Continue to focus on informing communities about expanded GO service especially in Toronto, Peel, York, and Hamilton. Conveying personal relevancy is critical for building future ridership.
- Continue to build awareness, support, and future consideration for LRT projects.
- Momentum for these projects will grow through signage and hoarding, targeting local project areas, print, digital and social media communications.
- Increase transparency by continuing the “Ask Metrolinx” quarterly town halls and creating additional updates on specific projects, news, and future planning.



Eglinton Crosstown Signage