

To: Metrolinx Board of Directors
From: Judy Pfeifer, *Chief Communications & Public Affairs Officer*
Date: September 14, 2018
Re: **Communications & Public Affairs Quarterly Update**

Community Engagement

We continue to maintain a proactive outreach strategy to inform and engage residents, businesses and stakeholders in our projects.

Connecting with the communities where we operate was in full swing over the spring and summer with community relations staff holding more than a dozen March Break events and participating in 36 summer festivals held across the region. Offering selfie booths, paper trains, colouring cards and information brochures, families and future customers were excited to learn more about how we're creating new connections throughout the region and the opportunity to learn more about our rapid transit and GO Expansion projects. We also hosted 10 open houses on the Eglinton Crosstown LRT, Hurontario LRT and GO Expansion programs to keep residents and businesses informed about the latest construction updates, project information, community benefits and support for businesses.



Supporting businesses during construction is an essential component of our transit expansion projects as we continue to work with local businesses and help provide some of the tools they need to succeed. In April, Hurontario LRT community relations and the Mississauga and Brampton Boards of Trade hosted two business seminars focused on economic development, attracting and retaining customers during times of disruption and tips on different strategies businesses can use to help them continue to thrive.

The Hamilton LRT team partnered with the Hamilton Chamber of Commerce on the *LRT Ready* series to better prepare businesses for construction. Attracting more than 70 attendees from the local business community, the first event featured Rollin Stanley, City of Calgary General Manager of Urban Strategy, who spoke on how their city has helped prepare businesses for change during Calgary's LRT and major infrastructure projects. The

second event offered a bus tour of the Eglinton Crosstown LRT corridor, highlighting the business supports Metrolinx provides to local businesses impacted by construction.

Gallery City - an art crawl on Eglinton Avenue from Weston Road to Victoria Park Avenue, ran through the summer and more than 100 businesses took part. The program included eight urban art crawl itineraries, each with unique themes. The crawl featured 30 pieces of art from Eglinton-based artists. Encouraging visitors to explore local stores along Eglinton, participating businesses each displayed one piece of artwork and hosted a draw to enter a chance to win some of the art pieces.

Engaging with residents sometimes extends beyond talking about design, construction and project information. As part of the Hamilton LRT project, Metrolinx is acquiring a number of properties bordering the corridor to accommodate widening of the right-of-way. The team's engagement strategy for those affected includes direct outreach to any residential tenants once a property has been acquired by Metrolinx. To ensure these residents feel engaged and supported through the process, we work one-on-one with the tenants of each and every impacted unit to facilitate seamless transitions into new housing. This personalized approach has been extremely effective in creating positive outcomes as we work with tenants to find them new homes.

The Communications and Public Affairs team travelled across the region to brief 23 newly elected MPPs on Metrolinx and the transit projects in their ridings. Community and Stakeholder Relations teams have also visited almost 70 constituency offices to introduce themselves and brief the office staff.

GO Expansion Community Relations launched an Adopt-a-Station pilot at Agincourt GO - working together to reflect community aspirations to address beautification. This included a wide variety of activities, ranging from providing station enhancements such as gardens, planters and cycle racks through to facilitating public art work and signage as part of the station. Future "retail strategies" could include an opportunity for local business to do a pop-up, Christmas market, night market or farmer's market.

We continued work with the Toronto Community Benefits Network, participating in their annual Community Benefits Creating Opportunity Summit in March. The Summit brought together community and labour organizations, elected officials and other key stakeholders. Approximately 200 Summit participants joined a bus tour of the future

Engagement (since March 8)

101 public meetings
486 stakeholder briefings
4,496 correspondences
352 e-blasts
349,848 direct-to-home outreach



Rudy Cuzzetto
@RudyCuzzetto

Follow

Thank you to @Metrolinx staff for a detailed briefing on the status of the @HurontarioLRT project this morning, including plans for the #PortCredit station. I'm looking forward to working with you. #MississaugaLakeshore #TeamRudy



Finch West LRT route as well as a presentation about the project and the exciting community benefits that will come along with it.

Metrolinx Town Hall

On April 30, we opened our Head Office doors again for another popular 'Ask Metrolinx' public town hall. Participants had the opportunity to ask our senior management team questions, in person or online.

Ask Metrolinx

April Session

Pre-submitted Qs: **121**
Qs answered in-person during the event: **19**
In-person & online participants: **82**

Next Session: Sept. 26

Communications

Communications and Public Affairs continue to share our great stories through a variety of channels. With 100 blog posts since March and 35,000 story views, we have shared many Metrolinx stories, from the lifesaving efforts of [GO passenger Aeron](#) to how [Metrolinx helps promote accessibility on public transit](#) by welcoming service dogs in training onto our vehicles. Rapid Transit teams produced social media content from pop ups at local summer festivals to LRT project updates to construction information. In total we shared 701 tweets, 102 Facebook posts, 119 graphics on Instagram and 26 videos on YouTube - generating a total of 2 million user engagements (views, likes, retweets, etc.) on our content. The team supported announcements regarding:

- PC Express online grocery service at select GO stations
- Sony Music Partnership to create Spotify playlists curated with GO customers in mind
- Expansion of PRESTO card services to Shoppers Drug Mart locations across municipalities
- Request for Proposals (RFP) to five prequalified teams to build and finance the Lakeshore East - Central Corridor Expansion project
- Alstom's new assembly facility in Brampton for light rail vehicles
- RFP to two prequalified teams to design, build and finance the Union Station Enhancement project
- Ground breaking of a new bus terminal and transit hub at Kipling GO Station
- Mosaic Transit Group selected as the preferred proponent to design, build, finance and maintain the Finch West Light Rail Transit project
- RFP to three shortlisted teams to design, build, finance, operate and maintain the Hamilton LRT project
- Bike Share Toronto Expansion to add 90 new stations around the City and Union Station

From March to June, we saw an initial spike in media calls – a 40% increase. This increase in calls was related to extreme weather, a potential CP labour disruption, and two very traumatic suicides during rush hour on our corridors and a large number of new initiatives launched. From July to September, we saw a 20% drop compared to last year. The decrease was expected given we were in the writ period prior to the provincial election, followed by the summer months. More recent media interest has focused on frequent heat alerts and heavy rain, excitement related to the announcement of two hour-transfers on the TTC, launching a partnership with Ontario Northland to pilot service to cottage country, another

pilot to allow leashed dogs on GO & UP during non-peak times, and increases in GO service.

Over the past several months, we've focused on improving how we communicate within our organization, and working on ways to better reach our 4,000+ employees at various work locations - stations, construction sites, garages, offices, and of course, driving our vehicles. We've started a new, fun and engaging weekly e-newsletter and we are introducing a new workplace social media platform.

The efforts of our communications team to communicate openly and compassionately about suicides on our rail corridors led to being recognized with a Gold Quill award from the International Association of Business Communicators. Our focus continues on telling our many Metrolinx stories of living and breathing safety.

Respectfully submitted,

Judy Pfeifer

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