

**To:** Board of Directors, Metrolinx  
**From:** Mark Childs, *Chief Marketing Officer*  
**Date:** September 14, 2018  
**Re:** Marketing Quarterly Update

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## Executive Summary

The Marketing Division works to drive ridership and fare revenue and promote non-fare sales. In the past three months, the Marketing Division has redefined its mission and mandate which puts the emphasis on the customer first, building the brand and enhancing revenues from non-fare sales. To achieve this, Marketing Division has enhanced its approach to market research and analytics to turn data into valuable customer insights. This research informs, guides and prioritizes our efforts to retain existing customers and attract new customers. As a result, the Marketing team has introduced new customer initiatives designed to improve the customer experience while testing and learning more about current and potential markets.

## Highlights

Year to date GO ridership has increased above target at almost 19 million rides. In particular, this increase can be attributed to increase use in the 416 areas and the Barrie corridor. Highlights of marketing initiatives to drive ridership include:

- In April, the Marketing Division launched a test and learn pilot program to let children 13 years of age or younger ride free on the Barrie line until October 31. For the month of June, ridership on the Barrie line was 13.7% greater than it was in June 2017. Approximately, 11,000 boardings were associated with the promotion in June.
- There has been an increase of ridership from West Harbour GO Station to Niagara Falls, coinciding with increased awareness of the seasonal Niagara promotion. This year's promotion was expanded to include more access to Niagara-on-the-Lake and partnerships with Niagara casinos.
- UP Express ridership continues its upward trend (19.7% increase in ridership when compared to June 2017). In April, two additional morning trips from Union to Pearson were added. The majority of our ridership is still derived from the airport. Marketing efforts through digital assets at the airport continue to build awareness of the UP Express service for airport travellers.
- For the month of August, Metrolinx partnered with Ontario Northland to make it easy for customers to get to cottage country. Each weekend throughout the month, an Ontario Northland bus connected with a Friday evening GO train in Barrie to take passengers on to the Muskoka region. The return bus trip connected to a southbound GO train in Aurora at the end of each weekend. The inaugural trip was successful, with all 49 seats sold out.

- The Marketing Division continues to forge partnerships with events such as the Honda Indy and the Canadian National Exhibition to provide promotional pricing (such as ride and ticket combos) in efforts to drive off-peak ridership.

In addition to working on ridership and fare revenue, the Marketing Division is increasing its efforts to secure non-fare revenues that also enhance the customer experience. Some highlights include:

- Launched at five GO stations, PC Express allows customers to order their groceries online and pick them up at the station at a convenient time. The program continues to perform well and increased marketing efforts that include station domination and train wrapping will support and promote the initiative.
- The PRESTO card rollout at Shoppers Drug Mart has continued. By the end of October 2018, a total of 384 locations in the Greater Toronto Area and Ottawa will provide PRESTO services. This means every Shoppers Drug Mart (and some Loblaws banner locations) in all PRESTO enabled municipalities will have PRESTO services once the rollout is complete.

## Conclusion

Metrolinx is exerting a new and stronger leadership in putting customers at the centre of all that we do, and the Marketing Division is at the forefront.

Respectfully submitted,

Mark Childs, *Chief Marketing Officer*