



# METROLINX

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**To:** Metrolinx Board of Directors  
**From:** Judy Pfeifer, *Chief Communications & Public Affairs Officer*  
**Date:** February 17, 2017  
**Re:** **Communications & Public Affairs Quarterly Update**

## OVERVIEW: DECEMBER 2016 – FEBRUARY 17, 2017

The transition into the new year provided the Communications & Public Affairs team with an opportunity to share and celebrate the many achievements of 2016. As Metrolinx advances on planning and building transit, our various teams continue to keep our neighbours, stakeholders, the media, and the general public engaged and updated on our progress.

We supported announcements on more Stouffville weekday GO service, more transit in Hamilton, and the Release for Proposals for the Cooksville GO Station and parking structure.

## HIGHLIGHTS, UPDATES & ANNOUNCEMENTS

### Rapid Transit Projects

The 12-week #MyExperienceEglinton social media contest, which encouraged people to shop local during construction, concluded in late December 2016. The 36 winners were randomly selected and received a \$100 gift certificate to the business they featured in their entries. An additional grand prize of \$500 was also drawn from the more than 200 entries.

Procurement on the Hurontario LRT project continues to advance, with the Request for Qualifications (RFQ) closing on January 26. The Metrolinx communications team is working in coordination with the cities of Brampton and Mississauga to finalize our communications plan.

In Hamilton, Community Connectors — the project's corridor engagement team — completed another round of canvassing to gather feedback from the local business community. The team knocked on 2,158 doors, had conversations with 733 residents and businesses, and received nearly 600 completed surveys. This work on the corridor has allowed the Hamilton team to establish and strengthen valuable relationships with those most impacted by this project. By seeking feedback twice a year for the duration of the project, the engagement team



will give the local community the opportunity to engage in meaningful dialogue that will help to inform construction mitigation, business support and future communications planning.

Fall visits sought specific feedback from the business community on loading/delivery concerns, construction impact mitigation and support efforts. Major concerns from initial visits in July were also followed up directly with residents.

The team took to [hamilton.ca/lrt](http://hamilton.ca/lrt) to answer 77 frequently asked questions about the project. This effort received much praise from media and community influencers alike. These questions will be regularly updated as more information becomes available.

Three public information centres took place in January along the LRT corridor. These meetings provided an opportunity for the public to ask questions and provide feedback ahead of the Environmental Assessment (EA) addendum submission in spring. The team also represented Metrolinx at three informal community updates hosted by various Hamilton Councillors in areas such as Stoney Creek, Dundas and on the Hamilton Mountain.

Finally, Hamilton LRT joined the world of social media, as the project's Twitter account, @HamiltonLRT, launched in early January. A Facebook page will follow, and Instagram will be launched as the project nears construction with on-the-ground updates to share.



### **Regional Express Rail (RER)**

The RER Communications & Community Relations team continued to support the program's procurement process, a significant step toward bringing Regional Express Rail to the GTHA.

In December, the team briefed a dozen elected officials, four community associations, and held one town hall public meeting in Agincourt to discuss the electrification EA. In January, the team held a quarterly public meeting in Agincourt to discuss ongoing work along the Stouffville Corridor, four meetings with community associations and several elected officials briefings. In early February, we held Transit Project Assessment Process follow-up town hall meetings in the Weston area. Overall, the team participated in a wide variety of engagement opportunities with elected officials, neighbours and community groups to support the RER program on all corridors.

### **Stakeholder Relations**

The Communications & Public Affairs Stakeholder Relations team continues to engage with more than 550+ elected officials and other stakeholders on an ongoing basis in the regions and communities where we plan, build and operate.

In February, we launched the first phase of public and stakeholder engagement for our community relations commitments on MetrolinxEngage.com. Results will be available after the second and final phase of public engagement in March.

Over the last three months, staff addressed over 70 direct inquiries from stakeholders, tracked over 120 transit-related items at municipal councils and the provincial/federal government, and facilitated over 25 stakeholder and public meetings.

### **Media & Digital Strategy**

As Metrolinx concluded another productive year, the Communications and Public Affairs team used various platforms to recall and celebrate the achievements of 2016. At the centre of this effort was a quiz that tested users on Metrolinx trivia, while reinforcing the progress message from the past year. Individual questions from the quiz were promoted on social media, directing users to the Metrolinx blog, [The Link](#), to complete all 16 questions on 2016 progress.

The media team averaged 50-60 media calls per week in the past quarter—a 19% increase over the same period in 2015 and a 20% increase over the previous quarter. Most calls were service-related but media interest in the PRESTO rollout on TTC continues to be intense. As media interest increases, so does reach, with media impressions increasing over last year by approximately 35%. Twitter and Instagram continue to drive interest in Metrolinx-related stories—reporters monitor for story ideas, and follow up on stories we promote through social media.

#### **16 questions on 2016**

1. How many subway stations had PRESTO available for fare payment by the end of 2016?

26

69

85

Hint: find the answer at [getpres.to](http://getpres.to)

### **Brand and Marketing**

#### **Capital Projects Campaign**

Metrolinx's Let's Get Moving campaign wrapped in January. The public education campaign was aimed at building awareness around our capital project delivery driving audiences to metrolinx.com where they could learn more through our interactive project map and join the conversation on [metrolinxengage.com](http://metrolinxengage.com) or social media channels.

The campaign video reached more than 1,740,000 unique viewers across multiple languages. Through social media (Facebook, Twitter, Instagram), the campaign generated more than 9M impressions and 2.1M engagements. Metrolinx.com traffic increased by nearly 80,000 visitors

(22%) over the campaign period, compared to the same 2 month period in September and October. Visit time ranged from 00:30 seconds to 2:30, on average.

### **Metrolinx Regional Event Tour**

The Regional Event Tour concluded its second successful season with an expanded schedule for 2016. The tour appeared at 26 events and featured interactive displays and informative collateral. The tour aims to engage, educate and build ongoing relationships across the GTHA.

In 2016, we generated more than 240,000 impressions and allowed us to engage in more than 125,000 conversations with residents about projects underway and the future of transit for their communities. We hope to continue this program into 2017.

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Respectfully submitted,

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