

To: Metrolinx Board of Directors
From: David Jang
Chief Communications Officer
Date: September 8, 2022
Re: **Communications & Community Engagement Quarterly Report**

Recent Highlights

As transit ridership continues to steadily recover, the good news of Metrolinx bringing back service on GO Transit and UP Express, including the very popular Toronto-Niagara seasonal GO Train service, topped all stories this quarter, with over 32,000 views and 10,149 Twitter impressions. It also received excellent pickup in the media, generating more than 80 stories with widespread positive coverage from community and daily publications.

Working closely with transit agencies and partners across the region, we launched contactless payment to bring even more fare payment options to customers on GO Transit, Brampton Transit, MiWay and Oakville Transit. Coverage was extensive over several days with overwhelmingly positive media coverage from media outlets such as the Toronto Star and Financial Post. There were 75 stories generated in total.

Our focus on amplifying Metrolinx's safety message continued with a heart-stopping video of an accident, in which a car went illegally around barriers at a level crossing and was struck by a train. The video garnered 12,529 views on Twitter and 47,661 impressions, with an engagement rate of 17.9 per cent – more than triple the benchmark for Metrolinx posts. It also made headlines in media outlets locally and worldwide, generating over 100 stories. We will continue to drive this message as we head into Rail Safety Week later this month.

"We are here for you"

Our Community Engagement teams have continued to strengthen the relationship and trust between communities and Metrolinx, as our capital projects continued to reach milestones this quarter. Through regular engagement activities such as targeted canvassing and community pop-ups, teams have consistently strengthened awareness for our capital projects within communities.

At the Night It Up! 2022 night market, we raised awareness for GO Expansion projects to over 300 community members who stopped by Metrolinx's table. There were more than 30 scavenger hunt participants, and interactions with community members were extremely positive. Through partnering with Night It Up! on their social media campaigns, the Yonge

North Subway Extension (YNSE)'s Instagram account followers increased by 20 per cent following this event, which was a significant growth.

With design and preliminary works ramping up on the Hamilton LRT line, we released a construction sequencing video on the Hamilton LRT construction project, including underground and at-grade work. It received an overwhelmingly positive response with over 7,000 views, over 1,000 social engagements across Facebook, Twitter and Instagram, and proactively engaging 27 key stakeholders.

The competition to select a design for public elements of transit infrastructure for the Ontario Line in the Leslieville-Riverside neighbourhood continued. To promote this, we hosted nine pop-ups and a booth at the Beaches Jazz Festival, with approximately 1,200 interactions. About 50 community members attended a community design workshop hosted by the team, where residents were able to provide ideas and suggestions to subject matter experts. The final winning submission will be determined and announced in September.

Summary of our Engagement Numbers for The Period





**More than 60
Metrolinx News**

features were published, bringing readers information on service changes, project milestones, and the inner workings of the transit world. The platform continues to have a strong year-over-year performance for 2022.

The Media Relations team responded to

400 calls

from media outlets.

Metrolinx participated in **1 speaking event** for the period, focused on the unique considerations that factored into the design and construction of the Ontario Line's Joint Corridor Construction.

Metrolinx achieved a media tone of **neutral-positive**, built on a foundation of proactive outreach to media, our own storytelling, and bringing Metrolinx experts into issues and stories.

Respectfully submitted,

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