

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: September 8, 2022
Re: Marketing Quarterly Update

Executive Summary

Throughout the summer the Marketing team focused on driving results through the combination of demand driven ridership programs for business and leisure, new fare payment options, a robust array of partnerships and diverse community events.

Most recently, on August 7, GO Transit had an event activation at Boots and Hearts camping and country music festival located at Burl's Creek Events Grounds. In partnership with Vettä Spa we also created a VIP GO bus experience in Horseshoe Valley.

Metrolinx partnered with Warner Bros., to launch five limited-edition DC Collectible PRESTO cards which were available at the Fan Expo at the Metro Toronto Convention Centre from August 25-28. The card designers were in attendance.

We continued our efforts to enhance customer experience and amenities through initiatives like the recent launch of Fleets Coffee Mobile Café at Burlington GO Station which provides fresh hot beverages and food to our customers each weekday morning, and the installation of vending machines including Brew Centre (cold beverage and snack machine) and Daily Blends (providing fresh and healthy snacks).

GO customer satisfaction (CSAT) improved to 82 per cent in July. This improvement followed earlier impacts of reduced service levels and steps taken to increase train capacity which helped alleviate customers' safety concerns with increased ridership. UP Express maintained a strong CSAT score of 87 per cent for July with a new brand campaign launched including high-impact customer communication at Toronto Pearson airport to reinforce the benefits of the direct rail link to downtown Toronto.

Ridership Performance

In July 2022, GO and UP achieved a 49 per cent ridership recovery with 102 per cent weekend ridership recovery as sustained demand in leisure travel to GO Beyond destinations continued to grow. Specifically, we continue to see Niagara Falls as one of the most popular destinations with weekend ridership of 5,950 average daily boardings (bus and rail), a recovery of 264 per cent compared to July 2019.

After two years of COVID, we had a successful return of partnerships with Toronto Pride, the Honda Indy and the Toronto Caribbean Carnival. Rail service was adjusted

to add seven weekend trips to Kitchener which drove increased ridership. Overall, Exhibition GO ridership at the 2022 Caribbean festival exceeded the 2019 event by +10 per cent.

Our PRESTO Perks program continues to grow and attract new partners, with 40 Perk partners including a new CNE offer to save up to 36 per cent off admission and up to 46 per cent off "ride all day" passes with 2,000+ redemptions by opening day. GO Bear and our brand ambassador team engaged thousands of returning CNE attendees with interactive games to promote travel destinations across the region alongside our 'What's next on your to-GO list' GO Bus.

Customer Experience and Business Development

On July 5, we launched the enhanced weekday Group E-ticket pass. Starting at \$30 for two people, the weekday group pass gives customers unlimited GO trips on any weekday. With options for up to five people, these flat rates are especially useful for tourism or adult family travel looking to save on their trip. In the first six weeks since launch the passes have incrementally outsold prior paper tickets 4:1.

Building on the success of our 'Train Guy' TikTok collaboration, we officially launched our GO Transit TikTok account on July 18 with five channel-engaging videos with over one million total views and over 5,000 followers!

On August 11 we refreshed the "More ways to pay" campaign to support the launch of contactless payment by PRESTO, for GO Transit, Brampton Transit, MiWay and Oakville Transit. A launch activation at Union Station engaged with more than 500 customers. The campaign brings to life the customer benefit of being able to pay for transit by tapping a PRESTO device with their credit card or a credit card stored on their watch or phone. An advertising partnership with Visa supplements the PRESTO and GO campaigns.

We continue to support new and innovative business opportunities at our GO stations and parking lots including Three Farmers sampling at Clarkson, Burlington and Oakville GO stations with over 5,700 samples distributed, and REPOBODY Mobile Fitness at Pickering and Whitby GO offering weekday workouts from August 1 to October 31.

As we bring the summer of 2022 campaigns to a close, we are prepared to welcome back a return to routines, our GO business travelers and students returning to school with campaigns and leisure travel ideas for the fall.

Respectfully submitted,

Mark Childs

Chief Marketing Officer