

To: Metrolinx Board of Directors

From: David Jang
Chief Communications Officer

Date: December 1, 2022

Re: **Communications & Community Engagement Quarterly Report**

Recent Highlights

Associate Minister Stan Cho, PA Grewal and MPP Rasheed joined Metrolinx President & CEO, Phil Verster and Chief Payments Officer, Barclay Hancock, at an announcement to echo the recent launch of PRESTO contactless payment on GO, MiWay, Mississauga Transit and Oakville Transit. The event celebrated 100,000 credit card taps between August 11 and September 26, and the announcement generated over 20 stories in news outlets including Mississauga News, Weekly Voice and the Toronto Sun.

Several capital projects reached significant progress milestones this quarter, including the start of construction at Confederation GO Station in Hamilton. The announcement was attended by Premier Doug Ford, Minister Caroline Mulroney and other elected officials. The news generated over 30 web and broadcast stories, including from news outlets like CBC and Daily Commercial News.

The news announcing the Yonge North Subway Extension construction partner for early upgrades at Finch Station also attracted interest from industry media, including Mass Transit, and excitement on social media, garnering a 15.2 per cent engagement rate across all channels.

Metrolinx also launched a new tracker for the Eglinton Crosstown West Extension tunnel boring machines, allowing people to follow the tunneling progress on the Metrolinx website. The news garnered excitement online, with positive coverage from outlets such as Insauga and BlogTO, and the accompanying social media had an engagement rate of 15.4 per cent – more than triple the benchmark for Metrolinx posts.

‘We are here for you’

As the pipeline of active construction and construction-ready projects continue to grow this quarter, we are scaling up our community engagement initiatives to capitalize on good news through hyper-local engagement activities. Our community engagement teams continue to be on the ground across the GTHA to increase trust and support for our programs and services and to address concerns from communities and stakeholders.

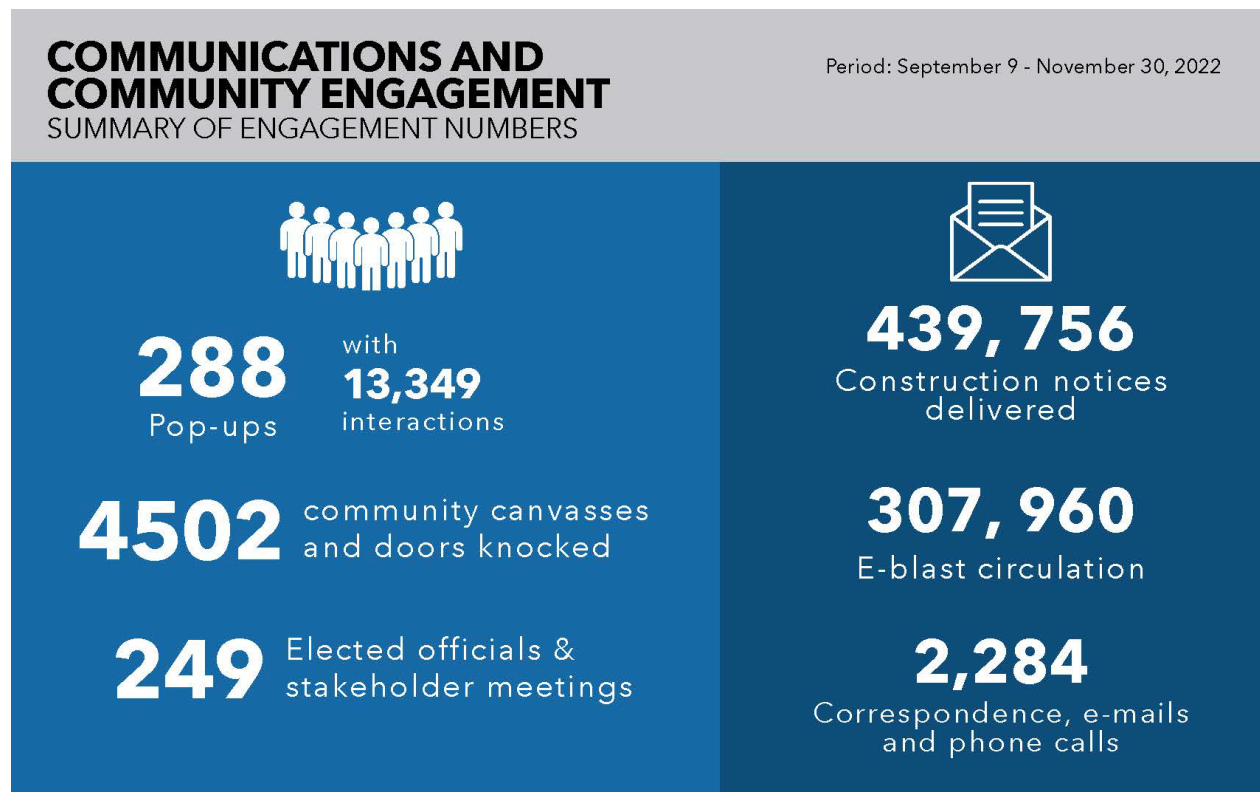
A pre-emptive and multi-pronged strategy, including a widespread canvass of 350 homes and distribution of 25,000 notices to all homes and businesses within a kilometre of the closure, was launched prior to a QEW closure to install a “push box” for the Hazel McCallion Line in October. The Metrolinx blog to support this work topped all stories this quarter with over 11,000 views. There were also 10 stories generated from media outlets, such as

CityNews and Insauga. As a result of our proactive efforts to broadly communicate the closure to the public, there were no complaints or calls from the community and media during the closure.

During Rail Safety Week in September, our community engagement teams amplified Metrolinx's safety message by participating in six events across the region, including a kick-off event hosted by the Oakville Fire Department, a rail safety event at Toys "R" Us, a 55+ Wellness & Information Fair and pop-ups at Guelph Public Library and two GO stations. Our teams interacted with about 7,000 community members at these events and handed out nearly 4,000 Metrolinx-branded items to attendees. Staff provided information and answered questions from attendees, ranging from children and parents learning about safety across the rail network with a Thomas and Friends book to seniors who were excited to learn about GO Expansion and Rapid Transit projects.

Our community engagement teams also held a variety of pop-ups at schools and campuses across the region for elementary schools, high schools and post-secondary institutions. Our teams attended many orientation and welcome week events, including at the University of Toronto (Mississauga and Scarborough), McMaster University, Humber College and Sheridan College. At these events, our staff interacted with more than 1,600 students and faculty members, answering questions and increasing awareness about PRESTO, GO Expansion, LRT projects and Metrolinx programs and discounts for students.

Summary of our Engagement Numbers for The Quarter



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.

5 Media interviews for CEO and other senior leaders



The Media Relations Team responded to **300 calls** from media outlets



37 Metrolinx News features were published, bringing readers information on service changes, project milestones, and the inner workings of the transit world.

We had about **225,000** story views

15 Speaking events

Metrolinx participated in **15 speaking events** during this period. These included five led by our CEO on topics relating to safety, light rail transit, and the complexities of building transit in a metropolitan city.

Respectfully submitted,
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