

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: December 1, 2022
Re: Marketing Quarterly Update

Executive Summary

In wrapping up the Summer and entering the Fall, the Marketing team has continued to focus on driving results through new and innovative partnerships with business and leisure programs that strongly support ridership growth and demand.

Metrolinx has continued to enhance customer experience and amenities by installing over 60 vending machines throughout various GO stations offering variety of beverages, snacks, and drug store products. And most recently, after a two-year hiatus, Metrolinx partnered with the Royal Agricultural Winter Fair Nov. 4-13 at Exhibition Place, celebrating its 100th anniversary.

GO customer satisfaction (CSAT) improved to 79 per cent in in October. This improvement was driven by additional service that met customer demand as customers headed back to work and school. UP Express maintained a strong CSAT score of 85 per cent for October with 15-minute frequent peak service added in early October.

Ridership Performance

In September 2022, GO and UP achieved 59.5 per cent ridership recovery with 93.6 per cent weekend ridership recovery. We have seen a change in customer travelling patterns indicating a shift to business and school trips - specifically rail weekday ridership increased by 15 per cent and weekend ridership dropped by 22 per cent.

Youth and Post Secondary PRESTO ridership recovered to 78.6 per cent of 2019. GO peak ridership recovery was at 42.5 per cent through September, as customers begin to transition to a post pandemic environment returning to work and schools, supported by student engagement at six campuses and supplemented with the Durham College Oshawa GO partnership to strengthen student, employees and community engagement in the region.

The Canadian National Exhibition (CNE) returned in person (Aug. 19-Sept. 5), with our promotional partnership that included five digital billboards along major highway corridors, a wrapped GO bus and an on-site booth and customer engagement with over 40,000 PRESTO perk redemptions - *the most redemptions for a PRESTO Perk ever!*

We also had a very successful four-day partnership with Fan Expo, as we saw 30 per

cent increase in combo tickets from 2019 (pre-pandemic) and participated as a vendor selling more than 2500 limited edition DC collectible PRESTO cards.

Customer Experience and Business Development

Our three-month partnership with Door Dash includes a PRESTO perk of \$0 delivery fees on a participating PRESTO customer's first order. We also launched a six-month pilot with Pumpkin Kart - a Toronto grown small business providing online home delivery services specializing in ethnic food and grocery delivery service currently catering to the South Asian and Middle Eastern communities in Canada. Through this perk partnership we are offering new customers up to 50 per cent off on their first food order. Both these partnerships give PRESTO users a great opportunity to take advantage of promotional offers.

Additionally, Metrolinx has renewed our agreement with Purolator to keep their current retail locations at GO stations and accompanying advertising assets on Metrolinx property. In addition to being a source of non-fare revenue for Metrolinx, this partnership allows customers to save time by eliminating an extra stop on their journey.

We have also brought to life partnerships with Visa and AMEX to support our new contactless payment by PRESTO for GO and UP Transit. The AMEX partnership includes a cardholder incentive, deployed and managed by AMEX of a \$5 statement credit when they spend \$25 (contactless payments through Dec 31, 2022).

Closing this year on a high note, we introduced new fare passes to meet customer needs, added five new GO bus leisure destinations, collaborated 37 event partnerships, added 40+ PRESTO Perks, and partnered with 99 businesses to support their Return to the Office.

Respectfully submitted,

Mark Childs
Chief Marketing Officer