

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: February 16, 2023
Re: Marketing Quarterly Update

Executive Summary

In closing 2022, the Marketing team has continued to focus on driving demand through new and innovative partnerships with business and leisure travel programs that strongly support ridership recovery and growth.

Leading into the Holiday season, over 100 Metrolinx employee-brand ambassadors together with their family and dogs participated in local holiday parades featuring our knitted sweater wrapped GO bus. These family-fun activations shared our "Kids GO Free" message to over 80,000 parade attendees.

On December 8, the Metrolinx Shop had a successful holiday pop-up at Union Station. Top selling branded merchandise included the GO Train ornament, a wooden GO toy train set and GO Transit system map puzzle.

With airport travel recovering, UP Express hosted a holiday appreciation activation engaging over 450 customers with a cookie giveaway and Balzac's coffee vouchers to help take away some of the stress in their holiday travels.

In December we saw UP customer satisfaction (CSAT) improved to 89 per cent, supported by 15-minute peak service. GO CSAT improved to 85 per cent in December. This improvement was driven to increased rail service reliability, frequency, and express service with improvements in customer communications and station maintenance.

Ridership Performance

In December, GO and UP achieved 54 percent ridership recovery for the month (compared to 2019) with 82.9 percent for weekend ridership recovery which coincided with the end of the Blue Jays baseball season.

In December, e-ticket sales showed consistent performance driven by leisure travel on Saturdays, and large sporting events and concerts on weekdays. Additionally, the GO Diwali group weekday pass reported a 31 percent lift during October 19-31 compared to prior period. We proudly continue our multicultural audience engagement in support of the Lunar New Year for both UP and GO.

Customer Experience and Business Development

In December we re-launched Metrolinx.com on a new cloud platform and a Customer Relationship Management tool to help our Customer Contact centre support customers. Since launch, we have seen a 50 percent increase in traffic to the website.

GO has continued to enhance customer experience and amenities with the re-opening of Tim Horton's at Burlington GO on December 28, 2022 and the installation of 64 vending machines at 28 stations including, Eglinton, Malton and 407 bus terminal.

We continue to innovate and forge new partnerships. Together with Forty Creek Whisky and Mothers Against Drunk Driving Canada to encourage the public to celebrate New Year's Eve responsibly by offering GO Transit and UP Express services for free after 7pm.

Our partnership with Hudson's Bay hosted a surprise Lakeshore West GO Train on-board activation that welcomed basketball fans onto the promotional wrapped trains with free striped mittens, scarves and a bag of popcorn. Exciting appearances were made by Raptors Superfan Nav Bhatia who boarded the train at Exhibition GO. Social media influencers and media were on hand to capture the excitement and secured coverage from City News, ET Canada and over 15 blogs.

To further support the launch of PRESTO Contactless, we extended our partnership with American Express with a customer experience at the SkyWalk that provided customers who tapped the machine with their Amex card with a free bottle of water.

We are excited to support our customers in their return to GO, UP and PRESTO throughout 2023 with more exciting destination trip ideas, event promotions and experiential partnerships.

Respectfully submitted,

Mark Childs

Chief Marketing Officer