

To: Metrolinx Board of Directors

From: David Jang
Chief Communications Officer

Date: February 16, 2023

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

Recent Highlights

We launched the new Metrolinx website, merging the previous Metrolinx.com, Metrolinx News and Metrolinx Engage sites, to help customers, communities and stakeholders quickly find comprehensive information about our projects and services. Over 1,500 webpages were consolidated into approximately 500 simple-to-use and interactive webpages, and many upgrades were made, including new maps, a chat bot, book-a-meeting appointment scheduler, document centre and advanced onsite search. The French website will launch later this month.

To broaden our reach to audiences, we launched the new Metrolinx LinkedIn Newsletter as an additional tool to share information and important updates. We have issued five editions of the newsletter to date, featuring articles such as the launch of credit card taps on all 905 transit systems and a year-in-review for the Hazel McCallion Line. The newsletter has surpassed 23,000 subscribers, which is more than one quarter of Metrolinx LinkedIn followers. Reception has been overwhelmingly positive, and each edition has been read by more than 15,000 people.

As the subway projects continued to reach key milestones, we championed and capitalized on the good news to showcase the progress being made across the four lines. To celebrate the start of tunneling on the Scarborough Subway Extension, we issued social posts which garnered 12,700 impressions, and the social channels have achieved more than a cumulative six per cent follower growth since then. On the Ontario Line project, we highlighted the news of two major contracts being awarded to successful bidders and the release of two more procurements from November. The original posts, which included never-before-seen renderings, garnered 41 retweets and more than 69,000 combined impressions.

'We are here for you'

Our Community Engagement teams remained embedded in communities across the region this quarter to strengthen relationships with residents and businesses. We continued to increase awareness for our capital projects through hyper-local engagement activities, such as targeted canvassing and community pop-ups.

The Peel Community Engagement team collaborated with the Toronto West Community Engagement team to host a pop-up event at Humber College's Lakeshore Campus. We shared information about student rates and PRESTO discounts, which many students were eager to learn about. Our tailored approach led to over 100 interactions and numerous

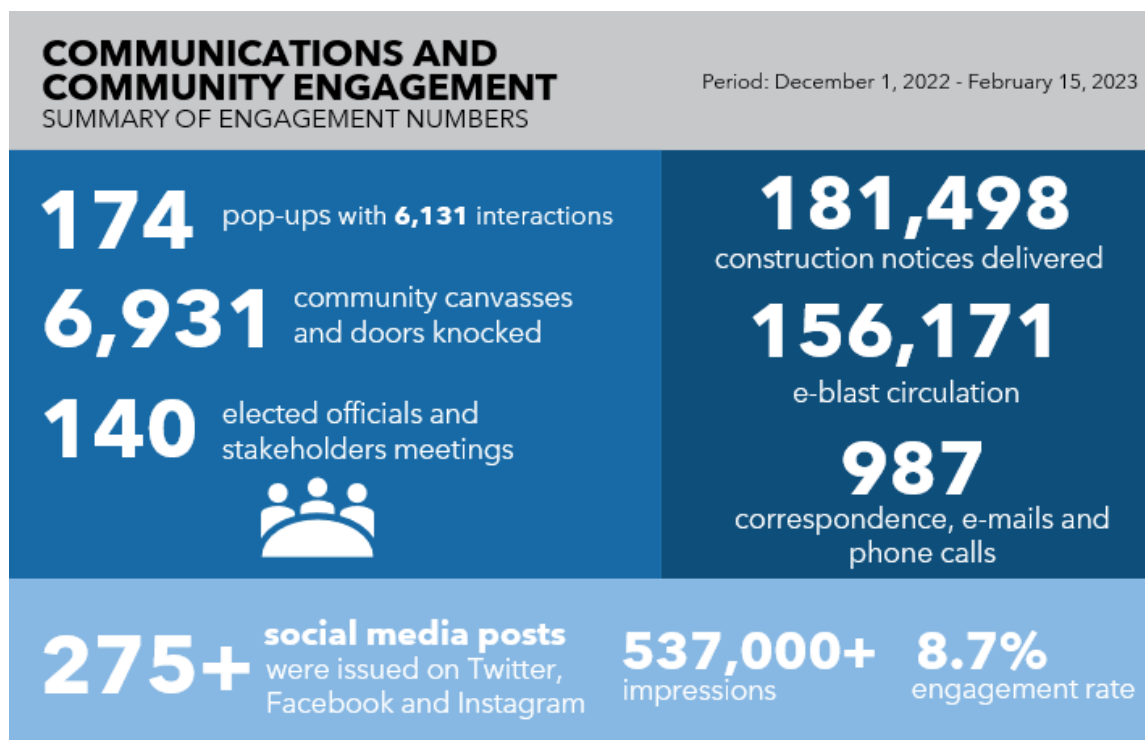
meaningful discussions with attendees, and the teams intend to host a third pop-up at Humber in the spring.

The Toronto East, Toronto Stations, Scarborough Subway Extension and York-Simcoe Community Engagement teams joined the Lunar New Year celebration at Splendid China Mall in Scarborough, where we spoke to 130 people about transit projects in Scarborough and along the Stouffville Rail Corridor, including improvements at GO Stations, GO Expansion Program and the Scarborough Subway Extension. We also handed out postcards in English and Simplified Chinese and Metrolinx promotional items to drive excitement and increase awareness on our projects and programs.

To keep Durham residents informed of projects such as the GO Expansion Program, Bowmanville Extension and Durham-Scarborough Bus Rapid Transit Project, the Durham Community Engagement team held 17 pop-up events throughout the quarter. By closely working with our stakeholders, notices for our pop-ups were amplified through local media outlets, regional e-newsletters, social media and our municipal partners' communications channels. At the pop-ups, we answered many questions and heard excitement from residents about the new transit options being brought to the region, resulting in over 465 interactions.

Throughout the quarter, our teams also held briefings with elected officials to share updates on construction activities and capital projects, ensuring community voices are brought to transit projects. Briefings were held with Associate Minister Cho, Durham Region Council members and MPPs, MPPs from the Region of Waterloo, City of Brampton Council, Niagara Region Mayors and CAOs, Toronto City Councillors, and federal MPs.

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.

The Media Relations Team responded to

137 calls 
from media outlets

2 media interviews for the CEO and other senior leaders

5 editions of the **Metrolinx LinkedIn Newsletter** were published

30 Metrolinx News features were published



45,000+
story views

6 speaking events

Metrolinx participated in **6 speaking events** during this period. These included our CEO participating in two fireside chats, including with the Ontario Road Builders' Association and the Empire Club of Canada.

Respectfully submitted,
David Jang
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