

**To:** Metrolinx Board of Directors

**From:** David Jang  
*Chief Communications Officer*

**Date:** June 29, 2023

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

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## **Recent Highlights**

Metrolinx participated in a number of government-led announcements to celebrate significant and exciting milestones both on the capital and operations sides of the business this past quarter. We broadened our reach to share our story with new and different audiences by employing an integrated and targeted communications strategy, including engaging videos and social media posts across multiple platforms.

The PRESTO contactless payment program expanded to include payment by Interac® debit on GO Transit, Brampton Transit, Burlington Transit, Durham Region Transit, Hamilton Street Railway, MiWay, Oakville Transit, and York Region Transit, Para Transpo, with an announcement attended by Associate Minister Cho, Phil Verster and Barclay Hancock. With 28,000 views and counting, the PRESTO debit launch story was the top performer in April and has the second-highest views so far this year – partly due to it being pushed out via the PRESTO app to all 900,000 app users. The video on contactless payment garnered over 107,000 impressions and 49,629 video views across all social media channels. In addition, more than 70 media stories were generated with the majority very positive in tone, including coverage from CityNews, Mobile Syrup, and iPhone in Canada.

To celebrate the completion of construction work at Bramalea GO Station, Phil Verster was joined by elected officials from all three levels of government, including Premier Ford, Minister Mulroney, MP Sidhu, and local MPPs and mayors. The news was very well received, with more than 65 positive stories from outlets including blogTO, ReNew Canada, insauga, and CityNews. The Metrolinx story garnered more than 1,600 story views and the social media posts generated over 49,000 impressions with a 5.1 per cent engagement rate.

As part of Metrolinx's commitment to sustainability, we announced that customers now have a chance to travel on a zero-emission battery electric GO bus for the first time on GO Bus Routes 19, 27, 92 and 96B as part of a trial project, which began on May 15. Phil Verster joined Premier Ford at the announcement and the news was picked up by a wide variety of media, including insauga, Newstalk, Global News, CityNews, and CP24, and all stories were positive in tone. The social media posts garnered 15,000 impressions and 647 engagements.

## **'We are here for you'**

Our Community Engagement teams continued to be on-the-ground in communities across the region to strengthen relationships with residents and businesses. We are ensuring the voices of communities are reflected and inform our decision-making process through hyper-local engagement activities, such as targeted canvassing, open houses and community pop-

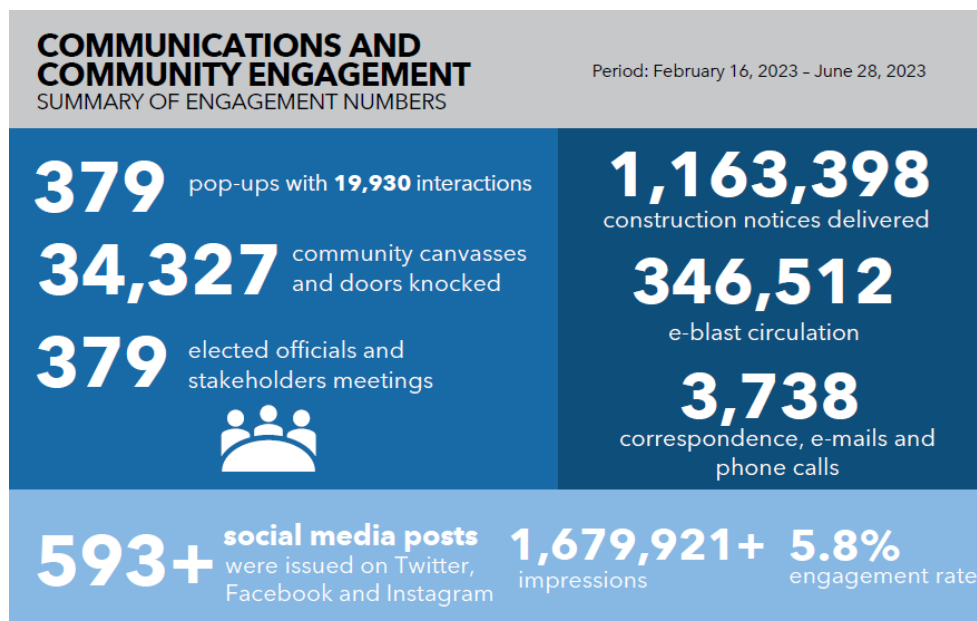
ups.

The Davenport Diamond Guideway welcomed its first revenue GO trains, resulting in positive chatter amongst the community and rail enthusiasts, who took to social media to share their excitement. As part of the celebration, well-known transit influencers were taken on a GO train ride over the guideway to capture footage and photos, and they promoted the milestone to extend reach. There was also a positive blogTO story published. Prior to the switchover, the Toronto West and Stations Community Engagement teams collaborated to canvass several higher traffic areas in the immediate vicinity of the Guideway, engaging with residents to inform them about the switchover and answer their questions.

The Toronto West Community Engagement team led the inaugural Toronto Progress Tour, with over 25 attendees. The tour included stops at CIBC Square Park, Exhibition Station, Davenport Diamond and Eglinton Crosstown West Extension. At each stop, project teams spoke about GO expansion and Rapid Transit progress, and Community Engagement teams described the engagement efforts for various projects. The tour included stakeholders from various organizations, including the Canadian Urban Transit Association, Toronto Downtown West BIA, and Urban Land Institute Toronto, who provided positive feedback on the tour.

Prior to the start of the Queen Street closure, the Community Engagement and Capital Communications teams employed a high-profile, proactive and multi-channel approach including messaging, signage, wayfinding and outreach, working in close collaboration with the City of Toronto and TTC. The Community Engagement team held briefings with key stakeholders including elected officials, the Business Improvement Area and the Community Liaison Committee. They also distributed over 10,000 postcards and shared information at TTC-led information pop-ups near the closure area. Detours were reflected on Google Maps, Waze, Triplinx and displayed on project signage. The closure was picked up by a wide range of media, with major outlets including CTV, CBC, Global, The Toronto Star, CityNews and CP24. Media coverage was overwhelmingly neutral and informational, and there were 287 mentions of the closure with a potential news reach of 234 million.

### 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

**410 calls** 

from media outlets

**7 media interviews** for the CEO and other senior leaders

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

**72 Metrolinx News features** were published



**392,250+**  
story views

**32 speaking events**

Metrolinx participated in **32 speaking events** during this period. These included our CEO participating in 3 speaking events, including with C.D. Howe, the Empire Club of Canada and the Canadian Association of Railway Suppliers.

Respectfully submitted,  
David Jang  
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