

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: September 7, 2023
Re: Marketing Quarterly Update

Executive Summary

Throughout the summer, we have continued to drive ridership momentum through an exciting roster of leisure and tourism destinations and partnerships. Most recent July GO ridership reports ridership at 69 percent of pre-pandemic ridership with weekend ridership at 125 percent (workday adjusted).

Most recently, we participated at the Caribbean Carnival Grand Parade and the Canadian National Exhibition (CNE).

To support our customers getting to the Caribbean Festival we added special weekend GO Train services on the Stouffville, Milton and Lakeshore West GO lines. At Exhibition Place our team was on site to engage parade go-ers with limited-edition carnival-themed PRESTO card decals and an opportunity to be photographed wearing carnival wings in front of the carnival themed GO bus.

The team was equally excited to return to the CNE recently, to celebrate the end of summer with an on-site Toy Pass activation raising awareness of Kids GO Free with GO Bear and a custom design GO bus.

We continue to enhance the customer experience with great tasting, convenient food and beverage options. 35 locations now include vending machines with innovative options such as Pizza Forno and Daily Blends. Coming soon, we're excited to welcome Second Cup Café to Union Station Bus Terminal.

In July, Up Express welcomed inbound Caribbean Carnival parade go-ers to the sound of steel pan and continues to help our customers 'keep their trip on track' with a consistent 30-minute service. UP customer satisfaction (CSAT) is 87 percent.

GO customer satisfaction consistently reports at 84 percent, most recently supported by adding weekend service on the Kitchener line in April, strong on-time performance and improvements in helping our customers plan and prepare their trip via the new [gotransit.com](https://www.gotransit.com).

Ridership Performance

Weekend ridership is at 125 percent and has been supported by promotion and leisure travel to key destinations and events.

Niagara Falls with our partner WEGO offered convenient discount travel packages including Niagara Parks Hop-On Hop-Off bus, Niagara-on-the-Lake shuttles and the Niagara Falls Incline Railway. Niagara weekend ridership compared to pre-pandemic increased to 487 percent.

Throughout the summer we continued to actively participate in meaningful events such as Carrasauga Festival of Culture, Toronto Newcomer Day, York Pride, Taste of Asia, FUN Philippines and most recently the Toronto Pride event, where we saw a 79 percent ridership lift on the weekend versus a non-event weekend.

In August, we were excited to partner with the Toronto Blue Jays. Including a Junior Jay's activation at the Rogers Centre and launch of a "GO Jays" fan campaign to encourage customers to choose GO Transit as the best way to get to the game. Weekend game day ridership at Union Station grew by +48 percent and weekdays by 15 percent compared to non-event days.

To support business travel, GO & UP was the Official Transit Partner of Collision Conference in June, with 40,000 attendees being offered unique GO and UP discounted travel deals. Metrolinx observed a ridership increase at UP Express on the opening day of 19 percent at UP Express, with UP weekend ridership at 99 percent.

Customer Experience

In late June, upexpress.com was re-launched in a new mobile-optimized format to enable personalized trip planning with real-time information to deliver an improved customer experience and make trip planning easier.

We continue to bring to life innovative partnerships, to support customers first and last mile. In August at Mount Pleasant, Brampton and Bramalea GO stations we launched collaboration with SCOOTY e-scooter rentals and partnered with Turo car sharing marketplace at GO stations where customers will receive \$25 off their first trip!

We currently have 54 PRESTO Perks offers, and we recently offered up to 25 percent off VIP and regular tickets for National Bank Open and other discounts for various shows and exhibits such as Mirvish Productions, Disney Immersive and Pink Floyd Exhibition. As we head back into routine in September look forward to perks on Just For Laughs Toronto, 1MX Music Festival and Toronto International Film Festival (TIFF).

We look forward to welcoming our students back to school and customers returning to the workplace. Enjoy the ride!

Respectfully submitted,

Mark Childs

Chief Marketing Officer