

To: Metrolinx Board of Directors

From: David Jang
Chief Communications Officer

Date: September 7, 2023

Re: Communications & Community Engagement Quarterly Report

Recent Highlights

Metrolinx participated in two government announcements to highlight significant milestones and launches for the PRESTO program this past quarter. Our announcement on the reduction in the cost of the physical PRESTO card from \$6 to \$4 generated more than 225 media stories and resulted in positive broadcast, radio and digital coverage, including from media outlets such as the Toronto Star and Global News. In addition, over 38,000 impressions with a 5.5 per cent engagement rate on owned social media content helped to build excitement for a second PRESTO announcement the following week.

Additionally, Metrolinx President & CEO Phil Verster joined Associate Minister Stan Cho, Toronto Mayor Olivia Chow and TTC CEO Rick Leary to announce that the PRESTO contactless payment program was expanding to include payment by Interac® debit and credit on the TTC. Media coverage of the announcement was largely positive, with customers expressing excitement and highlighting how they will benefit from the added payment options. In the week following the announcement, 640 media stories were generated, including from outlets like CP24 and CityNews Toronto. The sentiment on social media was largely positive as well, with the announcement resulting in over 142,000 impressions and over 47,000 video views.

We also continued to broaden our reach and share our story with new audiences through engaging videos and social media posts. We released a 45-second video using animated renderings to highlight five “rail-y cool” features of the Ontario Line future trains on the Facebook, Twitter and Instagram social channels, as well as the Metrolinx LinkedIn channel. The video is the highest performing organic content to date on the Ontario Line social channels, with more than 67,000 video views, 140,000 impressions and 11,000 engagements and counting. It was also picked up by several news outlets, including the Toronto Star, CP24, BlogTO and CTV News with an estimated media reach of 50 million.

‘We are here for you’

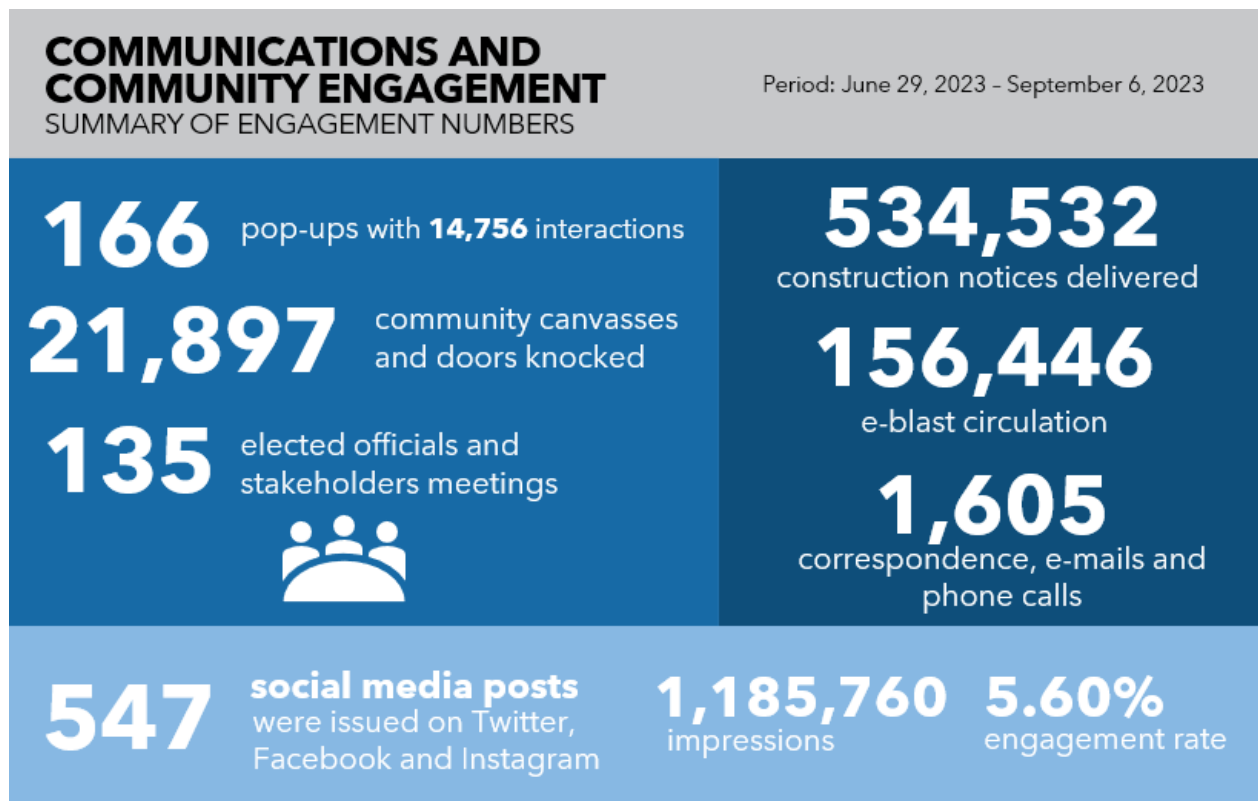
With heavy construction taking place across the Ontario Line alignment over the summer, the Community Engagement teams met with several Business Improvement Areas (BIAs) and stakeholder groups to address their concerns in advance of construction activities. We also held community pop-ups at festivals, including the three-day Leslieville-Riverside Jazz Festival, and various community stakeholder meetings to ensure residents and community stakeholders were well informed of upcoming construction activities across the project. Several Construction Liaison Committees meetings were also launched, including Queen-

Spadina, King-Bathurst, Osgoode and Yonge, where our teams provided community members with updates on construction activities taking place.

Prior to work commencing along the Lakeshore East joint corridor in Riverside/Leslieville, our teams employed a proactive and multi-channel approach to prepare the community for construction. Our engagement efforts included hosting 15 outreach events with more than 1,500 customer-resident interactions, five stakeholder meetings, and three business canvasses with 25 businesses visited in the neighborhood. We also delivered over 1,000 construction notices to residents and businesses within a 500-metre radius and issued posts on the Ontario Line social media channels to broaden our reach. To provide enhanced support to the community, the Ontario Line community office held extended opening hours, including over the weekend of the closure from 7 a.m. to 7 p.m., to answer urgent questions from residents. Our proactive measures resulted in zero complaints over the weekend of the closure.

To support ongoing construction work along the Hazel McCallion LRT Line, the Peel Community Engagement Team held four community activation events during Canada Day celebrations, including at Chinguacousy Park in Brampton and Celebration Square in Mississauga, resulting in over 200 interactions with community members. We also held three Construction Liaison Committees meetings, with high turnout from councillor representatives and community members. Two canvasses took place in July to inform the community of upcoming impacts related to construction of the Hazel McCallion Line, including door-knocking of 104 properties ahead of a planned power outage. This proactive outreach helped residents make arrangements as needed and provided a direct contact for any additional questions or concerns leading up to and during the power outage.

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

553 calls



from media outlets

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

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

24 **Metrolinx News features** were published



138,000 story views

1 **speaking event**

Metrolinx participated in **1 speaking event** during this period.

Respectfully submitted,
David Jang
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