

# CONNECTING COMMUNITIES THROUGH CONSULTATION

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## EXECUTIVE SUMMARY

Metrolinx's capital program will bring over eight million people within easy reach of fast, reliable transit in the Greater Golden Horseshoe, an area of 10,097 km<sup>2</sup>.

As we transform the region through the GO Expansion, Subway, and Rapid Transit programs, we are **improving lives through transit** and **helping communities navigate through the disruption** due to construction.

Whether it's enhancing our existing services or constructing transit for the future, our communications and community engagement teams are here to help keep customers and residents informed, every step of the way.

Since June 2023, we've addressed 12 key issues by collaborating with customer-residents to better understand the areas we impact and make community-first construction decisions.

The following presentation demonstrates our **proactive approach to how we anticipate, mitigate and manage issues** through our communications and community engagement efforts.

# COMMUNICATIONS AND COMMUNITY ENGAGEMENT SNAPSHOT: JULY TO AUGUST 2023

**547** social media posts  
with **1.2 million** impressions  
and a **5.6%** engagement rate


**24** Metrolinx News features,  
with **165,000** story views

Metrolinx participated in  
**3** announcements, including  
**Open Payment** on the TTC

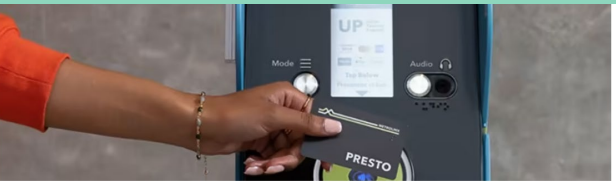


**5** rail-y cool  
features of the  
**Ontario Line**  
trains

**140,000+** impressions  
**67,000+** video views  
**11,000+** engagements  
**50M** media reach




**TTC open payment**  
**158,000+** impressions  
**55,000+** video views  
**5,700+** engagements



**PRESTO card price to drop by \$2 on August 8**  
The cost to buy a physical PRESTO card will soon be lowered from \$6 to \$4.  
Aug 2, 2023  
On August 8, Metrolinx is making it easier to take transit by lowering the cost of a PRESTO card to \$4 from the current price of \$6.

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YOUR EMAIL

**14** LinkedIn Newsletter editions,  
with **39,000** subscribers



**Finch vehicle testing**  
**25,000+** impressions  
**2,300+** engagements  
**9.1%** engagement rate



A revolutionary engineering method in action as part of the Hazel McCallion Line (Metrolinx video)

**Metrolinx News - July 12, 2023**

Metrolinx  
Getting you there better, faster, easier.  
Published Jul 12, 2023

**553** media calls  
**88% average** neutral-positive  
media tone  
**3** media interviews for CEO and  
other senior leaders

# COMMUNITY ENGAGEMENT SNAPSHOT: JULY TO AUGUST 2023

**267 outreach events**  
4 public meetings, 166 pop-up information sessions and 97 canvasses with 21,800+ doors knocked

**17,270 customer-resident Interactions**  
385 public meeting attendees, 14,756 interactions at information sessions and 2,129 conversations at the door

**135 stakeholder meetings**

**534,532 construction notices delivered to the door and through email**

**1605 direct emails and phone calls with customer residents**

Ontario Line Construction Notice

### Overnight weekend bridge construction

Scheduled duration: Wednesday July 19 and Friday, July 21, to Monday, July 24, 2023



**What is happening?**

- Crews will demolish an unused platform at Queen Street East bridge and install temporary support structures at the Logan Avenue and Dundas Street bridges.
- This work will begin at approximately 9:00 p.m. on Friday, July 21 and continue to until 6:00 a.m. on Monday, July 24, 2023.
- In advance of the weekend work, a platform will be built beneath the Queen Street East bridge to protect the sidewalk and street from debris during demolition.
- This platform will be built on Wednesday, July 19, 2023 between 7:00 a.m. - 10:00 p.m. (date/time subject to change).

**Traffic and pedestrian details**

- Traffic on Queen Street East will be reduced to one lane in each direction beneath the bridge during this work.
- Cyclists will share the road with vehicles while travelling through this area.
- Alternating sidewalk closures on Queen Street East will be required beneath bridge; **one sidewalk will remain open at all times.**
- Pedestrians will be directed to use the existing pedestrian crossings at Empire Avenue and Boulton Avenue.
- Traffic lane and sidewalk closures will begin as early as Wednesday, July 19, 2023, and continue until Monday July 24, 2023.

Information as of: July 18, 2023



# ONTARIO LINE - LAKESHORE EAST JOINT CORRIDOR DESIGN COMPETITION

Metrolinx began monthly community consultations on public realm design features for the joint rail corridor in January 2022. Consultations led to the development of a design competition to solicit innovative solutions from private design firms. A design review jury, comprised of community members, BIAs and design professionals, selected the best proposal based on community preferences.

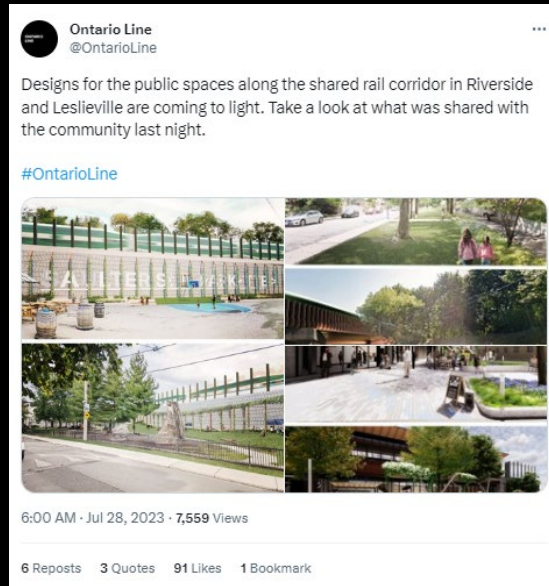
Since January 2022, the Community Engagement team has completed extensive outreach on the Joint Corridor Design, including:

<b>15</b> Outreach Events	<b>1,500 +</b> Interactions
<b>162</b> Surveys Completed	<b>45</b> Stakeholder Meetings
<b>6</b> Canvasses	<b>3</b> Community Walks



In spring 2023, a winning design was selected, which was announced to the community in July 2023.

We employed a multi-channel approach with social posts and a Mx blog story.



Metrolinx reveals gorgeous new public spaces and bridges for Ontario Line



## MEDIA + SOCIAL BY THE NUMBERS

<b>9,235</b> Impressions	<b>5,700</b> Metrolinx News Views
<b>11.9%</b> Engagement Rate	<b>3.72M</b> Media Reach

Prior to the start of construction, we engaged with residents and stakeholders to share updates.



<b>1,000+</b> Construction Notices Delivered	<b>1,600+</b> Customer-Resident Interactions
<b>19</b> Outreach Events	<b>5</b> Stakeholder Meetings

# EGLINTON CROSTOWN WEST EXTENSION DESIGN AND RESTORATION CONSULTATION

Metrolinx is collecting input on stations design and parkland restoration through various forums including open houses, a Design & Restoration Working Group, pop ups, canvassing, an online stations survey and conversations at the newly opened project community office.

The Community Engagement team has been hard at work undertaking comprehensive outreach, including at the newly opened community office, located at 326 Scarlett Road.

## OUTREACH NUMBERS TO DATE

<b>2</b>	<b>270+</b>	<b>50+</b>	<b>6</b>
Open Houses	Meeting Attendees	Surveys Completed	Canvasses
<b>21</b>	<b>675+</b>	<b>13</b>	<b>430+</b>
Outreach Events	Interactions	Stakeholder Meetings	Doors Knocked



## DESIGN AND RESTORATION WORKING GROUP



The working group has provided feedback that has informed restoration plans for lands impacted by the elevated guideway. Six meetings have been held to date to collect input on restoration and neighbourhood improvements.

A social campaign comprised of 37 posts rolled out to generate awareness of the project and provide opportunities for community feedback.

Eglinton Crosstown West Extension  
**Eglinton Crosstown West Extension**  
 @EglintonWestEXT

We want to hear from you! 🗣️

Check out the early station design concepts we shared at our recent open house and let us know what you think. 🙌

The renderings and feedback survey are here:

[metrolinx.com/en/projects-an...](https://metrolinx.com/en/projects-an...)

**Your Feedback is Important**



## SOCIAL BY THE NUMBERS

**32,342**      **1,814**

Impressions      Engagements

# INTRODUCING THE 4-PILLAR COMMUNITY BENEFITS & SUPPORTS PROGRAM

Beyond the transit benefits associated with our projects, through implementation of Community Benefits & Supports in all our transit projects, we will leave communities better than we found them.

Project	Total Hires
Eglinton Crosstown LRT	594
Finch West LRT	588
Hazel McCallion LRT	163
<b>Total</b>	<b>1,345</b>

Through the three LRT projects, **1,345 employment opportunities have been created**, including apprentices and journeypersons.

Maintenance and Storage Facility land transferred to the City of Toronto for the construction of a **community centre** in the Finch West community.



## Pillar One: Employment Opportunities

New contracts to include **10% hiring targets** for Black, Indigenous, and Persons of Colour, Women & Apprentices.



## Pillar Two: Local Business Supports

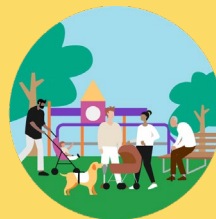
Metrolinx is requiring contractors to procure from local businesses and social enterprises.

Project	Spend
Eglinton Crosstown LRT	\$10 M
Finch West LRT	\$22.8 M
Hazel McCallion LRT	\$136.4 M

Community investments totaling **\$169.2 million** have been made for **local and small businesses** and **social enterprises** along project alignments.

## 4-Pillar Community Benefits & Supports Program

Metrolinx will **connect ideas** from the community to the appropriate decision-maker where the idea is beyond the scope of our mandate



## Pillar Four: Community Improvement Supports

Metrolinx is enhancing public spaces around our transit infrastructure



## Pillar Three: Public Realm Improvements

Through Ontario Line work, we are increasing the **area of four parks** impacted by transit construction by **2,600 square metres**.

