

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: November 30, 2023
Re: Marketing Quarterly Update

Metrolinx is excited to see more customers return to transit as many leisure and tourism destinations and partnerships continue to drive ridership momentum. September GO ridership reports recovery at 79.2 per cent (compared to 2019).

This past quarter, Metrolinx continued to bring to life partnerships that provide customer value and enhance the journey experience. Support was sustained for destination and leisure travel and returning school and business customers.

GO customer satisfaction is on track to meet the target of 84 per cent this year, reaching an 88 per cent high in August.

Ridership Highlights

Metrolinx has achieved an impressive weekend ridership recovery at 148 per cent compared to 2019 with added rail services, promotion and leisure travel to key destinations and events.

Partnerships and convenient schedule options to sporting events, including the Grey Cup and Toronto Blue Jays, met customer needs. The recent Blue Jays season saw a 40 per cent ridership increase for weekend games from 2022.

As the summer came to an end, Metrolinx continued to inspire trip planning and support events such as Nuit Blanche, Fall Home Show and a first-time collaboration with the Toronto Ukrainian Festival.

GO Explore bus destinations to Toronto Zoo, Canada Wonderland and Toronto Premium Outlets continued to draw customers, with an increase in average daily ridership by 49 per cent compared to 2022.

In September, our Back-to-School program encouraged students and youth to choose GO Transit through social media campaigns, including an exciting engagement with Gen Z content creators and a collaboration with Maple Leaf Sports & Entertainment to encourage Drake fans to take GO to 'It's All A Blur Tour' concert at Scotiabank Arena.

To support business travel, GO & UP partnered with Elevate Conference, Canada's largest tech event, to offer its attendees unique travel deals and in partnership with Tim's Financial Credit Card offer a \$10 reward for Monday travel.

Ridership recovery and customer satisfaction have been supported by the reinstatement of off-peak Barrie and Stouffville service, and improvements in helping our customers plan and prepare for their trips via the new GO Transit website.

Customer Experience

Enhanced customer food and beverage options were delivered with great tasting and convenient offerings, including Daily Blends, hot pizza from PizzaForno and the grand opening of Second Cup at Union Station Bus Terminal. There is now an extensive network of 104 vending machines across 39 locations.

This year, PRESTO Perks has expanded our customer promotional offers. Recent offers have included discounts for shows and exhibitions such as Mirvish Productions, Halloween Night of Lights & Pumpkinville, Toronto Argonauts, Immersive Van Gogh, One of A Kind and The Wild Rovers.

Heading into the winter season, Metrolinx looks forward to welcoming customers onboard to the best of the region's seasonal events, including holiday parades with GO Bear and a gingerbread-inspired wrapped GO Bus, the Royal Botanical Gardens' Winter Wonders Event, and Distillery Winter Village.

As we all prepare to welcome 2024, Metrolinx in partnership with Forty Creek encourages our customers to choose transit to travel safely home with free New Year's Eve service after 7pm.

Respectfully submitted,

Mark Childs

Chief Marketing Officer