

To: Metrolinx Board of Directors

From: David Jang
Chief Communications Officer

Date: November 30, 2023

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

Recent Highlights

We successfully announced the completion of major infrastructure upgrades at Milliken and Agincourt GO stations along the Stouffville line. Enhancements at Milliken include an additional track and platform, two new pedestrian tunnels, and additional vehicle and cycling lanes on Steeles Avenue. The launch of the content plan for this event resulted in over 50,000 impressions and 32,000 video views.

The Community Engagement team's ongoing presence in the community has helped to increase awareness and support for the Yonge North Subway Extension (YNSE) project, with 7,436 doors knocked along the alignment, 21 pop-ups held, more than 2,500 interactions with individuals, 420 physical notices distributed, and more than 7,500 postcards circulated between June and October.

Social media posts were shared to celebrate the start of Hamilton Light Rail Transit (HLRT) enabling works - important utility work that will pave the way for major construction in the future. As part of the enabling works, crews also unearthed old Hamilton streetcar rail infrastructure which garnered significant interest and positive feedback on social media. The social content for the enabling works updates was viewed 11,687 times by various social media accounts with 12,377 impressions. The posts were also captured by two local media outlets and led to follower growth on our channels.

The Eglinton Crosstown Light Rail Transit (ECLRT) channels have started showing more of the day-to-day testing and commissioning work happening on the line in addition to station tours. We showed a behind-the-scenes look inside the Eglinton Crosstown Oakwood station, which resulted in an impressive 60,000 views and 92,000 impressions. Similarly, we also showed a peek into Fairbank station, which generated 33,000 impressions and 13,500 video views.

Rail Safety Week (RSW) was also a great success this year with 33 events held across the network at 30 different locations. Over 150 employees were involved, resulting in engagement with more than 5,000 people. RSW content was seen over 133,257 times, with 49,343 video views and 3,894 engagements across our social channels.

'We are here for you'

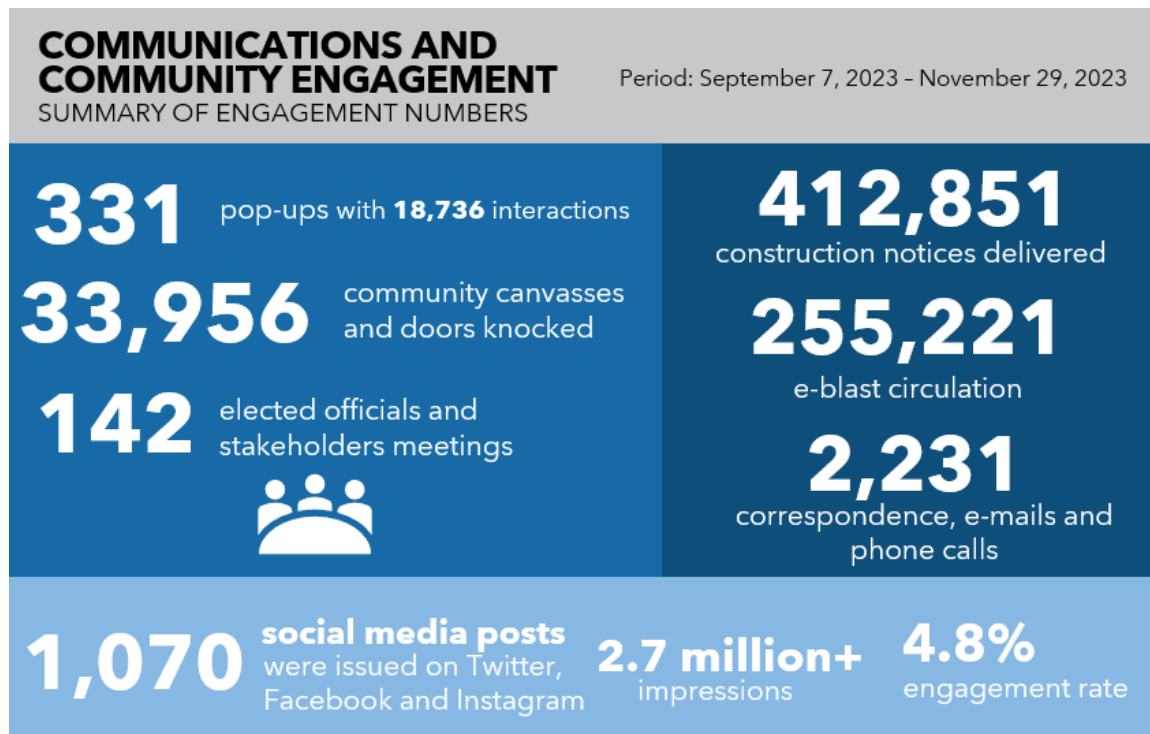
The GO Expansion-Toronto Stations launched a Community Liaison Walk for the SmartTrack Finch-Kennedy GO Station. The SmartTrack Finch-Kennedy field office serves as a workspace for a portion of the day and the remainder of the workday is spent canvassing throughout the

community and liaising with key stakeholders (property owners, businesses, and property managers). Programs like this allow for better line-of-sight on construction impacts to the local community and enables our community engagement teams to respond to concerns from the public as construction progresses.

The community engagement team organized a pop-up event at the Bloor GO Station to engage with the public and share information about Metrolinx’s new project, the Bloor Station (TTC Connection). During this event, the team had a total of 41 interactions with commuters, residents, and members of the community, covering a range of topics, including updates on the Kitchener track project, the progress of the Davenport Diamond project, wayfinding, and addressing various other queries about PRESTO and service changes.

As part of the Youth Engagement Strategy, the community engagement team in Hamilton presented the ‘Transit in Your Community’ program to 50 students and 2 teachers at Parkdale Elementary School. The school is located near the Parkdale stop on the Hamilton LRT route. The program is designed to fit within the school’s social studies curriculum, and the team shared how Metrolinx approaches outreach engagements while planning transit in the region. By means of an interactive presentation the team discussed the Hamilton LRT project, how different levels of government work together to deliver major infrastructure, and safety along the rail corridor. There are 5 additional ‘Transit in Your Community’ presentations planned for the remainder of 2023 and at least 2 more scheduled for 2024.

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

81 calls

from media outlets



3 media interviews for the CEO and other senior leaders

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

38 Metrolinx News features were published



186,768

story views

2 speaking events

Metrolinx participated in **2 speaking events** during this period.

Respectfully submitted,
David Jang
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