

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: February 15, 2024
Re: Marketing Quarterly Update

Throughout 2023, the Marketing team focused on building travel demand. Metrolinx was excited to record an increased number of customers returning to GO & UP transit for business and leisure travel, with recovery of December GO ridership at 73.5 per cent compared to 2019 and UP Express at 83.1 per cent, on track to achieve our combined strategic target of 57.9 million by fiscal year-end¹.

This past quarter, Metrolinx improved support for leisure travel across the region as well as returning school and business-related travel with partnerships and collaborations to enhance the customer experience, including the introduction of a MagnusCards digital tool empowering neurodiverse customers with greater independence when navigating transit. GO December Customer Satisfaction stands at 89 per cent, surpassing our target of 84 per cent, and UP Express is on target at 91 per cent.

A two-day Metrolinx Shop pop-up at Union Station kicked off the holiday season, unveiling new branded items, including a GO gingerbread train kit and an 'ugly sweater.' More than 170 employee brand ambassadors accompanied GO Bear in holiday parades across the region with our gingerbread-wrapped GO Bus to support our 'Kids GO Free' message, resulting in a 46 per cent ridership lift from 2022.

Ridership Highlights

Metrolinx has achieved progressive ridership recovery gains this year, supported by the reinstatement of service on certain corridors and sustained leisure weekend travel at 118 per cent compared to 2019.

Bus service and schedule improvements, marketing awareness campaigns, including a student life expo in November and continued support of the PRESTO youth concession drove ridership growth with GenZ youth audience to 166 per cent compared to 2019.

¹ December GO & UP ridership recovery is weekday adjusted.

To boost business travel, we extended our American Express collaboration to reward customers with up to \$10 in statement credits and enabled the Royal Bank of Canada employee return-to-office program, both powered by PRESTO.

Regional destinations and events continue to inspire travel with recent promotion of the NHL All-Star Game, Toronto International Boat Show, ImagineNATIVE Indigenous film and media arts festival and many new PRESTO Perks offering promotional offers and discounts. Our long-standing collaboration with the Royal Agriculture Winter Fair in November drove +27k incremental ridership, and promotion has begun for the upcoming Canadian International Auto Show.

Customers were encouraged to enjoy the best of the fall and winter seasons with exciting GO and PRESTO Perks destination offers, including a new GO combo package with Niagara Parks to help customers enjoy the Festival of Lights, recording a 72.6 per cent lift in ridership compared to 2022.

To close 2023, in partnership with Forty Creek, GO & UP supported New Year's travel with extended free service after 7pm on December 31 to 8am on January 1, providing more options for customers to return safely home after celebrations.

Customer Experience

Enhancing customer satisfaction remains central to our brand and digital plans. To support PRESTO Contactless and the launch of PRESTO in Google Wallet, Metrolinx introduced a breakthrough customer campaign to raise awareness, engagement, and adoption of these new, convenient payment options.

In celebration of our region's cultural diversity, we launched our first Diwali Train on-board experience with live entertainment and giveaways on decorated coaches that delighted customers through over 2,000 engagements.

Looking ahead, Metrolinx will continue to encourage more frequent trips with returned riders, inspire new and proven leisure destination and travel ideas, attract, and engage GO multicultural and UP international audiences, and welcome back commuters and support business travel through our Corporate GO Transit employer program. Where can we take you in 2024?

Respectfully submitted,

Mark Childs

Chief Marketing Officer