

To: Metrolinx Board of Directors

From: David Jang
Chief Communications and Community Engagement Officer

Date: February 15, 2024

Re: Communications and Community Engagement Quarterly Report

Recent Highlights

In Fall 2023, the first track segment was laid for the Hazel McCallion Line at Hurontario Street and Eaglewood Boulevard, constituting the first piece of track laid in Mississauga South. As a result, community outreach efforts supported a major road closure nearby at Park Street and Hurontario. The street has high impacted residents plus commuters using Port Credit GO Station. To provide notice, the community engagement team distributed 10,480 construction notices to properties within a 500-metre radius, and conducted a large canvass of 600 properties near the GO station and surrounding buildings. The team also hosted a pop-up event at Port Credit GO and engaged with over 75 riders to share the impacts to the station.

Metrolinx participated in a major announcement for the Yonge North Subway Extension (YNSE) project to highlight the release of the request for proposals (RFP) for the Advance Tunnel Contract. [A video update](#) was produced to support the announcement which quickly became the most-viewed piece of content on the YNSE social media channels, with more than 5,000 organic impressions. It was then boosted with a modest ad spend, which resulted in more than 110,000 impressions as well as a near doubling of followers on the project's Instagram account. The announcement was picked up by seven media outlets with an estimated reach of 54.2 million. The community engagement team's ongoing presence in the community has helped to increase awareness for this project with 8,106 doors knocked along the alignment, 33 pop-ups held, more than 3,117 interactions with individuals, 510 physical notices distributed, and more than 9,000 postcards distributed between June and December.

As visible construction continues at many sites along the Ontario Line, our social media channels have focused on giving users a behind-the-scenes look at progress taking place. Themed posts about heritage preservation performed particularly well, garnering significant interest and positive feedback. [A post about panelization work at Queen and Spadina](#), for example, resulted in over 4,000 impressions. Similarly, we produced [a video to showcase the archaeology work taking place at Moss Park](#), which generated over 10,000 impressions and was viewed over 17,000 times. The post was also captured by a local media outlet, resulting in an estimated reach of 4.26 million and reinforcing the narrative that we are protecting the past while building transit for the future.

A contract was awarded in mid-December to build the elevated guideway portion of the Eglinton Crosstown West Extension, and the milestone was supported with collateral including a [simulated flyover video](#) on the project's website and a Metrolinx News story. The flyover video was viewed more than 2,500 times in the days following the announcement, and the Metrolinx News story was viewed 3,300 times. The Metrolinx corporate social media channels published a [new 'Metrolinx Minute' video](#) about the elevated guideway to further

broaden the reach of this important project milestone. The combined organic and paid social media posts generated 26,000 impressions and 12,700 video plays. The contract award announcement was picked up by 13 media outlets, achieving a potential reach of 96.1 million.

‘We are here for you’

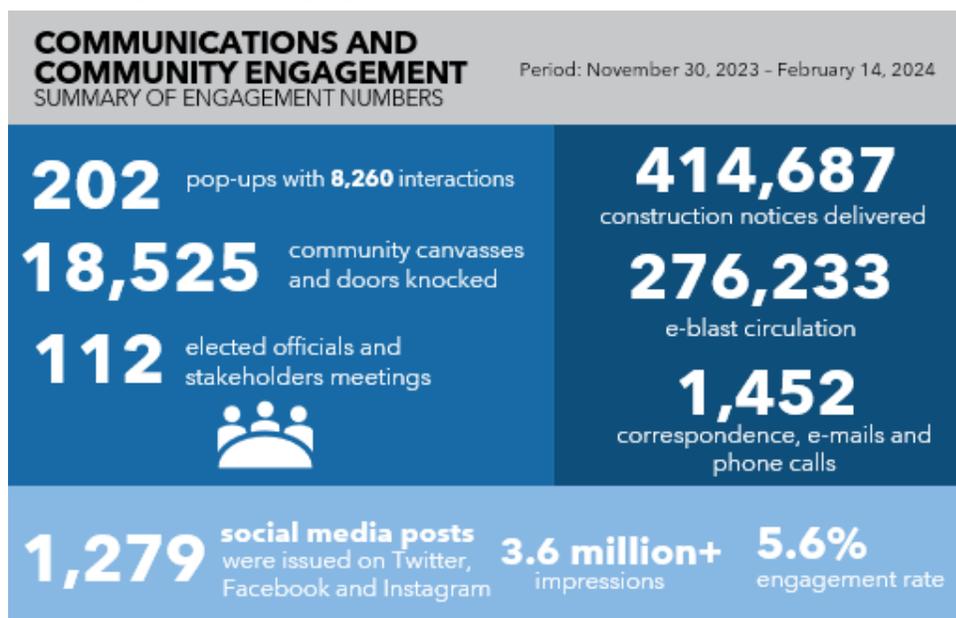
The Finch West LRT (FWLRT) community engagement team attended a “Smile for Santa” event at the Yorkgate Mall, which serves as a central location for the Jane and Finch community, a major and active community for the project. During this event we were able to speak to over 40 people about the progress along the corridor, particularly at the previously contentious Jane and Finch Station. It also allowed us to speak about light rail vehicle (LRV) safety as end-to-end vehicle testing is set to expand in the area in the coming weeks.

The FWLRT community engagement team also attended the Humber College Winter Orientation, a significant project stakeholder. We engaged with as many as 150 students, some of which were international students who were not familiar with the project benefits. We also distributed brochures detailing LRV safety and testing.

The Toronto West and Stations teams collaborated to attend the University of Toronto’s Graduate Student Orientation fair to connect with students, many of whom were new to the city. The students had questions on topics ranging from PRESTO to individual capital projects. We were able to inform approximately 50 students of our services and how we operate, with the goal of translating the complexities of our system into digestible information.

The Hamilton community engagement team presented at a monthly wellness workshop hosted by Canadian Hearing Services and Deaf Crossfire, where Hamilton’s Deaf and hard of hearing community gather to learn about community updates, resources, and events. With the help of an ASL interpreter, our team gave an overview of the Hamilton LRT project, the run-in track alignment update, and shared information about Metrolinx’s Hidden Disabilities Sunflower program. The group of 16 participants engaged well and were eager to express their support and concerns.

Summary of our Engagement Numbers for The Quarter



Metrolinx achieved a media tone of **75% neutral**, 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

123 calls 

from media outlets

4 media interviews for the CEO and other senior leaders

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

22 Metrolinx News features were published



48,966

story views

1 speaking events

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

Respectfully submitted,

David Jang

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