

CONNECTING COMMUNITIES THROUGH CONSULTATION

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COMMUNICATIONS SNAPSHOT: FEBRUARY TO JUNE 2024

1,687 social media posts with **10,693,474** impressions and a **4.7%** engagement rate

47 Press Room + Discover features, with **302,000+** story views

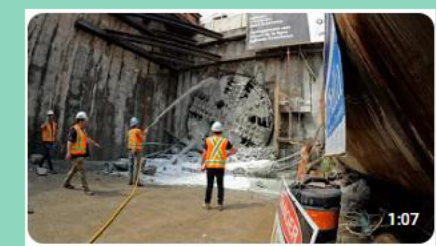
Metrolinx participated in **2** events, including the 2024 Canadian Equity, Diversity and Inclusion (CEDI) Summit.



How It Works: TBM explainer
365,000+ video views

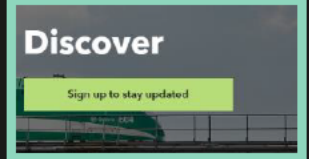


Behind the Scenes: South African War Memorial Relocation
300,000+ video views



Tunnel boring machines break through final wall

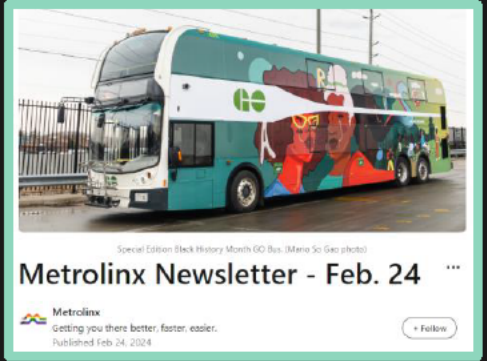
ECWE tunnelling breakthrough content
330,000+ video views



Featured stories

- Cycle through Niagara with GO Transit**
GO Transit's bike coaches to Niagara return for 2024!
May 12, 2024
- GO Transit & UP Express digital screens sport new look**
We've updated information screens across the GO & UP network to make taking transit even easier.
May 29, 2024
- Save big with these 44 PRESTO Perks benefits**
Every discount you can get right now with a PRESTO card.
May 29, 2024
- This Metrolinx initiative electrifies Ontario's bus fleets**
Metrolinx's Transit Procurement Initiative hits another milestone.
May 30, 2024

8 LinkedIn Newsletter editions, with **54,000+** subscribers



196 media calls
83% average neutral-positive media tone
3 SMT member media interviews

COMMUNITY ENGAGEMENT SNAPSHOT: FEBRUARY TO JUNE 2024

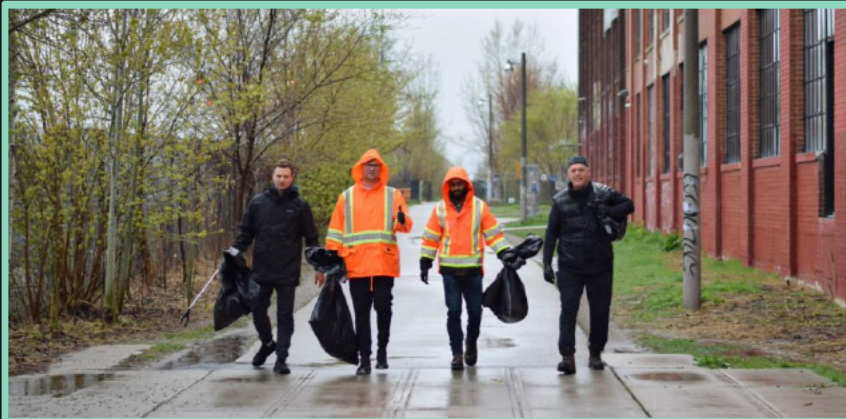
862 Outreach Events
13 public meetings, **693** pop-up information sessions and **156** canvasses with **24,573** doors knocked

46,891 Customer-Resident Interactions
1,240 public meeting attendees, **39,489** interactions at information sessions and **6,162** conversations at the door

397 stakeholder meetings

724,870 construction notices delivered to the door and through email

3,448 direct emails and phone calls with customer-residents



CASE STUDY: TRANSIT IN YOUR COMMUNITY

Quotes from Students

"Why is GO free for kids? Do kids need to be with an adult for GO to be free?" | "Can we take the GO Train to the moon/to Florida/Mexico/Europe?" | "How can I work at GO Transit?" | "How do the GO Trains run? Could they run on batteries or hydrogen?" | "How do GO Trains help the environment?" | "How fast do the GO Trains go? Can they go faster?" | "I may not get my licence because I like transit."



**TIYC BY THE NUMBERS
(SEPT 2023- MAY 2024)**

7 regions

5,163 students

95 presentations

CASE STUDY: ONTARIO LINE PILING WORKS

COMMUNITY ENGAGEMENT BY THE NUMBERS

7 CLCs - Construction Liaison Committees

7 Open Houses

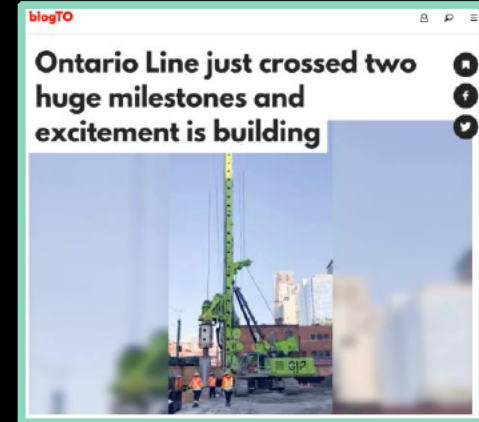
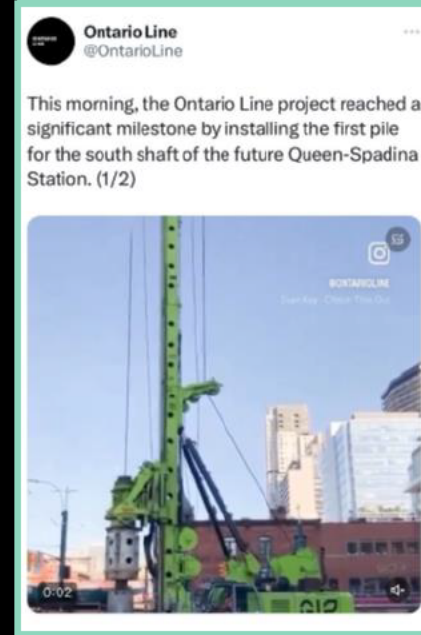
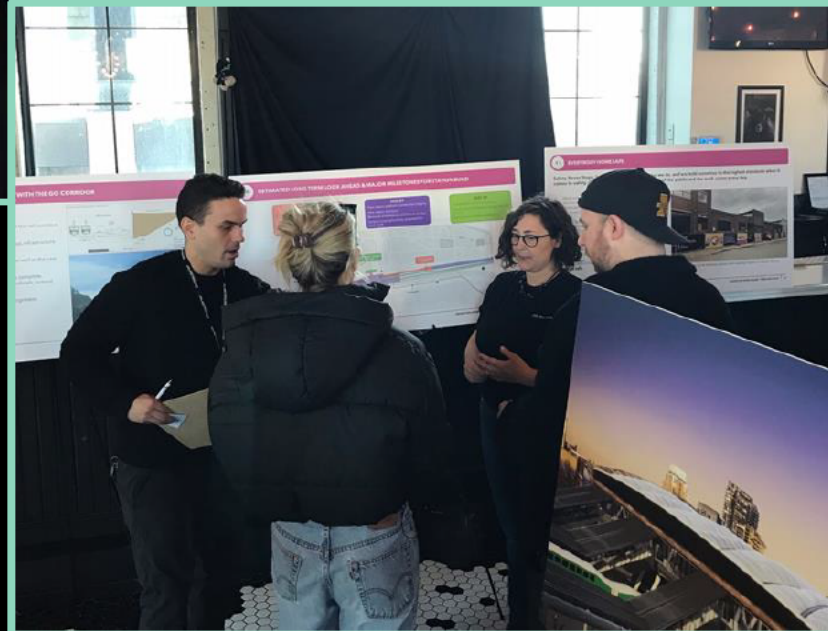
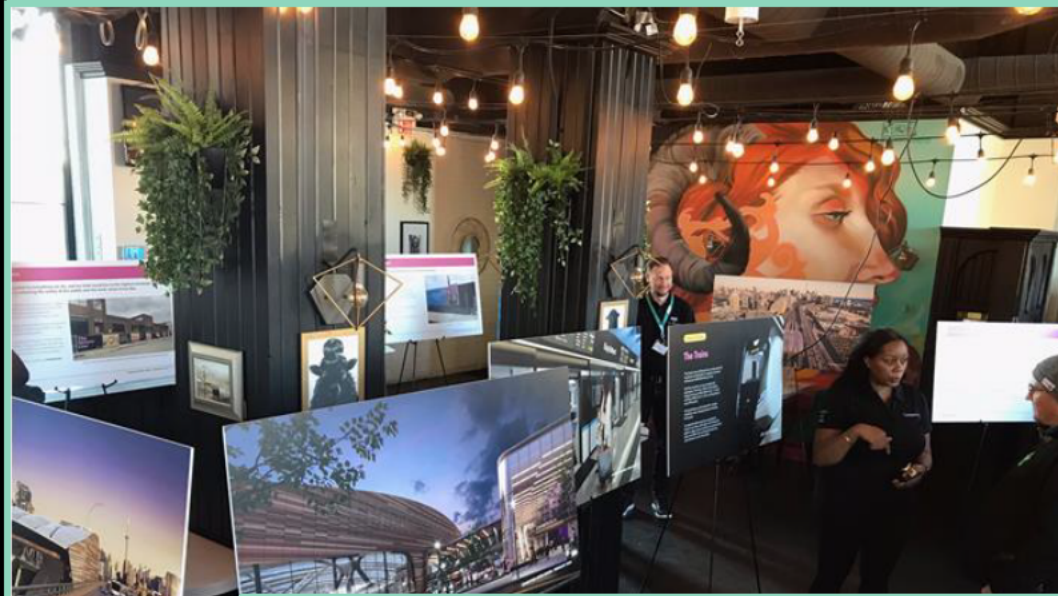
600+ Open House Attendees

3,000+ Condo Info Session Attendees

2,500+ Construction Notices Circulated

497 New Newsletter Subscribers

7,470 Total Newsletter Subscribers



Discover Story

Building the foundation for better transit connections with Ontario Line

Important piling work setting the stage for new Ontario Line subway stations.

Apr 9, 2024

CASE STUDY: ONTARIO'S ONE FARE PROGRAM

MEDIA BY THE NUMBERS

280+
media stories

197 million
potential editorial reach

50% positive 49% neutral

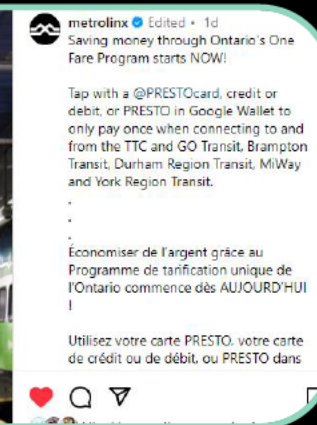
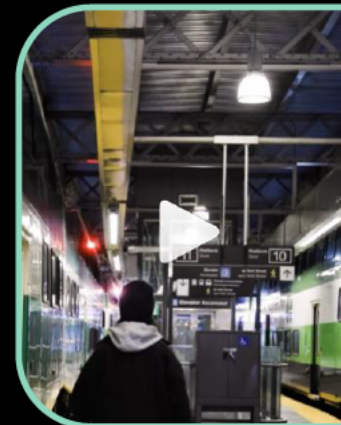
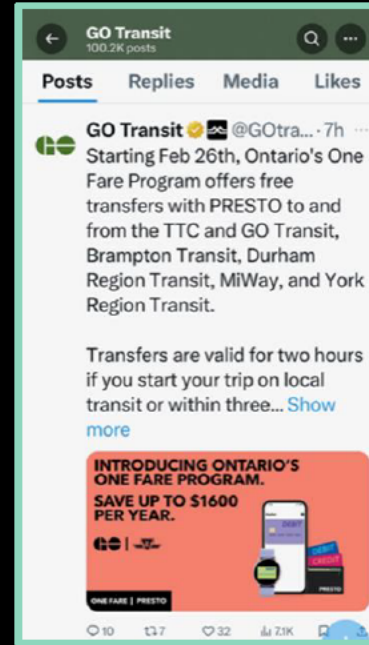


SOCIAL BY THE NUMBERS

1,632,826
impressions

1,091,295
video views

75%
positive online sentiment



COMMUNITY ENGAGEMENT BY THE NUMBERS

3000+

One Fare postcards distributed to riders

500+
customer interactions



Community information pop-ups held at Union, Scarborough Centre, Kipling, and Vaughan Metropolitan Centre Stations, plus Richmond Hill and Pickering Parkway terminals.

