

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: June 27, 2024
Re: Marketing Quarterly Update

Metrolinx kicked off the new fiscal with strong ridership, revenue, brand and digital performance. As of April, ridership recovery achieved 84.2 per cent for GO and 93.9 per cent for UP Express compared to 2019. This signals three months of ridership recovery exceeding 80 per cent¹. In the first quarter, we continue to support demand creation campaigns for leisure and business, changing ridership trends and increased service. Customer and brand plans focused on driving ridership momentum aligned to 4 T-R-I-P growth strategies: **T**ourism and leisure momentum, **R**eturned rider frequency, **I**ncrease commuter and business travel, and **P**ull in new audiences.

Fare strategy focused on making transit more affordable. Metrolinx continued the \$10 weekend day pass, the UP Express Group Pass and support of Ontario's One Fare Program.

Customer communication initiatives, including Safety Is, April Service changes and Etiquette campaigns, supported Customer Satisfaction (CSAT), which achieved 88 per cent for GO and 85 per cent for UP Express in May.

Ridership Highlights

Peak growth continues across corridors supported by service frequency, recent April service changes, and strategic partnerships to boost business travel, including the launch of the Corporate GO Transit Program, Amex customer offer extension and a transit offer to reward customers with a \$250 PRESTO voucher in collaboration with Simplii Financial.

Targeted strategies to bolster youth and student ridership through integrated Gen Z campaigns and post-secondary school activations highlighting the PRESTO youth concession remain successful, with +62.4 per cent GEN Z ridership growth in April 2024 compared to April 2023.

¹ April GO & UP ridership recovery is weekday adjusted.

Recent service changes supported leisure and weekend travel with ridership recovery in April increasing to 143.5 per cent compared to 2019. Targeted events and leisure destination campaigns boosted ridership, such as special April 8th Solar Eclipse service which delivered a +50.5 per cent increase in Niagara ridership compared to 2023.

The promotion of GO for sporting events, including the 'GO Leafs GO' NHL playoffs train wrap, station and on-board activations, customer contest and convenient schedules, continue to inspire sports event-related travel. April's Blue Jays Home Opener, and Toronto FC games further increased ridership.

Customers were encouraged to enjoy the best of our region's spring and early summer season with value-added PRESTO Perks. This current fiscal, the program expanded with 11 new partner offerings, including CN Tower, Carassauga, Mirvish, Hines, Hazukido, Toronto Blue Jays and the Auto Show GO combo ticket, which delivered a 103 per cent ridership increase compared to 2023. The summer campaign is in full flight which includes GO customer opt-in emails, signage, such as train posters, and social media support.

Customer Experience

Metrolinx continues to bring to life strategic partnerships that enhance the customer journey. This includes the retail opening of Bags Away at Union Skywalk for luggage storage. We also contest-partnered with PlayStation and *MLB The Show 24* on a limited-edition PRESTO card scavenger hunt at GO stations, and with Sunwing for the chance to win an all-inclusive vacation with a full customer marketing campaign.

Customer event experiences were celebrated during Eid, Vaisakhi and the Khalsa Day. Employee brand ambassadors also supported the St. Patrick's Day parade, the recent Newcomer Day event and Pride parades across the region.

Retail vending offerings were expanded to 117 machines across stations and platforms delivering fresh-tasting food and convenient beverage options, including new installations at Whitby and Pickering GO stations.

In May, to help support a more convenient customer journey experience, On The Go alert customer tools and communication were integrated into the GO website.

As we head into the summer season, we look forward to inspiring customers to choose GO, UP and PRESTO for trips across the region to experience popular and undiscovered tourism destinations, marquee and cultural events, sports games, concerts and conferences. Where will you T-R-I-P this summer?

Respectfully submitted,

Mark Childs

Chief Marketing Officer