

**To:** Metrolinx Board of Directors

**From:** David Jang  
*Chief Communications and Community Engagement Officer*

**Date:** June 27, 2024

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

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Metrolinx continues to be visible in the market, sharing stories of progress across the region and supporting communities and residents through construction. This work improves the awareness, positive impression, and reputation of Metrolinx.

### **Recent Highlights**

Since the launch of Ontario's One Fare Program, transit customers have made more than 5 million transfers between the TTC and participating transit systems as of April 19. Combined, the [launch day announcement](#) and [five million transfers milestone](#) generated 2.2 million impressions and 1.5 million video views on social media. Since the announcement of the program on February 5, there have been a total of 588 mentions in print, digital and broadcast coverage, with a potential reach of approximately 508 million.

To support the announcement of April service changes, Metrolinx's largest rail service increase since 2013, a [Press Room story](#) was posted alongside three separate Discover pieces which highlighted notable service changes for [Lakeshore East](#), [Lakeshore West](#) and [Brampton](#) lines. Targeted social media posts were used to promote these individual stories and they received over 50,000 views combined.

Themed posts about piling work on Ontario Line channels performed particularly well; a Metrolinx behind-the-scenes [video](#) about piling starting at the future Queen-Spadina Station generated over 15,000 impressions, 1,200 engagements and a 6 per cent engagement rate across Instagram and X. Over the same period, Metrolinx hosted seven virtual open houses with over 600 community members in attendance to offer residents the opportunity to learn about this type of construction.

Metrolinx's social media channels also continue to reinforce the narrative of heritage preservation along the Ontario Line route. A [post](#) about Metrolinx's careful dismantling and storing of one of Toronto's most recognizable monuments - the South African War Memorial at Queen Street West and University Avenue - became one of Metrolinx's most-viewed videos of all time, garnering over 300,000 views, 225 comments and 1,624 shares. Similarly, readers spent more than double the average time reading a [Discover article](#) which delves into how Metrolinx is carefully preserving pieces of Toronto's heritage while building an all-new subway line through the heart of downtown.

The twin tunnel boring machines digging the 6.3-kilometre west tunnelled section of the future Eglinton Crosstown West Extension (ECWE), Rexy and Renny, completed their journeys on April 26 and May 22, respectively. This important progress milestone was supported with [a video of Rexy breaking through](#), followed by a similar [video of Renny](#) a few weeks later, and echoed in a [Metrolinx Minute video](#) in early June. In total, the three videos garnered more than 290,000 plays across Metrolinx and ECWE social channels.

A new community office opened in Richmond Hill for the Yonge North Subway Extension project, and was shared on social media with [a graphic and photo of the office exterior](#), followed by [a reel](#) taking viewers inside and showing all the exciting interactive features. This office includes a modern display room and interactive touchscreen displays with content available in five languages. It also features a cutting-edge sound demonstration lab, listening kiosks, and a vibration mitigation model where community members can see and hear the impacts of various vibration mitigation options. Several local elected officials visited the office and promoted it to their constituents on their own channels.

The Hamilton LRT Community Office, located at 116 King Street East in the iconic and historic Royal Connaught, will open to the public on June 19. This on-the-ground presence on the LRT route will enable continued engagement with residents, businesses, and community groups through all phases of the project.

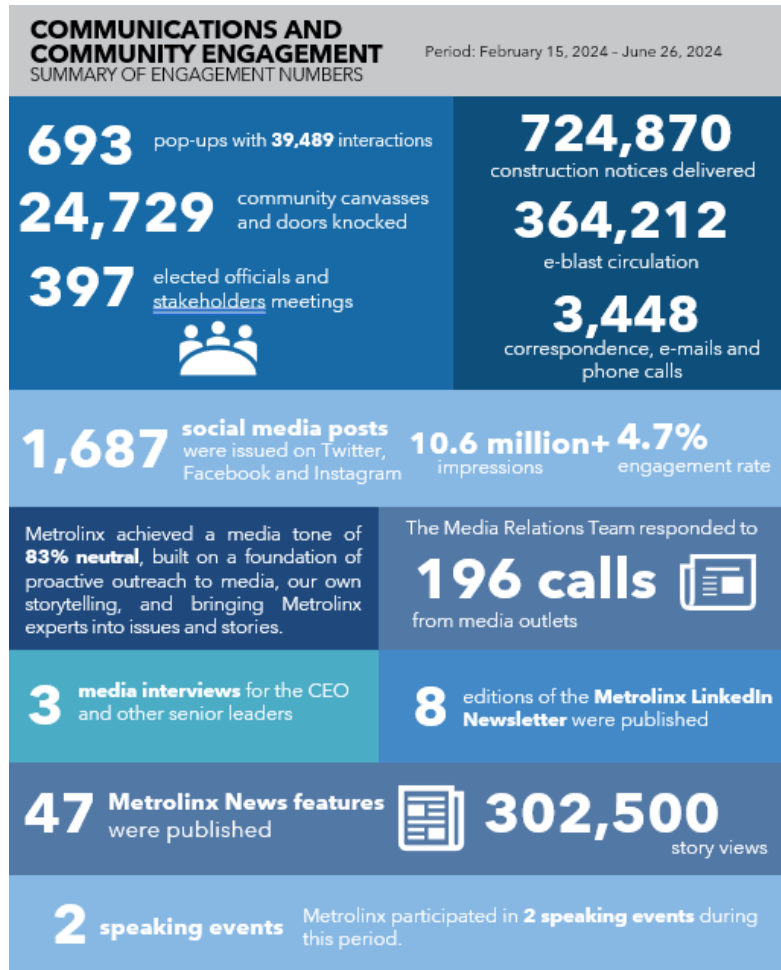
### **‘We are here for you’**

The Finch West LRT (FWLRT) community engagement team attended the Asian Heritage Month Celebration hosted by the Rexdale Community Hub. Staff engaged with over 116 individuals about the progress of the project. We debuted the first episode of the MX Builds series, which provides an update on the FWLRT project and has amassed 300,000 views in its first month. Project channels will continue to feature bite-sized content that focuses on progress updates, including a recent MX Minute [video](#) on LRV testing, which has reached over 58,000 impressions.

The York/Simcoe community engagement team attended the Unionville Festival, an annual event that celebrates the local community and draws thousands of visitors each year. The team engaged with more than 2,500 people over the course of the weekend and built excitement about future service increases and transit options coming to York Region.

The Toronto West and Toronto Stations community engagement teams delivered a safety presentation at Norseman Public School to 400 students. We provided an overview of our projects in the area, and we also raised awareness about the dangers of trespassing near railway tracks given incidents of trespassing near the school.

## Summary of Engagement Numbers for the Quarter



Respectfully submitted,  
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