

**To:** Metrolinx Board of Directors  
**From:** Mark Childs  
*Chief Marketing Officer*  
**Date:** September 12, 2024  
**Re:** Marketing Quarterly Update

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GO & UP sustained a 6-month ridership recovery momentum exceeding 80 per cent compared to 2019, with July GO recovery at 89.2 per cent and UP at 99.4 per cent, supported by the April service increases and leisure destination, gameday and event promotions. Throughout the summer, we continued to support demand creation campaigns aligned to four T-R-I-P growth strategies: *Tourism and leisure momentum, Returned rider frequency, Increase commuter and business travel, and Pull in new audiences.*

Most recent July customer satisfaction (CSAT) was 88 per cent for GO and 87 per cent for UP, supported by improved customer communication, increased service frequency to meet flexible customer needs, and reinforced 'Safety Is' and 'Etiquette' campaigns.

### **Ridership Highlights**

This summer, we inspired tourism and leisure travel planning with an exciting roster of events, concerts, and destination collaborations, including PRIDE, Caribbean Carnival, Canada's Wonderland, Toronto Zoo, the Arkells, Diljit and Unionville Festival. Gameday service flexibility with geo-targeted advertising, contests, and pre-promotion sustained weekend and off-peak recovery for July at 161.9 per cent and 116.1 per cent respectively compared to 2019.

As the summer drew to a close, we encouraged travel to the Canadian National Exhibition with PRESTO Perks, affordable CNE combo tickets and added Lakeshore West and East GO train frequency. Additional Exhibition GO Station customer service ambassadors, brand ambassadors, and GO Bear were on hand to support customers, as well as bring to life fun Kids on the GO Club activities for our youngest riders alongside our Kids GO Free wrapped GO Bus inside the CNE grounds.

Commuter and business travel peak recovery gains continued supported by added service GO customer communication and strategic partnerships with OLG, Simplii, Amex and Collision. In July, peak ridership achieved 69.5 per cent ahead of June office occupancy.

GO continued to engage Gen Z and student audiences through targeted brand campaigns to highlight youth concessions and services for reading week and weekend leisure travel. In July, we achieved 47.0 per cent growth in Gen Z ridership compared to 2019, with an impressive CSAT of 93 per cent.

Ontario's One Fare program affordability messaging was expanded to in-language multicultural audiences, followed by a high-profile launch campaign to promote PRESTO in Apple Wallet in July.

### **Customer Experience**

Customers were encouraged to enjoy the best of the summer season with value-add PRESTO Perks. Through July, offers total 107, including CN Tower, Honda Indy, and The Alley Pawathon, providing customers with valuable savings on attractions and dining. Perks Q1 customer redemptions increased 71 per cent year-on-year with customer satisfaction at 86 per cent.

Metrolinx continues to participate in marquee events and cultural celebrations across the region, with onsite activations at Caribbean Jr. Carnival, Mid-Autumn Festival, Taste of Asia, Jays Salsa Night, and Luminato. We collaborated with Circus Osorio to create unique circus experiences for families in Ajax and Richmond Hill.

Metrolinx continues to develop partnerships that enhance the customer journey through expanded food and beverage options in 44 locations including new Dippin' Dots ice cream machines, Halal Food Truck, Indian Food Festivals and PRESTO Perks food deals including Hazukido, Kinton Ramen & Mikey's Smash Burgers.

The fall GO Leisure campaign is poised to launch with favourites including the Toronto International Film Festival, Fall Canadian Pet Expo, and Toronto Home Fall Show. We look forward to welcoming GO and UP customers back to school, returning to routines, starting new sports seasons and exploring the changing colours of our region's destinations.

Enjoy the ride.

Respectfully submitted,

Mark Childs

Chief Marketing Officer