

**To:** Metrolinx Board of Directors

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

**Date:** September 12, 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 actively working to support communities, residents and businesses.

### **Recent Highlights**

Metrolinx led an integrated outreach plan to support the launch of PRESTO in Apple Wallet, educate customers across the region and highlight how PRESTO is evolving to meet customer needs. Since launch in mid-July, the PRESTO in Apple Wallet announcement has garnered 532,932 impressions, 103,000+ video views, and a 3.3 per cent engagement rate.

Metrolinx and the Province held a media event on July 16 to mark the groundbreaking of a new Ontario Line connection at TTC's Pape Station. Within the first 24 hours, the announcement garnered 12,000+ impressions with a 5.2 per cent engagement rate. The Metrolinx.com Press Room article celebrating the milestone has received 2,063 views since it was published, and several major news outlets covered the announcement. The media sentiment was 95.2 per cent positive and 4.8 per cent neutral in tone.

The Ontario Line episode of the Metrolinx Builds series recently resulted in record-breaking organic post performance, with 290,000+ views, 12,800+ impressions, and an excellent retention rate, with 67 per cent of YouTube users still watching after 30 seconds. The video also saw hundreds of new subscribers to the Metrolinx YouTube channel, bringing the total number of subscribers to over 500,000 and ensuring even more people throughout the region are connected to important progress messaging.

Nearly 400 people attended a series of community information sessions to inform the development of options for the Sheppard Subway Extension as part of the second round of consultation. The consultation web page garnered 22,000+ views, and the survey received 4,000+ responses. Metrolinx social media posts resulted in more than 206,000 impressions and 1,357 clicks to the web page.

As part of ongoing efforts to reflect the communities where we build, Metrolinx is exploring creative approaches to display artwork on some of the fencing that will be displayed during construction around Ontario Line sites. A video inviting community members to submit their feedback for community art for Ontario Line fencing was successful with more than 45,000 impressions and driving 700+ clicks to the consultation form. Feedback will be used to work with local artists and organizations to bring ideas from the communities to life.

To continue track and guideway works through the intersection of Burnhamthorpe Road and Hurontario Street for the Hazel McCallion Line, some lane reductions and detours were required. To prepare for this, Metrolinx released its first-ever video style construction notice, resulting in over 68,000 impressions and 300+ shares, which set new records for shares and immediate follows across all Hazel McCallion LRT social accounts.

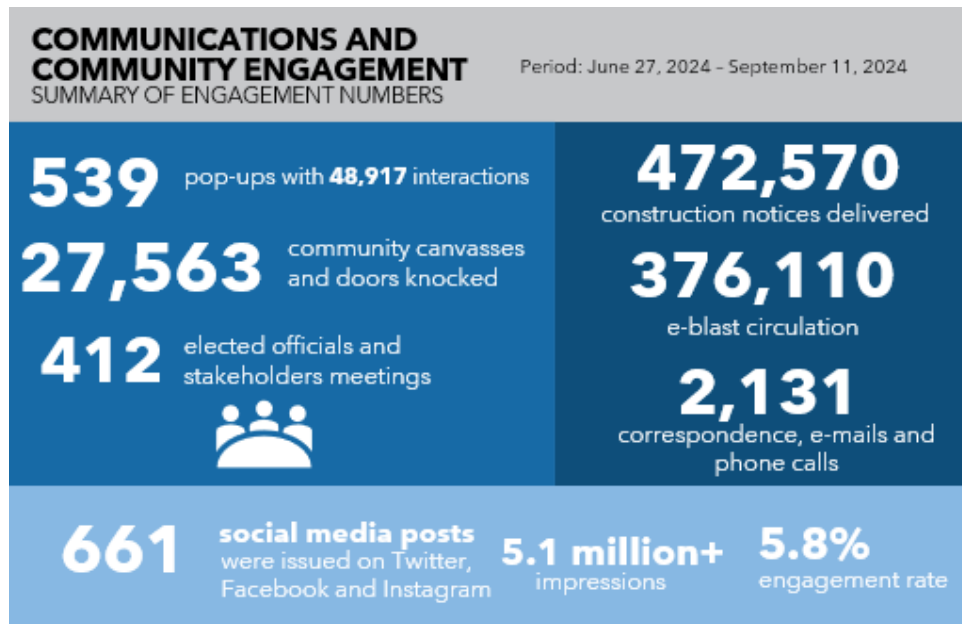
### **‘We are here for you’**

Metrolinx continues to actively engage with customer-residents and help mitigate the impacts of construction via multiple channels, especially through having a strong on-the-ground presence in communities.

The Eglinton Crosstown West Extension community engagement team hosted an open house at the community office to celebrate the breakthrough of Rexy and Renny and commemorate the end of the first section of tunnelling. More than 120 community members attended the open house and enjoyed learning more about progress on the project.

Various community engagement teams across the region (Toronto, Peel, York-Simcoe) held booth activations at some of the largest summer festivals in the region, including Taste of Asia and BIG on Bloor, both with over 2,000 interactions, and Toronto Pride, with nearly 12,000 interactions over the 3-day event. Toronto Pride is the largest and most high-profile event activation of the year and provides an excellent opportunity to grow our awareness and impression with customer-residents in the region.

### **Summary of Engagement Numbers for the Quarter**



Metrolinx achieved a media tone of **88% 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

**92 calls**

from media outlets



**0** **media interviews** for the CEO and other senior leaders

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

**24** **Metrolinx News features** were published



**216,492**

story views

**1** **speaking event**

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

Respectfully submitted,

David Jang

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