

# CONNECTING COMMUNITIES THROUGH ENGAGEMENT

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# COMMUNICATIONS SNAPSHOT: JUNE TO SEPTEMBER 2024

661

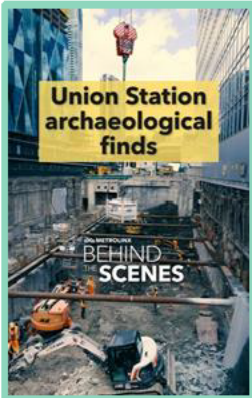
social media posts

5,127,842

impressions

5.80%

engagement rate



24

Press Room + Discover features

216,400

story views

PRESTO in Apple Wallet launches today

Groundbreaking for future Ontario Line Pape connection

This long-awaited feature has finally come to Presto



92

media calls

GTHA transit users can now add a PRESTO card to Apple wallet

88%

average neutral-positive media tone

PRESTO | Apple Pay

Aaaand PRESTO! Now on iPhone.

Add your card to Apple Wallet today.



LinkedIn

6

LinkedIn Newsletter editions

58,600

subscribers

PRESTO, meet iPhone. How you can add your card right to your Apple Wallet

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# COMMUNITY ENGAGEMENT SNAPSHOT: JUNE TO SEPT 2024

**753 Outreach Events**  
**11** public meetings, **539** pop-up information sessions and **203** canvasses with **27,360** doors knocked

**56,732 Customer-Resident Interactions**  
**975** public meeting attendees, **48,917** interactions at information sessions and **6,840** conversations at the door

**412** stakeholder meetings

**472,570** construction notices delivered to the door and through email

**2,131** direct emails and phone calls with customer-residents





# CASE STUDY: NAVIGATING CONSTRUCTION

Our digital strategy to help communities navigate construction includes new video-style construction notices to inform residents of upcoming local traffic impacts.

## Hazel McCallion LRT



**68,000+** impressions

**1,200+** clicks

**300+** shares

**36,098**  
construction notices mailed

**215** interactions  
at **3** targeted pop-ups

**+8 point rise in positive impressions for Hazel McCallion Line**

## Scarborough Subway Extension



**134,000+** impressions

**1,300+** shares

**37,872**  
construction notices mailed

**895** interactions at  
**6** targeted pop-ups

**581**  
doors knocked

# CASE STUDY: EXPLAINING CONSTRUCTION

We continued to roll out our integrated strategy to explain construction, including recent video content on piling and on-the-ground efforts from our community engagement teams to explain our work to customer-residents.



Community Engagement teams shared piling information at:

**7** CLCs

**7** Open Houses

reaching

**3,000** info session attendees

and distributed

**2,500** construction notices

