

To: Metrolinx Board of Directors

From: David Jang
Chief Communications and Community Engagement Officer

Date: November 28, 2024

Re: Communications and Community Engagement Quarterly Report

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

The Ontario government held an announcement to celebrate the official completion of all stations and stops along the Finch West LRT. As part of the communications rollout for this milestone, Metrolinx published a [Metrolinx Minute](#) segment and a [behind-the-scenes tour](#) of Humber College Station. Metrolinx's social media content related to this event reached a broad audience, generating a total of 981,292 impressions. Media coverage of the announcement was substantial, with 73 mentions overall and 44.6 million in potential reach.

Similarly, the Ontario government held an announcement to recognize the ongoing progress across the Ontario Line, highlighting that all project contracts are now awarded. To commemorate this milestone, Metrolinx shared a [progress video](#) for the Ontario Line, published a [Press Room article](#), and consistently shared updates across social media. Among these updates were videos illustrating the project's advancements, including [borehole drilling](#), navigating [Exhibition GO](#) Station during construction, and the [slurry wall construction](#) at Pape Station. Collectively, the videos generated over 1.7 million impressions on social media. Organic (non-paid) social media posts on this topic saw strong engagement, with an average of 6.7 per cent of viewers interacting with the content. The announcement garnered 1.49 million in potential reach with coverage from nine media outlets.

To mark Rail Safety Week, Metrolinx led a coordinated effort to increase awareness about rail safety across the network through multiple channels and community outreach initiatives. These included the publication of a Rail Safety Week [Discover](#) article and a [Station Safety Ambassador profile](#), alongside a new LRT [safety video](#), which garnered over 4,000 views. A key component was the "See Something, Say Something" campaign, which encouraged the reporting and removal of videos of dangerous behaviour around trains on social media. Notably, a LinkedIn post from Metrolinx's CEO received nearly 19,000 engagements, contributing to a campaign total of approximately 80,000 impressions. Daily activations were held in the York and Bay Concourses at Union Station, and staff were on-site during morning and afternoon rush hours to share safety tips and engage with customers. These safety initiatives were extended to Hamilton, Halton, Peel, and York/Simcoe. Staff engaged commuters at various GO Stations—including Mount Pleasant, Markham, King City, and

Stouffville—and participated in community events and school presentations to promote rail safety. Overall, these efforts yielded over 2,000 direct interactions during Rail Safety Week.

Following the successful Labour Day weekend demolition of the Progress Avenue bridge to advance the construction of the Scarborough Centre station, McCowan Road reopened ahead of schedule, marking a key project milestone. To showcase this achievement, the teams produced a [timelapse video](#) and an accompanying [Discover article](#). With nearly 10,000 organic views across all social media platforms, the video became the project's most viewed organic post to date, achieving an 8 per cent engagement rate.

Metrolinx released a new edition of the [Metrolinx Builds](#) series, highlighting the Hazel McCallion Line and an update on how the project is coming to life. The video was viewed more than 657,000 times, surpassing the engagement rate benchmark by 141 per cent.

In early November, Metrolinx released the Request for Qualifications (RFQ) for the civil and utilities contract for the Hamilton LRT, marking a significant milestone for the project. To support this milestone, a [Press Room](#) story was published and a [Metrolinx Minute](#) video was released, which highlights the project and its benefits. This video garnered 157,869 views and 1.2 million impressions in the two weeks since the announcement. The newsletter was sent to over 2,600 subscribers, achieving an open rate that was 8.75 per cent above the average.

'We are here for you'

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

Metrolinx organized a tree giveaway and food drive to support local neighborhoods along the Eglinton Crosstown West Extension. To promote the tree giveaway, three pop-ups were hosted along the alignment to answer questions about the event and the project. Over 300 community members attended, and 278 trees and shrubs were distributed. Representatives from MPP Kinga Surma's and MPP Michael Ford's offices, along with members of the Toronto Police Service's community division were also in attendance.

Metrolinx also addressed community concerns about the south parking lot closure at Don Montgomery Community Recreation Centre (DMCRC) as part of continuing construction of the Scarborough Subway Extension at Kennedy station. To manage frustrations, four targeted pop-up events were held at DMCRC and nearby locations, and staff engaged with 184 residents. Following these discussions, Metrolinx reopened 35 parking spots in the south lot to better support DMCRC's planned activities.

Respectfully submitted,

David Jang

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