

To: Metrolinx Board of Directors
From: Mark Childs
Chief Marketing Officer
Date: June 26, 2025
Re: Marketing Quarterly Update

Metrolinx ended FY2024/25 with ridership recovery 94.7 per cent for GO and 99.4 per cent for UP Express compared to March 2019. This strong performance was supported by brand driven campaigns and customer-informed service changes, aligned with our four **T-R-I-P** growth strategies: *Tourism and leisure momentum, Returned rider frequency, Increase commuter and business travel, and Pull in new audiences.*

With refreshed brand plans in place, the new fiscal year kicked off with UP Express recovery at 101.5 per cent compared to April 2019, strong year-over-year ridership growth of 13.0 per cent for GO, and the #2 ranked spot for rail ridership recovery across North America. Improved customer communication and service frequency supported record-high customer satisfaction (CSAT) in April of 94 per cent for UP Express and 87 per cent for GO.

Ridership Highlights

Aligned with growth in tourism demand, Metrolinx prioritized customer campaigns for weekend destination travel, sports, concerts, and events. The promotion of GO for regional tourism destinations such as Niagara, Hamilton, Barrie, Burlington, and sporting events, including the Toronto Maple Leafs' NHL Playoff Series, drove 28.2 per cent year-over-year growth for daily weekend ridership.

Customer schedule flexibility with service additions in April, the 'Good to GO' commuter campaign, and ongoing partnerships with Simplii helped to incentivize travel frequency and drove eight per cent year-over-year peak growth.

To further support business travel, Metrolinx partnered with event organizers, including Shopify, Ontario Dental Association, Deloitte University, and Ontario Public Service Employee Union (OPSEU) to offer sponsored transit and conference passes to over 5,000 corporate event and conference attendees this quarter.

Effective and timely brand building plans targeted to Gen Z and students coupled with service adjustments grew ridership of this customer segment to 899.5k, with 583.6k ridership to universities and colleges. Back-to-school campaigns are readied for launch later in the summer with a focus on college and university routes.

An improved online shopping cart experience was launched in February which helped simplify the purchase of eTickets and passes. This improvement supported a 24 per cent increase in eTicket purchases compared to March 2024.

Customer Experience

Customers were encouraged to enjoy the best of our region's spring and early summer season with value-added PRESTO Perks. The program began the fiscal year with 80 active offers, including 19 new partner offerings, such as the inaugural launch of AFC Toronto and the return of the Toronto Blue Jays, with a 30 per cent discount to select home games.

Metrolinx continues to enhance the customer journey experience through retail partnerships, including Second Cup at Kipling GO, Rapido by Triplett at 407 Bus Terminal, the expansion to 131 vending machines across 53 locations, including M&M's at Bloor GO and Fizz Mobile SIM cards at Union Station Bus Terminal. The Clothespin and Nest Mobile Car Wash offered laundry and car wash services at Bronte GO and Ajax GO locations in May.

Days of Significance and the region's cultural diversity were celebrated with in-language campaigns for Eid, Vaisakhi, the Khalsa Day Parade and Carassauga Festival of Cultures. Employee brand ambassadors supported Toronto Newcomer Day in May and summer plans are underway to encourage ridership to Pride parades, Caribbean Carnival, and the Canadian National Exhibition.

As we usher in summer, we look forward to inspiring customers to be ready to ride with GO, UP, and PRESTO for the best destinations, events, games, and concerts our region has to offer.

Respectfully submitted,

Mark Childs
Chief Marketing Officer