

To: Metrolinx Board of Directors

From: David Jang
Chief Communications and Community Engagement Officer

Date: June 26, 2025

Re: **Community, Communications & Stakeholder Relations 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. This past quarter, the division supported key transit milestones, fostered dialogue with communities, and helped ensure communities and businesses remain informed and connected to the work planned and underway.

Recent Highlights

GO Transit service was extended to the Six Nations of the Grand River, marking the first time GO has operated within an Indigenous community. The announcement of [April service changes](#) and the extension of Route 15 gained significant visibility, including a Facebook post that went viral, our most popular organic post in nearly a year, with 144,000 impressions and an engagement rate 57 per cent above benchmark. The initiative also received excellent [media pickup](#). To support local awareness, Metrolinx hosted a community information session on March 25 with more than 60 attendees, offering guidance on the new route and how to use PRESTO.

To support operational readiness and construction awareness, Metrolinx led proactive communications around five major track closures, resulting in 501 earned broadcast media mentions (241 television, 260 radio), alongside 54 print/digital mentions. Media coverage was entirely neutral in tone and closely aligned with the information provided by Metrolinx helping ensure customers remained informed and prepared.

Our refreshed newsletters launched in October 2024 and continued to see strong performance. Open rates consistently exceeded the monthly benchmark of 49 per cent with a 58 per cent open rate in January and March and 57 per cent in February. Subscriber numbers also grew by over 4,500 residents this fiscal, with more than 32,000 residents now receiving regular project updates directly to their inbox.

In January 2025, Metrolinx announced agreements in principle with Alstom and Ontario Northland to refurbish a combined 302 GO Transit bi-level rail coaches, a major investment in fleet modernization and long-term service reliability. Metrolinx supported two Minister's podium events and coordinated the media rollout, including a [Press Room feature](#) that drew over 4,300 views. The announcement was widely covered by both national and local media outlets, especially in Thunder Bay and North Bay.

In March, Metrolinx Interim President and CEO Michael Lindsay delivered his first keynote address at the Toronto Region Board of Trade's annual Transportation Symposium to approximately 300 attendees. His remarks focused on how Metrolinx is building a more

connected and efficient region and were well received by leaders in government, business, and transit.

‘We are here for you’

As construction continues along the Ontario Line, targeted outreach remained a priority to help customer-residents navigate through construction. Focused communications were launched around our Noise & Vibration strategies to proactively address public concerns. This included targeted outreach via door-to-door canvassing in the Pape neighbourhood with printed safety materials, the launch of new dedicated [webpages on construction impacts](#), and targeted social media outreach, highlighted by a joint post with Toronto Police Services promoting safe behaviours near active construction. These efforts reflect our “always on” approach with our communities and residents in high-impact construction zones.

On the Yonge North Subway Extension, Metrolinx worked proactively to minimize disruption near two elementary schools during borehole drilling at Pomona Creek. By coordinating with contractors and incorporating local feedback, Metrolinx adjusted work schedules to avoid school pick-up and drop-off times, relocated parking to reduce congestion, and maintained full access to trails and the Pomona Creek Bridge. These efforts ensured that over 800 students from Baythorn Public School and St. Anthony’s Catholic School could safely access their campuses. The site was closely monitored with weekly safety visits over a three-week period, demonstrating a thoughtful, community-first approach to construction planning and implementation.

For Earth Month, Metrolinx organized 14 park clean-ups, with nearly 300 volunteers collecting 202 bags of garbage. The initiative received 8,186 impressions and 1,783 engagements on LinkedIn, while Instagram stories reached more than 2,500 viewers.

In Hamilton, Metrolinx took proactive steps to protect the endangered chimney swift, a bird species known to nest in older structures. Ahead of planned demolition along the Hamilton Light Rail Transit corridor, Metrolinx worked closely with local officials and residents to raise awareness of the agency’s environmental due diligence as part of the pre-construction work. This included the construction of a compensation chimney habitat to provide a safe alternative nesting site.

Across the region, Metrolinx remained active in communities, hosting safety blitzes near schools engaging 200+ students, sharing updates through virtual open houses about the Eglinton Crosstown West Extension restoration plans and piloting unique initiatives, like a free taxi service in Burlington to reduce pedestrian disruption during Drury Lane Pedestrian bridge construction.

Respectfully submitted,

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