

To: Metrolinx Board of Directors

From: David Jang

Chief Communications and Community Engagement Officer

Date: September 11, 2025

Re: Community, Communications & Stakeholder Relations Quarterly Report

Metrolinx continues to be highly visible across the region, supporting major construction milestones and ensuring communities remain informed and connected as work accelerates across our transit program. This past quarter, the division engaged directly with residents and stakeholders and delivered high-impact communications that strengthened public awareness and understanding of our projects.

‘We are here for you’

This quarter, Metrolinx deepened community connections through a series of greening initiatives. In Etobicoke, a tree giveaway at Silvercreek Park drew more than 300 residents, with 600 trees, shrubs, and perennials distributed, double last year’s total, and strong participation from local elected officials. At Royal York, the team responded directly to community concerns about greenspace loss by working with residents, property managers, and Toronto Region Conservation Authority (TRCA) to restore privacy and natural cover through the planting of 29 new trees, supported by a landscape plan for optimal placement. In Scarborough, a partnership with TRCA and Kayanase Greenhouse, an Indigenous-owned nursery, saw 300 native species distributed at Bendale Library and more than 220 meaningful interactions with residents, garnering positive media coverage from CityNews. Collectively, these efforts provided more than 900 trees and plants back to communities, while reinforcing Metrolinx’s commitment to local sustainability, responsiveness, and trust-building in areas impacted by construction.

Metrolinx also remained highly visible in communities this summer. At Toronto Pride, our 13th consecutive year participating, Metrolinx volunteers connected with 6,500–7,000 visitors at the community booth, alongside over 25,000 parade marchers. Similar activations at York Pride, Give Me Liberty (300+ interactions), Sounds of Leslieville & Riverside Jazz Festival (500+ interactions), and Big on Bloor (1,500+ attendees) reinforced our presence in neighbourhoods directly impacted by transit projects.

Further, Metrolinx engaged 1,728 people on proposed feature wall designs for Scarborough Subway Extension stations. This included three open houses, two pop-ups, and 1,058 completions of a virtual Slido survey. Feedback will help shape the preferred visual directions now advancing through the design process.

Regionally, President and CEO Michael Lindsay hosted his first Regional Roundtable with Chief Administrative Officers (CAOs) and City Managers from 16 municipalities, surfacing shared transit priorities, challenges and topics of regional interest.

On the customer side, Metrolinx worked with Live Nation to launch free and extra GO service for concerts at the new Rogers Stadium. The initiative generated 234 digital and print mentions, 214 broadcast mentions, with a total potential reach of 280 million. Supporting content included a Discover article with 5,100+ views and a wayfinding video that earned 12,700+ views and 403 engagements across Instagram and YouTube.

Key milestones

In June, Metrolinx supported government in announcing the start of major construction on the East Harbour Transit Hub, which will bring multiple transit systems together, easing congestion across the entire network, enabling customers to access destinations across the GTHA without having to transfer through Union Station. The announcement generated 63 media mentions with an estimated reach of 36.6 million. Supporting content included a drone video that earned 90,000 views (10.5% above benchmarks) and a press release viewed more than 1,100 times. Later that month, the Premier announced the start of early works at Woodbine GO, demonstrating progress on expanded service that will give customers more convenient travel choices. The announcement received 30 media mentions with a reach of 93 million. A Metrolinx Minute video and editorial generated 39,000+ impressions and 2,484 engagements, while the related story drew 2,350 views, more than double typical benchmarks.

The launch of tunnelling for the Eglinton Crosstown West Extension's eastern segment marking a key construction milestone on the project, generated widespread coverage across numerous outlets. Metrolinx Minute content drove nearly 20,000 impressions on LinkedIn with 1,365 engagements, alongside 15,500 impressions and 962 engagements on Instagram. In Hamilton, completion of the connecting track at West Harbour GO is adding 32 new trips each week at the Station. The announcement was supported by 13 social posts that achieved 142,000 impressions, 7,800 engagements, and a 5.5% engagement rate. A Metrolinx Minute video reached nearly 88,000 views, becoming the top-performing Facebook asset. Hamilton's Community Engagement team also connected with 17 elected officials and stakeholders to align communications with the service expansion.

June marked the official groundbreaking for Ontario Line's Operations, Maintenance and Storage Facility. The 175,000-square-metre OMSF facility will serve as the operational centre for the Ontario Line, with a fleet of 31 fully automated trains. The announcement was promoted digitally, generating 57,000 impressions, 8,683 engagements, and 85 shares across Metrolinx channels. Additionally, the Ontario Line tunnel boring machine naming contest attracted 900 submissions, narrowed to five shortlisted names, with more than 1,000 votes cast in the public round, with the winning pair securing 51 votes.

Meanwhile, the Hamilton LRT program moved forward with the release of the first major RFP, supported by a podium event that generated 28 media mentions and a Metrolinx Minute with 20,900 video views. This announcement included proactive outreach to 47 elected officials and a community newsletter distributed to 3,710 recipients with a 57% open rate, ensuring residents and stakeholders had clear and timely information about the project.

Across these milestones, our communications and engagement efforts combined scale with substance, reaching millions through media coverage, while maintaining direct, in-person connections with thousands of residents across the GTHA.

Respectfully submitted,

David Jang

Chief Communications and Community Engagement Officer

416-202-7634

david.jang@metrolinx.com