

To: Metrolinx Board of Directors

From: David Jang
Chief Communications and Community Engagement Officer

Date: November 27, 2025

Re: **Community, Communications & Stakeholder Relations Quarterly Report**

‘We are here for you’

During Rail Safety Week (Sept. 15-21), Metrolinx partnered with Operation Life Saver and a broad group of stakeholders to promote safe rail practices. This year’s campaign shifted focus from warnings to meaningful education, emphasizing why safety matters. Through media, social channels, and community activations, we reached diverse audiences. We hosted a Skywalk activation that drew over 700 interactions in just three hours, engaging families and children ahead of a Blue Jays game.

With increased train activity on Lines 5 and 6, Metrolinx launched a public safety campaign to help pedestrians, cyclists, and drivers stay alert near tracks and stations. Through a series of short social media videos and a Metrolinx Discover feature, the campaign highlighted how to navigate LRT signals, pedestrian crossings, and nearby intersections. Complementary print, digital, radio, and outdoor ads generated over 50 million impressions, supported by safety decals applied to all Finch West and half of the Eglinton Crosstown vehicles. On the ground, Community Engagement teams partnered with local schools, libraries, and elected offices to distribute LRT Safety Tip postcards across neighbourhoods along both corridors, reaching 16 schools, 9 libraries, and 8 community offices. Safety content shared through Metrolinx newsletters reached 30,000+ subscribers, achieving open rates between 49-58 per cent, well above industry averages.

Metrolinx launched a new partnership with No Frills to make accessing PRESTO services more convenient for transit riders. As of September 15, customers in five Toronto and Ottawa neighbourhoods can buy and load PRESTO cards, set fare types, and purchase limited-edition PRESTO cards directly at their local No Frills stores. Metrolinx and No Frills coordinated a joint communications campaign to reach communities who would benefit most, supported by targeted outreach and storytelling through Metrolinx editorial channels to raise awareness of the pilot and encourage local participation.

The Ontario Line team continues to strengthen connections with local communities, opening a new community office at 810 Danforth Avenue, conveniently located near one of the future interchange stations. The teams visited local businesses along Danforth Avenue to introduce the team in person and share information about the new office. Flyers with contact details were distributed, inviting businesses and residents to drop in with questions or feedback about nearby construction.

Metrolinx also launched a new Ontario Line Tours program to build public trust and strengthen connections with communities along the route. Initial tours at King-Bathurst, the Operations, Maintenance and Storage Facility (OMSF) site, and Exhibition Station drew over 50 participants,

including elected officials and community leaders. Based on feedback, the program will expand as construction progresses.

To support operational readiness and minimize disruption, Metrolinx led proactive communications around six major track closures through this quarter, resulting in 580 broadcast mentions and 78 print/digital features, ensuring customers were well-informed and able to plan their travel with confidence.

Key Milestones

On August 6, the Premier and Minister of Transportation visited Langstaff GO Station, the future site of Bridge Station, where the Yonge North Subway Extension will connect with the Richmond Hill GO Line, to announce the awarding of the contract to design and build the extension's twin tunnels. The event marked a major step forward for the project, with more than 25 media stories across mainstream and industry outlets in the weeks following the announcement. The milestone also drove increased engagement across Metrolinx channels, including a 200 per cent rise in website traffic and a 60 per cent open rate for related project updates.

On September 5, the Minister of Transportation and the Mayor of Toronto announced the start of major construction at the future Scarborough Centre Station. The announcement generated 44 media mentions across broadcast, digital, and industry outlets, reaching an estimated 42.7 million people. Social media engagement surpassed the 200,000-impression goal in just four weeks. Stakeholder amplification added further reach, with five elected officials and partners resharing the announcement, driving more than 4,000 article views and 600 clicks.

In September, Metrolinx completed the Smalls Creek boardwalk, part of the Lakeshore East Fourth Track early works project, improving community access while protecting the local wetland. Developed in partnership with residents, the City of Toronto, and the Mississaugas of the Credit First Nation, the project reflects community input on design, materials, and restoration. A community ribbon-cutting on September 19 brought together local representatives and residents to celebrate the milestone, which has been widely welcomed by the neighbourhood.

On September 29, the Premier announced the opening date of a new GO station and upcoming service enhancements across the network, long-awaited news for Hamilton and Niagara residents. Metrolinx took a proactive approach, providing regular construction updates to keep residents informed ahead of opening. These updates resonated widely, generating over 817,000 impressions and 20,500 engagements across digital channels. The announcement received widespread coverage, with 86 media stories within two days. Following the event, the news was shared with 34 local elected officials and business stakeholders and our teams supported a community celebration at the station on opening day to welcome new customers.

Respectfully submitted,

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