

To: Metrolinx Board of Directors

From: Greg Medulun
Executive Vice President, Community, Communications & Stakeholder Relations

Date: September 10, 2026

Re: **Community, Communications & Stakeholder Relations Quarterly Report (Q1)**

Welcoming the world

In advance of and during the FIFA World Cup 2026™, Metrolinx delivered an integrated communications approach designed to build public confidence, support operational changes, and ensure commuters, visitors, fans and communities had the information they needed to make informed travel decisions.

Communications focused on demonstrating Metrolinx's readiness, with key initiatives such as FIFA service announcements, safety and preparedness campaigns, a dedicated FIFA safety landing page, a Metrolinx.com homepage takeover, multilingual customer communications, employee engagement initiatives, and targeted community outreach.

Readiness messaging generated strong engagement across Metrolinx's channels. The integrated, multichannel approach generated more than 1.78 million impressions, over 100,000 video views, 144,500 webpage views, and 70 per cent positive sentiment. Customer information was delivered in 13 languages and dialects, while targeted outreach to Liberty Village residents achieved an 80 per cent open rate and helped support crowd management and pedestrian routing around Exhibition GO Station.

The program reinforced confidence in Metrolinx's readiness, supported informed customer decision-making, and established a coordinated communications approach across the organization that helped prepare the region for one of the largest transportation events in the region's history.

We're here for you

Metrolinx continued to improve how construction information is shared with communities through the expansion of Neighbourhood Notices, a targeted digital communications channel providing residents and businesses with timely updates on upcoming work, impacts and mitigation measures. First launched in Liberty Village, Neighbourhood Notices have expanded to additional Ontario Line, Hazel McCallion LRT and GO Expansion project areas.

Community Engagement teams continued to provide residents with opportunities to learn about projects and contribute feedback. More than 1,700 people attended Scarborough Subway Extension open houses in May 2026, submitting over 2,000 station name suggestions for future stations. Public Information Centres supporting the Kitchener GO Corridor-Halton Subdivision Expansion Project engaged more than 90 participants, while

the Hazel McCallion Line virtual open house attracted nearly 500 registrants and generated more than 85 questions from community members.

The Ontario Line team partnered with local organizations on [the Moss Park Photostory](#), transforming construction hoarding into a community exhibit featuring stories and photographs created by local youth, helping foster community connection and awareness around project delivery.

Along the Bowmanville Extension corridor, regional and municipal partners continued to amplify our social media posts, resulting in more than 230,000 impressions, helping keep communities informed as major construction activities progress across Durham Region. Communications and engagement support for the [Burloak Drive closure](#) helped to inform residents and stakeholders, generated more than 45,000 visits to the project webpage, and resulted in a social media post with the most engagement for the quarter, supported by targeted paid digital promotions to help ensure residents were informed of upcoming impacts.

Metrolinx also continued informing municipal, industry, and stakeholder partners. Over the quarter, Metrolinx hosted two regional roundtables, bringing together municipal Chief Administrative Officers for discussions about regional transit. Metrolinx maintained a strong presence at key industry events and conferences across the Greater Golden Horseshoe focused on major infrastructure construction and transportation priorities, such as the Transit Rail Association for Canadian Contractors, Maintainers, Operators and Standards (TRACCS) Rail Day in Mississauga. The conference was attended by an estimated 4,000 attendees and six senior Metrolinx leaders spoke at the event. Staff from procurement, adjacent construction review, community engagement, and stakeholder relations met hundreds of attendees while staffing an official Metrolinx booth.

Key milestones

Throughout the quarter, Metrolinx marked several significant project milestones. On April 16, alongside Premier Ford, Minister Sarkaria and Mayor Chow, Metrolinx announced the start of tunnelling for the Ontario Line with the launch of Libby, the project's first tunnel boring machine. Coverage of this event generated 45 media mentions, while [social content](#) received more than 42,000 impressions and 4,600 engagements within 24 hours, exceeding engagement benchmarks by 62 per cent.

On April 17, Metrolinx and provincial partners also announced the introduction of year-round GO Train service to Stratford. The announcement generated 46 media mentions with 100 per cent positive sentiment, while social content generated more than 58,000 impressions and the accompanying [Press Room story](#) received more than 15,000 views.

On April 30, Metrolinx announced the award of the [first major Hamilton LRT construction contract](#), marking the start of a significant new phase for the project. Media coverage was more than 91 per cent positive, helping build awareness of this important transit investment.

Respectfully submitted,

Greg Medulun

Executive Vice President, Community, Communications & Stakeholder Relations