



# METROLINX

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**To:** Metrolinx Board of Directors  
**From:** Judy Pfeifer  
*Vice President, Strategic Communications*  
**Date:** June 25, 2015  
**Re:** **Strategic Communications: April 2015 – June 2015**

## RECOMMENDATION

That this report be received for information.

## MAJOR HIGHLIGHTS

This past quarter was undoubtedly the single busiest period for the Strategic Communications division over the past year, with an incredible number of milestones, events, and awareness-building initiatives. Strategic Communications helped facilitate, execute and create materials for nearly 20 events and announcements in the last three months – nearly as many as all of 2014. Some examples include the Premier’s launch of GO Regional Express Rail (RER), the incredible move of the Crosstown’s tunnel boring machines across Allen Road, and the opening of the new York GO Concourse at Union Station.

Perhaps the most notable was the launch of UP Express on June 6 – the culmination of years of hard work across the entire organization.

## MAJOR ANNOUNCEMENTS

### Eglinton Crosstown Tunnel Boring Machine Move

Over the weekend of April 17-19, tunnel boring machines (TBMs) Dennis and Lea were lifted out of the extraction shaft west of Allen Road, and moved to the launch shaft on the east side. More than 500 people showed up over the two nights to witness the move of these massive machines. The move stirred plenty of excitement with spectators calling the move “the Super Bowl of construction” and the “Santa Claus parade for transit geeks.” There was an exceptionally high volume of media and social media activity, with coverage from all major GTHA media, as well as international media, including CNN. We had more than 940k estimated Twitter impressions over a three-day period. The most popular tweet was a hyper lapse of Lea’s move – it had 107 retweets and reached more than 430k people. The Crosstown gained more than 100 Twitter followers during the move.



Missed TBM Lea's big move last night? Here's your chance to see it in 20 seconds. [#transitprogress](#) [#boringparty](#)



RETWEETS 55 FAVORITES 36

3:49 PM - 19 Apr 2015

UP Express first ride and launch date revealed

On April 22, Premier Kathleen Wynne, announced that UP Express would officially launch on Saturday, June 6. She made the announcement while taking part in the inaugural ride on the dedicated express train. The event garnered incredible media and social media attention, with 17 media outlets attending and an estimated 5.8 million Twitter impressions.



New infrastructure to reduce congestion. Riding @UPexpress from the new @UnionStationTO terminal to @TorontoPearson.



RETWEETS 32 FAVORITES 32  
12:27 PM - 22 Apr 2015

Opening of the new York GO Concourse at Union Station

Strategic Communications supported various communications, marketing and media elements for the opening of the York Concourse on April 27. A media preview on April 24 gave a sneak peak of the concourse to 12 media outlets, generating a

flurry of articles and social media activity about the new space. We had 1.8 million estimated Twitter impressions during the week it opened, with 271 mentions on opening day alone.

**MEDIA & DIGITAL STRATEGY**

The many transit events and announcements in April drew significant media interest. Since the beginning of April, Media Relations has averaged 50 media calls per week, with significant attention focused on the announcements already highlighted in this report, as well as the announcement of provincial funding for the Finch LRT and the fatality on the Union Station platform at the end of April.

Metrolinx continues to work with the divisions to build and enhance our social media presence. GO Customer Care and

UP Express will enhance their social media presence in June, when they start providing customer care services for UP Express passengers.

**MARKETING & BRAND**

Union Station York Concourse Signage

A major piece of our expanded construction signage and branded

hoarding program was showcased as part of the opening of the new York GO Concourse at Union Station in April. Teaser hoarding ahead of the opening led into thank you signage once the new concourse opened on April 27. All of our project signage is meant to visually connect our major projects with Metrolinx.



We are very excited to announce the opening of your new #UnionStation York GO Concourse today! #gobetter



RETWEETS 26 FAVORITES 22  
7:06 AM - 27 Apr 2015



## COMMUNITY & STAKEHOLDER RELATIONS

### Eglinton Crosstown

The Crosstown team is working on a rollout of new signage at properties we've acquired along the line for our future Crosstown station locations. Community outreach and responding to residents' inquiries remains a strong focus for both community offices.

### Georgetown South Project

Two community tree planting initiatives took place this spring, with the Georgetown South team working with community volunteers to plant more than 500 trees in the Humber Arboretum and a local park. With UP Express launching June 6, all major work is

close to complete. The focus continues to be on installing the remaining security fencing and noise walls along the corridor. Another art project was completed at the Bloor Street West underpass in partnership with the City of Toronto's StreetART team. Two public art displays are now complete with seven more to come.

### Stakeholder Relations

Following the Premier's announcement of GO Regional Express Rail in April, the Stakeholder Relations team began planning a comprehensive stakeholder and community

outreach strategy, with briefings and public meetings taking place throughout May and June. As part of the upcoming Davenport Diamond EA, the Residents Reference Panel met over the course of the last three months to discuss the proposed work ahead on that project and get community feedback. The Stakeholder Relations team proactively engaged with hundreds of stakeholders regarding upcoming announcements, project updates, GO Transit service changes, and construction/community notices. We continued to address elected official inquiries relating to Metrolinx, our operating divisions, and programs, and facilitated a number of meetings between GTHA elected officials and Metrolinx regarding current or upcoming projects in their ridings or wards.

Respectfully submitted,

Judy Pfeifer  
Vice President, Strategic Communications  
Direct dial: 416-202-5902  
E-mail: judy.pfeifer@metrolinx.com



Bruce McCuaig w/ @Kathleen\_Wynne & @StevenDelDuca. @GOTransit RER will reduce travel times [bit.ly/1PXIM07](http://bit.ly/1PXIM07)



RETWEET 1 FAVORITES 5

1:40 PM - 17 Apr 2015