



METROLINX

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To: Metrolinx Board of Directors
From: Judy Pfeifer, *Chief Communications & Public Affairs Officer*
Date: December 8, 2016
Re: **Communications & Public Affairs Quarterly Update**

FOCUS ON ENGAGEMENT FOR SEPTEMBER – DECEMBER 2016

Engagement continues to be a major focus of Metrolinx staff with a busy schedule of in-person meetings and public events occurring across the GTHA. Over the last quarter, teams have reached out to communities with updates on the Eglinton Crosstown, Hamilton LRT, Hurontario LRT and GO Regional Express Rail. On a regional scale, the *Let's Get Moving* campaign launched to increase understanding of Metrolinx, the Regional Transportation Plan, and the benefits of integrated transportation more broadly.

We supported announcements on 13 projects related to Regional Express Rail, the release of the Hurontario RFQ, and GO information on MTO highway signs.

HIGHLIGHTS, UPDATES & ANNOUNCEMENTS

Project Map

An upgraded project map, supported by Geographical Information System (GIS) technology, was launched on metrolinx.com. The map provides current status information on projects and helps to visually tie individual community projects to one another as part of the overall connected network.

The *Let's Get Moving* marketing campaign, which has been in market since November, has been driving traffic to the map to increase awareness around the delivery of projects, planned and underway.



Regional Express Rail (RER)

This quarter, we announced that 13 projects related to GO expansion will be moving through the procurement process, a significant step toward bringing Regional Express Rail to the GTHA.

Thirteen open houses were held to gather feedback from the community on our Regional Transportation Plan, three Transit Project Assessment Processes (TPAPs) that are currently underway, and to learn of our noise mitigation and tree compensation strategies as we prepare for electrification and begin to increase service.

The RER Communications & Community Relations team continued to support active construction on the corridors and for the TPAPs underway. The team participated in a total of

110 formal events, meetings, and engagement opportunities in support of the RER program over this quarter. Along the individual corridors, the team hosted community drop-in sessions, community events, public meetings and tours.

Rapid Transit Projects

On the Crosstown project, we kept our neighbours informed about the next phase of construction with station open houses for the future Chaplin, Mount Pleasant and Forest Hill Stations. Sixty-one stakeholder meetings and outreach events were also held, including a pedestrian safety campaign at six schools along the Eglinton line.

In partnership with the Sustainable Thinking and Expression on Public Space (STEPS) Initiative and local artist Adrian Hayles, Crosstown engaged with the students from Blessed Archbishop Romero Catholic Secondary School to create a 160 square-foot mural to be affixed to the hoardings at the site of the future Mount Dennis station.



As part of the marketing initiatives to promote businesses along Eglinton during station construction, a 12-week #MyExperienceEglinton Social Media Contest was launched to reward individuals who shop along Eglinton Avenue.

Since May, the Hamilton LRT team has met with over 35 stakeholder and community groups, including Chambers of Commerce, Business Improvement Areas (BIAs), Ward meetings, neighbourhood associations, school boards and other major organizations along the route. The team has also participated in several events alongside the Metrolinx Regional Event Tour including Supercrawl, a popular Hamilton arts and alternative music event on James St., and the Concession StreetFest on Concession St., both areas of the downtown core to benefit from the LRT investment.

Seven public open houses were hosted across the city in September to inform the Hamilton community about the latest plans and gather feedback. Over 850 people attended these sessions in total and approximately 350 feedback forms were received.

In late October, a team of community relations representatives called Community Connectors went out on their second canvas, engaging the nearly 1,400 residents and businesses along the Hamilton LRT corridor.

For the Hurontario project, there was an announcement focused on the release of the Request For Qualifications for interested parties to qualify to design, build, finance, operate and maintain the future LRT. Four open houses had project teams provide area-specific updates on the progress of the project, with an emphasis on speaking to local issues.

Stakeholder Relations

The third round of the Stakeholder Forum and the seven Corridor Committee meetings took place this quarter with over 100 stakeholders attending from across the region. The focus was on providing corridor expansion updates, as well as information about upcoming public engagements, fare integration policy work, the review of the Regional Transportation Plan, and the review of the Station Access Plan.

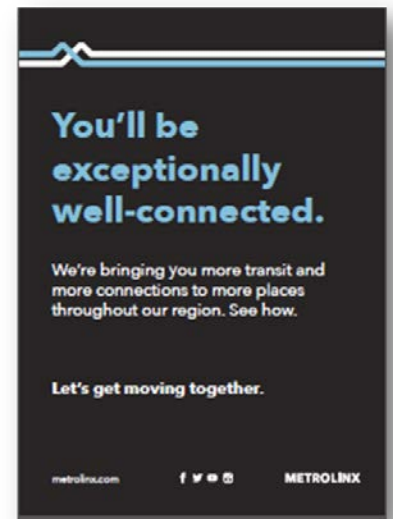
Outreach to brief new MPs and other elected officials upon request continued. Staff addressed more than 65 inquiries from elected officials and proactively engaged with more than 550 stakeholders to highlight key service expansion and funding announcements. Staff also tracked over 90 relevant items at municipal councils in the GTHA and beyond, and at both the provincial government and the federal government.

Marketing

The *Let's Get Moving* campaign launched this quarter to build awareness around our capital project delivery and how we're transforming the region. The campaign complements our focus on engagement by driving audiences to metrolinxengage.com, the new project map, and social media channels.

Supporting the campaign, the October advertorial in Metro and L'Express also connected our ongoing capital projects to the regional transportation plan while promoting the map.

The 2016 Regional Tour concluded with an ongoing emphasis on capital projects across communities in the GTHA.



Media & Digital Strategy

Media Relations averaged 40-55 media calls per week in the past quarter—a 12% increase over the same period in 2015. Most calls were service-related but media interest in the PRESTO rollout on TTC is building. Media impressions increased over last year by approximately 25 per cent. Twitter continues to drive interest in Metrolinx-related stories—reporters monitor it for customer complaints and story ideas, and follow up on stories we promote through social media.

Online engagement rolled out on metrolinxengage.com in November for the second series of Regional Public Meetings with a focus on the current environmental assessments, electrification, Lakeshore East, and Barrie corridor expansion. Online engagement for the review of the Regional Transportation Plan concluded at the end of November.

Respectfully submitted,

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