



METROLINX

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To: Metrolinx Board of Directors

From: Judy Pfeifer
Vice President, Strategic Communications

Date: May 30, 2013

Re: Strategic Communications – Q1 March 2013 – May 2013

RECOMMENDATION

That this report be received for information.

MAJOR HIGHLIGHTS

The Strategic Communications division provides enterprise wide communications, stakeholder and community relations support.

Investment Strategy

The development and implementation of a communications strategy has been a key activity of the Division. In terms of public engagement, the Strategic Communications Division supported the work of the Residents' Reference Panel which provided advice to the Board of Directors as well as through other initiatives listed below:

ENGAGEMENT BY THE NUMBERS

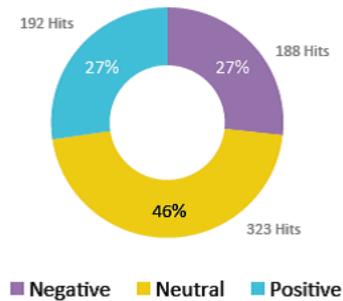


In order to build awareness of the Metrolinx and The Big Move projects we have been running a Transforming Transit television ad since March 2013, with continued presence in April, May and June. A print ad was also featured in the Toronto Star and Metro newspapers.

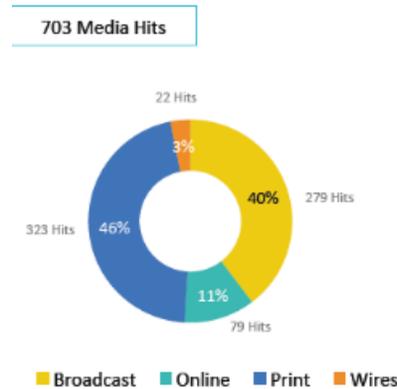
Media and Social Media

Metrolinx continues to gain profile as a result of extensive coverage by traditional and social media. Over the last quarter, the top issues covered were the Investment Strategy, The Big Move and the Eglinton Crosstown. Metrolinx saw an increase of more than 250% in the number of media calls - 600 calls approximately - from the same period in 2012. Results from March to May are represented below:

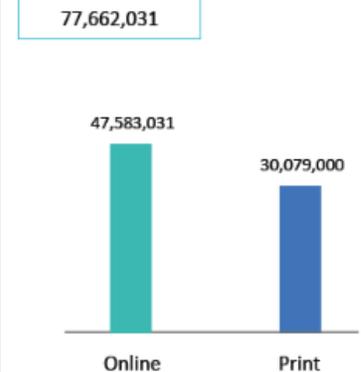
Tone



Hit Count



Impressions

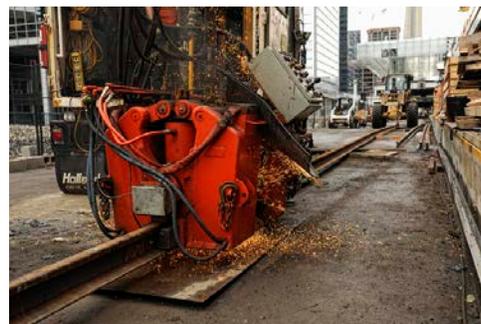


Our reach and engagement through social media channels continued to grow as well. During the period of March to May, the number of followers doubled, and it continues to grow month after month. We had nearly 40 million impressions during this time period which means we are reaching many more people through these channels. With the Investment Strategy release, we generated 7.6 million estimated impressions, which was the result of 1,000 tweeters sending 2,335 tweets.

We also continue to enhance our digital presence. We have set up online photo management and sharing accounts to demonstrate The Big Move in action. Our Flickr account has 28,000 views so far. We have 182 followers on Instagram, these photos generate an average of 1,500 Facebook views.

<http://instagram.com/metrolinx>

<http://www.flickr.com/photos/metrolinx/>



PRESTO:

Marketing communication activities were launched in support of a customer appreciation contest to celebrate the 500,000 customer milestone, as well as, enhanced customer communications.



GO Transit:



Significant announcements included: Enhanced 30-minute off-peak Lakeshore GO Train service marking one of the most significant announcements in GO Transit’s history; the introduction of new lower double-decker buses; and a free Wi-Fi pilot project at 13 GO stations.

Community Relations

Georgetown South Project: The GTS Employment Initiative held three successful career fairs across the corridor, drawing over 200 attendees. In addition, Metrolinx and the City of Toronto are co-sponsoring a construction training class to help link young people along the rail corridor with an opportunity to pursue a career in the construction industry.

Eglinton Crosstown: Extensive engagement with the public, community organizations and elected officials was conducted in support of the West and East alignment proposals. Work continues with the community regarding the Maintenance and Storage Facility, and the planned redevelopment of the Bank of Nova Scotia property located on the northeast corner of Eglinton and Weston Road. The team is also engaged in consultations on the reference concepts for underground stations as well as working closely with the City of Toronto on the EglintonConnects Planning Study, which is funded by Metrolinx.

Respectfully submitted,

Judy Pfeifer
Vice President, Strategic Communications

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