



# METROLINX

An agency of the Government of Ontario  
Une agence du gouvernement de l'Ontario

**To:** Metrolinx Board of Directors  
**From:** Judy Pfeifer  
*Vice President, Strategic Communications*  
**Date:** August 21, 2013  
**Re:** **Strategic Communications – Q2 June 2013 – August 2013**

---

## **RECOMMENDATION**

That this report be received for information.

## **MAJOR HIGHLIGHTS**

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

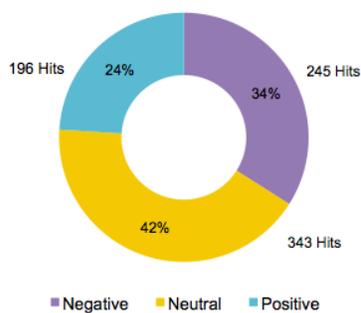
Communicating with the public and our customers is extremely important to Metrolinx. We want to ensure that our customers, whether it is the 65 million rides on the GO Train or the 750,000 Presto cardholders, or local communities where we are engaged in construction building the Crosstown, UP Express and expanding GO Transit are informed and engaged.

## **Media**

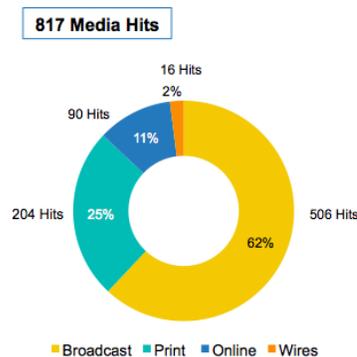
Significant coverage continued throughout the summer in both media and social media. This part quarter, the top issues covered were the Toronto transit projects, including the Scarborough LRT/Subway debate, expansion of 30 minute service on the Lakeshore line, services related issues (e.g., flood on the Richmond Hill line) as well as the partnership program.

Media calls increased by more than 135% - approximately 550 calls- compared to the same period in 2012 (230 calls).

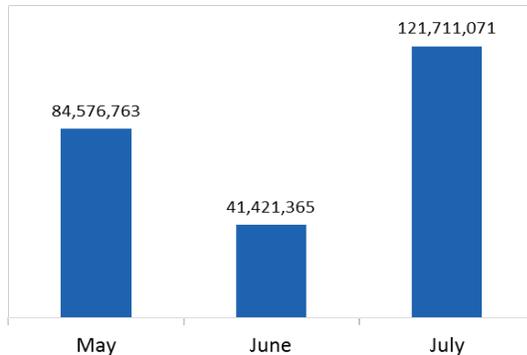
### **Tone**



### **Hit Count**



## IMPRESSIONS



## Social Media

Our reach and engagement through social media channels continued to expand as a result of our outreach.

- Twitter: 8,000 followers with 18.2 million estimated impressions during this time period from 6,815 mentions by 2,535 users
- Facebook: over 4,500 individuals view our content every week.

## Investment Strategy

Following the successful launch of the Investment Strategy, Metrolinx held six briefing sessions across the region targeting key stakeholders as well as a number of industry associations. Post-event briefings were also provided to municipal CAOs, as well as chief planners and heads of municipal transit agencies. We continued to issue our biweekly newsletter, *The Big News*, which now goes to a list of over 2400 people, and are planning for sustainment activities to reinforce awareness of Metrolinx, progress on *The Big Move*, and the need for investment in transportation.

## Metrolinx Progress

While awareness of Metrolinx, the Big Move and projects continue to improve there is limited awareness of key projects. Public and stakeholder consultation has told us we need to better communicate the progress that is being made. As a result a new commercial has been developed that shows regular people touring construction projects and speaking to their personal experiences. We continue to visualize the Big Move progress by maintaining presence on social media (over 100,000 views on Flickr) and this will be expanded in the future.

For the second year, Metrolinx has a booth at the CNE to promote the new light rail vehicle coming to Toronto and proposed for other regions.

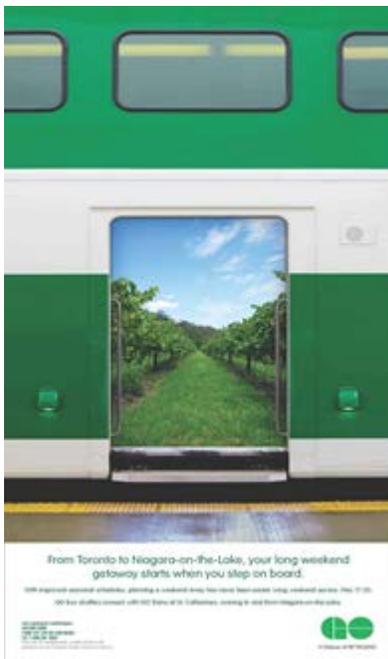
## PRESTO

A marketing campaign ran throughout the summer promoting PRESTO's benefits including: ease of use, seamless transfers, card balance protection and customer convenience. Current and potential users were directed to the new and improved PRESTO website. Web enhancements include an updated look, easier online navigation, and more online functions and features.



## GO Transit

Major marketing communications efforts focused on the Barrie and Niagara seasonal train services, the expansion of the Quiet Zone pilot to all train lines as well as enhanced train service for special events.



Electronic overhead signs on the 401 currently carry a “30 Minute” announcement.

## UP Express

A successful event to formally announce the start of construction on the Union Pearson Express (UP Express) station at Union Station was held at Union Station. Our most popular Flickr set, with 2,363 views, was a series of photos taken during the installation of the final girder that connects the UP Express spur to Terminal 1.



## Community Relations:

**Georgetown South Project:** Community Advisory Committees (CAC) for noise walls along the corridor have been established. These committees have brought together residents, business owners, community associations and elected representatives with a landscape architect to discuss how the noise wall designs can be integrated into the existing neighbourhood landscape. Since April 2013, over 24 meetings with CAC members have occurred and in July preliminary design options were brought forward. In the fall, public meetings will be scheduled to provide more feedback, with final recommendations from the CACs due later in October.

**Eglinton Crosstown:** Engagement and discussion continues with elected officials and the community with regard to the Maintenance and Storage Facility as well as the potential for development and employment opportunities in and around Mount Dennis Station and the Mount Dennis Mobility Hub. Extensive communications with the local Councillors and the public have been initiated as work has begun in earnest at many future stations along the Eglinton Crosstown. In particular, a very successful community meeting was held near Eglinton West station, where launch and extraction shafts will be constructed and where there will be significant traffic impacts on local business and residents.

---

Respectfully submitted,

Judy Pfeifer  
Vice President, Strategic Communications

Direct Dial: 416-202-5902  
E-mail: [judy.pfeifer@metrolinx.com](mailto:judy.pfeifer@metrolinx.com)