



METROLINX

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To: Metrolinx Board of Directors
From: Judy Pfeifer
Vice President, Strategic Communications
Date: June 26, 2014
Re: **Strategic Communications – February – June 2014**

RECOMMENDATION

That this report be received for information.

MAJOR HIGHLIGHTS

Demonstrating progress continues to be the lead focus for all Strategic Communications initiatives.

Crosstown Media Tour

In April, the team led a media tour of the Crosstown work in the west tunnel with unprecedented success. **Sixteen media representatives from 10 media outlets** (including, Globe and Mail, Toronto Star, Toronto Sun, National Post, CTV/CP24, City TV, CBC, Global) enthusiastically toured the site and filed positive stories that captured the enormity and complexity of the project.

The tour...by the numbers

- 4 million+ impressions
- 700+ tweets
- 4300+ reach on Facebook
- @CrosstownTO trending on Twitter



Matt Galloway
@mattgallowaycbc



Follow

Under Eglinton as they build the Crosstown LRT. Amazing. pic.twitter.com/skxkCkBBUA

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Oliver Moore
@moore_oliver



Follow

The way out. The launch shaft is about 1km away, along these tracks [#infrastructureporn](https://twitter.com/hashtag/infrastructureporn) [#crosstown](https://twitter.com/hashtag/crosstown) pic.twitter.com/UOF4wNJUzy

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Eglinton Crosstown LRT sneak peek

19-kilometre transit line expected to be completed by 2020

CBC News Posted: Apr 29, 2014 6:14 PM ET | Last Updated: Apr 29, 2014 7:23 PM ET



With 14 underground stations and 11 surface stops, the Crosstown will connect 54 bus routes, and Eglinton West, Eglinton and Kennedy subway stations. (Matt Galloway/CBC)

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Yonge Relief Network Study public consultations

Working to address one of the biggest current transportation problems in the region, the **Yonge Relief Network Study** consultation process successfully launched in April with a series of public open houses. The launch of the monumental study and outreach plan, working jointly with the City of Toronto and York Region, included a new dedicated webpage (www.regionrelief.ca), detailed information online about Metrolinx's role specifically (www.metrolinx.com/en/projectsandprograms/reliefstudy), a media briefing, extensive social media outreach, and public open houses. At the first public open house on April 5 in downtown Toronto, **17 media outlets** attended, along with eight political stakeholders. That meeting generated more than **2.3 million impressions** on social media. Metrolinx also joined the Hurontario-Main LRT consultation process and co-led two open houses in March.

Contingency Planning

In June, Strategic Communications developed and implemented a communications plan in the event of a labour disruption. This comprehensive internal and external plan provided information publicly and to employees throughout the negotiations. We fielded more than 70 media calls and managed a very high volume of proactive and responsive social media for customers, the media and the public.

Interactive Progress Map

In April, we launched an **Interactive Project Map** at metrolinx.com. The searchable map is visible proof that progress is underway in the GTHA.

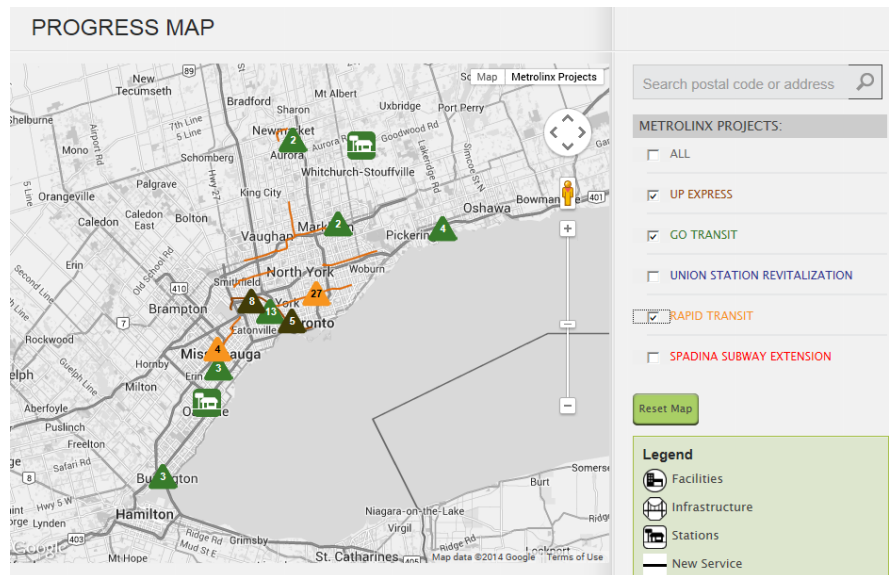
Other Communications Initiatives

Other communications activities for the past quarter included the launch of Zipcars and electric vehicle charging at GO stations, a Viva BRT contract award event, and support for Metrolinx's award as Canada's Top Employers for Young People of 2014 for the second consecutive year.

MEDIA & DIGITAL STRATEGY

In the 2013/14 fiscal year, Metrolinx had a 70% increase in media calls, with impressions and media hits well above average. Significant **media coverage** continued during the last quarter with substantial interest in the Yonge Relief Network Study, PRESTO expansion to TTC, and GO Transit expansion. Over 80% of stories maintained a neutral or positive tone, while accuracy was consistently above 95%.

Our digital strategy continues to be among the fastest growing – and most successful – ways of engaging with and building awareness among our customers, the public and stakeholders. On Twitter, we nearly doubled the number of people talking about Metrolinx from last quarter (key factors: Young Relief Network consultation engagement, Crosstown media tour). As a result of our



marketing campaign (see below) we had more visitors to our Facebook page – four times as many as last quarter. Instagram continues to grow, while Flickr views more than doubled from the beginning of the quarter to the end (650K to 1.3 million views), consistent with the previous quarter

MARKETING & BRANDING

In winter and early spring of 2014, we launched an evolution of the progress campaign, to demonstrate that we continue to move forward on key Metrolinx projects and to better establish the connection between more transit and less gridlock. The campaign connected *what we do* and *why we do it* to create both rational and emotional impressions on GTHA residents: ***We're Building Transit to Get You Moving.***

The television campaign was preceded by a 4-week integrated channel run. The online pre-roll ads had a conversion rate of 60% (well above industry norms) with over 925,000 views on YouTube. We saw a significant increase in web visits during campaign periods.



We continue to focus on external signage and **hoarding** as a key project to communicate the connection between our signature projects, the broader plan and our progress message.

COMMUNITY & STAKEHOLDER RELATIONS

Georgetown South Community Relations team completed the final noise wall consultations. Upon further consultation with residents living adjacent to the noise wall locations, the vast majority supported the installation of the full-build noise walls for 2015.

The Crosstown team completed a pilot tele-town hall on April 23. Over the hour, we had **more than 5300 people** participate in the event. Up to 400 people stayed on the entire call. The tone was positive, open and engaging with many thoughtful questions, comments and concerns.

Over 30 executive speaking engagements were made including a key note address from the Board Chair to the Empire Club.

Over 400 elected officials were contacted regarding operational GO Transit service changes, project updates and construction notices.

Respectfully submitted,

Judy Pfeifer
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