



METROLINX

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To: Metrolinx Board of Directors
From: Judy Pfeifer
Vice President, Strategic Communications
Date: September 5, 2014
Re: **Strategic Communications: June – September 2014**

RECOMMENDATION

That this report be received for information.

MAJOR HIGHLIGHTS

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

Regionalrelief.ca/metrolinx

The microsite regionalrelief.ca/metrolinx was launched in June to provide stakeholders with progress updates on our Regional Relief Study.

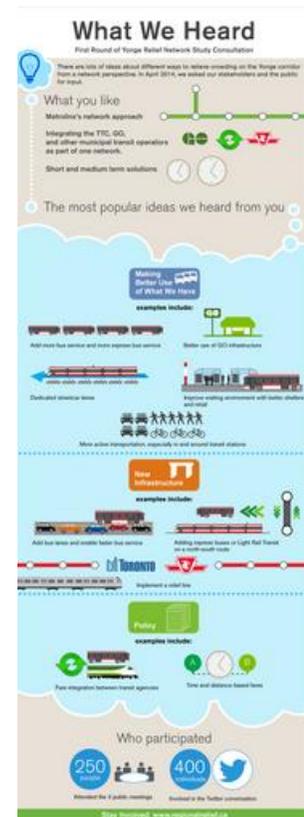
An **infographic** to summarize the most popular ideas was posted online. Through social media, the graphic reached **13,470 people**, driving **919 visitors** to regionalrelief.ca/metrolinx/what-we-heard (**90%** of all traffic to that page).

LRT: What, When and Why

Helping the region understand the **value of Light Rail Transit (LRT)** has been an ongoing goal.

Through online animated video and in-person vehicle exhibitions, the public is becoming more familiar with the technology, the vehicles, and our plans.

We released another video that explains LRT technology, and how the region can benefit. Since launching on July 10, the *LRT: What When and Why* video has been viewed over **4,000 times** on YouTube and shared by many on social media.



The life-size light rail vehicle (LRV) mock-up made several appearances at public events this summer:

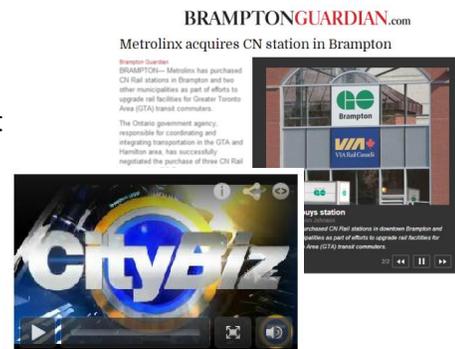
- Harbourfront Centre
- Railway Museum
- Ontario Science Centre
- Canadian National Exhibition.

Visitors were given the opportunity to walk through the LRV mock-up, and staff members were available to answer questions and offer insight into Metrolinx projects, particularly the Eglinton Crosstown.



CN Lands Acquisition

In July, we announced three station purchases with great success. We received solid media coverage, including a 90-second story on **Breakfast Television** with great footage of trains, buses and stations.



MEDIA & DIGITAL STRATEGY

Media calls were consistent throughout the summer months, averaging **40 calls per week**. Service disruptions and announcements related to projects remain the biggest triggers for media calls, and the tone of stories mentioning Metrolinx and our divisions remains (on average) **85% neutral or positive**.

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. We continue to leverage it as a way to keep the public updated on our construction progress, by giving them an exclusive look at our projects that they can't get anywhere else. Our growth and engagement levels are consistent with last quarter's.

MARKETING & BRANDING

Over the summer months, the Brand, Marketing and Creative Services team has focused efforts on building stronger **internal processes** to support the marketing function.

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

In July, Metrolinx hosted an open house inviting feedback on the Environmental Assessment for the Maintenance and Storage Facility for the **Finch Light Rail Transit**. The conversation focused on the preference for LRT, expected improvements to mobility, and how the community will ultimately benefit.

Community outreach along Eglinton Ave. continues as headwall construction makes progress. Our community relations staff members were on hand at the York-Eglinton International Street Festival in August to answer questions and show support for local business.



The Georgetown South Project Community Relations team selected the first artist to complete a **public art installation** for the Douro Street retaining wall. We will be sending out 13 more expressions of interest for artists to submit public art concepts to leave a lasting legacy of public art in the communities in which we have worked.

Over **300 elected officials** were contacted regarding project updates, construction notices, and operational GO Transit service changes. Work is underway to brief new and returning MPPs on Metrolinx and how we are **making progress** in their neighbourhood. Our Stakeholder Relations team has been working to support Metrolinx on matters relating to the municipal election.

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