



METROLINX

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To: Metrolinx Board of Directors
From: Judy Pfeifer
Vice President, Strategic Communications
Date: December 11, 2014
Re: **Strategic Communications: September - December 2014**

RECOMMENDATION

That this report be received for information.

MAJOR HIGHLIGHTS

Since September, Strategic Communications was involved in the coordination of nearly 20 events and announcements, involving all levels of government and many supporting partners. Some examples include the Kitchener corridor purchase, the new GO Bus Terminal development with Ivanhoé Cambridge, the ground-breaking for the new Gormley GO Station, tunnel tours at the Crosstown site, and a series of thank you events for the Georgetown South communities. These events and other communications initiatives were supported by more than 25 communications plans that incorporated targeted social media activities, proactive customer and public communications, and stakeholder engagement outreach.

MAJOR ANNOUNCEMENT

Earlier this fall, Metrolinx announced an agreement with developer Ivanhoé Cambridge that set the stage for a forward-looking, integrated office and transit development in downtown Toronto.

The GO Bus Terminal redevelopment event was the most popular announcement for Metrolinx in the last 12 months. News of the new development was popular across all our social media channels, and the sentiment was mostly positive.

The announcement included live social media updates from Metrolinx. On Twitter, we reached about 3 million people with 500 people participating in the conversation.



Walter Demesa @whereswallyd · Oct 1

Toronto to build one acre Sky Park and bus terminal to increase 50% more commuter trips! 📍 @blogTO #Toronto



MEDIA & DIGITAL STRATEGY

On Twitter, we nearly doubled our impressions from the last board report by reaching 19 million people – which is noteworthy because Metrolinx hasn't seen this engagement since the Investment Strategy launch in May 2013.

The increased activity is the result of the bus terminal redevelopment, purchase of the Kitchener corridor, an update on Regional Express Rail, and UP vehicle testing. Flickr and Instagram remain a popular way to share our transit progress; we've reached 2 million total photo views on Flickr.

The number of media calls remains steady, averaging 35 calls per week. During the last quarter, announcements related to Metrolinx projects remain the biggest triggers for media calls. For example, we fielded over 60 media calls for the GO Bus Terminal announcement, with calls continuing to come in. Virtually all stories were positive in tone. Both the Kitchener corridor purchase and the arrival of the UP vehicle prompted about 20 media calls each. The tone of stories mentioning Metrolinx and our divisions remains, on average, 85% neutral or positive.

MARKETING & BRANDING



We continue to enhance and tell our story on the ground with on-site signage. Since the last board meeting, we've added 21 signs at 10 project sites, including the UP stations at Union, Bloor and Weston, Union Station's Bay East Teamway, and along the Georgetown South project corridor.

We have also moved into the execution phase of our new Delivery campaign with the first of our Metro advertorial inserts in November and production of three videos in support of a social media campaign underway.

COMMUNITY & STAKEHOLDER RELATIONS

Eglinton Crosstown

In September, we opened a second Crosstown community office to provide local residents with a place to ask questions, raise issues and get information about the project. Further, the Crosstown Community Relations group hosted three open houses, with participation from over 200 residents and local stakeholders. Team members found that there was heightened awareness of the project details among community members during the current round of engagement compared to previous events.



Georgetown South Project

As the GTS project nears completion, the community relations team developed a “thank you” campaign for the communities along the GTS project corridor for being great neighbours. The campaign consisted of billboards and signage in the community, as well as paid ads in local newspapers. In the spirit of the campaign, we hosted local events in four of the communities along the corridor. The surveyed attendees appreciated Metrolinx taking the time to thank the community and enjoyed the events. Also, the vast majority of respondents were satisfied with the GTS Project results and are looking forward to the future Regional Express Rail service.

Stakeholder Relations

For Metrolinx as a whole, the Stakeholder Relations team contacted over 400 stakeholders since September regarding project updates, construction notices, and the Metrolinx public meetings. The team addressed over 50 MPP constituent inquiries relating to Metrolinx, our operating divisions and

programs. During the municipal election campaigns, the team monitored and analyzed the ongoing discussion of transit issues across the region.

Respectfully submitted,
 Judy Pfeifer
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