



METROLINX

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To: Metrolinx Board of Directors
From: Judy Pfeifer, *Vice President, Strategic Communications*
Date: December 3, 2015
Re: **Strategic Communications: September – December 2015**

RECOMMENDATION

That this report be received for information.

MAJOR HIGHLIGHTS

Strategic Communications helped facilitate, execute and create materials for close to 11 events and announcements in the last three months – an indication of the progress that is being made across the region when it comes to transit. A significant theme of the last quarter was engagement – Metrolinx launched its online engagement tool, wrapped up the 11-stop regional tour, and held a second round of Corridor Committee meetings. This all represents a few ways Metrolinx continues its effort towards maintaining a conversation with the communities it serves.

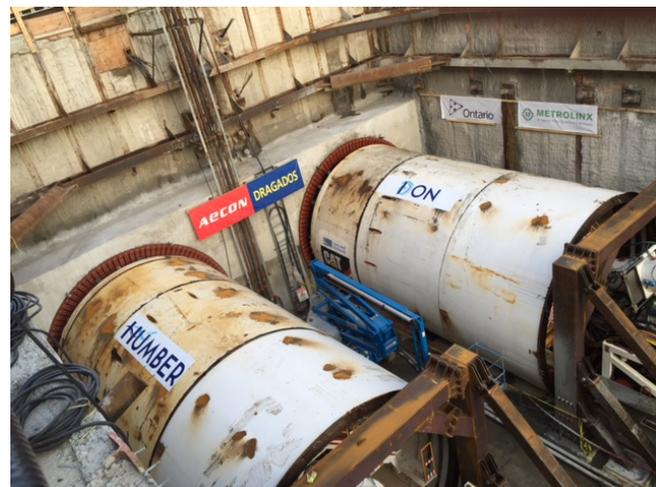
MAJOR EVENTS & ANNOUNCEMENTS

Metrolinx Engage

Earlier in October saw the launch of *Metrolinx Engage*, a new digital engagement website. Offering modern, interactive channels for the public and our stakeholders to provide their feedback, the online hub enhances the reach of Metrolinx's consultation initiatives and helps discover new audiences. The first digital engagement initiative asked people for their opinions on proposed station and stop names along the future Eglinton Crosstown LRT line. Over the nine-day run, more than 1,000 comments came through the website.

Tunnel Boring Machines

On September 29, The Eglinton Crosstown project reached another milestone as tunneling on the eastern segment of the 10-kilometre underground tunnel began; starting from the launch shaft at Brentcliffe Road and moving westward toward Yonge Street. On September 24, Minister of Transportation Steven Del Duca and MPP Mitzie Hunter were joined by Metrolinx President and CEO Bruce McCuaig to mark the occasion. The announcement resulted in nearly a dozen print media articles and was featured on four broadcast reports. The tunnel boring machines can be tracked [online](#).



MEDIA & DIGITAL STRATEGY

Media Relations averaged 60+ media calls per week this quarter. Members of the media were interested in UP Express ridership and launch of new GO services. Metrolinx's media reach continues to rise with monthly impressions, averaging 50 million. Metrolinx continues to perform well on social media, averaging over 4,000 mentions per month across all channels—up 20% over last quarter—and over 50,000 impressions on Twitter, also up over 15%.

MARKETING & BRAND

The 11-stop Metrolinx Regional Tour wrapped up in November, reaching two million people overall. As a reflection of attendee sentiment, 95% of on-site survey respondents indicated that they left with a positive impression of Metrolinx.

The Social Delivery campaign wrapped up with the Mississauga Transitway “Miss Efficient” video. Collectively, the campaign's videos have garnered more than 2.5 million viewers.

We continue with our monthly outreach in Metro with advertorials focused on LRT and UP Express continue in METRO daily with 11 insertions to date, reaching over five million readers.

A pilot Metrolinx marketing initiative launched in September to demonstrate progress and delivery to a broad GTHA audience. The pilot is reaching over 4 million readers through a series of six transit-themed full page stories in the Saturday Star, a blogger outreach strategy and a Twitter event.

COMMUNITY & STAKEHOLDER RELATIONS

Regional Express Rail

While the community relations team continues to work on a number of projects, the main focus is on developing strategic communication plans and coordinating priorities. To start building a strong public narrative about how key initiatives are part of the network plan to move the region, Metrolinx provided an update to regional councils and the second round of Corridor Committees in November. These meetings took place in advance of a series of approximately 30 public information sessions happening throughout the region this winter; residents will have an opportunity to learn about and provide feedback on the Metrolinx projects and initiatives that will directly impact their communities.



Rapid Transit Projects

In addition to the successful online station naming engagement conducted this fall, the Crosstown Community Relations team also hosted three “Thank You, Neighbours” events for residents local to the work that’s been underway at Laird, Avenue Road, and the East Tunnels launch site at Brentcliffe. As well, the Hamilton LRT project was promoted to the local community when the light rail vehicle mock-up visited Hamilton City Hall in October as part of the Metrolinx Regional Tour.

Stakeholder Relations

Stakeholder Relations team proactively engaged with more than 100 stakeholders, managed correspondence with more than 70 elected officials, and tracked the activity of the over 50 municipalities in our catchment area, as well as providing updates and analysis on the 2015 federal election. The team also continued to produce briefing materials for Metrolinx executives, providing context and strategic insight regarding stakeholders and the issues that matter to them.

Respectfully submitted,

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