



METROLINX

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To: Metrolinx Board of Directors
From: Judy Pfeifer, *Chief Communications & Public Affairs Officer*
Date: June 28, 2016
Re: **Communications & Public Affairs Quarterly Update**

MAJOR HIGHLIGHTS: FEBRUARY – JUNE 2016

Public engagement continued to be a focus this quarter as we proceed with planned projects and the impacts on communities across the region. Milestones were celebrated on the Eglinton Crosstown project, PRESTO, and GO Transit. Announcements of new GO stations, GO expansion, the Relief Line, and the Yonge subway extension furthered the progress story for transit in the Greater Toronto and Hamilton Area.

MAJOR EVENTS & ANNOUNCEMENTS

Stories of Growth and Progress

Together with the Ministry of Transportation, we had several opportunities this quarter to share stories of growth and progress across the region. Events were held to announce more GO train service to Kitchener, as well as GO expansion to Bowmanville. Plans to build future GO stations were also revealed. Other announcements included improvements to GO bus service as we opened a new bus facility in Hamilton, the Square One Bus Terminal, and the Aberfoyle Park 'n' Ride. The City of Toronto joined Metrolinx and the Province in making updates on the Relief Line and the Yonge subway extension.

PRESTO continued to be a positive story across the GTA as it is rolled out on the TTC. This quarter, we co-led an announcement on April 8 to mark the installation of the first modern fare gates to be implemented on the system. In May, we celebrated PRESTO reaching 2 million cards in circulation.

Eglinton Crosstown Milestones

The progress milestones continue on the Eglinton Crosstown project. A ground-breaking event at the Keele site on March 10 marked the next phase of the project – the building of stations and stops, track and signal infrastructure, and maintenance and storage facility to support the line.

Meanwhile, significant progress continued underground with the two eastbound Tunnel Boring Machines reaching Yonge St – completing their 6,419-metre journey. The milestone was



commemorated with an [online video](#) featuring the installation of the final segments of the west tunnel portion and has been viewed 2,500 times on YouTube.

MEDIA & DIGITAL STRATEGY

Media Relations averaged 50-75 media calls per week in the past quarter—a 20% increase over the previous quarter mostly as a result of some high profile media stories such as the reduction in fares for UP Express and the construction accident at the site of the future Forest Hill station. Media impressions increased as well—up approximately 25%. The Smart Commute [school travel report](#) received national attention helping to further the public discussion on students walking to school. We continue to use social media as a key channel with the public and stakeholders to keep them informed on transit projects. PRESTO rollout on the TTC and the joint board meeting with the TTC were very popular with both media and on our social media channels.

MARKETING & BRAND

Following a successful inaugural season, the Metrolinx Regional Tour has returned to build awareness and understanding for Metrolinx and its initiatives. The interactive staff booth is scheduled to visit 24 community-based events across the GTHA, with six taking place this past quarter in Mississauga, Toronto, and Whitby. A total of 10 advertorials in English and French were published between February and June, with over 6.5 million GTHA residents reached.

COMMUNITY & STAKEHOLDER RELATIONS

Rapid Transit (RT) Projects

On the Crosstown project, the team hosted three tunnel tours as well as 12 stakeholder meetings. In addition to standing meetings with local stakeholders, this included nine open houses along the route to discuss the design in individual stations. With station work underway, the community relations team ensures that there is public engagement before major works are seen in the community. The open house presentations are available online, along with [helpful videos](#) explaining of various aspects of the project and answering often asked questions.

In support of Career Pathway Day, around 41 grade five students visited the Crosstown West Community Relations Office to learn about tunnel and station design principles, how tunnels are built, what the future LRT stations will look like, the role of community relations during construction.

For the Finch Light Transit Rail (LRT) project, the RT team supported the release of a Request for Proposals to companies shortlisted to design, build, finance and maintain the LRT line.

The RT team hosted a public meeting for the Erin Mills community to discuss the local impacts of the nearby Mississauga Transitway station. The meeting yielded great discussion and next steps that included noise monitoring, modification assessments, additional signage, and further updates.



The alignment for the Hamilton LRT, including proposed stops, was shared publicly at the City of Hamilton's LRT Sub-Committee. The team has begun door-to-door outreach efforts, and briefings continue with stakeholders along the alignment who may be impacted by construction.

Regional Express Rail

The RER community relations and communications team have continued to provide support for active construction on the Stouffville and Kitchener corridors and several Transit Project Assessment Processes are underway for the Lakeshore East and Barrie Corridors and system-wide electrification. The team hosted more than 24 public meetings, as well as a number of stakeholder meetings. Along the Stouffville corridor, flyers were distributed to nearly 31,000 residents to provide an update on the expansion program, and an upcoming community meeting. A design workshop was held with 15 community members and partners in the Agincourt community to provide feedback on the upcoming design on the Agincourt GO Station modifications. Along the Barrie and Lakeshore East GO lines, community notices were delivered to every home within a 500 metre radius of the corridors.

Stakeholder Relations

In February and March, the Stakeholder Relations team coordinated a series of 15 Regional Public Meetings in Barrie, Aurora, Unionville, Innisfil, Oakville, Stouffville, Maple, Burlington, Durham, Brampton and Toronto. Metrolinx also participated in four City of Toronto-led public meetings and a City of Mississauga-led meeting. These were multi-project consultations that included Electrification, New Stations and Station Access, Fare Integration, and the Regional Transportation Plan. Approximately 2,000 people attended the meetings in person.

These sessions were supplemented online via metrolinxengage.com where visitors had the chance to interact with and comment on the same materials being presented at the open houses. This tool has demonstrated value in offering communities an alternative to visiting open houses in person. Plans are in progress to build capacity to maximize the tool's potential for future engagement initiatives.

Metrolinx continued outreach activities to brief all new MPs, and brief other elected officials upon request. Staff addressed more than 50 inquiries from elected officials and proactively engaged with more than 400 stakeholders. Staff also tracked over 170 relevant items at municipal councils in the GTHA and beyond, and at both the provincial government and the federal government.

Respectfully submitted,

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