



To: Metrolinx Board of Directors
From: Judy Pfeifer, *Chief Communications & Public Affairs Officer*
Date: September 9, 2016
Re: **Communications & Public Affairs Quarterly Update**

COMMUNITY ENGAGEMENT FOCUS OF JULY – SEPTEMBER 2016

Community engagement continues to be a major focus of Metrolinx staff with a busy schedule of in-person meetings and public events occurring across the GTHA. Over the last quarter, teams have reached out to communities with updates on the Eglinton Crosstown, Hamilton LRT and GO Transit's Regional Express Rail. Announcements included enhanced GO service with more train trips on the Milton corridor, bringing new double-decker buses into service, and expansion of the GO Wifi initiative.

HIGHLIGHTS, MAJOR EVENTS & ANNOUNCEMENTS

Hamilton LRT

Working with the City of Hamilton we recently completed "Community Connector". This is part of our program to inform, educate and engage business and property owners along the proposed LRT route. A team of 13 Community Connectors completed their initial canvass of the LRT corridor. The Community Connector program is a new outreach strategy to ensure the nearly 1,000 residents and businesses that are situated directly on the LRT corridor are engaged and informed.



Team members provided project information, and recorded questions and feedback related to Hamilton LRT, allowing project staff to respond accordingly. The Hamilton LRT Team has committed to visiting all corridor properties twice a year for the duration of the project. The first round of visits wrapped up late July and generated over 600 completed surveys.

Regional Express Rail

The RER Community Relations and Communications Team continue to support active construction on the corridors and several Transit Project Assessment Processes that are underway, including double tracking on the Lakeshore East and Barrie Corridors and electrification. The team hosted more than 45 public meetings and stakeholder briefings between July – September. Along the Stouffville corridor, there have been weekly community drop-in hours, and a quarterly public meeting was initiated. Along the Lakeshore East corridor,

weekly connections were made with residents living in the Riverdale community to discuss GO expansion plans and weekly updates have been provided to residents living in Guildwood to keep them informed on the progress of the construction at their GO station. Drop-in sessions were also held in the Scarborough – Pickering community to discuss the Lakeshore East Rail Corridor Expansion (Guildwood to Pickering) Transit Project Assessment Process environmental assessment underway in that area. Along the Barrie corridor, a pop-up information session was held for residents impacted by the Dufferin Bridge enhancements with over a 100 residents visiting with staff. Two Davenport Community Advisory Committee meetings were held to ensure community feedback continues to shape the design of the overpass and greenway.

Rapid Transit (RT) Projects

This quarter, ground-breaking events at the future sites of Laird Crosstown Station and the Crosstown Maintenance & Storage Facility showcased the momentum and progress for this phase of the project which includes the building of stations and stops, track and signal infrastructure, and a maintenance and storage facility to support the new line. An additional three more events are planned this month.

Meanwhile, significant progress continued underground with the two eastern tunnel boring machines reaching Yonge Street – completing their 3.3 kilometre journey. The milestone was commemorated with an online video.

The Crosstown team hosted station open houses and information sessions for communities around the future Science Centre, Fairbank, Oakwood and Leaside Crosstown Stations and 18 stakeholder meetings to inform the public about what construction is happening in their neighbourhood. This summer, the team participated in four street festivals and community events organized by Business Improvement Areas and local community associations. These events provided opportunities for the team to engage the community and build a stronger relationship with local stakeholders.

We had a very positive and constructive meeting with neighbours in Erin Mills where we brought forward mitigation and design features to address community concerns. We are now moving to contract awards and will continue to keep the community informed and engaged.

Stakeholder Relations

Metrolinx Stakeholder Relations continued outreach activities to brief new MPs and other elected officials upon request. Staff addressed more than 23 inquiries from elected officials and proactively engaged with more than 623 stakeholders.

Regional Event Tour & Advertorials

Building on the success of the 2015 tour, we have relaunched the Metrolinx Regional Tour, which uses an interactive trailer and our brand ambassadors to inform and connect with communities across the GTHA. At six events from July to early August, we have had over 26,000 interactions, distributed over 9,800 pieces of collateral and had 185 completed surveys. Stops included the Toronto Honda Indy, Science Centre, Union Station and GO stations across the network.

Metro and L'Express advertorials featured Bike Share in July and Crosstown LRT in August.



Metrolinx Engage

Online engagement was rolled out on <https://www.metrolinxengage.com/en> in August for the review of the Regional Transportation Plan discussion paper. The online hub enhances the reach of Metrolinx's consultation initiatives and helps discover new audiences by offering modern, interactive channels for the public and our stakeholders to provide their feedback.

Media & Digital Strategy

Media Relations averaged 45-60 media calls per week in the past quarter—a 15% increase over the same period in 2015. Most calls were service-related, following up on announcements about new services and new stations, as well as launch of construction on a variety of projects. Media impressions continued to increase over last year with approximately a 20% increase. Ridership trends received some national attention.

Respectfully submitted,
 Judy Pfeifer
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MORE BIKES & MORE BIKE STATIONS



BIKE SHARE TORONTO IS DOUBLING IN SIZE TO GIVE YOU MORE WAYS TO MOVE AROUND THE CITY

At Metrolinx, we're dedicated to helping you get where you need to be in the fastest and easiest way possible. That's why we've partnered with the Toronto Parking Authority (TPA) to double the size of the existing Bike Share Toronto network. Now, getting around the city is a little easier with even more bikes and brand new bike stations.

120 New Bike Stations & 1,000 New Bikes

Get access to a bike with a 24-Hour Pass, 72-Hour Pass or an Annual Membership, then pick one up at any Bike Share Toronto docking station. Because the system is intended to help you quickly get from Point A to B, rides under 30 minutes are free during your Membership or Pass period. When you're done, just lock up your ride at an empty dock at any other bike share station and you're on your way.

Another Connection to Transit

Each new Bike Share Toronto docking station is built to be an easy cycling distance to a transit station. If you take GO, UP Express or the Toronto Transit Commission (TTC), you can get there even faster by using bike share. And starting this summer, new customers with a PRESTO card qualify for a discount on a new annual Bike Share Toronto membership.



GET THERE WITH BIKE SHARE

Bike Share Toronto is a project of the Toronto Parking Authority (TPA) and it's designed to provide Toronto's residents and visitors with an additional transportation option for getting around town. Bike Share Toronto is available for use 24 hours a day, 365 days a year, except during inclement weather conditions.

MORE ACTIVE TRANSPORTATION AS PART OF THE REGIONAL PLAN

With more than \$52 billion in projects either underway or funded, Metrolinx is working to provide an improved quality of life with an integrated transportation network. Bike Share Toronto is an important part of our Regional Transportation Plan which creates connections that support sustainable growth and prosperity.

[Learn more at bikesharetoronto.com](http://bikesharetoronto.com)



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