

To: Board of Directors, Metrolinx
From: Anita Sultmanis, *Chief Customer & Marketing Officer*
Date: December 7, 2017
Re: Customer Experience & Marketing Quarterly Update

Executive Summary

The Customer Experience and Marketing (“CEM”) Division has been working to enhance the customer experience and inform residents of the capital projects that will benefit them by connecting their work, their homes and their families via a seamless integrated transit experience. This is being achieved through:

- I. informing and exciting the region about transit expansion
- II. increasing customer satisfaction with Metrolinx’s transit services; and
- III. increasing customer adoption.

Recommendation

That this report be received for information.

Highlights

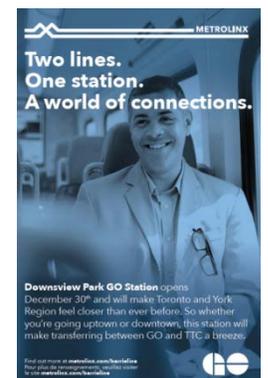
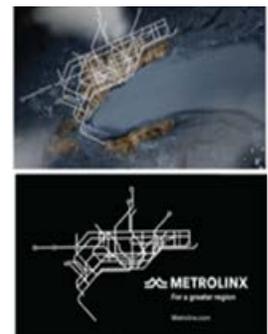
I. Informing and Exciting the Region about Transit Expansion

- CEM has rolled out two major campaigns: the Capital Campaign and the Draft Regional Transportation Plan (“RTP”).

Capital Campaign

- A fully integrated regional and community public education campaign is launching in December to help build awareness of the work Metrolinx is doing across the region, in individual communities and in projects themselves. The program is being delivered through a multi-channel campaign including cinema, radio, digital and in local out of home advertising. In addition, a comprehensive web content strategy has been developed to help residents learn more about the projects in their communities and the region at www.Metrolinx.com.
- Marketing support for individual Regional Express Rail (“RER”) and Rapid Transit capital projects commenced in June and will continue through March 2018. These programs geo-target individual communities and catchment areas receiving new transit as part of the capital build. Messaging is being delivered through an integrated campaign. Users will be targeted through out of home advertising (billboards, bus shelters etc), print, direct mail and paid digital and social platforms. In addition, hoarding and signage rollouts are occurring at key capital build sites to inform residents.

Samples from Capital Campaign

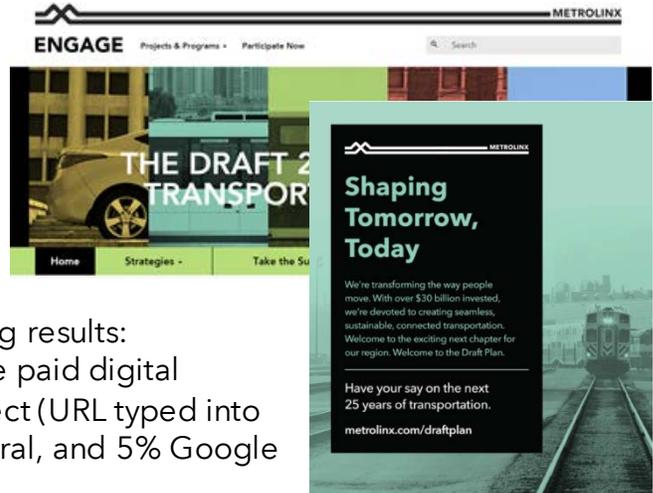


Eglinton Crosstown is just one example where hoarding educates residents about the benefits of the project, the new stations that are coming and where to go for more information. Residents will be directed to thecrosstown.ca and Metrolinx.com where key benefit information is located.

Regional Transportation Plan

- Working in conjunction with Planning and Policy and Communications and Public Affairs, a comprehensive marketing campaign launched in October to build support and engagement of the Draft 2041 RTP. The campaign includes digital display, full-page commuter newspaper and social advertising. The consultation period ended on November 17 with the following results:
 - Top referral sources came from the paid digital support: 54% Facebook, 10% Direct (URL typed into browser), 16% Metrolinx.com referral, and 5% Google organic.

RTP Creative Sample



II. Increasing Customer Satisfaction with Transit Services

Increasing Customer Satisfaction with Transit Etiquette

- A "Let GO Know" customer survey conducted in early 2016 indicated that 52% of customers felt they would like Metrolinx to take a more active role in addressing etiquette concerns, rather than letting customer regulate each other. Building on the success of the campaign that launched in the spring of 2016, a second phase of the etiquette campaign was launched in October 2017. Initial response via social media has been high. Twitter Canada cited this campaign to have the most engaged poll of 2017 in Canada. Customer complaints coming into the contact centre will be monitored monthly and overall customer satisfaction with etiquette issues will be measured through a follow-up survey post campaign in spring 2018.

Sample Creative from Etiquette Campaign



Union Station Satisfaction

- CEM is leading a comprehensive action plan to improve the customer experience within Union Station. The objective of this action plan is for a new traveller to Union Station (and Toronto) to find the journey through Union Station safe, easy to navigate, satisfying with a seamless fare payment system. Currently, only 30% of

customers are satisfied with the progress of construction at Union¹ and, more critically, only 40% are satisfied with how easy it is to navigate in and out of Union.² Immediate changes are taking place to improve safety and hoarding.

III. Increasing Customer Adoption

PRESTO

Working with the TTC, Metrolinx has created a customer experience and marketing plan for PRESTO to achieve key adoption targets in the TTC catchment area. Significant progress has been made. Key elements include the successful rollout of PRESTO card services to 93 Shoppers Drug Mart locations in the Toronto area, an adoption campaign to drive the conversion of TTC Metropass users to PRESTO, as well as the development of co-promotional offers with Shoppers Drug Market to leverage their highly responsive customer channels. Key progress includes:

- The rollout of PRESTO cards to 93 Shoppers Drug Mart was completed ahead of schedule. The new black PRESTO cards are available exclusively at these locations.
- A marketing program to support the new black PRESTO cards was released from October through November via paid digital strategy: "Same Card. New look". The campaign is also on social channels and Metrolinx digital screens at York.
- The adoption marketing program started late November to reinforce why to buy PRESTO. This program is delivered through a paid advertising campaign which includes print, transit shelters, TTC assets, website and paid digital/social, through the spring.
- The first Shoppers Drug Mart co-promotion ran from November 4-10th: "Save \$10 when you load \$60 or more on a new PRESTO card."

Conclusion

CEM is working collaboratively with other Divisions to further streamline initiatives, starting with items being presented to Customer Experience Committee. Reports are being integrated in a more inclusive manner, with a focus on the Committee's mandate to understand and improve upon the customer's experience when interacting with Metrolinx and its various service brands.

Respectfully submitted,

Anita Sultmanis, *Chief Customer & Marketing Officer*

¹ GO Customer Satisfaction Survey Spring 2017. Specific metric: "Satisfaction with progress of construction at Union Station"

² Ibid.