

**To:** Board of Directors, Metrolinx  
**From:** Mary Proc, *Chief Marketing Officer (A)*  
**Date:** March 8, 2017  
**Re:** Marketing Quarterly Update

---

## Executive Summary

The Marketing Division works to increase the ridership on our services and build revenue opportunities from fare and non-fare sources. In addition, Marketing works to build awareness and generate excitement for new transit projects. All activities are evaluated using data-driven customer insights and analytics to inform, guide, and prioritize our efforts to:

1. Retain existing customers by improving the customer experience and developing effective products, promotions and partnerships that encourage them to ride with us more often;
2. Acquire new customers by convincing them of the ease, convenience, and affordability of our services; and
3. Promote new transit services that best meet public market demand and confirm Metrolinx as a leader in building and operating transit.

This report outlines specific actions being taken to achieve the efforts listed above, including our marketing, promotional activities and partnerships to drive non-fare revenue and increase ridership on our services.

## Recommendation

That this report be received for information.

## Highlights

### I. Retain Existing Customers

- Marketing is improving the customer experience through the development of Strategic Partnerships. Metrolinx has partnered with Loblaw to make buying and loading PRESTO cards available at Shoppers Drug Mart locations in the GTHA and Ottawa. Partnerships are also adding new amenities at GO stations. Examples include the Kilmer/Tim Hortons pilot at select GO locations and the addition of Loblaw Click and Collect services in late March 2018.

- Marketing issued an expression of interest process for a partner to provide customer wi-fi internet service on GO Transit. A field test will be conducted with the top two proponents in spring 2018.
- Marketing is expanding its promotional partnerships program that encourages taking GO Transit to special events at discounted prices or a combined price that includes travel and admission as well as cross-promotion. Examples of this year's promotional partners include the Honda Indy Toronto, Sony Canada, Canadian International Autoshow, Canadian National Exhibition (CNE) and the Royal Agricultural Winter Fair. Discounted tickets to these events and cross-marketing promotions resulted in increased ridership in off-peak hours during event times.
- Marketing is launching its annual safety campaign to keep safety top of mind along the passenger journey all year round. The campaign will have an always-on approach and, during key times, we will amplify our messaging to ensure broader awareness for specific topics. The campaign includes the following phases:
  - Phase 1: Rail Safety - April 2 to 30, to coincide with National Rail Safety Week
  - Phase 2: See Something, Say Something - May 14 to June 10
  - Phase 3: Sexual Assault and Harassment - July 16 to August 12
  - Phase 4: Bus Safety - September 17 to October 14, to coincide with the return of students, who make up the largest portion of bus ridership

## II. Acquire New Customers

- To acquire new customers and retain existing customers, on January 7, 2018, Metrolinx and the TTC launched the Discounted Double Fare initiative, whereby customers save when they transfer between GO/UP Express and the TTC. To support this initiative marketing launched awareness campaigns to increase the public's knowledge of the discount and how it is available through PRESTO.
- On December 17, 2017, the TTC Line 1 subway extension officially opened. Stations along the extension are completely self-serve thanks to PRESTO, providing customers with the ability to purchase PRESTO cards, check balances, load funds and purchase TTC passes using new PRESTO Fare Vending Machines and Self-Serve Reload Machines. Metrolinx staff worked with TTC and York Regional Transit staff to sell PRESTO cards, educate customers on PRESTO, and demonstrate how to use the new PRESTO machines upon launch. More than 12,600 PRESTO cards were sold on the extension during the marketing activations.
- In November 2017, a Shoppers Drug Mart "416" promotion was held where customers would "save \$10 when you load \$60 or more on a new PRESTO card". The promotion drove 1,265 incremental card sales and increased the average load/new card from \$28.60 to \$43.50. Plans for additional promotions are in progress.

### III. Promote awareness of new transit services

- As Metrolinx invests more than \$30 billion in building new, integrated rapid transit, we will be constructing through existing urban and suburban areas. To support residents impacted by this work, it's important to help them visualize the transit options and personal benefits that we are bringing to them. Marketing produces campaigns that bring to life the large transit investments we're making across the Greater Golden Horseshoe. The campaigns deliver a deeper understanding of benefits at the regional, community and local levels. A fully integrated public education campaign launched in December 2017 to help build awareness of the work Metrolinx is doing across the region, in both the community and project-specific level. The program is being delivered through a multi-channel campaign including cinema, radio, digital and local out-of-home advertising like bus shelters. 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](http://www.metrolinx.com). Since launch (to January 31, 2018) there has been a 55% increase in web traffic when compared to same time period 2016 and a 66% increase in the number of page views.

### Conclusion

Metrolinx is exerting a new and stronger leadership in putting customers at the centre of all that we do, and the Marketing Division is at that forefront.

Respectfully submitted,

Mary Proc, *Chief Marketing Officer (A)*