

**To:** Metrolinx Board of Directors  
**From:** Mark Childs  
*Chief Marketing Officer*  
**Date:** February 17, 2022  
**Re:** Marketing Quarterly Update

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### **Executive Summary**

Throughout late fall and early winter, the Marketing team has continued to support leisure trip ridership recovery and planning for the return of business trips. In November 2021, we reached the highest level of ridership since the pandemic began, sustaining momentum into December. The “GO Beyond” campaign has been instrumental in encouraging ridership for both returning and new customers. Returning to GO and UP has also been supported by the PRESTO app campaign, achieving more than 200,000 app downloads.

Our focus and priority remained on continuously improving the customer experience and amenities including partnering with Fleets Coffee Mobile Café to offer free hot beverages to thank our loyal GO customers for their understanding and patience while we restored Lakeshore East services. Other accomplishments included a Clorox brand partnership to sample disinfectant wipes on GO trains, the successful launch of Shoppers Drug Mart vending machines and new food and beverage retail opportunities at select GO stations. Together with our continued Safety Never Stops reassurance, reliability, and convenience focus these efforts contributed to November GO Customer Satisfaction (CSAT) results of 81 percent and UP CSAT of 92 percent.

### **Ridership Performance**

This fall, we observed strong ridership growth with net new customers trying our services. Our Let’s Get Ready to Ride plans attracted both new and returning customers to the GO network. New customers accounted for 43 percent of active farecards and 38 percent of PRESTO boardings in October 2021.

In November 2021, GO and UP achieved a pandemic high of 27 percent ridership recovery, and 45 percent weekend ridership recovery supported by the return of students heading to school, sports events and concerts allowing at full attendance, and businesses re-opening their offices.

To support our London service pilot, we launched our partnership with the City of Stratford to promote the “Stratford Lights On” festival from December and a new PRESTO Perks promotion offering PRESTO cardholders a 20 percent discount off their culinary trails tour. We continue to collaborate with destinations and partners across the region to bring our GO Beyond spring and summer campaign in 2022, when current pandemic restrictions once again lift.

UP Express ridership recovery continued to grow into November and December with ridership at 30 percent of pre-COVID levels. The impact of the “Keep your Trip on Track”

multi-cultural campaign contributed to ridership growth supported by 13 million impressions.

### **Customer Experience**

Through the fall and holidays, we have continued to build non-fare initiatives and partnerships to enhance the customer experience and journey.

GO Transit partnered with Clorox to help riders fight cold and flu season with Clorox On-the-GO disinfecting wipes. During the four-week program and customer communication campaign, over 400,000 packs of wipes were distributed on GO train seats and received positive customer feedback, appreciation and personal health and safety reassurance aligned with our Safety Never Stops campaign.

Additionally, we have continued to expand customer amenities with the launch of Shoppers Drug Mart vending machines at Union Station Bus Terminal, Burlington GO station, and Oshawa GO Station to bring everyday essentials to GO customers before they board. New food and beverage options included Dave's Grill at Richmond Hill GO and a Reef Kitchen Wendy's at Scarborough GO station.

To embrace the holiday spirit, we successfully launched our winter parking lot events including the 'Journey into Enchantment' at Meadowvale and Mount Joy GO stations and our Santa Story Time in the UP Express Skywalk that sold out every weekend.

The latest evolution of the Metrolinx "It's Happening" Campaign launched in November and creatively brought to life the customer benefits of an integrated transit network. Early results indicate strong awareness and engagement from online audiences. This campaign has successfully driven over 31 million overall impressions across digital and social channels, with 2.7 million completed views of our :60 second online video and 77,000 completed listens of our :30 second digital audio ads.

Our innovative advertising network including digital screens at GO stations and billboards supported the Ontario Provincial COVID winter safety booster campaign.

As the three-step plan to reopen the region unfolds, we will resume our ridership recovery efforts to build on proven learnings, insights and customer feedback from the past year to welcome customers back to transit for business and school travel and return to eagerly anticipated leisure trips to explore the region after a challenging winter. Let's get ready to ride again!

Respectfully submitted,

Mark Childs

*Chief Marketing Officer*