



CONNECTING COMMUNITIES THROUGH ENGAGEMENT

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COMMUNICATIONS SNAPSHOT: JUNE TO SEPTEMBER 2024

661

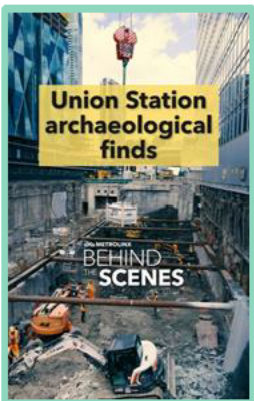
social media posts

5,127,842

impressions

5.80%

engagement rate



24

Press Room +
Discover features

216,400

story views

PRESTO in Apple
Wallet launches today

Groundbreaking for
future Ontario Line
Pape connection

This long-awaited feature has finally come to Presto



92

media calls

GTHA transit users
can now add a
PRESTO card to
Apple wallet

88%

average neutral-
positive media tone

6

LinkedIn Newsletter
editions

58,600

subscribers

PRESTO | Apple Pay

Aaaand PRESTO!
Now on iPhone.

Add your card to Apple Wallet today.

PRESTO, meet iPhone. How
you can add your card right to
your Apple Wallet

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COMMUNITY ENGAGEMENT SNAPSHOT: JUNE TO SEPT 2024

753 Outreach Events

11 public meetings, **539** pop-up information sessions and **203** canvasses with **27,360** doors knocked

56,732 Customer-Resident Interactions

975 public meeting attendees, **48,917** interactions at information sessions and **6,840** conversations at the door

412 stakeholder meetings

472,570 construction notices delivered to the door and through email

2,131 direct emails and phone calls with customer-residents



CASE STUDY: NAVIGATING CONSTRUCTION

Our digital strategy to help communities navigate construction includes new video-style construction notices to inform residents of upcoming local traffic impacts.

Hazel McCallion LRT



68,000+ impressions

1,200+ clicks

300+ shares

36,098
construction notices mailed

215 interactions
at **3** targeted pop-ups

**+8 point rise in positive
impressions for Hazel
McCallion Line**

Scarborough Subway Extension



134,000+ impressions

1,300+ shares

37,872
construction notices mailed

895 interactions at
6 targeted pop-ups

581
doors knocked

CASE STUDY: EXPLAINING CONSTRUCTION

We continued to roll out our integrated strategy to explain construction, including recent video content on piling and on-the-ground efforts from our community engagement teams to explain our work to customer-residents.



Community Engagement teams shared piling information at:

7 CLCs

7 Open Houses

reaching

3,000 info session attendees

and distributed

2,500 construction notices

