



METROLINX

(August, 2007 – November, 2008)

Strategic Communications; Event Management, Media Relations; New Media; Graphic Design and Print Production



Enterprise Canada (Founding Partner of Ensign Canada) was retained to position and launch a new provincial agency, charged with developing and coordinating a \$50 billion investment in transportation – the largest single infrastructure investment in Ontario in the last 50 years – in communities from Hamilton to Oshawa including the GTA/905.

Our Approach

We developed a comprehensive Communications Framework that included a situational analysis, strategic considerations, guiding principles, key messages, target audiences, and a rollout plan. We subsequently developed similar plans for individual components of the overall strategy, including stakeholder/public consultations and media relations. We also spearheaded a new name for the agency, changing it from the Greater Toronto Transportation Authority to Metrolinx.

As part of our activities for Metrolinx, between August 1, 2007 and October 30th 2008 we produced 13 documents for Metrolinx – 7 Green Papers, 2 White Papers, the Draft Regional Transportation Plan and Investment Strategy, as well as a postcard and a White Paper Report to accompany White Papers 1&2. This included developing a design template that Metrolinx staff used to lay out copy, providing art direction and other assistance as required, laying out the first Green Paper, and handling all aspects of print production, often working to very tight deadlines.

As Metrolinx moved closer to releasing its draft Regional Transportation Plan – The Big Move – in fall of 2008, we developed a launch strategy to maximize optimal media coverage – getting Metrolinx an elusive “clean hit” from the media – by highlighting key messages and mitigating communications issues. Key members of our team also provided strategic communications counsel to Metrolinx leadership throughout the entire 15-month process.

Result





Both Metrolinx and *The Big Move*, the Regional Transportation Plan, were successfully launched. Metrolinx has been positioned as a transparent government agency open to debate and varying opinions. Media coverage of *The Big Move* reached an estimated 12 million households across Canada. In addition, new media monitoring revealed that public interest in Metrolinx and the Regional Transportation Plan extended to markets and demographics not captured by traditional media including blogs.

