





6. Community Relations



6.1 Our Communities

[G4-DMA] At Metro we make an effort to forge close ties with our surrounding communities by listening to our neighbors and community members, and relying on trust as a foundation for building a better city. To this end, we have designed a work model aim to include and involve other actors implicated in areas surrounding our operations.

[G4-SO1] In 2016, we conducted 100% of our operations and construction projects in collaboration with local communities. A total of 575 activities were held, 81 of which took place at our operational sights (Lines 1, 2, 4, 4A and 5.) Moreover, we carried out 494 activities with communities located near our construction projects.

6.2 Community Relations Strategy

Long-term community relations are a key aspect of our sustainable management, which is why we strive to make a connection with the city and its residents above and beyond their role as our customers. The latter constitutes an ongoing challenge moving forward.

The main objective of our Community Relations Strategy is for us to be viewed as a responsible player in our surroundings, while also boosting the social legitimacy of our projects and operations by fostering ongoing community dialogue and cooperation so that we meet our objectives and local needs as harmoniously as possible, thereby contributing to our company's sustainability.

This connection comes to life by way of our passenger and community relations management model, involving initiatives and projects that bring about dialogue with local actors and further their involvement, so that we are able to detect and minimize the potentially negative impacts of our operations while also creating opportunities to promote contributions to the territory we share.

In 2016, as part of updates our Sustainability Policy we added a new area of work, i.e., city living. As a result, we have become actively involved in the urban context by furthering our work in various territories in order to involve communities and enhance their quality of life.



6.3 Community Management

Community Management and Operations

Our work at Metro is based on a community management model applied at the operational line level. This allows us to involve neighbours in various ways, for example, at local town meetings, or community events and activities held at our stations.

In 2016 we focused our management activities on fostering direct and concrete involvement of our communities located near our stations and network. Not only did this provide us with the opportunities to hear them out and learn about their needs, but we were also able to keep the lines of communication open and invite the public to take part in facility tours. Furthermore, we set up several partnership with local actors in order to hold various activities at stations throughout our network. The latter led to a handful of projects based on shared value and mutual benefits, such as community murals, urban interventions, cultural shows and exhibits, healthcare fairs, folk music and dance shows, along with many other events.

Worth highlighting were the many tours we led at our operational sites and corporate offices. In 2016, 699 adults, young people and children took part in these tours. A total of 81 activities took place along Metro lines, which is 38% more than in 2015. These activities were primarily aimed at boosting ties with local surroundings, followed by community gatherings, and meetings with local government authorities.

Activities (Operations)	2016 Activities	
	Number	% of Operations Involved
Meeting with local government authorities	17	21%
Community gatherings	17	21%
Activities related to ties with local surroundings	31	38%
Complaint Management	14	17%
Meetings with other stakeholders	2	2%
Total	81	100%

Community Murals

With a view to integrating the community and fostering an appreciation for art and culture in areas surrounding our facilities and projects, we launched an initiative to paint several murals at our stations and on walls enclosing our construction sites. In 2016, we unveiled four murals painted on walls fencing in our future stations and two mosaics installed at operating stations.





Health Care Fairs

In 2016 we held several free health-related activities open to the community, such as healthcare fairs at more than ten stations in the San Ramón and San Miguel counties where we provided preventive healthcare exams to our passengers and neighbors in conjunction with local family and community health centers. We also forged an alliance with the Metropolitan Blood Bank in order to hold several blood donation campaigns in 2017 while also educating our users at San Ramon stations on World AIDS Day.

Urban Interventions

During this period we were involved in three urban interventions throughout our network. In December, the Mustakis Foundation put on an event at our stations in the Recoleta District at Christmastime, bringing the magic of storytelling to Metro's steps and gifting our passengers with "Stories of Light." On Line 5 stations located in Maipú we held several urban interventions with students enrolled in Disability Workshops put on by the Municipal Office for Disabilities. Finally, we held performances by the musical ensemble "Caporales Reales Brillantes" which delighted our passengers in Line 5 with their traditional music and dances from northern Chile.



Community Management and Expansion Projects

The year 2016 was a period in which we enjoyed the fruits of our labor, making progress on previous efforts undertaken with local communities regarding Line 6 and 3 construction works. These construction projects were challenging because we needed to find a way to involve our stakeholders in order to consolidate our role as a key player in those territories and focus our efforts on these areas to foster better communication with stakeholders present there.

Projects Carried Out

- **Community Murals:** this year we decided to find a new way to connect with our neighbors by beautifying areas surrounding our future stations. This involved painting community murals on the enclosures set up around the perimeter of our construction sites. The areas were filled with historical content, local pride and color. Neighbors themselves painted these artworks, and splattered color and identity all over the future Plaza de Chacabuco, Pedro Aguirre Cerda, Cal y Canto and Plaza de Armas stations.
- **Construction Site Tours:** a total of 68 tours were given at construction sites within the context of Project 63. Various stakeholders took part in these tours, which were personalized according to the group's features: educational tours for professional and university establishments; tours for authorities; tours for community members (living close by or next to our construction sites); union organizations; ; diplomats; Metro workers and their families, etc. A total of 1,093 visitors toured our construction sites as part of Project 63. We are very proud of this figure, which is more than 50% greater than the number of visitors in 2015.
- **Coordination and Work Committees:** We made the most of our committee meetings to address important community issues. We listened our neighbours and came up with solutions to their concerns in 67 of these activities that took place in 2016. They were successful in that we reached mutually beneficial agreements. The table below illustrates how we focused our efforts primarily on resolving construction project-related complaints (44% of all activities) while the remaining 56% of activities were aimed at creating better ties with our stakeholders in each territory. The other types of activities held included meetings with local community members and others, technical and work meetings, and tours of construction sites.

Projects Undertaken in 2016

Activities (Projects)	2016 Activities	
	Number of Activities Held	
	No.	%
Meetings with Stakeholders	53	11%
Technical and Work Meetings with Local Governments	67	14%
Community Gatherings	91	18%
Construction site/facility tours	68	14%
Complaints Management	215	44%
Total	494	100%

Pepe González Campaign

In 2016 we launched a campaign entitled, “Pepe González, anyone can be a good neighbor” at all P63 stations, with the objective of encouraging good social and environmental practices among our workers and contractor company workers involved in Project 63.

Our Community Relations Area spearheaded this campaign. Its roll out was the result of a field study we conducted which included an assessment on complaints lodged by neighbors. We used this information to identify the main community relation risks and areas requiring improvement. A few examples include, being nicer to neighbors, cutting down on noise, better control of contractor vehicles in front of community residences, and keeping the worksite clean.

The importance of this initiative lies in its ability to aid us in improving our community relations. As a company we must be an example of good practices at our worksites, which presents us with the challenge of being the best role model of good practices in our surroundings, and fostering a culture of good manners, respect and harmony with communities living near our projects.

We made progress during this period by giving presentations to our own workers and contractor workers, and training them:

- Metro Workers: 40
- Contractor Workers: 4,209

Community Complaints Management

[G4-DMA] [G4-EN34] [G4-SO2] As a company we conduct quarterly follow-ups on the social and environmental risks of our construction projects and operations. Our Customer and Sustainability Division delegates this activity to a team of employees dedicated to managing relations with stakeholders present in our areas of operation, and other areas where we have work committees and other dialogue outlets aimed at finding solutions to our stakeholders’ needs, demands and expectations.

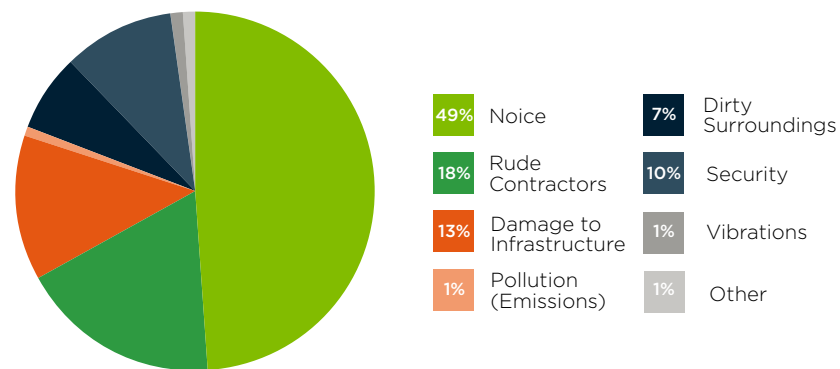
As far as the social and environmental impact of our operations and new construction projects are concerned, a total of 229 complaints were reported in 2016, which is 19% less than the previous year.



Moreover, most of these complaints (215 cases) were lodged in association with construction projects, accounting for 94% of all complaints, while the remaining 6% of complaints are operations-related.

Furthermore, after studying the reasons why individuals filed complaints, we saw that most complaints were related to noise, accounting for 49% of all complaints, followed by rude contractor workers at 18%. Both reasons account for more than two thirds of all complaints received during the construction phase. It is worth noting that Line 3 construction project received the highest numbers of complaints in 2016 (66%) while only 34% of all complaints filed in 2016 were related to Line 6.

Reasons for Complaints





6.4 Advertising and Promoting Social Initiatives

Metro also contributes to local communities and Santiago residents by providing advertising support for various charity initiatives and organizations. We provide advertising space and support structures, which enable these organizations to spread news about their causes and activities. We use two mechanisms to do so: MetroInforma and Corporate Social Responsibility (CSR) campaigns.

MetroInforma

<http://www.metro.cl/ciudad/metroinforma>

This system consists of free advertising for organizations looking to publicize events and activities that are open to the public. MetroInforma was founded as a means to provide an entirely cost- and restriction-free advertising venue. In order to be eligible to apply for free monthly advertising, activities must be non-profit and may not contain the use of any commercial brand or any type of sponsor.

We have a total of 108 MetroInforma structures installed along our network platforms. These structures consist of information panels displaying various types of posters. They are changed monthly in order to provide an opportunity to advertise as many organizations as possible.

Throughout 2016 a total of 384 posters or activities were promoted on behalf of various organizations. Most of the activities or events advertised corresponds to self-help workshops, cultural activities, shows, university contests or projects, free concerts, fundraising campaigns, information on health-related days (Breast Cancer Day, Kidney Day, Heart Day, etc.), and free adult education establishments.

Corporate Social Responsibility

We have engaged in other significant citizen support initiatives such as partnerships with NGOs, social organizations, and foundations, for whom we provide free advertising space (on panels, inside trains or on our SubTV advertising network) in support of various campaigns, social or charity projects aligned with our sustainability pillars.

Our **Sponsorship Committee**, made up of managers from the Customer and Sustainability Management division, is tasked with selecting eligible organizations. The committee meets on a monthly basis in order to analyze applications, assign advertising space, and determine the length of time that ads will remain on show.

In 2016 we yielded 417 advertising panels, nine trains, and two SubTV programs, amounting to a total contribution valued at \$826,600,000 approximately. This year we also hit a record high (32) in terms of the number of charity organizations we helped at—a 52% increase over last year.

In addition, these organizations were surveyed as to their opinion of this mechanism, and the results were very positive. For example, all participating institutions believe that Metro has had a positive or very positive impact on their campaigns. They also gave the advertising support provided an average grade of 6.8 (out of 7.0) and the quality of Metro's administrative work an average grade of 6.6 (also out of 7).

Metro allocates 15% of its advertising space to non-profit organizations.

