
From: Kim Hopps [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=KIMBERLEY.HOPPS]
Sent: 1/17/2012 2:20:05 PM
To: Lena Azzou [lena.azzou@metrolinx.com]
Subject: Fw: Smart Commute Carpool Week - Materials for MTO approval
Importance: High

Hi Lena. Please action w MTO. Thx.

Sent from my BlackBerry

From: Stephanie Trendocher
To: Kim Hopps
Cc: Anthony Bowman; Nancy Pogue
Sent: Tue Jan 17 09:12:16 2012
Subject: Smart Commute Carpool Week - Materials for MTO approval
Hi Kim,

Attached is a package from Smart Commute with details regarding this year's Carpool Week campaign. This includes an advertisement for Toronto Star, a news release and radio tags. The blocking chart is attached with details on cost and scheduling. Based on MTO approvals and timing, the radio tags will then be booked on an "as available" basis.

A few things to note about the attached documents. First, the Toronto Star ad will support the "Recognition" element of this year's strategy, by recognizing a Smart Commute employer in the GTHA that has gone above and beyond to create commuting programs and incentives for its employees. This year, Smart Commute is celebrating the efforts of State Farm Insurance, headquartered in Aurora, Ontario. The copy that will accompany the ad is still TBD. Once we receive final sign off on the ad, we will officially inform State Farm of the recognition and work with them to develop fitting copy. Full details about ad placement, timing and costs are contained in the Communications Plan attached.

As well, the news release is in line with our media outreach strategy, which is focused on illustrating the benefits of car pooling/ride sharing using real-life success stories from the Smart Commute program. We are reaching out to CarpoolZone registrants to secure appropriate quotes and confirm who would be suitable, interested and available for media opportunities the week of Feb 6-10.

Lastly, an aspect of this year's promotional push are radio tags sponsoring traffic reports on key radio stations in the region. Attached is the draft copy for review and approval. Full details about tag placement and costs are contained in the Communications Plan attached.

Thank you,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Erin Whitton
Sent: Monday, January 16, 2012 4:26 PM
To: Stephanie Trendocher
Cc: Nancy Pogue; Janet Patterson

Subject: RE: Carpool Week - Materials for MTO approval

Importance: High

Sorry Stephanie - take three on this. Had the wrong radio tags document attached. Here are proper versions of all documents.

From: Erin Whitton

Sent: Monday, January 16, 2012 4:22 PM

To: Stephanie Trendocher

Cc: Nancy Pogue; Janet Patterson

Subject: Carpool Week - Materials for MTO approval

Importance: High

Hi Stephanie,

Apologies for another email. As promised, here is the updated version.

Attached are the materials for 2012 Carpool Week that we need to share with the MTO for approval.

I suspect Tony has a typical covering email he includes when sending things for approval. Can you ask him to also include the language below -- or something to this effect -- so the materials are reviewed in the proper context?

A few things to note about the attached documents. First, the Toronto Star ad will support the "Recognition" element of this year's strategy, by recognizing a Smart Commute employer in the GTHA that has gone above and beyond to create commuting programs and incentives for its employees. This year, we celebrate the efforts of State Farm Insurance, headquartered in Aurora, Ontario. The copy that will accompany the ad is still TBD. Once we receive final sign off on the ad, we will officially inform State Farm of the recognition and work with them to develop fitting copy. Full details about ad placement, timing and costs are contained in the Communications Plan attached.

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If you or Tony have any questions, please don't hesitate to let me know.

Cheers,
Erin

Erin Whitton

Communications Coordinator, Strategic Communications

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