
From: Lena Azzou [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=LENA-MARIA.AZZOU]
Sent: 1/17/2012 5:43:34 PM
To: Mara.Leonard@ontario.ca
CC: Kim Hopps [kim.hopps@metrolinx.com]; Stephanie Trendocher [stephanie.trendocher@metrolinx.com]; Lycoyretzos, Janice (MTO) [Janice.Lycoyretzos@ontario.ca]; Clancy, Mark (MTO) [Mark.Clancy@ontario.ca]
Subject: Smart Commute Carpool Week - Materials for MTO approval
Importance: High

Hi Mara,

Please find below details on the Carpool week campaign, with an advertisement for the Star. Note that there is a News Release included - I will leave it to you to route the request as you see fit.

If we can please get approval/feedback by Tuesday, January 24th (morning) it would be greatly appreciated.

Thanks,

Lena

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