
From: Antoine Belaieff [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ANTOINEB]
Sent: 1/20/2012 10:10:51 PM
To: Mark Singh [mark.singh@metrolinx.com]; Janet Patterson [janet.patterson@metrolinx.com]
Subject: RE: MTO Feedback re: Carpool Week Package

Congrats! Better make sure that people are positioned in appropriate ways in the future! :-)

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From: Mark Singh
Sent: Friday, January 20, 2012 4:47 PM
To: Janet Patterson
Cc: Antoine Belaieff
Subject: RE: MTO Feedback re: Carpool Week Package
Shocking and amazing. Antoine, FYI.

Good work, Janet.

/m

Mark Singh
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From: Janet Patterson
Sent: Fri 1/20/2012 4:17 PM
To: Mark Singh
Subject: FW: MTO Feedback re: Carpool Week Package
fyi

From: Erin Whitton

Sent: January 20, 2012 4:17 PM

To: Janet Patterson

Cc: Stephanie Trendocher

Subject: RE: MTO Feedback re: Carpool Week Package

Yes - this can move forward. MTO's only concerns were with the ad; everything else is good to go.

Erin

From: Janet Patterson

Sent: Friday, January 20, 2012 4:14 PM

To: Erin Whitton

Cc: Stephanie Trendocher

Subject: RE: MTO Feedback re: Carpool Week Package

Hi Erin & Stephanie -

Does this mean that Stephanie can proceed with booking the radio tags? I'd love to be able to secure those spots.

thank you,

Janet

From: Erin Whitton

Sent: January 19, 2012 4:52 PM

To: Janet Patterson

Cc: Stephanie Trendocher; Nancy Pogue; Ezer Cruz

Subject: MTO Feedback re: Carpool Week Package

Importance: High

Hi Janet,

MTO provided feedback on the Carpool Week package we sent earlier this week. After review, they had only two (very fixable) concerns with the Toronto Star ad.

First, on the right, where the two women are standing next to the car -- the woman in the foreground, there was some concern with the positioning of her hand in relation to the woman in the background. If we can revise so that her hand is lower or perhaps at her side, that would good.

As well, re: the photograph on the left -- they noted that the folks pictured aren't wearing seatbelts, which is something we'll have to fix. Will we be getting a new photograph this year -- one from State Farm?

They've asked to see a revised before giving final approval; so if we can make these changes quickly, that would be great.

Cheers,

Erin

Erin Whitton

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