
From: Anthony Bowman [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ANTHONYB]
Sent: 1/25/2012 9:28:39 PM
To: Mary Proc [mary.proc@metrolinx.com]
Subject: Re: review of GO ARB draft

Fair enough. Perhaps then we should add bus exteriors and ancillary touchpoint design idea guide to the key deliverables section of the brief?

Just a thought for the meeting.

Thanks for the input.

Tony

From: Mary Proc
Sent: Wednesday, January 25, 2012 04:08 PM
To: Anthony Bowman
Subject: RE: review of GO ARB draft

Tony: I'm happy to let Due North do work related to communicating our brand, and addressing all the gaps we identified in our pre-Christmas session (eg. publicizing all-day two-way service, publicizing fare integration, etc. etc.). I see no overlap in the brand design work we want a new firm to do for us. Why don't we get Due North busy with all this other work we identified for them? I don't want to pull out pieces from the brief-- it's important for any brand design firm to know the touchpoints across which we want a consistent brand identify projected. Happy to discuss further. regards...Mary

From: Anthony Bowman
Sent: Wednesday, January 25, 2012 4:02 PM
To: Mary Proc
Subject: RE: review of GO ARB draft

Mary,

I have to get the Brief from Nancy, which I will tomorrow morning (she is gone for the day), but here as a primer, is the actual contract with the general project deliverables listed.

I have also attached their link so that you can see some of the work they have done for LCBO, OLG, NFL, Workopolis, Sony and 3M.

It is based on some of this work that I am confident they will be able to translate the work done into some other design concepts.

<http://duenorth.com/#/success>

If you have any questions, please let me know.

Thanks.

Tony

From: Mary Proc
Sent: Wednesday, January 25, 2012 3:29 PM
To: Anthony Bowman
Cc: Lilian Abad
Subject: RE: review of GO ARB draft
Tony: Can I see the existing brief for Due North? thanks...Mary

From: Anthony Bowman
Sent: Wednesday, January 25, 2012 3:27 PM
To: Mary Proc
Subject: RE: review of GO ARB draft
Thanks Mary,

I had asked Eric to pull this together but will defer to Lilian. I just didn't want you to think I hadn't followed up on your request.

Just as an FYI, I did review the documents and for ease through the ARB, and to help with cost and timing, I wanted to flag 1.4.2 (trains and buses), and 1.4.4. (other ancillary touchpoints) as areas that we may be able to revisit.

Just for clarification on trains and buses, I wanted to double check that the ask is for the interior only. The reason I ask is I think that if we use the new consultant to "set the stage" so to speak at Union and the interior, we can use that information to use Due North to build out the exterior design recommendations for the fleet. We have Due North under contract, and I feel they have the ability to do this.

I would also recommend letting Due North handle the design of the ancillary touchpoints. Again, I think we can leverage that relationship successfully based on the direction and outcomes of the Union Station work.

The other reason I flag this is I think the ARB may question the brief if there is too much overlap between our new ask and our existing contract.

Those were really my only comments.

Thanks.

Tony

From: Mary Proc
Sent: Wednesday, January 25, 2012 3:07 PM
To: Lilian Abad
Cc: Anthony Bowman
Subject: review of GO ARB draft

Lilian:

Can you pull together the following participants for a 1 hour meeting called "review of ARB brief for GO brand design". The sooner the better. Participants should be:

Tracy Chisolm
Mary Koven (get email coordinates from Shyvonne)
Tony Bowman
Lester Keachie
Frances Hui
(and Vasie if she's available and Kathy if she's available)

Participants can call in if they want. We will review the final version of the attached document.

thanks...Mary