
From: Anthony Bowman [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ANTHONYB]
Sent: 1/31/2012 12:01:34 AM
To: Mary Proc [mary.proc@metrolinx.com]
CC: Vasie Papadopoulos [vasie.papadopoulos@metrolinx.com]; Paula Edwards [paula.edwards@metrolinx.com]
Subject: Re: PRESTO marketing campaign

Thanks for the feedback.

Due North will be coming back with a draft campaign outline this week which we will socialize with everyone from the team (90mms, Stations, Customer Service etc). I would hope to do that by Friday.

Ultimate timing will depend on the elements we choose to move forward with. I would hope to be able to move forward on some elements by mid Feb, but again, we don't yet have definitive plans or timelines yet.

Tony

From: Mary Proc
Sent: Monday, January 30, 2012 06:51 PM
To: Anthony Bowman
Cc: Vasie Papadopoulos; Paula Edwards
Subject: PRESTO marketing campaign

Tony: Questions raised by the CSAC tonight during the PRESTO presentation show that cx still don't really understand how PRESTO works. What are details of the marketing campaign? and when will it start?

thanks very much...

Mary Proc
Vice President, Customer Service
T: (416) 869-3600 x 5508
mary.proc@metrolinx.com

Executive Assistant: Lilian Abad
T: (416) 869-3600 x 5506
lilian.abad@gotransit.com