METROLINX
An agency of the Government of Ontario

Memorandum

To: Leslie Woo, Vice-President Policy, Planning & Innovation

From: Antoine Belaieff, Director Innovation

Date: January 31, 2012

Re: Request for Approval to Advertise – Smart Commute

INTRODUCTION

The purpose of this memo is to request approval to re-allocate $10,000 from the existing Smart Commute budget to targeted, strategic advertising of the Smart Commute program.

CONTEXT

The Metrolinx 5-Year Strategic Plan identifies that the Smart Commute program will triple its productivity from 2009. The Smart Commute Transportation Management Associations (TMAs) have demonstrated success in achieving these targets and are set to achieve their targets for the 2011-2012 fiscal. However, Metrolinx's funding to the TMAs has remain unchanged since the 2010-2011 fiscal. Because of this, the TMAs are expected to provide the same level of service to greater numbers of employers while, at the same time, striving to achieve increasingly difficult targets with no additional resources. This forces the TMAs to prioritize the allocation of their existing resources away from marketing and advertising.

Over the course of 2011, Metrolinx staff have had many requests from the TMAs to engage in targeted advertising. The goal of this advertising is to raise awareness of the Smart Commute program amongst key audiences.

Following the TMA Tour, Smart Commute staff worked with the TMAs to create an action plan called *Achieving Our Targets*. This plan lays out a number of concrete actions that will be taken – by Metrolinx and the TMAs - to ensure success. That plan is attached to this memo.

ADVERTISING PLAN

Achieving Our Targets calls for Metrolinx to invest a small sum in strategic advertising. Smart Commute staff has conducted extensive research of the advertising opportunities available in three fields identified to be populated with key decision makers who have the power to bring Smart Commute programs to their work places:

- Human Resources professionals/Change leaders

- Sustainability and environment professionals
- Boards of Trade and Chambers of Commerce

That research is outlined in the attached table.

RECOMMENDATION

Per my memo to you dated October 3, 2011 on the subject 'Smart Commute cost centre (2455) – year end forecast", a surplus of $70,000 was identified for this fiscal year. Of the recommendations for using this surplus, you requested further information on two items: this advertising proposal and the purchase of Bike to Work Day t-shirts.

It is recommended that Smart Commute re-allocate $10,000 from its existing 2011-2012 budget to advertise in:

a. Human Resources Professionals Association (HRPA) newsletter
Subscribers: 20,000 (40,000 pass along)
Geographic reach: Ontario
Number of impression per dollar spent: 24.19

b. Corporate Knights Magazine (Sustainability)
Subscribers: 50,000 in Toronto-area
Georgraphic reach: Largely Toronto/southern Ontario, inserted into Globe and Mail
Number of impressions per dollar spent: 12.95

These media outlets were selected because they provide an excellent impressions/dollar spent ratio and high-quality prospects/target audience. Online (web) options were not considered as this media has not been tested by Smart Commute as a viable outreach channel.