
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 2/22/2012 10:07:29 PM
To: Mandeep [Jassal]
Subject: RE: Q1 2012 Quarterly Public Meetings - Critical Path.xls

Good. Thanks.

From: Mandeep Jassal
Sent: February 22, 2012 5:00 PM
To: Dina Graser
Subject: RE: Q1 2012 Quarterly Public Meetings - Critical Path.xls
Ideally 10 to 14 days prior to the event. Most of the community papers have a monthly circulation, so at times we are bound by this constraint.

From: Dina Graser
Sent: Wednesday, February 22, 2012 4:54 PM
To: Mandeep Jassal
Subject: RE: Q1 2012 Quarterly Public Meetings - Critical Path.xls

Great, thanks. And when we run ads, how far ahead do we run them?

From: Mandeep Jassal
Sent: February 22, 2012 4:50 PM
To: Dina Graser
Subject: RE: Q1 2012 Quarterly Public Meetings - Critical Path.xls
First Notice for the February meetings went out in late December (about 6 weeks before) through our December email update.
Second notice went out in early January (about 4 weeks before) through our Quarterly Mailer.
Third Notice went out in late January (about 2 weeks before) through our January email update.
We sent tweets about each meeting the week of.

In summary, best practice:

1st notice – 6 weeks prior
2nd notice – 4 weeks prior
3rd notice – 2 weeks prior
Final reminders – week of

From: Dina Graser
Sent: Wednesday, February 22, 2012 4:34 PM
To: Mandeep Jassal
Subject: RE: Q1 2012 Quarterly Public Meetings - Critical Path.xls

Helpful but can you assign dates for when notices went out to communities, over promo, etc?

I'm trying to develop a piece that says, effectively: best practices means that first notices to communities go out 4 weeks before; second notice 2 weeks before; ads X weeks before; twitter/email blasts y weeks before; etc. I'm less worried about the organizational side of the meetings than the public and community promotion and communications pieces.

thanks

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From: Mandeep Jassal
Sent: February 22, 2012 4:31 PM
To: Dina Graser
Subject: Q1 2012 Quarterly Public Meetings - Critical Path.xls
Hi Dina

This is for the most recent meetings we had. No external ads were developed. We promoted through GTS email updates, Twitter, quarterly mailer and website. We started promoting in late December.

Thanks,

Mandeep