



A Division of METROLINX

COMMUNICATIONS PLAN

Multi-ride tickets discontinuation

DRAFT: INTERNAL USE ONLY

Situation

With PRESTO available for use across the entire GO network, GO Transit will begin phasing out the legacy fare payment systems. PRESTO will replace GO 2-ride and 10-ride (multi-ride) tickets as the flexible fare option for GO riders. Day passes and single-ride tickets will still be available for purchase and use, and there are no changes planned for GO monthly passes.

Stations and agencies will cease to sell multi-ride tickets on May 31, 2012, but we will continue to accept them as valid GO fare until July 31.

Essentially, multi-ride tickets will no longer be valid for use on the GO system as of August 1, and ticket cancelling machines will be deactivated and removed from stations.

Key Dates*:

February 10, 2012 – Metrolinx Board agenda & presentation re: decommissioning posted on Metrolinx.com

February 16, 2012 – Metrolinx Board meeting & information available on gotransit.com

May 31, 2012 – End of sales: Multi-ride tickets

July 31, 2012 – End of use: Multi-ride tickets

**all dates are subject to change*

Objectives

- To effectively communicate the discontinuation of multi-ride tickets as valid fare for GO Transit
- To promote the benefits of using the PRESTO card and address the comparisons between PRESTO and multi-ride tickets (i.e. many customers perceive PRESTO to be more expensive)

Audiences

- GO Transit passengers
- GO Transit staff
- Media partners
- General Public
- Ministry of Transportation

Strategy

To offset the potential negative reaction to the discontinuation of multi-ride tickets, a supplementary PRESTO marketing campaign starting in April will promote the benefits of the PRESTO card. If passengers adopt PRESTO before we stop selling multi-ride tickets, the impact of discontinuation will be minimal.

The proposal to discontinue multi-ride tickets was presented at the Metrolinx board meeting on February 16. Basic messaging was posted on gotransit.com on the page called "Ticket Types."

Customer outreach will begin on May 1. A phased communications/marketing approach will periodically push out decommissioning messaging, as well as the benefits of switching to PRESTO.

Phased messaging

Phase 1: February 16, 2012

- General information on gotransit.com

Phase 2: May 1, 2012

- End of sales: multi-ride tickets

Phase 3: May 14, 2012

- End of sales: multi-ride tickets

Phase 5: June 28, 2012

- End of use: multi-ride tickets

Phase 6: July 23, 2012

- End of use: multi-ride tickets

Key Messages

- Starting June 1, 2012, GO will no longer sell 2-ride and 10-ride tickets. These ticket types will still be valid for use on GO Trains and GO Buses until July 31, 2012. Passengers can get their re-loadable easy-to-use PRESTO card at GO stations or online at prestocard.ca.
- As of August 1, 2012, GO will no longer accept 2-ride and 10-ride tickets as valid fare for GO Transit. The PRESTO card is an easy flexible fare option for GO riders.
- GO customers can get a PRESTO card free at GO stations for a limited time.

Phases 2 & 3

- **On the GO email alerts, Announcements & Facebook :**
Starting June 1, we will no longer sell 2-ride and 10-ride tickets, but we will continue to accept them as valid fare on GO Trains and GO Buses until July 31. Transfer your balance to a flexible re-loadable PRESTO fare card at GO stations. Learn more at gotransit.com/presto.
- **Union Station departure board (PINS):**
Starting June 1, we will no longer sell 2- and 10-ride tickets; we will continue to accept them until July 31. See a GO station attendant to transfer your balance to PRESTO.
- **Twitter**
Starting June 1, we won't sell 2- & 10-ride tickets anymore; use them before July 31. GO station attendants can move your balance to PRESTO.

Phases 4, 5 & 6

- **On the GO email alerts, Announcements & Facebook :**
Starting August 1, we will no longer accept 2-ride and 10-ride tickets as valid fare on GO Trains and GO Buses. You can bring partially used tickets to a GO station attendant to transfer the balance to a PRESTO card. Learn more about PRESTO at gotransit.com/presto.
- **Union Station departure board (PINS):**
Starting August 1, we will no longer accept 2- and 10-ride tickets on GO. See a GO station attendant to transfer your balance to PRESTO.

- **Twitter:**
Starting August 1, we will not accept 2-ride and 10-ride tickets on GO. Station attendants can transfer your balance to PRESTO.

Tactics

GO Transit staff:

Communication Tool	Responsible	Due
Job aid (for front-line staff)	Jason Allen	February 6
Q&As (for answering media inquiries)	Malon Edwards	February 6
Heads Up	Brendon McGibbon	February 6
Department-specific notices	Respective departments	February 6
Employee Communications	Caroline Busbridge	February 10
NewsLinx (internal newsletter)	Caroline Busbridge	April 26

GO Passengers:

Comm Tool	Responsible	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
gotransit.com (Home> Ticket types)	Caroline Busbridge	Feb 16	ongoing	ongoing	ongoing	June 28	July 23
On the GO alerts	Karen Warner/ Savio d'Gama Rose/ Brendon McGibbon	n/a	May 1	May 14	June 18	June 28	July 23
CSA/Station Announcements	Karen Warner/ Savio d'Gama Rose/ Brendon McGibbon	n/a	May 1	May 14	June 18	June 28	July 23
PINS Board messaging	Karen Warner/ Savio d'Gama Rose/ Brendon McGibbon	n/a	May 1	May 14	June 18	June 28	July 23
Facebook	Transit Reporters	n/a	May 1	May 14	June 18	June 28	July 23
Twitter	Transit Reporters	n/a	May 1	May 14	June 18	June 28	July 23
Device signage	Signage department	n/a	May 1	ongoing	ongoing	ongoing	ongoing

Government stakeholders

Communication Tool	Responsible	Due
MTO communications roll-out	Trina Melatti	Complete

General public and media:

Communication Tool	Responsible	Phase 1	Phase 2
News release	Caroline Busbridge	May 14*	July 23

**option to repeat news release issuance just prior to ticket sales end – set up with CNW*

Evaluation

Quantitative and qualitative measures to determine whether communication objectives were achieved:

- Minimal number of questions and complaints to Contact Centre regarding discontinuation communications