
Sent: 4/4/2012 8:12:33 PM
To: Judy Pfeifer
CC: Jessica Kosmack; Vasie Papadopoulos
Subject: Multi-ride discontinuation plan
Attachments: CommPlan_MultiRides.doc; STC Notice L-shaped signs.pdf

Hi Judy,

I've updated the plan to reduce redundancies between the multi-ride ticket discontinuation plan and the PRESTO marketing plan (note: 2-ride and 10-ride tickets are known internally as multi-ride tickets).

As I mentioned in our meeting, the PRESTO marketing campaign will promote the benefits of using PRESTO for GO fare. If passengers buy-in to PRESTO before we stop selling multi-rides, the impact of discontinuation will be minimal. Stephanie Trendocher (marketing) and I have worked very closely to ensure the campaigns subtly overlap without appearing redundant.

PRESTO marketing campaign: April 12 – May 10

Multi-ride communications campaign: May 1 – July 23

I eliminated posters, hand-outs and paid media from the comm plan as they are, effectively, in support of the PRESTO marketing campaign. The marketing products are currently in development, and you will see them shortly, if you haven't already.

- **Device signage** (signs adhered to the top of the machines where passengers stamp their 2-and 10-ride tickets) (see attached)

I've incorporated the scripts for specific messaging into the plan (attached).

Thanks!

Caroline

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