
From: Vasie Papadopoulos
Sent: 4/13/2012 2:05:00 PM
To: erin.whitton@metrolinx.com
CC: Nancy Pogue; Jessica Kosmack
Subject: RE: SC Bike to Work Day 2012 Communications Plan

Hi Erin,

Two things we will need to incorporate into the communications plan:

Firstly, moving forward we have a new stakeholder analysis matrix that needs to be included in the plan. Nancy and Jessica have an example of it. You will need to make a first cut of it, and then Dina's group can work with you to finalize it.

Secondly, we will need to be prepared to answer who is paying for the Bike to Work t-shirt and bike repair kit costs. I see the costs are in the documents, but we will get asked whose budget this is coming out of. I am assuming it would be the Metrolinx Smart Commute budget?

Thanks,
Vasie

From: Erin Whitton
Sent: Thursday, April 12, 2012 12:23 PM
To: Vasie Papadopoulos
Cc: Nancy Pogue; Jessica Kosmack
Subject: SC Bike to Work Day 2012 Communications Plan
Importance: High
Hi Vasie,

Attached for your review is the Smart Commute Bike to Work Day package, finalized and prepared for MTO's review and approval. I understand that the process is now for these things to go to you for review and any comments before then moving on to MTO. What do you think is realistic timeline for getting it over to MTO?

Included is:

- Communications plan
- Ad design
- T-shirt design
- Poster design

If you have any questions about the program, or any of the attached pieces, please don't hesitate to let me know. Nancy or I can help clarify any Qs.

Cheers,
Erin

Erin Whitton
Communications Coordinator, Strategic Communications
Metrolinx
20 Bay Street
Toronto, ON M5J 2W3
P: 416-869-3600 ext. 5290
C: 647-393-6832

erin.whitton@metrolinx.com