



A Division of METROLINX

# COMMUNICATIONS PLAN

## More train service for Milton line

### Situation

Effective June 25, GO is adding two new train trips on the Milton line to help meet increased demand and alleviate overcrowding.

GO currently operates seven 12-car trains during the morning and afternoon peak periods. Three trips in the morning and two in the afternoon are at 100% or higher capacity, and ridership along the line is expected to grow by at least 4% annually.

The new trips have been strategically scheduled to relieve the busiest hour of customer demand. As a result, two existing Milton morning train trips will depart 5 minutes earlier.

The new and adjusted service changes include:

- The 6:48 a.m. train from Milton GO Station will now depart at 6:43, arriving at Union Station at 7:40.
- The 7:08 a.m. train from Milton GO Station will now depart at 7:03, arriving at Union Station at 8:02.
- A new trip will depart Milton GO Station at 7:13 a.m., arriving at Union Station at 8:13.
- A new trip will depart Union Station at 4:00 p.m., arriving at Milton GO Station at 4:58.
- Three afternoon GO Bus trips departing the Union Station Bus Terminal at 3:40 p.m. will be discontinued. Passengers will now be accommodated by the new 4:00 train.

### Objectives

- To give Milton GO customers adequate notice of adjusted and new trains
- To highlight GO's continuing commitment to passenger comfort

### Strategy

It is recommended that the Ministry make an official announcement prior to/on May 7. Immediately following the announcement, general information will be available on [gotransit.com](http://gotransit.com).

*Note: The launch of the Barrie weekend service and the Niagara-on-the-Lake shuttle is two days prior on June 23. There is opportunity for one combined announcement on May 7.*

On June 4, detailed service change communications will roll out to give customers enough time to trip plan and/or take full advantage of the new service; schedule information will be made available on the Schedule Changes page on [gotransit.com](http://gotransit.com) and promoted from the homepage, and direct customer communications will be delivered the following day.

There is an opportunity on launch day, June 25, for the Ministry to participate in the inaugural train trip or distribute a news release. Follow-up customer communications will remind customers of the new and adjusted service.

## Key Messages

- GO is adding and adjusting GO Train trips to serve you better.
- Starting June 25, there will be an extra morning and afternoon train trip making all stops between Milton GO Station and Union Station. Some morning trips will now depart five minutes earlier.
- The 6:48 a.m. train from Milton GO Station will now depart at 6:43, arriving at Union Station at 7:40.
- The 7:08 a.m. train from Milton GO Station will now depart at 7:03, arriving at Union Station at 8:02.
- A new trip will depart Milton GO Station at 7:13 a.m., arriving at Union Station at 8:13.
- A new trip will depart Union Station at 4:00 p.m., arriving at Milton GO Station at 4:58.
- Milton GO Buses departing Union Station at 3:40 p.m. will be discontinued as passengers may now take the new 4:00 GO Train from Union Station, which will make all stops to Milton GO Station.

## Audiences

- General Public
- GO Transit passengers
- GO Transit staff
- Media partners
- Stakeholders

## Tactics

Government stakeholders:

| Communication Tool | Responsible   | Due      |
|--------------------|---------------|----------|
| MTO Comm roll-out  | Trina Melatti | Complete |

GO Transit staff:

| Communication Tool             | Responsible           | Due   |
|--------------------------------|-----------------------|-------|
| Job aid (for front-line staff) | Jason Allen           | May 3 |
| Q&As (for media inquiries)     | Malon Edwards         | May 3 |
| Department-specific notices    | Respective department | May 3 |

GO Passengers and General Public:

| Communication Tool                | Responsible                                           | Phase 1* | Phase 2* | Phase 3* |
|-----------------------------------|-------------------------------------------------------|----------|----------|----------|
| MTO announcement/event            | Ministry of Transportation                            | May 7    | n/a      | June 25  |
| gotransit.com (Schedule Changes)  | Caroline Busbridge                                    | May 7    | June 4   | June 25  |
| On the GO alert (Milton corridor) | Karen Warner<br>Savio d’Gama Rose<br>Brendon McGibbon | n/a      | June 5   | June 22  |
| CSA/Driver/Station Announcements  | Karen Warner<br>Savio d’Gama Rose<br>Brendon McGibbon | n/a      | June 5   | June 22  |

|                                         |                                                       |     |        |         |
|-----------------------------------------|-------------------------------------------------------|-----|--------|---------|
| PINS Board messaging                    | Karen Warner<br>Savio d'Gama Rose<br>Brendon McGibbon | n/a | June 5 | June 22 |
| Facebook                                | Transit reporters                                     | n/a | June 5 | June 22 |
| Twitter                                 | Transit reporters                                     | n/a | June 5 | June 22 |
| Promotional in-station posters          | Stephanie Trendocher                                  | n/a | June 5 | n/a     |
| Advertising (with June Service Changes) | Stephanie Trendocher                                  | n/a | TBD    |         |

*\*dates are subject to change*

Media partners:

| Communication Tool   | Responsible        | Phase 1 | Phase 2 | Phase 3 |
|----------------------|--------------------|---------|---------|---------|
| Ontario news release | MTO                | May 7   | n/a     | June 25 |
| GO news release      | Caroline Busbridge | n/a     | June 4  | n/a     |
| Media pitches        | Malon Edwards      | n/a     | June 3  | n/a     |

## Evaluation

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

- Increased amount of positive coverage and media impressions
- Ridership targets met

## Stakeholder Engagement

| Stakeholder                                | Significance                                                                                                                  | Strategy                                                        | Tactics                                                     | Key messages                                                                                                                                                                                 | Supporting materials | Timeline                                      |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------------------------------------------|
| Gordon Krantz, Mayor, Town of Milton       | The service will stop at stations in their jurisdiction, resulting in options for residents and a boost to the local economy. | Their support could manifest into local promotional activities. | Stakeholder relations will reach out via telephone or email | In addition to the key messages above, - the success of this train service is of great benefit to your community and region, leveraging your promotional channels would be a tremendous help | n/a                  | Immediately following the May 7 announcement. |
| Rick Malboeuf, Councillor, Ward 4, Milton  |                                                                                                                               |                                                                 |                                                             |                                                                                                                                                                                              |                      |                                               |
| Arnold Huffman, Councillor, Ward 5, Milton |                                                                                                                               |                                                                 |                                                             |                                                                                                                                                                                              |                      |                                               |
| Sharon Barkley, Councillor, Ward 1, Milton |                                                                                                                               |                                                                 |                                                             |                                                                                                                                                                                              |                      |                                               |
| Ted Chudleigh, MPP, Halton                 |                                                                                                                               |                                                                 |                                                             |                                                                                                                                                                                              |                      |                                               |
| Lisa Raitt, MP, Halton                     |                                                                                                                               |                                                                 |                                                             |                                                                                                                                                                                              |                      |                                               |
| Milton Chamber of Commerce                 |                                                                                                                               |                                                                 |                                                             |                                                                                                                                                                                              |                      |                                               |

|                                                  |  |  |  |  |  |  |
|--------------------------------------------------|--|--|--|--|--|--|
| INFO Milton                                      |  |  |  |  |  |  |
| Milton Economic Development                      |  |  |  |  |  |  |
| Hazel McCallion, Mayor, City of Mississauga      |  |  |  |  |  |  |
| Sue McFadden, Councillor, Ward 10, Mississauga   |  |  |  |  |  |  |
| Pat Saito, Councillor, Ward 9, Mississauga       |  |  |  |  |  |  |
| George Carlson, Councillor, Ward 11, Mississauga |  |  |  |  |  |  |
| Ron Starr, Councillor, Ward 6, Mississauga       |  |  |  |  |  |  |
| Fran Dale, Councillor, Ward 4, Mississauga       |  |  |  |  |  |  |
| Nando Iannicca, Councillor, Ward 7, Mississauga  |  |  |  |  |  |  |
| Jim Tovey, Councillor, Ward 1, Mississauga       |  |  |  |  |  |  |
| Bob Delaney, MPP, Mississauga-Streetsville       |  |  |  |  |  |  |
| Harinder Takhar, MPP, Mississauga-Erindale       |  |  |  |  |  |  |
| Dipika Damerla, MPP, Mississauga East-Cooksville |  |  |  |  |  |  |
| Brad Butt, MP, Mississauga-Streetsville          |  |  |  |  |  |  |
| Bob Dechert, MP, Mississauga-Erindale            |  |  |  |  |  |  |
| Wladyslaw Lizon, MP, Mississauga East-Cooksville |  |  |  |  |  |  |
| Mississauga Board of Trade                       |  |  |  |  |  |  |
| Mississauga Economic Development                 |  |  |  |  |  |  |
| Discover Mississauga                             |  |  |  |  |  |  |
| City of Toronto – Mayor Rob Ford                 |  |  |  |  |  |  |

|                                                                   |  |  |  |  |  |  |
|-------------------------------------------------------------------|--|--|--|--|--|--|
| Doug Holyday,<br>Councillor, Ward 4,<br>Toronto                   |  |  |  |  |  |  |
| Peter Milczyn,<br>Councillor, Ward 5,<br>Toronto                  |  |  |  |  |  |  |
| Laurel Broten,<br>MPP, Etobicoke-<br>Lakeshore                    |  |  |  |  |  |  |
| Donna Cansfield,<br>MPP, Etobicoke-<br>Centre                     |  |  |  |  |  |  |
| Bernard Trottier,<br>MP, Etobicoke-<br>Lakeshore                  |  |  |  |  |  |  |
| Ted Opitz, MP,<br>Etobicoke Centre                                |  |  |  |  |  |  |
| Toronto Board of<br>Trade                                         |  |  |  |  |  |  |
| Smart Commute<br>Programs in Milton,<br>Mississauga,<br>Etobicoke |  |  |  |  |  |  |

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