



A Division of METROLINX

COMMUNICATIONS PLAN

2012 Summer Barrie Weekend Train Service

Situation

This summer, GO Transit is running trains along the Barrie line on weekends, in addition to the regular weekday peak service. This trial weekend service will operate between June 23 and September 3.

On Saturdays, Sundays and holidays, this service will include:

- Two southbound trips from Allandale Waterfront to Union
- Two northbound trips from Union to Allandale Waterfront
- Four southbound trips from East Gwillimbury to Union
- Four northbound trips from Union East Gwillimbury

For the East Gwillimbury trips, GO Buses will complete the journey making all stops between East Gwillimbury and Barrie Bus Terminal.

2011 activities and results

In September 2011, GO added a fifth train to the Barrie line morning and afternoon commutes. The added trips were very successful; ridership increased by 8% between spring and fall 2011, and as of fall 2011, the average capacity across all morning trips was 93%, and 82% for the afternoon.

For the first time, GO ran extra train service along the Barrie line for the 2011 Santa Claus parade. The service was considered a success by operational groups as the ridership exceeded targets with approximately 750 passengers.

Objectives

- To effectively communicate and promote the Barrie weekend train service
- To meet ridership objectives
- To leverage GO marketing efforts and add value for riders through strategic promotional partnerships (TBC)

Strategy

It is recommended that the Ministry make an official announcement on May 7. Immediately following the announcement, general information will be available on gotransit.com.

Note: The launch of the Niagara-on-the-Lake shuttle is the same day, and the extra Milton train service will begin two days later on June 25. There is opportunity for one combined announcement on or around 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 and promoted from the homepage, and direct customer communications will be delivered the following day.

There is an opportunity on launch day, June 23, 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 weekend service.

Key Messages

- This summer, GO is running weekend train service along the Barrie line.
- Barrie weekend train service will run Saturdays, Sundays and holidays between June 23 and September 3.
- The Barrie weekend service will include six southbound and six northbound trips along the Barrie train line, including two train trips making all stops in either direction between Union Station and Allandale Waterfront GO Station, and four trips making all stops in either direction between Union Station and East Gwillimbury GO Station. GO Bus connections will be available at East Gwillimbury making all stops to and from the Barrie Bus Terminal.
- Two southbound train trips from Allandale Waterfront GO Station at 10:20 a.m. and 5:00 p.m. will make all stops to Union Station
- Two northbound train trips from Union Station at 5:25 p.m. and 12:10 a.m. will make all stops to Allandale Waterfront GO Station.
- Four southbound train trips from East Gwillimbury GO Station at 1:20 p.m., 4:12, 8:03 and 10:55 will make all stops to Union Station
- Four northbound train trips from Union Station at 12:10 p.m., 3:01, 6:50 and 9:41 will make all stops to East Gwillimbury GO Station.
- GO Buses leaving the Barrie Bus Terminal at 11:46 a.m., 2:39 p.m., 6:29 and 9:24 will make all stops to connect with the weekend GO Trains departing East Gwillimbury making all stops to Union Station.
- GO Bus connections will depart East Gwillimbury at 1:19 p.m., 4:10, 7:59 and 10:50, accommodating the weekend GO Trains arriving from Union Station. Regular GO Bus service on route

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*	Phase 4*
MTO announcement/event	Ministry of Transportation	May 7	n/a	June 23	n/a
gotransit.com (Schedule Changes)	Caroline Busbridge	May 7	June 4	June 25	n/a
On the GO alert (Barrie corridor)	Karen Warner Savio d'Gama Rose Brendon McGibbon	n/a	June 5	June 28	August 1
CSA/Driver/Station Announcements	Karen Warner Savio d'Gama Rose Brendon McGibbon	n/a	June 5	June 28	August 1
PINS Board messaging	Karen Warner Savio d'Gama Rose Brendon McGibbon	n/a	June 5	June 28	August 1
Facebook	Transit reporters	n/a	June 5	June 28	August 1
Twitter	Transit reporters	n/a	June 5	June 28	August 1
Promotional in-station posters	Stephanie Trendocher	n/a	June 5	n/a	n/a
Advertising	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 23
GO news release	Caroline Busbridge	n/a	June 4	n/a
Media pitches	Malon Edwards	n/a	June 3	n/a

**dates are subject to change*

Evaluation

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

- Increased amount of positive coverage and media impressions
- Ridership targets obtained
- Promotional partnership objectives met

Stakeholder engagement

Stakeholder	Significance	Strategy	Tactics	Key messages	Supporting materials	Timeline
Jeff Lehman, Mayor, City of Barrie	The service will stop at stations in their jurisdiction, resulting in new travel 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.
Jennifer Robinson, councillor, ward 8, City of Barrie						
Brian Jackson, councillor, ward 9, City of Barrie						
Alex Nuttall, councillor, ward 10, City of Barrie						
Michael Prowse, councillor, ward 6, City of Barrie						
Lynn Strachan, councillor, ward 2, City of Barrie						
Rod Jackson, MPP, Barrie						
Patrick Brown, MP, Barrie						
Tourism Barrie						
Barrie Economic Development Department						
Greater Barrie Chamber of Commerce						
Georgian College						
Georgian College Students' Administrative Council						
Doug White, Mayor, Bradford-West Gwillimbury (BWG)						
Del Crake, Councillor, Ward 2, BWG						
James Leduc, Councillor, Ward 6, BWG						
Peter Dykie Jr., Councillor, Ward 7, BWG						
Gary Lamb, Councillor, Ward 3, BWG						
Julia Monro, MPP, York Simcoe						
Peter Van Loan, MP, York-Simcoe						
Bill Fisch, Chairman/CEO, York Region						
Cal Patterson, Warden, Simcoe County						
Bradford West Gwillimbury Office of Economic Development						

Virginia Hackson, Mayor, Town of East Gwillimbury						
Cathy Morton, Councillor, East Gwillimbury						
Marlene Johnson, Councillor, East Gwillimbury						
Tara Roy-DiClemente, Councillor, East Gwillimbury						
John Eaton, Councillor, East Gwillimbury						
York Region Tourism						
East Gwillimbury Chamber of Commerce						
Tony Van Bynen, Mayor, Town of Newmarket						
John Taylor, Regional Councillor, Newmarket						
Tom Veigh, Councillor, Ward 1, Newmarket						
Dave Kerwin, Councillor, Ward 2, Newmarket						
Jane Twinney, Councillor, Ward 3, Newmarket						
Tom Hempen, Councillor, Ward 4, Newmarket						
Joe Sponga, Councillor, Ward 5, Newmarket						
Maddie Di Muccio, Councillor, Ward 6, Newmarket						
Chris Emanuel, Councillor, Ward 7, Newmarket						
Frank Klees, MPP, Newmarket Aurora						
Lois Brown, MP, Newmarket-Aurora						
Newmarket Chamber of Commerce						
Newmarket Economic Development						
Geoffrey Dawe, Mayor, Town of Aurora						
John Abel, Councillor, Aurora						
Michael Thompson, Councillor, Aurora						
Evelyn Buck, Councillor, Aurora						
Sandra Humphries, Councillor, Aurora						
John Gallo, Councillor, Aurora						

Wendy Gaertner, Councillor, Aurora						
Chris Ballard, Councillor, Aurora						
Paul Pirri, Councillor, Aurora						
Aurora Chamber of Commerce						
Business Aurora (Economic Development)						
Steve Pellegrini, Mayor, Township of King						
Cleve Mortelliti, Ward 1, King Township						
Peter Grandilli, Ward 2, King Township						
Debbie Schaefer, Ward 5, King Township						
Helena Jaczek, MPP, Oak Ridges Markham						
Paul Calandra, MP, Oak Ridges Markham						
King City Economic Development						
King Chamber of Commerce						
King Tourism and Recreation						
Seneca College King Campus						
Maurizio Bevilacqua, Mayor, Vaughan						
Marilyn Iafrate, Councillor, Ward 1, Vaughan						
Sandra Yueng Racco, Councillor, Ward 4, Vaughan						
Alan Shefman, Councillor, Ward 5, Vaughan						
Greg Sorbara, MPP, Vaughan						
Julian Fantino, MP, Vaughan						
Vaughan Economic Development						
Vaughan Chamber of Commerce						
Peter Shurman, MPP, Thornhill						
Peter Kent, MP, Thornhill						
Rob Ford, Mayor, City of Toronto						
Giorgio Mammoliti, Councillor, Ward 7, Toronto						

Anthroney Peruzza, Councillor, Ward 8, Toronto						
Maria Augimera, Councillor, Ward 9, Toronto						
Monte Kwinter, MPP, York Centre						
Mark Adler, MP, York- Centre						
Toronto Board of Trade						
York University						
York Federation of Students						
City of Toronto "Doing Business"						
Toronto Chamber of Commerce						

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