

	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2													
3													
4													
5		Audiences	Significance	Strategy/objectives	Tool	Tactics	Key messages	Supporting materials		Timeline*			
6						Responsible		Tool	Responsible	Phase 1	Phase 2	Phase 3	Phase 4
7	Political officials (see attached for contacts)	Mayors			Phone calls								
8		City Councillors											
9		MPPs	The service will stop at stations in their jurisdiction, resulting in options for residents and a boost to the local economy.	They can repeat our messaging in their own newsletters, websites, etc.		Stakeholder relations		Q&As (for stakeholder inquiries)	Malon Edwards, Media Relations	Immediately following the May 7 announcement.	n/a	n/a	n/a
10		MPs											
11		Regional governance			Emails								
12	Community stakeholders	Barrie passengers	Barrie passengers will now have the option to travel the GO Train on weekends, as well as during weekday peak periods	Their support could manifest into local promotional activities.	Station back-lit posters	Stephanie Trendocher, Marketing				n/a	5-Jun	→	→
13	GO customers		Barrie passengers will now have the option to travel the GO Train on weekends, as well as during weekday peak periods	Make GO the obvious transportation choice for Barrie passengers on weekends, as well as weekdays	CSA/Driver/Station announcements	Karen/Savio/Brendon, Customer Communications	• This summer, GO is running a pilot weekend train service along the Barrie line.			n/a	5-Jun	28-Jun	1-Aug
14		All	All passengers can see that GO continues to make strides in improving and expanding service	Reinforce the Passenger Charter with further improvements to GO service	On the GO alert					n/a	5-Jun	28-Jun	1-Aug
15					PINS					n/a	5-Jun	28-Jun	1-Aug
16					GO website	Caroline Busbridge, Strat Comm	• Barrie line weekend train service will run Saturdays, Sundays and holidays between June 23 and September 3.			7-May	4-Jun	25-Jun	n/a
17	General public	Residents within 10km of Barrie line GO stations	Residents along the Barrie line, including those in downtown Toronto, can take advantage of the new two-way weekend service pilot regardless of their current level of usage	Promote GO service to non-regular GO riders as an affordable accessible transportation solution	MTO announcement	MTO				7-May	n/a	23-Jun	n/a
18		All			Facebook	Transit reporters				n/a	5-Jun	28-Jun	1-Aug
19					Twitter					n/a	5-Jun	28-Jun	1-Aug
20					Advertising	Stephanie Trendocher, Marketing				n/a	TBD	→	n/a
21	GO staff	Frontline	Inform GO frontline staff in advance of any external communications to ensure they are equipped to answer questions in an informed and helpful manner.	Department-specific notices	Respective department		• This is a pilot only. We will evaluate the results of this pilot to inform us of any future service changes.	Job aid	Jason Allen, Customer Care	3-May	n/a	n/a	n/a
22		All	Staff are GO's greatest ambassadors in promoting GO initiatives and answering questions	Forwarding news releases to all staff ensures they are aware of the public efforts/initiatives GO is taking, even if they are related to their daily work	Employee Communications email	Caroline Busbridge, Strat Comm				n/a	4-Jun	n/a	n/a

*dates are subject to change

A		B
1	Stakeholder Engagement - Barrie Summer Weekend GO Train Service	
2		
3	Stakeholder	
4	Mayors	Jeff Lehman, Mayor, City of Barrie
5		Virginia Hackson, Mayor, Town of East Gwillimbury
6		Tony Van Bynen, Mayor, Town of Newmarket
7	City Councillors	Doug White, Mayor, Bradford-West Gwillimbury (BWG)
8		Steve Pellegrini, Mayor, Township of King
9		Maurizio Bevilacqua, Mayor, Vaughan
10		Geoffrey Dawe, Mayor, Town of Aurora
11		Rob Ford, Mayor, City of Toronto
12		Jennifer Robinson, Councillor, ward 8, City of Barrie
13		Brian Jackson, Councillor, ward 9, City of Barrie
14		Alex Nuttall, Councillor, ward 10, City of Barrie
15		Michael Prowse, Councillor, ward 6, City of Barrie
16		Lynn Strachan, Councillor, ward 2, City of Barrie
17		Del Drake, Councillor, Ward 2, BWG
18		James Leduc, Councillor, Ward 6, BWG
19		Peter Dykie Jr., Councillor, Ward 7, BWG
20		Gary Lamb, Councillor, Ward 3, BWG
21		Cathy Morton, Councillor, East Gwillimbury
22		Marlene Johnson, Councillor, East Gwillimbury
23		Tara Roy-DiClemente, Councillor, East Gwillimbury
24		John Eaton, Councillor, East Gwillimbury
25		Tom Veigh, Councillor, Ward 1, Newmarket
26		Dave Kerwin, Councillor, Ward 2, Newmarket
27		Jane Twinney, Councillor, Ward 3, Newmarket
28		Tom Hempen, Councillor, Ward 4, Newmarket
29		Joe Sponga, Councillor, Ward 5, Newmarket
30		Maddie Di Muccio, Councillor, Ward 6, Newmarket
31		Chris Emanuel, Councillor, Ward 7, Newmarket
32		John Abel, Councillor, Aurora
33		Michael Thompson, Councillor, Aurora
34		Evelyn Buck, Councillor, Aurora
35		Sandra Humphries, Councillor, Aurora
36		John Gallo, Councillor, Aurora
37		Wendy Gaertner, Councillor, Aurora
38		Chris Ballard, Councillor, Aurora
39		Paul Pini, Councillor, Aurora
40		Cleve Mortelliti, Ward 1, King Township
41		Peter Grandilli, Ward 2, King Township
42		Debbie Schaefer, Ward 5, King Township
43		Marilyn Iafate, Councillor, Ward 1, Vaughan
44		Sandra Yueng Racco, Councillor, Ward 4, Vaughan
45		Alan Shefman, Councillor, Ward 5, Vaughan
46		Giorgio Mammoliti, Councillor, Ward 7, Toronto
47		Anthony Peruzza, Councillor, Ward 8, Toronto
48		Maria Augimera, Councillor, Ward 9, Toronto
49	MPPs	Rod Jackson, MPP, Barrie
50		Julia Monro, MPP, York Simcoe
51		Frank Klees, MPP, Newmarket Aurora
52	MPs	Helena Jaczek, MPP, Oak Ridges Markham
53		Peter Shurman, MPP, Thornhill
54		Greg Sorbara, MPP, Vaughan
55	MPs	Monte Kwinter, MPP, York Centre
56		Patrick Brown, MP, Barrie
57		Peter Van Loan, MP, York-Simcoe
58	Regional governance	Lois Brown, MP, Newmarket-Aurora
59		Paul Calandra, MP, Oak Ridges Markham
60		Peter Kent, MP, Thornhill
61	Community stakeholders	Mark Adler, MP, York-Centre
62		Julian Fantino, MP, Vaughan
63		Bill Fisch, Chairman/CEO, York Region
64		Cal Patterson, Warden, Simcoe County
65		John Taylor, Regional Councillor, Newmarket
66		Tourism Barrie
67		Barrie Economic Development Department
68		Greater Barrie Chamber of Commerce
69		Georgian College
70		Georgian College Students' Administrative Council
71		Bradford West Gwillimbury Office of Economic Development
72		York Region Tourism
73		East Gwillimbury Chamber of Commerce
74		York University
75		York Federation of Students
76		City of Toronto "Doing Business"

	B	C	D	E	F
1	Compatibility Report for StakeholderPlan_ServiceChanges_Milton2012.xls				
2	Run on 4/17/2012 13:57				
3					
4	The following features in this workbook are not supported by earlier versions of Excel. These features may be lost or degraded when opening this workbook in an earlier version of Excel or if you save this workbook in an earlier file format.				
5					
6	Minor loss of fidelity			# of occurrences	Version
7					
8	Some cells or styles in this workbook contain formatting that is not supported by the selected file format. These formats will be converted to the closest format available.			3	Excel 97-2003