

	A	B	C	D	E	F	G	H	I	J	K	L
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
7	Political officials	(see attached worksheet for list)	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.	Phone calls		GO is adding and adjusting GO Train trips along the Milton line to serve you better and to make your travel experience with us more comfortable.	Q&As (for stakeholder inquiries)	Maion Edwards, Media Relations	Immediately following the May 7 announcement.	n/a	n/a
8						Stakeholder relations						
9												
10												
11	Community stakeholders	Milton passengers		Their support could manifest into local promotional activities.	Emails							
12	GO customers		Milton passengers will now have another trip option during weekday peak periods	Ensure Milton line GO passengers are aware of the new trip and the adjustments to existing trips	Station back-lit posters	Stephanie Trendocher, Marketing	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.			n/a	5-Jun	→
13					CSA/Driver/Station announcements	Karen/Savio/Brendon, Customer Communications				n/a	5-Jun	22-Jun
14					On the GO alert					n/a	5-Jun	22-Jun
15	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	PINS					n/a	5-Jun	22-Jun
16					GO website	Caroline Busbridge, Strat Comm				7-May	4-Jun	25-Jun
17	General public	Residents within 10km of Milton line GO stations	Residents along the Milton line may consider GO for their commute now that the Milton ride is getting more comfortable	Promote GO service to non-regular GO riders as a comfortable commuting solution	MTO announcement	MTO	The Milton corridor is owned by CPR, and it is a busy freight passage. Two-way all-day service requires GO to add tracks along the corridor, some of which passes through urban areas. This track infrastructure could cost as much as one billion dollars and could take as long as 10 years to construct. GO Transit has been investigating various design options, and the best approach to proceed is under discussion.			7-May	n/a	23-Jun
18		All			Facebook	Transit reporters				n/a	5-Jun	22-Jun
19					Twitter					n/a	5-Jun	22-Jun
20					Advertising	Stephanie Trendocher, Marketing				n/a	TBD	→
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		Job aid	Jason Allen, Customer Care	3-May	n/a	n/a
22		All	Staff are GO's greatest ambassadors in promoting GO initiatives and answering questions	Informing staff ensures they are aware of the public efforts/initiatives GO is taking, even if the efforts are unrelated to their daily work	Employee Communications email	Caroline Busbridge, Strat Comm				n/a	4-Jun	n/a

*dates are subject to change

	A	B
1	Audiences and Tactics - More Milton GO Train Service	
2		
3	Stakeholder	
4		Gordon Krantz, Mayor, Town of Milton
5	Mayors	Hazel McCallion, Mayor, City of Mississauga
6		Rob Ford, Mayor, City of Toronto
7		Rick Malboeuf, Councillor, Ward 4, Milton
8		Arnold Huffman, Councillor, Ward 5, Milton
9		Sharon Barkley, Councillor, Ward 1, Milton
10		Sue McFadden, Councillor, Ward 10, Mississauga
11		Pat Saito, Councillor, Ward 9, Mississauga
12	City Councillors	George Carlson, Councillor, Ward 11, Mississauga
13		Ron Starr, Councillor, Ward 6, Mississauga
14		Fran Dale, Councillor, Ward 4, Mississauga
15		Nando Iannicca, Councillor, Ward 7, Mississauga
16		Jim Tovey, Councillor, Ward 1, Mississauga
17		Doug Holyday, Councillor, Ward 4, Toronto
18		Peter Milczyn, Councillor, Ward 5, Toronto
19		Ted Chudleigh, MPP, Halton
20		Bob Delaney, MPP, Mississauga-Streetsville
21	Members of Provincial Parliament	Harinder Takhar, MPP, Mississauga-Erindale
22		Dipika Damerla, MPP, Mississauga East-Cooksville
23		Laurel Broten, MPP, Etobicoke-Lakeshore
24		Donna Cansfield, MPP, Etobicoke-Centre
25		Brad Butt, MP, Mississauga-Streetsville
26		Bob Dechert, MP, Mississauga-Erindale
27	Members of Parliament	Wladyslaw Lizon, MP, Mississauga East-Cooksville
28		Lisa Raitt, MP, Halton
29		Bernard Trottier, MP, Etobicoke-Lakeshore
30		Ted Opitz, MP, Etobicoke Centre
31		Milton Chamber of Commerce
32		INFO Milton
33		Milton Economic Development
34	Other	Mississauga Board of Trade
35		Mississauga Economic Development
36		Discover Mississauga
37		Toronto Board of Trade
38		Smart Commute Programs in Milton, Mississauga, Etobicoke