

	A	B	C	D	E	F	G	H	I	J
1										
2										
3										
4										
5		Audiences	Significance	Strategy/Objectives	Tool	Tactics	Key messages	Supporting materials	Timeline	
6		Mayors					• May 28 is Bike to Work Day			
7		City Councillors		They can repeat our messaging in their own newsletters, websites, and possibly attend/participate on B2WD, etc.						
8	Political officials	MPPs	B2WD creates opportunity for community engagement - for political and community stakeholders to connect with constituents, and for SC to increase awareness about alternative forms for transit		TMA Outreach Events	Smart Commute TMAs	• Smart Commute will host events in your region in help mark Bike to Work Day.	SC TMAs	Ongoing	
9		MPs								
10		Regional governance								
11	Community stakeholders	Local organizations, businesses, transit partners, etc.		Their support could manifest into local promotional activities.			• Smartcommute.ca is the online source for information about commuting by bicycle in the GTHA.			
12					Participant T-shirts				28-May	
13	Smart Commute Members (Employers & Employees)		Workplaces are key target for Smart Commute TMAs. Important to celebrate their participation and successes, while also encouraging	To increase the number of participants at TMA events around the GTHA by promoting cycling as a viable choice for commuters.	Bike Repair Kits	Smart Commute TMAs	• Smartcommute.ca is the online source for information about commuting by bicycle in the GTHA.		7-28 May	
14							• Visit BikeToWorkDay.ca and take the Bike to Work Day Pledge!			
15					Smart Commute website, "Bike to Work Day Pledge"	Smart Commute	"May 28 is BIKE TO WORK DAY. Consider alternative forms of transit. Take the Bike to Work Day Pledge"		30 Apr - 1 Jun	
16										
17					PINS electronic message boards at Union Station		• May 28 is Bike to Work Day			
18	GO customers	All	Captive audience already engaged in sustainable commuting. Opportunity to encourage cycling to GO stations could relieve some parking availability pressures, while also raising the profile of Smart Commute.	To the raise the profile of the Smart Commute brand as a Metrolinx program encouraging multi-modal forms of transportation in the region.	On the GO email	Karen/Savio/Brendon, Customer Communications	• Cycling can be a fast and effective way to get to work.		20 May - 28 May	
19					SMS messages		• Visit BikeToWorkDay.ca and take the Bike to Work Day Pledge!			
20										
21					GO website	Erin Whitton/Caroline Busbridge, Strat Comm			7-May	
22					MTO Hwy Boards	MTO	"May 28 is BIKE TO WORK DAY. Consider alternative forms of transit. Take the Bike to Work Day Pledge"		17 May - 28 May	
23	General Public (Potential Cyclist Commuters)	All	Bike to Work Day materials and communications will be targeted to those who currently do not bike to work, and may not think of cycling as a viable mode of commuting. We will leverage the "I Bike" message to communicate to audiences that "people like me bike, and so can I", even if it is just once a week, or for one segment of their journey.	To increase the number of participants at TMA events around the GTHA by promoting cycling as a viable choice for commuters.	Smart Commute website, "Bike to Work Day Pledge"	Smart Commute	Visit BikeToWorkDay.ca and take the Bike to Work Day Pledge! You will have a chance to win one of two great prizes: a trip to Quebec City courtesy of VIA Rail, or a weekend cycling getaway to St. Catharines courtesy of Welcome Cyclists.		30 Apr - 1 Jun	
24					Facebook		"Share your Bike to Work Day experiences and photos on Flickr, Facebook and Twitter! #biketoworkday"		28-May	
25					Twitter					
26		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	Advertising	Virve Aljas , Marketing	iBike and so can you!		21 May - 26 May	
27					Department-specific notices	Respective department	TBC	Job aid	Jason Allen, Customer Care	17-May
28	Metrolinx & GO staff	All	Staff are MX'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, and encourages them to participate in B2WD	Employee Communications email	Erin Whitton, Strat Comm	• May 28 is Bike to Work Day		27-May	
							• Cycling can be a fast and effective way to get to work.			
							• Visit BikeToWorkDay.ca and take the Bike to Work Day Pledge!			

*dates are subject to change

	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