
From: Erin Whitton
Sent: 4/25/2012 1:13:53 PM
To: Vasie Papadopoulos; Jessica Kosmack; Nancy Pogue
Subject: FOR REVIEW :: Smart Commute B2WD Communications Pkg
Attachments: TacticsPlan_SmartCommute_B2WD12_v2.xls; Bike to Work Day Comms Plan_V2_April24.doc; Bike to Work poster v5.pdf; BiketoWork t-shirt white.pdf; BTWD ad V2.pdf

Hi Vasie,

(Pls excuse draft below - sent this to myself so I could finish composing.)

Attached are latest B2WD documents with new needed elements.

We are concerned about timing, and getting needed approvals soon so the campaign can move ahead. Specifically, B2WD is only a month away, and tshirt procurement needs to commence, ad space booked, and bike repair kits ordered; so they need to know if they can move ahead.

We have asked SC for detailed political and community stakeholder list - hope to have it soon.

Nancy - is there anything I missed?

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Sent from my BlackBerry. Please excuse brevity or typos.

From: Erin Whitton
Sent: Wednesday, April 25, 2012 08:07 AM
To: Erin Whitton
Subject: FOR REVIEW :: Smart Commute B2WD Communications Pkg

Hi Vasie,

We have revised the Smart Commute Bike to Work Day communications plan with new requirements.

Overall, we are concerned about timing for this campaign, and want to move it through approvals so certain things can get started:

T-shirt procurement
Bike repair kit purchase
Ad space booking

Erin Whitton

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