



METROLINX

An agency of the Government of Ontario
Une agence du gouvernement de l'Ontario

Office of the President and Chief Executive Officer

Bruce McCuaig

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May 8, 2012

Ms. Carol Layton
Deputy Minister
Ministry of Transportation
3rd Floor, Ferguson Block
77 Wellesley Street West
Toronto, ON
M7A 1Z8

Dear Deputy Layton:

RE: Report on Advertising, Public and Media Relations, and Creative Communications Services Contract

On an annual basis, the Advertising Review Board (ARB) requires all ministries and agencies, as classified under the *Agency Establishment and Accountability Directive* that is required by a Memorandum of Understanding established prior to July 2009 to comply with the MBC Procurement Directive or its predecessors, to provide a summary of advertising, public and media relations, and creative communications contracts. This information is reported to Management Board and is published in the ARB's annual report.

The attached Metrolinx report is for fiscal year 2011-12. The report includes information on relevant services that the Strategic Communications area managed directly in 2011-12.

Five contracts listed below fall into one broad category:

Creative Services – JAN Kelley Marketing covered advertising and marketing communications services to develop and execute a marketing plan for Metrolinx's major transit expansion projects. Due North was the second contract issued to provide creative services for strategic planning/direction and development of annual marketing and/or advertising plans; brand building/tactical campaigns and design/production of advertising/marketing communications material.

Non-Responsive Information

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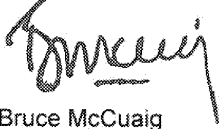
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Non-Responsive Information

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce McCuaig", written over a horizontal line.

Bruce McCuaig
President and Chief Executive Officer

- c. Judy Pfeifer, Vice President - Strategic Communications, Metrolinx

Non-Responsive Information

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