
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 6/6/2012 4:29:00 PM
To: Trina [Melatti]; Suzanne [Mackey]; Stephanie [Davies]; Robert [Musa]; Malcolm [Taylor]; John [Forestieri]; Laura-Gaye [Moats]
Subject: RE: Clarkson Station Follow-Up
Attachments: Clarkson Key Messages_May 17.doc

Hi everyone,

We have developed a communications plan in support of the construction at Clarkson. That communications contained key messages that were intended to be used in all external facing documents. The key messages are appended for information.

The intent of key messages is to have one voice, repeat the same message, over and over again. The key messages were to be reflected in the communication to reserved parking folks, reflected in the construction notice etc.

Furthermore the intent of key messages it to write it once and "regift" as many times as possible.

So I am happy to see more specific customer communication re Clarkson; however here is my concern. The document as written does not contained our key messages.

For example, I am unclear about the purpose of the "building our future" section. Is this the standard message we use on all of our communications? I would have thought the focus would be on explaining why Clarkson is under development.

There is also a section about "keeping you in the know". This section should reflect the key messages as developed. I am not sure we have alignment.

Finally, we have a construction notice that contains key messages. I would like the parking message to also contain key messages.

Happy to discuss with folks. Not sure what the process is going forward.

Judy

From: Trina Melatti
Sent: Wednesday, June 06, 2012 11:44 AM
To: Suzanne Mackey; Stephanie Davies; Robert Musa; Malcolm Taylor; John Forestieri; Laura-Gaye Moats
Cc: William Jenkins; Paula Edwards; Nancy Ortenburg; Karen Stevenson; Judy Pfeifer
Subject: RE: Clarkson Station Follow-Up

Hi All,

I've flagged this with my VP and she is reviewing. Please do not move to develop or distribute until we've had a chance to discuss.

Thanks,
Trina

From: Suzanne Mackey
Sent: Wednesday, June 06, 2012 6:35 AM
To: Stephanie Davies; Trina Melatti; Robert Musa; Malcolm Taylor; John Forestieri; Laura-Gaye Moats
Cc: William Jenkins; Paula Edwards; Nancy Ortenburg; Karen Stevenson
Subject: Fw: Clarkson Station Follow-Up

Please see the attached suggestions and action plans. This targeted approach brings us so much closer to customer compliance than the general messaging we have now. This gives the customer the type of information that pertains to them directly giving them the information they need to make the best decision for them. In turn, re leaving some of the parking pressures we are about to feel. As well, taking some pressure off the call ctr and the SA.

Trina, can we have these communication plans executed asap.

John, can we have signing done so we can start educating customers as early as next week?

Laura-Gaye, the attached material will be very helpful for your people when dealing with the frustration of the Clarkson situation.

Robert will set up conf call to discuss these suggestions and create an action plan for execution. In the mean time, please review and respond with comments. We need to move on this right away. Thanks

Thank you Nancy for your help with this.

From: Nancy Ortenburg
Sent: Tuesday, June 05, 2012 10:33 PM
To: Suzanne Mackey
Cc: Antoine Belaieff; Leslie Woo
Subject: Clarkson Station Follow-Up

Hi Suzanne,

It was great to meet with you and your staff today. It is evident from the discussions that our customers are ripe to be frustrated with the impending closure of close to 600 spots and the main access route out of the south side of the station being cut off from personal vehicles to provide a secure route for construction vehicles. The problem we identified is adding up various mitigation strategies that would accommodate at least 500, knowing that some will just drive, others will find another means.

Further to our conversation I'll summarize our most feasible ideas below and a file attached has most of the work done that we discussed.

Ideas:

1. **Expand the Carpool to GO lot from the current 28 spots to 50** to accommodate the increased advertising of the program. Smart Commute staff will monitor the applications and keep station ops advised. The actual signage developed for the spots is outsourced; I offered to touch base with my colleagues in SmartCommute to make arrangements for more signs to be printed and the coordination of the assignment of spots to be discussed with Suzanne and her team. Rebekkah is away on holidays this week, but has a back-up.

Accommodation count: 80 people

2. **Quick Win idea: Divert customer base from north to the Lisgar and Meadowvale stations.** Based on the data from the Rail Passenger Survey that was just released, there are approximately 325 individuals who live north of the 403 that drive down to Clarkson. By putting up some large 4x8 signs...or sandwich boards if locates can not be done in time, we can hopefully divert a large number of individuals north to the Milton line stations.

Accommodation count: 125 people (tally 205)

3. **Customer Segmentation Communications:** Based on the numbers from the Rail Passenger Survey, there are approximately 1,400 people that live in neighbourhoods with excellent transit options. At this point, we have no idea how many of those are already using active transportation modes. Further to my presentation of the cross-analysis between the Rail Passenger Survey customer origin maps and the services provided by MiWay and Oakville Transit, we discussed that one solution does not fit all. A number of possible remedies for a lack of parking spots included:

- carpool
- walk
- cycle
- take public transit
- Kiss and Ride

Clearly for those commuters who live in neighbourhoods 5km away that are separated by busy arterial roads, these folks do not want to hear messaging about cycling or walking. In the attached PDF, I went through and analyzed the level of service and the options for customers for their own neighbourhood and transposed the route schedules from the MiWay and Oakville Transit websites against the train meets. This was an interesting exercise to show the customer experience that choices are limited because buses can not meet all train departures.

To make it easier for customers, I have listed key bus stops in their neighbourhood, the arrival time of the bus, the departure time of the train and the arrival time at Union. I completed the inbound trips, but have not completed all of the back pages with the return home trips. These should all be verified with our transit partners as well.

I have designed them so that they could be 3-folded and the facing pages clearly show the neighbourhood names and/or a map of their home. The dimensions conform to Canada Post standard bulk mail dimensions which will keep costs down and enable them to be delivered.

I recommend that once the designs are finalized (could conceivably be done this week) that they be printed and sent via Canada Post by Wednesday of next week to the targeted postal walks.

Another delivery should be done 7-10 later, just in case the first notices were lost or inadvertently tossed.

I did not design mail deliveries for the neighbourhoods immediately surrounding the station as most of these residents are within 1 km and comments from staff within PPI who live in this neighbourhood tell me that most of the people living there walk already.

Each of the neighbourhood names have been clearly printed on them so that Call Centre Staff and Station Attendants can give customers specific information to help solve their problems. This will ensure that the flow of information is EASY and consistent.

Accommodation count: 225 people (tally 430)

4. Shuttles

There are four neighbourhoods (I've referred to them as 1&2 and 3&4 based on the maps that we reviewed today) that have no direct transit service (would require a transfer at Sheridan Centre) and each have almost 400 customers in them (total of 800). These folks have almost no options but to drive somewhere. They are on the "outskirts" of going to Lisgar or Meadowvale (10+ km drive) and so will most likely be stuck. There is some possibility here to create a dedicated express shuttle service, but this would require a bit more analysis and exploring the possibility of contracting out the provision to either MiWay or another provider.

Accommodation count: 125 people (tally 555)

I believe that the tallies are realistic and elastic as the shuttles and transit services will be able to accommodate more than is hoped. With this mix of mitigation strategies, I think that we can provide enough options for people to avoid illegal parking, towing and all around frustration.

I will await direction from you as to how you would like us to proceed. Perhaps we can work with someone to verify the communications and get some graphics support for the maps (I only have Publisher at home and no ability to clip the maps or graphics, so they aren't very pretty!) I pulled this together in about 5 hours, so it shouldn't take long for someone who is more skilled than I!

One last thought: to make it very easy for customers, we should ensure that the folks who will be bearing the brunt of the frustration, e.g. Call Centre staff, station attendants, staff on site....etc...all have extensive training in the options for people based on where they are coming from. Once we have materials developed I'd be happy to help in a coaching session so that everyone representing GO is able to confidently give the same level of assistance to customers.

Cheers,
Nancy