
From: Gary McNeil [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=GARYM]
Sent: 6/21/2012 1:53:26 PM
To: Mary Proc [Mary.Proc@metrolinx.com]; Vasie Papadopoulos [Vasie.Papadopoulos@metrolinx.com]; Daniel Haufschild [Daniel.Haufschild@metrolinx.com]
CC: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: Re: Barrie media buy

Service time is more focussed on serving Toronto.

----- Original Message -----

From: Mary Proc
Sent: Thursday, June 21, 2012 10:46 AM
To: Vasie Papadopoulos; Daniel Haufschild
Cc: Judy Pfeifer; Gary McNeil
Subject: Barrie media buy

Vasie: Our media coverage for this service has been focussed on the northern communities using GO to travel downtown.

What about the reverse? Is there any media outreach, either by us, or Barrie to publicize that GTHA residents can use weekend Barrie service to travel north?

Daniel: Is Barrie transit organizing train-meets, for example, to take people to Molsons Park, Kempendfelt Bay, the beach on Lake Simcoe? Anywhere else? And to bring them back?

Vasie: If so, how is this being publicized?

Thnx.