
From: Daniel Haufschild [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DANIEL.HAUFSCILD]
Sent: 6/21/2012 3:08:47 PM
To: Mary Proc [mary.proc@metrolinx.com]; Vasie Papadopoulos [vasie.papadopoulos@metrolinx.com]
CC: Judy Pfeifer [judy.pfeifer@metrolinx.com]; Gary McNeil [gary.mcneil@gotransit.com]
Subject: Re: Barrie media buy

It was purposely focused on core corridor as a step to two way all day as the service to Barrie is not great.

We did try to do a tie-in to kempenfest in terms of package deals but the organizers had trouble getting take up with hotels

Barrie is running their regular service to stations

----- 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.