

ART TRAIN PROJECT

Situation:

Starting June 26, 2012, one GO Train coach wrapped in the artwork of two local artists – Jennifer Marman and Daniel Borins – will circulate on the GO Train network for five months. Commissioned by arts organization No.9, the goal of the Art Train project is to bring awareness to the issues of mobility and to promote public transportation in the Greater Toronto and Hamilton Area.

A smartphone app created by PhD students at the University of Toronto, tetAtet, will accompany the Art Train project as an online public forum to discuss public transit issues. The Art Train coach will operate as part of the GO Train fleet on a rotational basis on all GO corridors from Wednesday, June 27 to Saturday, December 1.

Q's and A's:

Q. How much is the Art Train project costing GO Transit?

- A. Costs to GO Transit for the Art Train initiative are just over \$25,000, the majority of which is the exterior train wrap. The cost of the train wrap is absorbed by GO Transit's Rail Operations budget.

GO Transit also provided in-kind advertising space for the "Michelangelo" ads inside the Art Train, and ad decals on the ceiling on the lower level of the Art Train coach.

If pressed:

The cost of the train wrap is \$23,165. GO also helped No. 9 with \$2500 towards the cost of a PR firm, Rock-It Promotions, used to promote the Art Train project.

Q. Why is GO Transit focusing on art, rather than on-time performance? Didn't you recently have a number of significant delays?

- A. GO Transit is committed to customer service. We want our customers to be satisfied. We want them to have an enjoyable and comfortable travel experience with GO Transit.

As part of our Passenger Charter, we've promised our customers that we will do our best to be on time. Currently, our on-time performance for our trains is 95% and only 1% of our trains are delayed.

Q. Why wrap just one GO Transit coach in artwork? Isn't that a waste of money and resources?

- A. The goal of the Art Train is to bring awareness to the issues of mobility and to promote public transportation in the Greater Toronto and Hamilton Area. We want the Art Train to be used as a forum for transit riders to engage in a broad conversation about sustainable transportation solutions.

The Art Train will be accompanied by the smartphone app, tetAtet, which can be accessed by QR codes inside the train coach. These QR codes will be readable by the tetAtet app and will link to statements and videos about transit issues.

GO Transit is pleased to partner with No. 9 to promote public transit and sustainable transportation solutions in this unique and creative way. We hope our passengers enjoy both the artwork and the discussion around transportation issues.

Q. Did GO Transit pay the artists for their artwork?

A. No. Arts organization No.9 commissioned the artwork for the Art Train.

The only costs GO Transit incurred for the Art Train project was for the train wrap, which was absorbed by the Rail Operations budget.

Q. How much does the tetAtet app cost to download?

A. The app is available for iPhone and Android, and is free for download at arttrain.no9.ca.

Q. Who created the tetAtet smartphone app?

A. The tetAtet app was created in consultation with a group of PhD students at the University of Toronto in the department of Information Technology.

Q. Were the University of Toronto PhD students paid for developing the tetAtet app? How much did it cost to develop the app?

A. Jennifer Marman and Daniel Borins collaborated with University of Toronto PhD students in the department of Information Technology to develop the digital programming for the app.

Q. On which train lines will the Art Train run?

A. The Art Train coach will operate as part of the GO Train fleet on a rotational basis on all GO corridors from Wednesday, June 27 to Saturday, December 1.