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**From:** Kim Hopps [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=KIMBERLEY.HOPPS]  
**Sent:** 6/27/2012 10:42:44 PM  
**To:** Judy Pfeifer [judy.pfeifer@metrolinux.com]  
**Subject:** Re: PRESTO card uptake among students this fall

Judy - Will do. First chance will be Friday pm. Have copied Steve on this note so he has early heads-up that I will be approaching him on this issue.

Fyi - Steve is out tomorrow for good part of the day; I am in Mississauga at office/offsite tomorrow and at 20 Bay on ERM training until 3:30 on Fri. Available byBB as much as possible.

Kim

**From:** Judy Pfeifer  
**Sent:** Wednesday, June 27, 2012 06:31 PM  
**To:** Kim Hopps  
**Subject:** FW: PRESTO card uptake among students this fall

Can you discuss this with Steve please.

**From:** Mary Proc  
**Sent:** Wednesday, June 27, 2012 5:36 PM  
**To:** Judy Pfeifer  
**Cc:** Gary McNeil; Steve Zucker  
**Subject:** RE: PRESTO card uptake among students this fall

Probably both.

Someone has to actually sell the PRESTO card—that would be GO staff. But PRESTO-back-to-school is a worthy marketing campaign.

**From:** Judy Pfeifer  
**Sent:** Wednesday, June 27, 2012 5:30 PM  
**To:** Mary Proc  
**Cc:** Gary McNeil; Steve Zucker  
**Subject:** RE: PRESTO card uptake among students this fall

Mary,

PRESTO back to school seems to me to be a core marketing opportunity for Presto (as opposed to GO as a provider). Does that make sense in terms of next steps.

I believe there is a huge opportunity here.

Judy

**From:** Mary Proc  
**Sent:** Wednesday, June 27, 2012 5:25 PM  
**To:** William Jenkins; Nancy Pogue  
**Cc:** Judy Pfeifer; Vasie Papadopoulos; Jessica Kosmack; Gary McNeil; Steve Zucker  
**Subject:** RE: PRESTO card uptake among students this fall

Fantastic. What do we need to make this happen? Cooperation from Frances & her team? Does Stations order these??

Regards...M

**From:** William Jenkins  
**Sent:** Wednesday, June 27, 2012 5:22 PM  
**To:** Nancy Pogue; Mary Proc  
**Cc:** Judy Pfeifer; Vasie Papadopoulos; Jessica Kosmack  
**Subject:** Re: PRESTO card uptake among students this fall

Hi Mary & Nancy

We are proposing PRESTO supply GO with a "PRESTO" card that is pre-initialized and has a pre-set student concession. This would eliminate the need for the student to wait 24 hours (after initialized when purchased) before being able to register their card on-line and then have to return to a location with an SPOS to set the concession. If this happens it will be very positive.

We want a one stop solution.

Thanks  
Bill

**From:** Nancy Pogue  
**Sent:** Wednesday, June 27, 2012 05:10 PM  
**To:** Mary Proc; William Jenkins  
**Cc:** Judy Pfeifer; Vasie Papadopoulos; Jessica Kosmack  
**Subject:** Re: PRESTO card uptake among students this fall

Hi.

There are certain locations that do provide us with the opportunity at back-to-school time such as McMaster and York and we do set-up a booth to promote GO and provide info. We will definitely be promoting PRESTO as part of that and include PRESTO in any other outreach we do. Will be happy to consult with Bill as we develop the plan and work with his team. We usually do a back-to-school blitz in mid-late August\early September, during frosh weeks etc. We had a booth at an event in the spring at an annual event at York U with GO and PRESTO info. That event is very much geared to students and their parents.

Nancy

**From:** Mary Proc  
**Sent:** Wednesday, June 27, 2012 04:45 PM  
**To:** Nancy Pogue; William Jenkins

**Cc:** Judy Pfeifer

**Subject:** PRESTO card uptake among students this fall

Bill & Nancy: From our segmentation work, we know that students are favourably predisposed to PRESTO.

Do we have an on-campus presence in September at any of the larger campuses? Any chance we could have a PRESTO table there? Or Cash N Dash?

Anything else we can do to market PRESTO to this important segment? Have a presence on the home page of the universities under "transportation"? market PRESTO in student newspapers? How could we reach the parents of students?

Your thoughts?

Thanks...M