
From: Kim Hopps [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=KIMBERLEY.HOPPS]
Sent: 6/27/2012 11:02:38 PM
To: Brent McIntosh [brent.mcintosh@prestocard.ca]
Subject: Re: PRESTO card uptake among students this fall

Sounds good. If I see Steve on this at our offices, I'll have you sit in with me. Yes? (He may grab me to chat at 20 Bay St on Fri but otherwise we can speak when we are all at 130 Adelaide, ok?)

How about I give you a call tomorrow when I get back home from my meeting at our Mississauga office. Hope to be available from 2 pm (or before). I'll email you when I am free tomorrow, ok? Does that work?

Kim

From: Brent McIntosh
Sent: Wednesday, June 27, 2012 06:58 PM
To: Kim Hopps
Subject: Re: PRESTO card uptake among students this fall

Cool. Let's chat quickly before you meet with Steve and I can tell you about the technical limitations that we'll have to find a way to work around.

B

From: Kim Hopps
Sent: Wednesday, June 27, 2012 06:57 PM
To: Brent McIntosh
Cc: Ryan Bissonnette
Subject: Re: PRESTO card uptake among students this fall

Excellent. We'll talk to Steve and seek his support. Thanks, Brent!

Kim

From: Brent McIntosh
Sent: Wednesday, June 27, 2012 06:52 PM
To: Kim Hopps
Cc: Ryan Bissonnette
Subject: Re: PRESTO card uptake among students this fall

I'd be happy to lead this project. If we can make it work could be a great success.

B

From: Kim Hopps
Sent: Wednesday, June 27, 2012 06:51 PM
To: Brent McIntosh
Cc: Ryan Bissonnette
Subject: Re: PRESTO card uptake among students this fall

Yay! I hoped this would sound good to you. As you said, worth discussing further.

Kim

From: Brent McIntosh
Sent: Wednesday, June 27, 2012 06:48 PM
To: Kim Hopps
Cc: Ryan Bissonnette
Subject: Re: PRESTO card uptake among students this fall

Its a great idea. Some technical limitations, but definitely worth a discussion.

Brent

From: Kim Hopps
Sent: Wednesday, June 27, 2012 06:45 PM
To: Brent McIntosh
Cc: Ryan Bissonnette
Subject: Fw: PRESTO card uptake among students this fall

Hi Brent - please see full thread below. Thoughts? I hope to ask Steve his views on Fri pm.

Hi Ryan - keeping you looped in ...

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