
From: Mary Proc [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=MARY.PROC]
Sent: 7/5/2012 12:55:28 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; William Jenkins [William.Jenkins@gotransit.com]
CC: Marilyn Hood [Marilyn.Hood@metrolinx.com]; Paula Edwards [Paula.Edwards@metrolinx.com]
Subject: RE: Barrie line weekend Service: Display Boards

Great, thanks.

The model should be the communications plan for the Art Train. I was extremely impressed with the level of awareness & number of positive media impressions created through that comm plan.

Regards...Mary

From: Judy Pfeifer
Sent: Wednesday, July 04, 2012 8:13 PM
To: Mary Proc; William Jenkins
Cc: Marilyn Hood; Paula Edwards
Subject: Re: Barrie line weekend Service: Display Boards

Mary

I have asked Jessica to provide Marilyn and myself with the comms plan, to advise us the results of the plans to date and what comms actions they recommend. I hope to have this tomorrow.

Judy

sent from judy's bb

From: Mary Proc
Sent: Wednesday, July 04, 2012 07:45 PM
To: William Jenkins
Cc: Judy Pfeifer; Marilyn Hood; Paula Edwards
Subject: Re: Barrie line weekend Service: Display Boards

Terrific idea. Should we also add "5 trains daily on Sat + Sun" ?

We'll also need strat comm's help in reaching out to non-GO riders.

Thanks for your innovation in doing this.

From: William Jenkins
Sent: Wednesday, July 04, 2012 03:24 PM
To: Mary Proc
Subject: Barrie line weekend Service: Display Boards

Hi Mary

Fyi .. I requested Stan to do this & approved message. We can change the message but I felt we needed to do something

to create awareness.

Thanks

Bill

From: Phil Pengelly

Sent: Wednesday, July 04, 2012 02:49 PM

To: John Wilkins; Melissa Simpson; Jilan McDougall; Jeff Beaudrow; Kimberly Laurin; Chooi-May Nardi; Joao Malheiro; Patty Mirentzi; Shueyb Raja; Cinzia Papasodaro; FLE

Cc: Stan Yee; Robin Owens; Cortez Hoyte; StnOpsEast Supervisors; William Jenkins

Subject: Display Boards

To All,

Please be advised over the next day or two you will notice electronic display boards similar to the one pictured below have been installed near the entrance to some of the stations along the Barrie Corridor.

These signs will be advertising the weekend service, the message will read .

WEEKEND

GO TRAINS

NOW



Thanks

Phil Pengelly

Business Quality and Compliance Officer,

Station Operations, East Region

GO Transit, A Division of METROLINX | 81 Middlefield Road, Scarborough, Ontario M1S 5A9

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