
From: William Jenkins [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=BILLJ]
Sent: 7/5/2012 4:45:56 PM
To: Mary Proc [mary.proc@metrolinx.com]; Judy Pfeifer [judy.pfeifer@metrolinx.com]
CC: Marilyn Hood [marilyn.hood@metrolinx.com]; Paula Edwards [paula.edwards@metrolinx.com]; Jessica Kosmack [jessica.kosmack@metrolinx.com]; Stan Yee [stan.yee@gotransit.com]
Subject: RE: Barrie line weekend Service: Display Boards

Stan is working on it ..

From: Mary Proc
Sent: Thursday, July 05, 2012 9:17 AM
To: Judy Pfeifer; William Jenkins
Cc: Marilyn Hood; Paula Edwards; Jessica Kosmack
Subject: RE: Barrie line weekend Service: Display Boards

Bill: Could these be placed at the road entrances to the GO rail stations – so that passing traffic can see them as well as customers turning into the station (for example on Macnaughton or Major Mackenzie or Keele streets). (“5 GO Trains daily Sat & Sun”.)

Ridership from Barrie seems to be fine at around 600 px. It’s the service south of Barrie where ridership is only 25% of what was targeted, and there is very low public awareness of this new weekend train service.

Thanks...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
☎: Office(416) 412-7916 ext. 2831 , Cell 416-677-5301 | ✉: phil.pengelly@gotransit.com