
From: Stephanie Trendocher [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEPHANIE.TRENDOCHER]
Sent: 7/10/2012 7:03:39 PM
To: Dan O'Donohue [Dan.ODonohue@gotransit.com]; Sam Santarsia [sam.santarsia@gotransit.com]
CC: Dina Graser [Dina.Graser@metrolinx.com]
Subject: RE: Art Coach cycling

Hi Dan,

Just wanted to follow up on this change we'd like to request in the cycling schedule as well. Is this something that can be accommodated? We want to ensure we are reaching some of our rush hour customers when it returns to Lakeshore.

Thanks,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Stephanie Trendocher
Sent: Wednesday, June 27, 2012 12:01 PM
To: Dan O'Donohue; Sam Santarsia
Subject: RE: Art Coach cycling

Hi Dan,

Thanks for putting this together. As we announced yesterday to the media that it will be covering the whole GO system, I just want to look again at the second time it returns to Lakeshore between Aug 20 – Sept 15. Could we move the coach to an L12 Hamilton cycle for this period of time? We are flexible on the position of the coach on this consist.

Let me know, thanks.

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Dan O'Donohue
Sent: Tuesday, June 26, 2012 8:42 AM
To: Stephanie Trendocher; Sam Santarsia
Cc: Nancy Pogue
Subject: RE: Art Coach cycling

The coach will be attached to long hauls on the Lakeshore for 4 days and 3 days on split to allow for cleaning and maintenance.

Dan

From: Stephanie Trendocher
Sent: Tuesday, June 26, 2012 8:10 AM
To: Dan O'Donohue; Sam Santarsia

Cc: Nancy Pogue
Subject: RE: Art Coach cycling

Hi Dan,

Can you please send the final cycling schedule by 9am? We are launching at 10am and I need to share the cycle the train will be on with the docents and CSAs so they know which trains the art coach will be on.

Thanks

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Stephanie Trendoscher
Sent: Monday, June 25, 2012 9:20 AM
To: Dan O'Donohue; Sam Santarsia
Subject: RE: Art Coach cycling

Hi Dan,

I leave it to your expertise to give it the maximum exposure while on the Lakeshore line. Will you be able to send the final schedule today so I can share with the team and docents?

Thanks again,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Dan O'Donohue
Sent: Monday, June 25, 2012 9:06 AM
To: Stephanie Trendoscher; Sam Santarsia
Subject: RE: Art Coach cycling

From Willowbrook we have three(3) cycle

One cycle is a split cycle to allow to maintenance of the equipment,

Two other cycles are out all day on the Lakeshore corridor

From: Stephanie Trendoscher
Sent: Monday, June 25, 2012 8:52 AM
To: Dan O'Donohue; Sam Santarsia
Subject: RE: Art Coach cycling

Hi Dan,

Just to confirm I understand correctly, to keep it on the L10, which is the easiest, it can only operate on the one cycle on Lakeshore?

Thanks,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Dan O'Donohue
Sent: Monday, June 25, 2012 8:44 AM
To: Stephanie Trendoscher; Sam Santarsia
Subject: RE: Art Coach cycling

We only have three cycles that match up to provide the maximum Lakeshore exposure.
The other cycle are matched to other corridors and the fuelling of the consist cycle.

The Hamilton Cycle consists are L12 , the Art coach is attached to an L10 consist.

To move the Art coach to a Hamilton Cycle will require the consist to return to Willowbrook, pulled apart, coach moved and restore.

Please advise

From: Stephanie Trendoscher
Sent: Friday, June 22, 2012 9:37 AM
To: Sam Santarsia
Cc: Dan O'Donohue
Subject: RE: Art Coach cycling

Hi Sam,

A couple questions, and sorry to be of any trouble.

On Friday June 29 and Tuesday July 3 during our big launch, the Art coach is only on two runs these days. Is it possible to get these on any of the Hamilton express trains or on a different cycle to get more engagement between the art docents we have hired and the customers?

I was also wondering from July 9 – 28 while it is on the Lakeshore line, if it could be on a different cycle and when it returns to the Lakeshore line August 20 – Sept 15 if it could be on a different cycle. I'm only asking because I worry about it losing its impact if the same people are seeing it over and over.

Let me know if this is too much trouble.

Thanks,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator

416.869.3600 ext. 5648

From: Sam Santarsia
Sent: Thursday, June 21, 2012 4:17 PM
To: Stephanie Trendocher
Subject: FW: Art Coach cycling

Stephanie,

Please do not distribute or share this information until finalized. The coach cycling pattern is outlined.

Dan should have something finalized shortly.

Sam Santarsia |
Manager, Rail Operations
GO Transit, A Division of METROLINX

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From: Dan O'Donohue
Sent: Thursday, June 21, 2012 11:21 AM
To: Felix Munoz-Garcia; chris.johnston@ca.transport.bombardier.com
Cc: Craig Baigent; Doug Smith; Remi Landry; Sam Santarsia
Subject: Art Coach cycling

Chris and Felix

Please review the attachment cycling of the Art Coach and advise of errors

Thank you

Dan O'