
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 7/23/2012 10:12:32 PM
To: Marilyn.Hood@metrolinx.com [marilyn.hood@metrolinx.com]
Subject: Re: GO Ride Free Day - Barrie

It is an operational decision. We need to give heads up. Let's talk tomorrow about how to do this.

sent from judy's bb

From: Marilyn Hood
Sent: Monday, July 23, 2012 05:40 PM
To: Judy Pfeifer
Subject: Re: GO Ride Free Day - Barrie

Nancy did the plan; I'll share your comments with her. We need MTO to give the blessing for this. Do you want to call Mark?

:: sent via blackberry

From: Judy Pfeifer
Sent: Monday, July 23, 2012 05:29 PM
To: Marilyn Hood
Subject: RE: GO Ride Free Day - Barrie

I would concur with Mary's comments. Could you pass them onto Stephanie please.

The main attraction should be for families, and yet I don't see this target audience identified in the attached plan. An printable e-poster should also be mailed to the Vaughan public libraries (all 6 branches) and community centres. We need to reach people OUTSIDE the traditional commuter base to get the ridership we need to continue the service.

From: Marilyn Hood
Sent: Monday, July 23, 2012 11:14 AM
To: Judy Pfeifer
Subject: Fw: GO Ride Free Day - Barrie

Here is the one-pager on the free ride if you want to share it with Bruce. We need to get a go or no go on this asap. Dina talked to MONTH last week and they were fine with it. It was an agenda item for last Friday's mtg with MTO but mtg was cancelled so we still need to get their okay on it. Do you want to talk to Mark about it or shall I?

:: sent via blackberry

From: Stephanie Trendocher
Sent: Monday, July 23, 2012 11:05 AM
To: Marilyn Hood
Cc: Nancy Pogue
Subject: RE: GO Ride Free Day - Barrie

Here you go.

From: Marilyn Hood
Sent: Monday, July 23, 2012 11:04 AM
To: Stephanie Trendocher
Cc: Nancy Pogue
Subject: RE: GO Ride Free Day - Barrie

Could one of you please forward the event overview?

From: Stephanie Trendocher
Sent: Monday, July 23, 2012 11:02 AM
To: Marilyn Hood
Cc: Nancy Pogue
Subject: RE: GO Ride Free Day - Barrie

Hi Marilyn,

I just wanted to check on the status of the Barrie Ride Free Day with MTO to see if it was approved. If so, we'll begin working out the logistics.

Thanks,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Stephanie Trendocher
Sent: Wednesday, July 18, 2012 11:29 AM
To: Marilyn Hood
Subject: RE: GO Ride Free Day - Barrie

That's right. Thanks.

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Marilyn Hood
Sent: Tuesday, July 17, 2012 4:53 PM
To: Stephanie Trendocher
Subject: Re: GO Ride Free Day - Barrie

Thanks. Is that the operational costs only?

From: Stephanie Trendocher
Sent: Tuesday, July 17, 2012 04:20 PM
To: Marilyn Hood
Subject: RE: GO Ride Free Day - Barrie

Hi Marilyn,

Based on our communications plan the total cost of putting on the Barrie summer service is \$250,000. Which breaking it down would be \$10,000 for that day we are offering free rides. However, with Daniel's response below, I leave it to you to decide whether it should be included for MTO's information.

Thanks,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Daniel Haufschild
Sent: Monday, July 16, 2012 4:10 PM
To: Stephanie Trendocher; Mary Proc
Cc: Judy Pfeifer; Greg Percy; Nancy Pogue; Marilyn Hood
Subject: RE: GO Ride Free Day - Barrie

Stephanie,

We are already running the service so it is a sunk cost, not sure I see the point of providing a number.

Ridership is not meeting our target of about 250 average per train, and this event is intended to give the service a marketing push.

Our hope would be to hit our target, so perhaps go with 250.

Daniel

From: Stephanie Trendocher
Sent: Monday, July 16, 2012 4:03 PM
To: Mary Proc; Daniel Haufschild
Cc: Judy Pfeifer; Greg Percy; Nancy Pogue; Marilyn Hood
Subject: RE: GO Ride Free Day - Barrie

Hi Mary, Daniel,

As part of the event scenario memo for MTO approval, I have been asked to include the projected ridership numbers, and the associated cost of operations for this event day. Please advise if we have this information.

Thank you,

STEPHANIE TRENDOSCHER

Advertising & Promotions Coordinator

416.869.3600 ext. 5648

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**From:** Nancy Pogue

**Sent:** Friday, July 13, 2012 5:21 PM

**To:** Jessica Kosmack; Anne Marie Aikins; Caroline Busbridge; Stephanie Trendoscher; Virve Aljas; Melissa Crowther; Ann Power; Sarah Roger; Andrea Gusen; Tom Aylward-Nally; Zdenka Jasura; Nicholas Kazakoff; Erica Hawkshaw; Jennifer Allore; Sheena Malhotra; Debbie Dias; Vanessa Thomas

**Cc:** Marilyn Hood; Judy Pfeifer; Dina Graser

**Subject:** UPDATE - Results: Brainstorming: Barrie Weekend Service & NOTL shuttle service

Hello everyone.

Thanks for all of your ideas and effort in terms of brainstorming ways to increase awareness and ridership on the Barrie weekend train service.

It has been determined at the Executive level that we should proceed with planning a *"free ride on the Barrie line day"* for Sunday, August 5th and will now proceed with mapping that out.

As it is believed this event will generate the most buzz and results, some of the other ideas that were suggested do not need to be pursued further at this time. I have crossed those items off the list further below.

As I am away on vacation next week (yahoo), Stephanie Trendoscher will be the contact for this until I return.

Thanks everyone and see you in a week.

Nancy