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**From:** Andrea Gusen [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ANDREAG]  
**Sent:** 7/23/2012 6:10:05 PM  
**To:** Dina Graser [Dina.Graser@metrolinx.com]; Kathryn Smyth [ksmyth@king.ca]  
**Subject:** RE: Weekend GO Train Service  
**Attachments:** GO Barrie Metro Ad.pdf

Hi Kathryn,

Here is the ad.

Thanks very much,

Andrea Gusen  
Stakeholder Relations  
Metrolinx  
20 Bay St., suite 600  
Toronto, ON M5J 2W3  
Ph: (416) 869-3600 ext. 5322  
F: (416) 869-1738

-----Original Message-----

From: Dina Graser  
Sent: Monday, July 23, 2012 10:12 AM  
To: Kathryn Smyth  
Cc: Andrea Gusen  
Subject: RE: Weekend GO Train Service

That's great Kathryn, thanks. Andrea, could you please send Kathryn an ad for her use?

Much appreciated,

Dina Graser  
Director, Community and Stakeholder Relations Metrolinx  
416-874-5950  
dina.graser@metrolinx.com

-----Original Message-----

From: Kathryn Smyth [mailto:ksmyth@king.ca]  
Sent: July 23, 2012 9:40 AM  
To: Dina Graser  
Subject: FW: Weekend GO Train Service

Good morning Dina,

Please see below, request to promote the weekend service in King. If you have an advertisement we could use, we will post accordingly.

Thank you,  
Kathryn

Kathryn Smyth  
Clerk  
Township of King  
905-833-4018

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-----Original Message-----

From: Steve Pellegrini  
Sent: Friday, July 20, 2012 9:14 AM  
To: Kathryn Smyth; Chris Fasciano  
Subject: Fw: Weekend GO Train Service

Morning, please put a notice on the web and our Township page in the paper, Thanks Steve

----- Original Message -----

From: Gary McNeil [mailto:Gary.McNeil@gotransit.com]

Sent: Friday, July 20, 2012 07:50 AM

To: 'gdawe@e-aurora.ca' <gdawe@e-aurora.ca>; 'JLehman@barrie.ca' <JLehman@barrie.ca>;  
'dwhite@townofbwg.com' <dwhite@townofbwg.com>; 'vhackson@eastgwillimbury.ca'  
<vhackson@eastgwillimbury.ca>; Steve Pellegrini; 'mayor@newmarket.ca' <mayor@newmarket.ca>;  
'maurizio.bevilacqua@vaughan.ca' <maurizio.bevilacqua@vaughan.ca>; 'bbaguley@innisfil.ca'  
<bbaguley@innisfil.ca>; 'bill.fisch@york.ca' <bill.fisch@york.ca>

Cc: Dina Graser <Dina.Graser@metrolinx.com>; Bruce McCuaig <Bruce.McCuaig@metrolinx.com>

Subject: Weekend GO Train Service

Your assistance in getting this information out to your community is appreciated.

This summer, we started a trial weekend train service on the Barrie rail corridor. With stops in Barrie, Bradford, East Gwillimbury, Newmarket, Aurora, King City and Vaughan, we hoped to attract weekend ridership to this train service. Other than the Lakeshore rail corridor, this is the first corridor that we have operated weekend train service on, and we view it as one of the first steps to all day, two way service on the Barrie line.

Originally, we had forecast that we would carry, on average, about 250 customers per train trip. However, we are only carrying about 50 customers per train. With this low volume, it will be difficult to justify re-starting the service next summer.

Part of the reason for this low ridership is our perception that the local community is not aware of the service. Although we had advertisements in local media, and announcements on train and radio, the message may not have reached our non-traditional commuter market.

It is the Mayor's or Chair's Office that typically has the most success in getting word out to the local community, through the local media. Therefore, your assistance may now be critical if we want this pilot project to be a success.

If possible, we would like to work with you to coordinate announcements related to this service. If you are interested, please contact Dina Graser at [dina.graser@metrolinx.com](mailto:dina.graser@metrolinx.com)

If there is any assistance that we can provide to your office, we will make it happen. I thank you in advance.

Gary McNeil, President  
GO Transit  
a division of Metrolinx