
From: Andrea Gusen [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ANDREAG]
Sent: 7/24/2012 4:37:45 PM
To: Dina Graser [Dina.Graser@metrolinx.com]; Denham, Natasha [ndenham@eastwillimbury.ca]
CC: Marilyn Hood [Marilyn.Hood@metrolinx.com]; Nancy Pogue [Nancy.Pogue@metrolinx.com]; Anne Marie Aikins [AnneMarie.Aikins@metrolinx.com]
Subject: RE: Weekend GO Train Service
Attachments: GO Barrie Metro Ad.pdf

Hello Natasha,

Please find the ad attached, as well as a link to our news release below:

<http://www.newswire.ca/en/story/972283/weekend-go-train-service-pilot-for-barrie-corridor-this-summer>

I hope these will be helpful for prepping those participating in tomorrow's event with messaging on this initiative.

Dina and I were speaking with Gina Casey just now and I was hoping to include her on this email, but I don't see her email address or phone number on the chain below. Natasha or Dina, can you please provide me with Gina's email address?

I am going to get the ball rolling from this end on a few logistical arrangements, such as engaging our Station Operations staff and blocking off some parking spaces for Mayors, staff and media tomorrow afternoon. Natasha, I will follow up soon with an on-site contact for you at the station tomorrow.

In the meantime, please feel free to get in touch with any questions or issues as they come up.

Thanks,

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

From: Dina Graser
Sent: Tuesday, July 24, 2012 11:50 AM
To: Denham, Natasha
Cc: Andrea Gusen; Marilyn Hood; Nancy Pogue; Anne Marie Aikins
Subject: RE: Weekend GO Train Service

Fantastic Natasha, thanks – just left you a message on your voicemail. Andrea will send you the ad and, further to Gina Casey's email of earlier today, will speak to you to ensure coordinated messaging for the photo op.

Thanks,

Dina Graser

From: Denham, Natasha [<mailto:ndenham@eastgwillimbury.ca>]

Sent: July 24, 2012 11:29 AM

To: Dina Graser

Subject: Weekend GO Train Service

Importance: High

Good Morning Dina,

I thought I would contact with regard to promoting this service to residents. Is there any way we can assist with this other than this photo opportunity with the local Mayors. Maybe through our Town page in The Era?

Do you have an advertisement or any form of communication that has been used that you could send to us? Please let me know how I can be of assistance.

Thanks,
Natasha

Natasha Denham
Corporate Strategy and Communications Coordinator
Town of East Gwillimbury
19000 Leslie Street, Sharon, Ontario L0G 1V0
Tel: 905 478 4282 Ext: 3781
ndenham@eastgwillimbury.ca

From: Casey, Gina **On Behalf Of** Hackson, Virginia

Sent: Friday, July 20, 2012 10:24 AM

To: 'gdawe@e-aurora.ca'; 'dwhite@townofbwg.com'; 'spellegrini@king.ca'; 'mayor@newmarket.ca'; 'rgrossi@town.georgina.on.ca'; 'mayor.emmerson@townofws.ca'

Cc: Hackson, Virginia; 'Betty Debartolo'; 'Tammi Roberts'; Noble, Pat; Casey, Gina

Subject: Important: Weekend GO Train Service

Importance: High

Following message is being sent on behalf of Mayor Hackson:

Good Morning,

Further to the email below from Mr. Gary McNeil, President, GO Transit, I am of the opinion that this situation requires our immediate action. The weekend service that has been implemented as a "pilot" program for our residents is a service we don't want to lose!

I am suggesting we get together for a photo opportunity on the GO train platform - this photo can then be run in our local papers with information and quotes from all of us regarding this weekend service and its importance to all of our communities. As I see this as an immediate need and would like to see this in papers before August 1st - I understand we may not be able to do this on a weekend. Therefore, we may need to get

together during the weekday service - it would be ideal to do this during train service times - either during the morning or evening service.

If you could all share your availability with my EA Gina Casey, we will then arrange a suitable time for all and will also arrange for the media to be on site.

Thank you in advance for your consideration and I look forward to hearing from you.

Gina Casey on behalf of

Mayor Virginia Hackson
Town of East Gwillimbury
19000 Leslie Street
Sharon, ON

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

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