
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 7/24/2012 2:44:00 PM
To: Judy [Pfeifer]; Andrea [Gusen]; Marilyn [Hood]; Anne Marie [Aikins]
Subject: FW: Important: Weekend GO Train Service
Importance: High

FYI. This is set up as a photo op but yes we should coordinate messaging. Marilyn, let's discuss.

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From: Casey, Gina [mailto:gcasey@eastgwillimbury.ca]
Sent: July 24, 2012 9:49 AM
To: Gary McNeil; Dina Graser
Cc: Casey, Gina; Hackson, Virginia
Subject: RE: Important: Weekend GO Train Service
Importance: High

Good Morning Mr. McNeil,

Further to your email (included below) I wish to update you on the next steps to be taken.

On Wednesday, July 25th, the following Mayors will be at the East Gwillimbury GO terminal for a media event. This will happen at approximately 5:13 when the northbound train is arriving.

On site will be:

Mayor Virginia Hackson, Town of East Gwillimbury
Mayor Geoffrey Dawe, Town of Aurora
Mayor Tony VanBynen, Town of Newmarket
Mayor Rob Grossi, Town of Georgina

If you wish to participate regarding the coordinated messaging, please let me know.

Gina

Gina Casey
Executive Assistant to Mayor & Council
Town of East Gwillimbury
19000 Leslie Street
Sharon, ON L0G 1V0
(905) 478-4282 ext 1276
gcasey@eastgwillimbury.ca

From: Casey, Gina
Sent: Monday, July 23, 2012 8:36 AM
To: 'Gary.McNeil@gotransit.com'
Subject: Important: Weekend GO Train Service

Good Morning Mr. McNeil,

On behalf of Mayor Hackson, Town of East Gwillimbury, I wish to acknowledge receipt of your email regarding the weekend GO train service on the Barrie Corridor.

Mayor Hackson certainly shares your concerns and recognizes the value this weekend service brings to our communities. Below is the email communication Mayor Hackson has sent to area Mayors to enlist their assistance with promoting this service in the local media.

We will keep you posted as we develop this initiative.

Sincerely,

On behalf of Mayor Hackson,

Gina

Gina Casey
Executive Assistant to Mayor & Council
Town of East Gwillimbury
19000 Leslie Street
Sharon, ON L0G 1V0
(905) 478-4282 ext 1276
gcasey@eastgwillimbury.ca

From: Casey, Gina [<mailto:gcasey@eastgwillimbury.ca>] **On Behalf Of** Hackson, Virginia
Sent: July 20, 2012 10:24 AM
To: Dawe, Geoff; 'dwhite@townofbwg.com'; 'spellegrini@king.ca'; 'mayor@newmarket.ca'; 'rgrossi@town.georgina.on.ca'; 'mayor.emmerson@townofws.ca'
Cc: Hackson, Virginia; De Bartolo, Betty; '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

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