
From: Erin Whitton [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ERIN.WHITTON]
Sent: 7/25/2012 4:19:14 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
CC: Trina Melatti [Trina.Melatti@metrolinx.com]; Anne Marie Aikins [AnneMarie.Aikins@metrolinx.com]
Subject: FOR REVIEW :: Argyle support for LRT Tour Launch/CNE
Importance: High

Judy,

Per your request – for your 2pm call with Argyle.

The notes in red are additions or feedback to some of Argyle's recommendations.

If you have any questions or concerns, please let me know. I'm leaving the office around 1:30 to do an Eglinton West "drive-by" to scope out more potential site locations.

Erin

The following are areas where we should ask for Argyle's support on the LRT Tour Launch at the CNE:

Three main components of the "launch":

- i. Advance media preview/technical briefing of the mock-up at our Halton Hills storage facility on August 13, 2012 with key beat media, hosted by Jack Collins. Invitation to key stakeholders, including Minister Chiarelli (The vehicle is moved to The Ex on August 15)*
- ii. Launch event on opening day of The Ex (August 17, 2012) with Minister Chiarelli, Bruce McCuaig, Jack Collins and the TTC's Andy Byford.*
- iii. The LRT mock-up will be on display every day of The Ex – August 17 to September 3. Metrolinx will be set up in front of the Direct Energy Centre on Princes' Blvd., toward the west side of the building*

1. Materials Development - Writing, design and printing of graphics and materials to accompany vehicle

This includes writing, design and printing of:

- Three 4' x 4' sintra boards applied to two easels for durability (can we think of something other than easels – something more wind-resistant?)
 - One will be a map overlay which shows the LRT projects in context with The Big Move vision
 - Second will be an LRV 101, dispelling myths about LRV as Streetcar
 - What will be the third board include?
- One 63" x 118" vinyl sign (to replace existing Flexity Freedom sign)
- Three double-sided coloring sheets for children @ quantity of 1,000 (NOTE: I think we should plan for more than 1,000; 2,000 would be better)

2. Brainstorm and provide recommendations for a giveaway concept that could have 'must have' appeal – e.g. buttons, patches, etc. For example, can we create buttons

with a 'stylized' graphic based on the Big Move map?

- Source quotes and provide vendor recommendations
- Provide a graphics concepts for consideration

3. Media Relations support

- Brainstorm pitch concepts for Breakfast Television LiveEye segments on Thursday, August 16.

- NOTE: It's very possible they'll be doing a LiveEye from The Ex on the Thursday or Friday. Confirm if this has been arranged, and if we can coordinate for them to do at least one segment with the LRV

4. Interactive Elements

- Driver photo integration with Facebook for the CNE
NOTE: I like the interactivity of this idea, but don't love the contest element. I think the draw to participate is the fun of it, and the takeaway is the photo. Can the photo be emailed to the participant as well as posted to the Crosstown Facebook page? Do we need to have waivers onsite for participants to sign? (Depending on the cost, and the response, we could carry this over to the Brickworks stop as well).

Support required:

- Source price quotes and secure vendor
- Provide on-site support to manage 'photo booth' execution

- "Hello, My Name Is..."

I'm picturing a large foamcore "talking bubble" that we can place next to the front of the mock-up, and people can affix a "Hello, My Name Is..." sticker to the bubble with what they think its name should be. It's not a contest, and there wouldn't be an expectation that we're going to in fact name the LRV – it's just a fun thing to do.

Support required:

- Source costs of materials required to execute

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

From: Judy Pfeifer

Sent: Wednesday, July 25, 2012 7:27 AM

To: Erin Whitton; Trina Melatti; Anne Marie Aikins

Subject: LRT tour and the Ex

Argle has sent us a proposal.

Anne Marie, please share the LRT Ex section with Trina and Erin.

Trina and Erin: tour list to me seemed more comprehensive.

I am speaking to Argyle today at 2 pm . I would love to provide them with additional asks.

Could you get something to me by then?

Judy

sent from judy's bb