Message

From: Paula Edwards [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=PAULAE]
Sent: 9/24/2012 10:41:00 AM
Subject: Fw: GO-related advertising and marketing agency costs

My thoughts would be to procure the pool for the higher budget and go for two years. This will give us some flexibility considering the amount of marketing need we keep discussing. Downside would be if we are not happy with the agency we have them for two years.

From: Marilyn Hood
Sent: Sunday, September 23, 2012 06:47 PM
To: Mary Proc; Gary McNeil
Cc: Judy Pfeifer; Paula Edwards
Subject: RE: GO-related advertising and marketing agency costs

Hi Mary
I have time devoted in my calendar tomorrow afternoon to work on the ARB draft. I'll forward it to you as soon as it is ready for review and comment.

A couple of things...
I know that we talked about an amount of 450K to set aside for marketing agency support on an annual basis. There are two "pools" of agencies with the ARB: one pool is for contracts up to 699K; the other is a pool for contracts valued at more than 500K. Contract value is the total amount regardless of whether it is spent in one, two, or three years. In other words, if we spend 450K each year over a period of two years for a total of 900K, we need to utilize the services of an agency in the 500K+ list. If our spending over the term of the contract will amount to less than 699K, then we would utilize the services of an agency in the other pool.

Although we had put forward a proposal for a one-year contract with an option to renew, the ARB advises that we should put in a two-year contract with an option to renew for a third year. They point out that it often takes about a year for an agency to get their footing with a client and it isn't until the second year that the relationship starts to yield positive results. I am not sure I agree with that, but they are the experts.

That said, I will scan and send the two lists of agencies to you tomorrow, and we can talk about a) length of contract and b) overall value for the contract duration. The ARB will short-list the agencies based on our requirements.

Obviously we want to get the best agency on board as soon as possible. I want to make sure you are aware of the various options available to us with respect to how we position our needs.

From: Mary Proc
Sent: Sunday, September 23, 2012 9:49 AM
To: Marilyn Hood; Gary McNeil
Cc: Judy Pfeifer; Paula Edwards
Subject: Re: GO-related advertising and marketing agency costs
Marilyn: Thanks for this update. How soon can we be going to the ARB for a new agency? Can I be blocking off my calendar now for the ARB presentations? Regards.

From: Marilyn Hood
Sent: Saturday, September 22, 2012 10:19 PM
To: Mary Proc; Gary McNeil
Cc: Judy Pfeifer; Paula Edwards

Subject: RE: GO-related advertising and marketing agency costs

Hi Mary
Thanks for your email. The printing procurement process is now under way. I will let you know the schedule and costs related to the new contract once I hear back from procurement. On a related matter, we are stalled on getting the work done with IT with respect to eliminating all the manual updating Mellissa has to do each time there is a schedule change. I understood there was some discussion with IT about the work being commenced this year to develop the app, but it would appear that IT doesn't have the resources available to do this work until sometime in 2013. Will keep you

Non-Responsive Information

Related to budget, my next steps with Finance are to work out and isolate a budget exclusively for GO that includes printing, advertising, marketing fees, etc. It will take a bit of time to get set up, but end result is that you will have full access and input into budget and what is being spent, where, and on what.

From: Mary Proc
Sent: Tuesday, September 18, 2012 10:24 AM
To: Marilyn Hood; Gary McNeil
Cc: Judy Pfeifer; Paula Edwards
Subject: RE: GO-related advertising and marketing agency costs

Marilyn: I really appreciate this base-lining of costs, especially as they relate to the printing of schedules. With our planned improvements to on-line schedules & on-line trip planner, we will hopefully be able to deliver a better cx experience at lower costs, and the information below will help us measure our progress.

I also REALLY appreciate you getting the printing RFP back on track, as this has been a source of frustration for some months now.

Regards...M

From: Marilyn Hood
Sent: Monday, September 17, 2012 9:29 PM
To: Gary McNeil; Mary Proc
Cc: Judy Pfeifer
Subject: GO-related advertising and marketing agency costs

Gary and Mary
I think you were both aware that I have been looking into previous expenditures in order to get a sense of what advertising dollars to put forward as part of the 2013-14 budget. I am including a summary below of what was spent in fiscal 2011-12, followed by expenditures to end of August for this fiscal year. I want to say that this summary wasn't readily available and it took a bit of sleuthing to put the spending into the appropriate categories, but I can tell you that going forward, there will be an accurate accounting of exactly what is being spent on each of the GO initiatives so that communications staff can report back to you in a timely manner.

1. Advertising
Fiscal 2011-2012 Account 6161 Cost Centre 0735
Kitchener service= 36k
Schedule changes = 136k
Niagara falls = 253k
Misc = 236K (uncategorized and includes some GO spending)

Fiscal 2012-13 (as of Aug 31)

Barrie 132K
Niagara 95K
2. Marketing agency fees:

Due north contract value $300,000, May 6, 2011 – Mar 31, 2012
JAN Kelley billings to us 524K (calendar 2010); 410K (calendar 2009)

For the purposes of this fiscal year, please note that I have reserved 275K for marketing agency services in support of GO. This represents an annual spend of 450K on agency fees and is adjusted to the seven months remaining in this fiscal year.

Non-Responsive Information

Trust this information is helpful. Let me know if you have any questions.

Thanks.
m