
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 9/26/2012 1:16:00 PM
To: Gary [McNeil]; Mary [Proc]; Greg [Percy]; Paul [Finnerty]
Subject: Input from GEM
Attachments: image001.png

Hi,

I was hoping to attend today's GEM to seek some input to help shape the communications plan as well as brief GEM on the current state of affairs of the Strategic Communications Division.

I am happy to meet in person to discuss; however in order to ensure I met my timelines I am sending out this email.

In order to help me finalize the overall plan I would appreciate if you could provide me with some information:

In preparing these questions I have reviewed the GO five year plan and I am interested in additional information:

- Of the new or major 2013 Initiatives – which are the priority initiatives?
- What is the priority market for GO? Its current customers? Trying to attract new customers?
- What are your key priorities for 2012 and 2013? For example,
 - It has been said that GO has not invested enough resources in promoting the GO buses lines. Is greater promotion of GO Bus Services a priority for GEM?
 - Adding more regular commuter service is usually rapidly communicated through GO's passenger base, but would benefit from higher public awareness? Is this a priority focus?
 - GO provides weekend service to many special events (Indy 500; Caribana; Santa Claus, Labour Day and Pride Day), how much more promotion should be allocated to incent customers to take GO to these events, and build off-peak ridership?
 - GO has now developed very effective and thorough bus services to several large universities – are students a key market for you?
 - New service is one of the most important announceables from GO. We have learned that new train service on weekends requires dedicated promotion leading up to the launch, and then throughout the initial intervals of service. For Barrie we paid \$167,276 in advertising costs and for Niagara \$140,764. Examples of these are the Niagara Falls and Barrie summer excursion lines. Is the current level of communications and marketing support sufficient? Is there a priority market for 2013?
 - When I look at customer communications activities and room for improvement can the various tactics be ranked by importance:

Next week at GEM it is my intent to provide the following and I would, once again, appreciate any input:

1. Briefing on the Strategic Communications Division – resources and organizational review
2. Overview of the GO plans (Georgetown, Operations/Customer and Construction)
3. Seek input on priority setting
4. Turn around a revised plan following GEM that reflects your priorities.

Thanks in advance.

Judy

Judy Pfeifer
Vice President, Strategic Communications



20 Bay Street - Suite 600 - Toronto, ON M5J 2W3

T: 416-874-5902

C: 416-574-7950

E-mail: judy.pfeifer@metrolinx.com

Web: www.metrolinx.com