

GO Transit Communications

Discussion Presentation

- Current Situation
- Operational Improvements
- Moving forward

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Current Situation

- Lack of communications plan for GO Operations/Customer Service; GO Construction and Georgetown South.
- Direction on communications activities from multiple sources: departments; committees; senior management; staff
- MTO operational realities and impact on operations
- Majority of staff spend their time on GO-related work

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Current Situation

- Lack of processes (approvals)
- Focus on tactics and project-specific deliverables instead of big picture strategy
- Lack of measurement
- Interim measure = cross-functional teams to develop plans (Best teams approach)

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Lack of clarity for approvals.

Example: on construction communications is it CI, SOS, Strat Comms or Customer Relations?

At times different offices are creating their own materials, sometimes with different messages.

Operational Improvements – Strategic Communications

- Business Plan for Strategic Communications
- Operational review and potential new client-service model
- Enhanced budget oversight and transparency – integrated into planning with client

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Moving forward

- Aligning three Best team communications plan into one master GO strategy
- Enhanced budget oversight and transparency – integrated into planning with client
- Discussion about how best to develop the product/who needs to be involved/how it intersects with other work under way

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Questions for Discussion

- 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?

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Our people with a focus on staffing, skills development, best practices and professional development opportunities.

Our clients including formal feedback/evaluation; team leads/best teams in support of clients; development of corporate and divisional communications plans.

Our business operations with an understanding of major projects and priorities; contentious issues list; development of KPIs; stronger working relations with MTO; increased capacity in media relations; government relations

Manage all the touch-points to customers so that we get best bang for buck, utilize resources most effectively, and achieve business objectives – how it all links together

Examples

- 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?

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