
From: Marilyn Hood [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MARILYN HOOD]
Sent: 10/14/2012 1:13:39 AM
To: Bert Peverini [Bert.Peverini@gotransit.com]
CC: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; Paula Edwards [Paula.Edwards@metrolinx.com]; Matthew Chojnacki [Matthew.Chojnacki@metrolinx.com]; Steve Naylor [Steve.Naylor@metrolinx.com]; Debbie Dias [Debbie.Dias-Schimek@metrolinx.com]; Mary Proc [Mary.Proc@metrolinx.com]
Subject: FW: NF Excursion and Barrie W/E Services Ended Sept 3rd
Attachments: Zenith.pdf; OTMPC.pdf; Zenith 2.pdf; Zenith 3.pdf

Hi Bert

I asked for the media buys to be pulled related to these projects. They are attached here. I am happy to help decipher these if required, Please be advised we are working towards a system that will provide a better summary of costs related to each GO project; in the meantime, we have to rely on invoices paid.

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

From: Marilyn Hood
Sent: Wednesday, October 10, 2012 4:59 PM
To: Jodi Ferguson; Debbie Dias
Subject: Fw: NF Excursion and Barrie W/E Services Ended Sept 3rd

Could someone pull a copy of the media buys related to the NF and Barrie extra service?

:: sent via blackberry

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

From: Marilyn Hood
Sent: Wednesday, October 10, 2012 04:49 PM
To: Bert Peverini
Cc: Daniel Haufschild; Roxanne Lypka
Subject: Re: NF Excursion and Barrie W/E Services Ended Sept 3rd

I will look into it and get back to you.

:: sent via blackberry

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

From: Bert Peverini
Sent: Wednesday, October 10, 2012 04:45 PM
To: Marilyn Hood
Cc: Daniel Haufschild; Roxanne Lypka
Subject: RE: NF Excursion and Barrie W/E Services Ended Sept 3rd

Marilyn:

Thanks for the feedback. We are incorporating your comments into the deck for next week.

Re advertising expenditures listed below, would you be able to categorize how these funds were used i.e. local print ads, radio announcements, station level posters ... so that we can better address questions that may arise on this topic?

BertP

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

From: Marilyn Hood
Sent: September 21, 2012 12:50 PM
To: Bert Peverini; Paula Edwards
Cc: Laura-Gaye Moats; Nancy Pogue; Marilyn Hood
Subject: RE: NF Excursion and Barrie W/E Services Ended Sept 3rd

Hi Bert

Thanks for the opportunity to comment. Here is info from Communications:

Advertising Costs:

For Barrie - \$167,276

For Niagara - \$140,754

Comments/Opportunities/Recommendations:

Really need a better and true sense of the actual market for these services and realistic ridership projections based upon that. If there is no real market for these services, or the market potential is low, marketing and communications cannot compensate for a product/service that there is no real appetite/demand/need for. The success of a product is based upon a number of things - marketing and communications being only one element.

Conduct market segmentation and customers surveys with RABS - model next season's service off what customers are looking for and where the prime markets are. E.g. previous customer research demonstrated interest in reintroducing the Toronto-bound Saturday morning train for Niagara customers. Addressing the needs of riders could provide a good news opportunity for media and reinforce the passenger charter. Likewise introducing a morning Barrie-bound train for Toronto customers, and taking away some of the in-between trips to/from East Gwillimbury where there was not as much uptake would give us an opportunity to better work with Tourism Barrie and pitch a new story to media.

Schedules - If our group had an opportunity to provide feedback on the schedules before they are approved, it would help us to package and communicate a better product. For example, there would be better opportunities to work with partners like Shaw Festival if the shuttle times between NOTL and St. Catharines better suited the scheduling of shows.

Consistency of service - If we had a streamlined service it would be easier to communicate/market and easier for potential riders to understand. For example, this season bike coaches were not running on Friday trains or the May long weekend trains. It posed a challenge in reaching out to the cycling demographic, as we could not guarantee a specific amount of bike space on all the trains or that the bike coaches were always in operation.

Timing - If we had schedule information by early January, or at the very least the dates and amount of trips per day we are running seasonal service, we could explore advertising/editorial opportunities that we missed out on previously due to early material deadlines.

Price - Is the price competitive compared to driving or taking a bus for a couple or family? Perhaps we could look at a co-fare with Niagara Transit where riders would not have to pay for the connection.

Stakeholder relations - Niagara Tourism and Barrie Tourism have expressed interest in working more closely with us but need schedule info earlier, confirmation of service earlier, ability to go public about it earlier and for relationships to be developed and fostered.

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

From: Bert Peverini

Sent: Monday, September 17, 2012 8:31 AM

To: Paula Edwards; Marilyn Hood

Cc: Laura-Gaye Moats; Nancy Pogue

Subject: FW: NF Excursion and Barrie W/E Services Ended Sept 3rd

Paula/Marilyn:

As per email below we are preparing a ridership review of these two services and will tentatively present to GEM on 26 Sept. In addition to ridership I will be including comments on costs and key points of note from each department.

Can you please provide comments on major points of note from the view of your departments. Email in bullet format will suffice.

Given the tight timing, I'll need input no later than 21 Sept. Please call me if you wish to discuss or if necessary meet before preparing your response.

BertP
X5329

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

From: Greg Percy

Sent: September 7, 2012 6:29 PM

To: Daniel Haufschild

Cc: Bert Peverini; Trevor Anderson; Remi Landry; Grant Bailie; Paul Finnerty; Daryl Barnett; Ken Armstrong; William Jenkins; Mary Proc
Subject: NF Excursion and Barrie W/E Services Ended Sept 3rd

Daniel, we need two debriefs to happen over the next 2 weeks.

1) Remi is pulling together a focused look at the summer 2012 NF service, with a look ahead to next year in terms of service frequency and infrastructure requirements. Need to also re-look at running shorter trains and implications. VIA's reduced NF profile, including ticket sales, is a factor. Your team will be key to the debrief to assess ridership actuals, new service options etc.

2) trust your team will organize and lead a review of the Barrie w/e service results. I see this as a broader review including public relations /advertising, bus /rail service schedule coordination, impact on GTS project delivery, station services impacts, and more. We need to make recommendations on the viability of a summer 2013 program for inclusion in the 13/14 budget.

Greg