
From: Tom Aylward-Nally [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=TOMA]
Sent: 11/1/2012 7:01:51 PM
To: Dina Graser [Dina.Graser@metrolinx.com]; Trina Melatti [Trina.Melatti@metrolinx.com]; Robert Pasiak [Robert.Pasiak@metrolinx.com]; Garnet Greatrix [Garnet.Greatrix@gotransit.com]; Johnny Lee [Johnny.Lee@gotransit.com]; George Atikian [George.Atikian@gotransit.com]; Nick Di Iorio [Nick.DiIorio@gotransit.com]; Siamak Khajepour [Siamak.Khajepour@gotransit.com]
Subject: RE: SouthBlair_residentflyer_Nov2012
Attachments: SouthBlair_residentflyer_Nov2012 tan.docx

Couple of changes:

- Not reflected in the track changes, but some layout tweaks. Most importantly, the notice needs a title, and I moved the date/time to a horizontal layout
- Also untracked, but I removed the Stantec contact details (reasoning below)
- Some minor tweaks to the wording shown as tracked changes. Most notably, important to describe the ERMF as being into the construction phase to further make clear it is not up for debate.

Also, we've had some conversations about the issue of collecting comments from non-attendees from the Open House. I am concerned that the notice as it stands suggests we are being needlessly inflexible and not making it possible for people who might have a scheduling conflict to provide informed input. Some of the proposed changes speak to this issue:

- First of all, I think we've been unduly reliant on EA style language like requiring comments in writing. This is not a statutory process, so demanding their written feedback only is a needless formality. If someone wants to get more information on what parking restrictions are mooted, there's no reason we can't do it by phone.
- Two, we must bear in mind that these comments by non-attendees, if any, will be made purely on the basis of what's in the ad or flyer. It's important to give these non-attendees the impression that they can call our staff to become better informed, and potentially let what we have to say to them temper what comments they wish to provide back to us. There may be an opportunity to email them the boards or possibly point them to a spot where the boards will be online prior to the meeting (this still needs to be discussed). Our language in the ad should encourage that kind of engagement and education rather than state we expect a written statement composed without any further context.
- Third, it was our preference with the ad (and still our preference) that residents not be directed to contact Stantec with questions. It is needlessly confusing to give them two channels to contact (plus the GO contact centre) without providing an indication why they might want to contact one or the other. Maintaining message discipline can be a challenge with outside contractors. This is our project and we own the message.

From: Dina Graser
Sent: Thursday, November 01, 2012 1:44 PM
To: Trina Melatti; Robert Pasiak; Tom Aylward-Nally; Garnet Greatrix; Johnny Lee; George Atikian; Nick Di Iorio; Siamak Khajepour
Subject: RE: SouthBlair_residentflyer_Nov2012

I'm fine with that but can we put a name – it is much more user-friendly to say "Please contact Robert Pasiak at xxx@xxxx or GO Customer Care at (phone)" than just to put an email address.

From: Trina Melatti
Sent: November 1, 2012 1:42 PM
To: Dina Graser; Robert Pasiak; Tom Aylward-Nally; Garnet Greatrix; Johnny Lee; George Atikian; Nick Di Iorio; Siamak Khajepour
Subject: RE: SouthBlair_residentflyer_Nov2012

My preference is to use the dedicated email address we set up for this purpose and the default can be the Customer Care. This provides an easier method for tracking emails/calls.

From: Dina Graser

Sent: Thursday, November 01, 2012 1:39 PM

To: Robert Pasiak; Tom Aylward-Nally; Trina Melatti; Garnet Greatrix; Johnny Lee; George Atikian; Nick Di Iorio; Siamak Khajehpour

Subject: SouthBlair_residentflyer_Nov2012

I've made two small changes – removed an extra bullet and the reference to the ERMF which I don't think you need.

Since this is going to the public, I think the contact should be Robert or the call centre, not the consultants – I know they are working with staff and city staff and so on, but I think we should have Metrolinx/GO folks as our public contact.

Thanks

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