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**From:** Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]  
**Sent:** 11/5/2012 3:24:00 PM  
**To:** Steve [Martin]  
**Subject:** FW: Budget High-Level  
**Attachments:** MX Budget Nov 2.pdf

I am sending this to you in real time.

Please see their proposal.

Due to the fees I am seeking some clarification from MTO.

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

From: Jill Engelman [mailto:Jill.Engelman@bensimonbyrne.com]  
Sent: Monday, November 05, 2012 10:05 AM  
To: Judy Pfeifer  
Cc: Amanda Alvaro  
Subject: Fwd: Budget High-Level

Hi Judy, I sent you this budget on Friday, and need to follow up on the first 2 projects, for Account/Strategic Management and for Creative Development. We cannot begin this work without a contract or P.O. from Metrolinx. And time for deliverables is already very tight. Is there anything more you need from me? Can you give me an update so I can build this into our timeline.

Jill

>>> Jill Engelman 11/2/2012 3:25 PM >>>

Hi Judy,  
I wanted to give you a high level budget with slightly more detail than the numbers we showed you last week. There are 2 immediate projects at the top (Account and Creative Development) totalling \$420K - \$530K that need to be signed off right away. We are currently working without a LOA or a contract and need this resolved for us and for the ARB.

All of the project execution would be estimated separately and are shown with ranges (low-high).

You'll notice I highlighted 3 projects without including numbers (Social, Web, Brochure production). Web will need to be scoped after Monday. I wasn't sure if brochure production would come from another budget. And need to establish quantities. Social budget scope will be defined once we begin creative development.

Please give me a call if you would like to discuss.

Jill

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