



METROLINX

An agency of the Government of Ontario
Une agence du gouvernement de l'Ontario

Memorandum

To: Customer Service Committee
From: Mary Proc
Vice President, Customer Service
Date: December 4, 2012
Re: **Action Log**

At the September 10, 2012 Board Meeting, we are streamlining the attached Action Log.

The Action Log, as highlighted, reflects only newly closed items, outstanding items and new follow up items.

Out of 63 items, two are newly closed, six are open, and four were added in the last meeting.

Respectfully submitted,

Mary Proc
Vice President, Customer Service

Customer Service Board Committee
Action Log
Last updated: October 25, 2012

Legend:

Newly Closed Items

Item	Meeting Date & Follow-Up Required	Status
Non-Responsive Information		
Non-Responsive Information		

Customer Service Board Committee
Action Log
Last updated: October 25, 2012

Item from meeting of February 17, 2011		
43	Staff to report back on media/advertising campaign for GO.	An advertising campaign will take place for new Barrie service starting in June 2012. Further GO media/advertising will be supported by the new VP, Strategic Communications, and her update will take place at the December 4, 2012 meeting of the CSC . <u>Open.</u>
Items from meeting of June 22, 2011		
51	GO Marketing Plan	Future updates on marketing to include measurement of effectiveness. <u>Open.</u>
Item from meeting of September 4, 2011		
Non-Responsive Information		
Items from Meeting of September 10, 2012		
Non-Responsive Information		

Non-Responsive Information

4	The Committee recommended a marketing campaign to inform customers about how Metrolinx is improving Union Station, and to help the public distinguish the work of Metrolinx at Union Station from the City and the TTC's work.	Relayed to the VP, Strategic Communications, October 23, 2012, to build into the marketing plans for GO. <u>Open.</u>
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