



# METROLINX

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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**

As requested at the September 10, 2012 Customer Service Committee Meeting, the attached Action Log has been streamlined to reflect only newly closed items, outstanding items and new follow-up items. Out of a total of 63 items in the Action Log, 12 items are reported here, including 2 newly closed items, 6 open items, and 4 newly added follow-up items.

Respectfully submitted,

Mary Proc  
Vice President, Customer Service

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

Legend:

Outstanding Items

Newly Closed Items

New Follow-up Items

| Item                                          | Meeting Date & Follow-Up Required                  | Status                                              |
|-----------------------------------------------|----------------------------------------------------|-----------------------------------------------------|
| <b>Item from meeting of November 16, 2009</b> |                                                    |                                                     |
| <b>Non-Responsive Information</b>             |                                                    |                                                     |
| <b>Item from meeting of November 15, 2010</b> |                                                    |                                                     |
| <b>Non-Responsive Information</b>             |                                                    |                                                     |
| <b>Item from meeting of February 17, 2011</b> |                                                    |                                                     |
| 43                                            | Staff to report back on media/advertising campaign | An advertising campaign will take place for the new |

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|                                                 |                                       |                                                                                                                                                                                                             |
|-------------------------------------------------|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                 | for GO.                               | Barrie GO service starting in June 2012. The VP, Strategic Communications will provide an update on this and other GO media/advertising activities at the December 4, 2012 meeting of the CSC. <u>Open.</u> |
| <b>Items from meeting of June 22, 2011</b>      |                                       |                                                                                                                                                                                                             |
| 51                                              | GO Marketing Plan                     | Future updates on marketing to include measurement of effectiveness. <u>Open.</u>                                                                                                                           |
| <b>Item from meeting of September 4, 2011</b>   |                                       |                                                                                                                                                                                                             |
| <h1>Non-Responsive Information</h1>             |                                       |                                                                                                                                                                                                             |
| <b>Items from Meeting of September 10, 2012</b> |                                       |                                                                                                                                                                                                             |
| <h1>Non-Responsive Information</h1>             |                                       |                                                                                                                                                                                                             |
| 4                                               | The Committee recommended a marketing | Relayed to the VP, Strategic Communications, October                                                                                                                                                        |

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|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
|  | 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. | 23, 2012, to build into the marketing plans for GO.<br><u>Open.</u> |
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# Non-Responsive Information